WORKING WITH TOURISM AUSTRALIA
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Welcome

Together we can show the world why ‘There’s Nothing like Australia’.

Which is why we work hard at creating opportunities for you to promote your business to the world.

Throughout this guide you’ll be introduced to a range of resources that can help your business.

Whether you’re just starting to get ready for inbound tourism and trying to understand key inbound markets; or if you’re more established and want to make your marketing impactful and start sharing your product with the world.

We’re here to help you succeed and we look forward to working with you.

Yours sincerely

John O’Sullivan
Managing Director
Tourism Australia
OUR STRATEGY

› Tourism Australia is the Australian Government agency responsible for attracting international visitors to Australia for both leisure and business events.
› Our activities include advertising and consumer promotions, public relations and media programs, trade shows and industry programs, online communications and consumer research.

Find out more at www.tourism.australia.com/aboutus

TOURISM 2020

› Under ‘Tourism 2020’, Australia’s national strategy to enhance growth and competitiveness in tourism, the industry aims to increase annual overnight visitor expenditure to more than $115 billion by 2020.
› Tourism Australia works with the tourism industry and governments across Australia to achieve the Tourism 2020 goals.
› All state and territory tourism organisations have adopted the Tourism 2020 goals as a base for their own strategies.

Find out more at www.tourism.australia.com/2020

PROGRESS OF TOTAL OVERNIGHT VISITOR EXPENDITURE AGAINST THE TOURISM 2020 GOAL

<table>
<thead>
<tr>
<th>Year</th>
<th>Overnight Visitor Expenditure ($ billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>70.0</td>
</tr>
<tr>
<td>2010</td>
<td>71.8</td>
</tr>
<tr>
<td>2011</td>
<td>74.5</td>
</tr>
<tr>
<td>2012</td>
<td>77.2</td>
</tr>
<tr>
<td>2013</td>
<td>80.4</td>
</tr>
<tr>
<td>2014</td>
<td>85.5</td>
</tr>
<tr>
<td>2015</td>
<td>94.5</td>
</tr>
<tr>
<td>2016</td>
<td>97.1</td>
</tr>
<tr>
<td>2017</td>
<td>103.2</td>
</tr>
<tr>
<td>2018</td>
<td>110 (At June 2018)</td>
</tr>
<tr>
<td>2019</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td></td>
</tr>
</tbody>
</table>

$140bn
$115bn
Tourism Australia focuses the majority of its resources on the markets which represent the greatest potential.
TOURISM STATISTICS

Market Profiles
› Tourism Australia provides an interactive market profile dashboard featuring statistics on international travellers to Australia including visitation, spend and more.
› Business Events Australia also publishes Business Events Market Profiles which will give you information on the latests trends from key markets.
› These market profiles are a good resource if looking to target new markets or if you are preparing for a trade event/mission.

International Market Updates
› Tourism Australia’s international teams publish biannual webinars providing an update on the performance of our target markets.
› These also highlight any changes to the distribution and aviation space, and highlight previous and upcoming activities.
› These webinars are found within the Market Regions sections of the corporate website.

Aviation
Aviation is a strategic priority for Tourism Australia in achieving the industry’s Tourism 2020 targets.
Tourism Australia publishes research and insights on the aviation landscape including:
› International capacity to Australia
› Route development including upcoming & recent new routes
› News on alliances, codeshares and consolidation
› Tourism Australia’s airline partnerships and campaigns

Investment Attraction
› Investment in Australian tourism infrastructure means more capital city accommodation, rejuvenated product in Australia’s regions, state-of-the-art business events facilities and innovative leisure attractions to meet the growing demand of Australia’s tourism industry.
› Access our interactive dashboard to view the number of Australian hotel rooms and projects which are currently in the development pipeline (planning, construction or final planning).

Latest Arrival Statistics
› Tourism Australia publishes the latest data on international visitors to Australia by market on a monthly basis using information from the Australian Bureau of Statistics.
› Access our interactive dashboard to view the number of international arrivals who visit Australia on a monthly and yearly basis.

