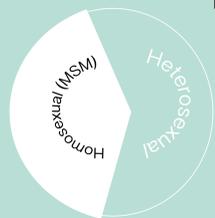


In Western Australia between 2008-2013, heterosexual transmission of HIV increased by



83%

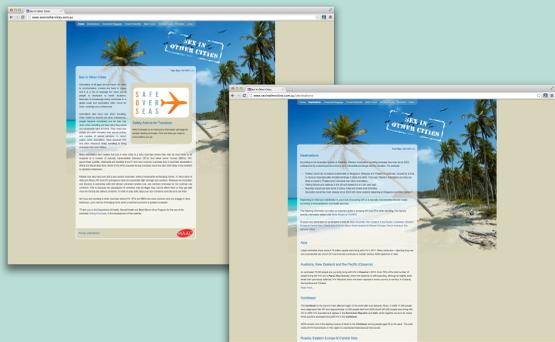
overtaking MSM for the first time.

21% of heterosexual transmissions were acquired in SOUTH EAST ASIA

and 35%

of these cases were people born in Australia.

2007



The Sex in Other Cities website was created to address the problem. The static site focused on the prevalence of HIV in various locations.

The website was supported with advertising in airport conveniences and in-flight magazines throughout Western Australia.



51

The website attracted an average of 51 visits per week.

The site and brand were reviewed in 2014.



TOURISTS



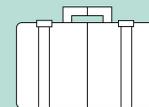
STUDENTS



BACKPACKERS



SEX TOURISTS



EXPATRIATES & WORK TRAVELLERS

A TALE OF TWO (SEX IN OTHER) CITIES



HOW SHIFTING THE FOCUS TO FUN TRIPLED WEB HITS

The Western Australian AIDS Council successfully redesigned a safe sex website for young travellers by considering the reasons for travelling and the emotions felt while away from home, rather than outlining prevalence statistics and STI symptoms. By tapping into popular events and internet searches, visits to the site more than tripled after the re-launch.

PROJECT AIMS

- Raise awareness of the overseas epidemic and prevention methods
- Increase sexual health testing pre and post travel
- Increase the uptake and usage of condoms when travelling

f SOCIAL

While the website was redesigned, a Facebook page was created to generate buzz and build a fan base.

Advertising was taken in a completely new, sexier, tongue-in-cheek direction.



2014

The new, mobile optimised site focuses on the world's sexiest parties, and provides tips for maximum fun and enjoyment. Safe sex information is conveyed with greater subtlety.



The website now attracts an average of 179 visits per week. Nearly half of all visits are generated by organic search. New content is created with the help of volunteers and posted regularly. Facebook posts are timed to coincide with the events as they occur.



179

Future plans for the brand include partnering with travel agencies for additional reach opportunities and cost recovery. A full evaluation of the project will also be conducted.

