



# HOW TO ACCESS THE CONTENT LIBRARY

The Destination NSW Content Library is an easy-to-use resource of inspiring NSW content for media and industry access.

Our image, video and copy collections are available to download for positive tourism promotion of destinations, experiences and events across New South Wales.

With more than 25,000 assets available you are sure to find an image, video or story idea to bring your content to life.

## Let's Get Started

To access the Content Library, all you have to do is [register](#) and agree to the Destination NSW Terms and Conditions of use. Once your account is approved you will be emailed confirmation of your username and password and you're all set to go.

Go to [destinationnsw.com.au/tourism/content-library](https://destinationnsw.com.au/tourism/content-library)

## How to search for content

Once you're logged in, you can start looking for images, video and editorial content. Simply type what you are looking for into the Search bar at the top of the web page. You can search by key word, destination, event or photographer and also select from the drop-down menus provided to search via region, precinct, category or album.

## Using the Teambox

You can save content from your search results into a Teambox, a folder where you can review, refine, print or email the assets to others to approve before placing an order.

To create a Teambox, simply click on the Teambox tab and choose New from the menu bar. You can then give your Teambox a descriptive name and save images to it by clicking the asterisk symbol in the top-right corner of an open image window.

## How to order content

Ordering is easy — click on the basket icon of the item you'd like and you will see a thumbnail of the chosen image appear in the bottom left-hand corner of the window. You can order up to 20 items at a time.

Once all your chosen items are in your basket, double click on the basket and an order window will open. Click 'Order' and fill in the Project Details form, providing as much information as you can about how you will be using the content, then click 'Submit Order'.



Sydney Harbour, Vivid Sydney



Sea Cliff Bridge, Clifton



Shelly Beach, Port Macquarie



**The important bit** — please tick the box to show you have read the Terms and Conditions before placing the order, as any breach of terms and conditions could result in legal action by the photographer or talent.

Also, please note that restrictions, charges or acknowledgement conditions may apply to some images, due to licensing agreements.

Once approved – usually within one business day – you will receive an email from the Destination NSW Content Library with details of how to download your content and any important information regarding conditions of use and mandatory image credits.

### **Mandatory image credits**

We want to make certain that the people who create our great images are credited correctly so please ensure the supplied image credits appear under or near the image when published. The information can be found under 'Mandatory Credits' in the item details.

### **Social media usage**

The Content Library houses image and video content in the correct specifications (1:1, 4:5 and 9:16) for instant social media uploads.

To credit Regional NSW content on social media, use the hashtag #newsouthwales with @visitnsw tagged. To credit Sydney content on social media, use the hashtag #ilovesydney with @visitnsw tagged.

Only Destination NSW owned images and video are permitted for use on social media. This can be identified in the Mandatory Credit section of Item Details.

NOTE: If you do not require social media images when searching, you can easily filter out 'social media' in the advanced search option, under the arrow to the left of the search field.

### **Footage**

Our Content Library also houses the latest videos from destinations all across NSW. The footage has been shot in 4K or HD on high-end cameras. The videos available on the library are highlight reels from all regions of New South Wales and some footage is available for social media usage in square or vertical format. In addition, we have many other videos available—promotional, specific experiences and more.

**CONTACT US:** If you need additional assistance please email a member of our Editorial and Content Team at [content.library@dnsw.com.au](mailto:content.library@dnsw.com.au).



Thredbo, Snowy Mountains



Dark Sky Park, Warrumbungle National Park



Canola Trail, Sebastopol



Sand Dune Adventures, Port Stephens