Latest Expenditure Statistics
› Tourism Research Australia publishes the results of the quarterly International Visitor Survey (IVS) including information on expenditure by market.
OUR TARGET AUDIENCE

The High Value Traveller
› Tourism Australia has embarked on a journey to transition from predominantly demographically defined and based target audiences across markets, to a global behavioural and attitudinal target audience. This transformation is underpinned by the development of the High Value Traveller (HVT) segment.
› The Definition of the High Value Traveller:

TRAVEL LONG HAUL
Travels long haul (out of region) on a regular basis.

PREFERENCE FOR AUSTRALIA
Consideration to visit Australia in the short or long term.

KEY DRIVER FOR DESTINATION CHOICE
Food & wine, aquatic & coastal and nature & wildlife are key drivers when choosing a holiday destination.

REPRESENT HIGH VALUE
Above average trip expenditure, high likelihood to stay longer. Higher likelihood to disperse further.

CONSUMER RESEARCH

Traveller Snapshots
› Tourism Australia’s Traveller, and High Value Traveller (HVT) Snapshots are released annually to provide insights into the travel preferences and behaviours of the general consumer and HVT’s from each of Tourism Australia’s key markets.
› This information is based on Tourism Australia’s consumer demand project which is run on an annual basis.
› These snapshots are found on Tourism Australia’s corporate website, either within each market region specifically, or on the Consumer Research Page.

The Insight Files
› Tourism Australia’s Research and Insights team collect news about tourism related trends and insights on a blog called ‘The Insight Files’.
› These insights keep you up to date and assists your business to make decisions based on the latest available data and trends in a broad range of tourism sectors.

Find out more at www.tourism.australia.com/consumerresearch
Find out more at www.tourism.australia.com/insights
MARKETING RESOURCES

Image and Video Galleries
› Tourism Australia’s image and video galleries contain thousands of still and moving imagery that is free of charge for use to promote tourism to Australia.
› Supplement your own imagery in your marketing activity, collateral including brochures and flyers, as well as your websites and training presentations.

Find out more at www.images.australia.com and www.video.australia.com

Campaigns
› Tourism Australia undertakes a number of regional as well as global campaigns.
› You can download campaign images and videos from our image and video galleries (see above).
› You can also download the ‘There’s Nothing like Australia’ campaign logo for use on your website and collateral.

Find out more at www.tourism.australia.com/campaigns

Australia.com
› Tourism Australia’s consumer website – www.australia.com - receives millions of unique visits each year and is the primary call to action for our consumer marketing campaigns.
› It is translated into a number of other languages.
› Australia.com contains listing from more than 40,000 tourism businesses via the Australian Tourism Data Warehouse (ATDW).
› To have your product or event listed on the ATDW – and therefore on australia.com and other tourism websites – contact your State or Territory Tourism Organisation.


PROMOTING YOUR PRODUCT

Australian Stories
› ‘Australian Stories’ is a section of our weekly industry newsletter ‘Essentials’.
› This section aims to keep subscribers informed on what’s new in Australia.
› The large distribution list includes travel writers, journalists, public relations representatives as well as global travel distributors.
› Stories can include information on new tours, accommodation and attractions; trip planning and itinerary ideas, international awards, restaurant openings, event and festival announcements and more.
› You have the opportunity to contribute to this newsletter by sending in your stories or press releases to our team.

Send your stories to internationalmedia@tourism.australia.com
Business Events Australia PR Newsletter

› Our specialist unit, Business Events Australia sends a monthly newsletter to international media featuring news from the Australian business events industry.

› Submit your business events related product news and stories for the opportunity to be featured in this newsletter.

✉ Email us at bea@tourism.australia.com

Generating Publicity

Tourism Australia has created a guide to help you:

› Understand what the media is and how it works

› Better promote your product or experience through a variety of media channels.

› Get involved with Tourism Australia’s media and publicity programs.

🌿 Find out more at www.tourism.australia.com/workingwithmedia

International Media Hosting Program

› Tourism Australia works closely with the Australian tourism industry to host up to 1,000 journalists, digital influencers, opinion leaders and television crew members from around 25 countries each year.

› The program aims to generate editorial coverage of Australia by providing opportunities for media to participate in inspiring experiences, meet unique personalities and immerse themselves in our lifestyle.

› Tourism Australia partners with the State and Territory Tourism Organisations to deliver the program.

› To get involved, ensure you connect with your Regional, State or Territory Tourism Organisation in the first instance.

✉ For more information email mediahosting@tourism.australia.com
SOCIAL MEDIA

› Tourism Australia’s social media program focuses on stimulating conversations about Australia through key platforms including Facebook, Twitter, and Instagram.

› We post mainly user-generated and industry-supplied content, which encourages fans to continue sharing their own stories and experiences on an ongoing basis.

› Our social team has created a ‘tips and tricks’ guide that will help you create compelling content for use in social media channels.

 культура

Find out more at www.tourism.australia.com/socialmedia

Facebook

www.facebook.com/seeaustralia

› Upload photos and videos directly to the Tourism Australia Facebook wall.

› Ensure the caption includes the location of the image and a brief background story.

› If your content is re-posted by us, ensure you are part of the conversation by posting comments and answering questions.
Instagram
www.instagram.com/australia
› Hashtag your images with:
#seeaustralia and tag @australia
› For food & wine related content also use:
#restaurantaustralia
› Don’t forget to add your State/Territory hashtag:

#

› And, your Regional & Local Tourism Organisation hashtags:

#

Twitter
www.twitter.com/australia
› Tweet interesting news, photos or videos to:
@Australia
› Join the Restaurant Australia conversation by using:
#restaurantaustralia
› Tweet industry news and content to
@TourismAus
› Tweet business events related news and content to
@MeetInAustralia

Weibo
www.weibo.com/seeaustralia
› Tag @澳大利亚旅游局 in relevant posts
› Join the conversation in the comments

WeChat
ID: tourismaustralia
› If you have interesting long-form content suitable for this platform, send your stories to
socialmedia@tourism.australia.com

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AUSSIE SPECIALIST PROGRAM

The Aussie Specialist Program is our platform for training international frontline travel sellers plus inbound tour operators in Australia. Tourism Australia works in partnership with all eight State and Territory Tourism Organisations (STOs) on delivering this program to more than 30,000 qualified agents across the globe. The Aussie Specialist website features inspiring content and a range of useful sales resources including training modules, an interactive map, suggested itineraries, fact sheets and much more.

There are three key opportunities to showcase your product or destination to these highly engaged Aussie Specialist agents.

Travel Club

› You can submit an offer to entice Aussie Specialists to experience your product first-hand on their personal visit to Australia.
› Your listing in this section of the site includes an image and product description resulting in a further training opportunity for the Aussie Specialist.
› Your offer should be valid for at least 12 months.
› Many operators offer FOC or discounts on their product or some sort of value add (eg. complimentary breakfast, room upgrade, drinks voucher, stay/pay deal etc).
› It is also worth considering the Aussie Specialist’s travelling companion in your offer.

Submit an offer at www.tourism.australia.com/travelclub
Product Update Videos

› You can send us a product video that showcases your product or destination to Aussie Specialists.

› Ideally, the video would address the Aussie Specialists directly, however if this is not possible we can upload your consumer-orientated video.

› Videos can be filmed in English or other languages.

› The video can be very simple and inexpensive to produce – some operators have submitted videos filmed and edited on their smartphones.

Some points to consider:

› No more than 2-3 minutes duration.

› We require the actual video file, as are unable to embed from YouTube, including a 50-word product or destination description.

› If filming on a smartphone, landscape orientation is preferred.

Find out more at [www.tourism.australia.com/aussiespecialist](http://www.tourism.australia.com/aussiespecialist)

Latest News

› You can send us your latest news to keep Aussie Specialists well-informed on any new product developments and/or changes.

› Your news piece should include a high-resolution image and link to further details.

› We suggest also sharing news with your STO partner for possible inclusion in upcoming newsletters. Content is provided to our teams in-market on a monthly basis by each STO.

Submit your news to aussiespecialist@tourism.australia.com
Business Events Australia (BEA) is a specialist business unit of Tourism Australia dedicated to promoting Australia internationally as a destination for conferences, incentives, exhibitions and events.

Tourism Australia supports the Australian business events industry through its marketing and distribution development activities, including the Advance Program which supports delegate acquisition activities for existing international business events taking place in Australia.

**Business Events Bid Fund**
Tourism Australia also extends its support of the Australian business events industry through the Business Events Bid Fund Program (BFP), which provides assistance to secure new international business events for Australia. A prospectus and application form are available online.

- Find out more at www.australia.com/businessevents
- Email the team at bea@tourism.australia.com

**Marketing our Offer**
BEA works to engage specific customer segments through partnership marketing, PR, content, media programs, digital communications, social media and events.

The strategy is differentiated by sector, with a focus on content including long, short form, graphic and film that communicates why there’s nothing like Australia for business events.

Please keep us informed on your activities and business events product and experience news.

- Find out more at www.australia.com/businessevents
- Email the team at bea@tourism.australia.com

**Working with Trade**
BEA offers a number of opportunities for industry to meet and do business with international business events buyers, both in key markets and in Australia.

- Exhibit on the Australia stand at international business events trade shows.
- Attend a BEA Showcase in market.
- Participate in the educational visit program for buyers and media in collaboration with your local convention bureau.
- Be part of Tourism Australia’s signature incentive showcase – Dreamtime – held every two years.

- For more details, email us at bea@tourism.australia.com

**Keep Informed**
- Distributed monthly, the BEA newsletter will keep you updated on BEA activity including events, educational and insights.

- Subscribe at www.tourism.australia.com/subscribe

**Connect on LinkedIn**
- Follow us on LinkedIn to keep up to date with news on Australia’s business events industry.

- Visit www.linkedin.com/company/businesseventsaustralia

**Use Twitter**
- Follow BEA’s Twitter handle @MeetinAustralia to get connected with the global BE audience and to keep up to date.
- Share your business events news and event success stories by tweeting @MeetinAustralia or #MeetinAustralia.

**Submit Content for australia.com/businessevents**
- We encourage business events products to contribute content to the BEA website.

- Find out more at www.australia.com/businessevents
- Email the team at bea@tourism.australia.com
INDUSTRY EVENTS AND WEBINARS

Tourism Australia hosts a number of key onshore and offshore industry events and trade shows each year.

Industry Briefings
› Tourism Australia hosts industry briefings in all states/territories on an annual basis.
› These briefings provide stakeholders with the opportunity to meet and hear from Tourism Australia’s senior management team.
› Topics covered include Tourism Australia’s creative and strategic direction, our campaign activity, market insights and partnership opportunities.

Webinars
› Tourism Australia’s webinar series covers a range of topics and offers the opportunity for industry to join live for discussion or watch the presentation later on demand.
› Webinar topics include updates from our in-market teams, working with our social media channels, as well as preparing for upcoming industry events.

Industry Events
› Tourism Australia’s industry events program provides forums for Australian sellers to showcase their product and engage with international buyers.
› The largest of these events in the annual Australian Tourism Exchange (ATE), bringing together around 2,500 buyer and seller delegates to meet and discuss business opportunities.
› Tourism Australia also participates in various third-party events, providing industry the opportunity to join TA’s stand as an exhibiting partner.
› Examples of industry events include:

Industry Events Calendar
› The Industry Events Calendar provides an overview of upcoming industry events and activities hosted by Tourism Australia; State, Territory and Regional Tourism Organisations; ATEC and tourism industry councils.

Check out upcoming and recorded webinars here
www.tourism.australia.com/events

Check out the industry events calendar at
www.tourism.australia.com/eventscalender
INDUSTRY DEVELOPMENT AND ADVICE

ATEC

› The Australian Tourism Export Council (ATEC) is the peak industry body representing Australia’s $33.4 billion tourism export sector.
› ATEC represents more than 850 members across Australia including large national and multinational companies as well as small and medium-sized enterprises.
› ATEC’s services include B2B opportunities, industry advocacy and development, education and business capacity building, local and national networking events and conferences.

More information on ATEC’s national branches, services and opportunities can be found at www.atec.net.au

State and Territory Tourism Organisations

› Each state and territory has its own government tourism agency that works with industry.
› The role of the State and Territory Tourism Organisations (STOs) is to support the development and marketing of sustainable tourism destinations and experiences within their state or territory, to increase awareness and attract visitors.

Refer to the relevant STO corporate website for more information on industry development tools.
Tourism Export Toolkit (TExT)
This introductory guide to inbound tourism has been produced by the Australian Tourism Export Council (ATEC) in partnership with Tourism Australia, and as a result of collaborative participation from all State and Territory Tourism organisations.

This toolkit contains advice on how to:
› Grasp the travel distribution system and its rate structure;
› Research international markets to establish who will use your products;
› Recognise the different travel styles of inbound travellers;
› Develop a marketing plan to target international visitors through a range of mediums and distribution channels; and
› Seek advice from your local, regional and state tourism organisation.

Find out more at www.tourism.australia.com/exporttoolkit

Investment Attraction
Tourism Australia and Austrade are working together to market Australia as an attractive investment destination for tourism infrastructure, and work with state and territory governments to facilitate foreign direct investment (FDI).

The aim of this partnership is to attract FDI that helps achieve the Tourism 2020 visitor expenditure target by:
› Raising awareness of the Australian tourism industry as an attractive place to invest;
› Removing potential barriers to investment and bringing tourism infrastructure opportunities to fruition;
› Providing State and Territory partner organisations with tangible FDI leads that match their identified goals.

Find out more at www.tourisminvestment.com.au

Austrade
› The role of the Australian Trade and Investment Commission (Austrade) in Australia’s tourism industry is to develop policy, attract investment and provide research to grow Australia’s tourism market share.
› Austrade supports industry investment and provides industry with the tools to compete more effectively in the global economy.
› The Export Market Development Grants (EMDG) scheme is a key Australian Government financial assistance program for aspiring and current exporters.

More information on this scheme can be found at www.austrade.gov.au/Australian/Export/Export-Grants
Tourism Australia Industry Relations
Tourism Australia’s Industry Relations team is here to help you access a range of useful tools and resources that will assist in growing your international tourism business. We are also available to help build your knowledge of our marketing activity and the ways you can work with us.

The team will inform you about the various Tourism Australia programs and opportunities and how you can be involved.

Please don’t hesitate to contact the team should you have any queries:

**Dominic Mehling**  
Industry Relations Manager  
ACT, NSW, NT & QLD  
+61 2 9361 1325  
✉️ dmehling@tourism.australia.com

**Kristy Carstairs**  
Industry Relations Manager  
SA, TAS, WA, VIC & Youth  
+61 2 9361 1717  
✉️ kcarstairs@tourism.australia.com

**Leigh Sorensen**  
General Manager  
Industry Relations  
+61 2 9361 1373  
✉️ lsorensen@tourism.australia.com

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Business Events Australia
For more information on Business Events Australia activity please contact:

**Kelly Maynard**  
Business Events Distribution Development Manager  
+61 2 9361 1733  
✉️ kmaynard@tourism.australia.com  
🌐 www.australia.com/businessevents

Tourism Industry Councils
- Tourism Industry Councils operate in many States of Australia.
- They are the peak industry bodies within their State jurisdiction and operate under a membership model.
- Refer to each council’s website for more information on what they offer their members – this often includes educational programs, business advice as well as tourism award programs.

**Queensland Tourism Industry Council**  
🔗 www.qtic.com.au

**South Australian Tourism Industry Council**  
🔗 www.satic.com.au

**Tourism Industry Council of WA**  
🔗 www.tourismcouncilwa.com.au

**Tourism Industry Council of Tasmania**  
🔗 www.tict.com.au

**NSW Business Chamber (Tourism Industry)**  
🔗 www.nswbusinesschamber.com.au
CONNECT AND KEEP IN TOUCH

Stay up to date with tourism news as well as opportunities that become available through these channels:

**CORPORATE WEBSITE**

www.tourism.australia.com
Latest information on campaigns, activity in market, research, statistics and more.

**SUBSCRIBE TO NEWSLETTERS**

www.tourism.australia.com/subscribe

**Essentials**
General news & updates, including Australian Stories (new products, events, destination news), industry events, research and insights, state & territory news.

**Business Events Australia**
Updates on Business Events Australia activity

**TWITTER**

@TourismAus
Corporate Twitter handle

@MeetinAustralia
Business Events Australia Twitter handle

**LINKEDIN**

Follow ‘Tourism Australia’ and ‘Business Events Australia’
Follow us as an organisation.

**INDUSTRY BRIEFINGS**

www.tourism.australia.com/industrybriefings
Hear from the Tourism Australia team at a briefing in your local area.

**WEBINARS**

www.tourism.australia.com/events
A range of topics are delivered as part of our webinar program.
WORKING WITH TOURISM AUSTRALIA CHECKLIST

<table>
<thead>
<tr>
<th>Connect with Us</th>
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<td>☐ Visit our corporate website: <a href="http://www.tourism.australia.com">www.tourism.australia.com</a></td>
</tr>
</tbody>
</table>
| ☐ Subscribe to our newsletters:  
  › Essentials  
  › Business Events Australia  
  [www.tourism.australia.com/subscribe](http://www.tourism.australia.com/subscribe) |
| ☐ Follow us on Twitter  
  @TourismAus  
  @MeetinAustralia  
  [www.twitter.com/TourismAu](http://www.twitter.com/TourismAu)  
  [www.twitter.com/MeetinAustralia](http://www.twitter.com/MeetinAustralia) |
| ☐ Follow us on LinkedIn  
  Search ‘Tourism Australia’ and ‘Business Events Australia’ |

Social Media

| ☐ ‘Like’ the Australia Facebook page:  
  [www.facebook.com/seeaustralia](http://www.facebook.com/seeaustralia) |
| ☐ Post your images directly to the Australia Facebook page |
| ☐ Follow [@australia](http://www.twitter.com/australia) on Instagram |
| ☐ Hashtag your Instagram posts with:  
  #seeaustralia  
  #restaurantaustralia  
  State/Territory hashtag: ..........................................................  
  Regional hashtag: .......................................................... |
| ☐ Tweet photos/news and include @australia |
| ☐ Check out content tips and tricks:  
  [www.tourism.australia.com/socialmedia](http://www.tourism.australia.com/socialmedia) |

Promote Your Business

| ☐ Send us your stories and press releases:  
  internationalmedia@tourism.australia.com |
| ☐ List with the Australian Tourism Data Warehouse:  
| ☐ Submit requests for edits to australia.com content to:  
  editorial@tourism.australia.com |

Insights, Tools and Resources

| ☐ Learn about our International Market Regions:  
  [www.tourism.australia.com/marketupdates](http://www.tourism.australia.com/marketupdates) |
| ☐ Expand inbound knowledge using the Tourism Export Toolkit:  
  [www.tourism.australia.com/exporttoolkit](http://www.tourism.australia.com/exporttoolkit) |
| ☐ Download consumer insights by market:  
  [www.tourism.australia.com/consumerresearch](http://www.tourism.australia.com/consumerresearch) |
| ☐ Access thousands of images/videos:  
  [www.tourism.australia.com/galleries](http://www.tourism.australia.com/galleries) |
| ☐ Use the ‘There’s Nothing Like Australia’ assets and logo:  
  [www.tourism.australia.com/campaignassets](http://www.tourism.australia.com/campaignassets) |
| ☐ Check out the latest tourism insights and trends:  
  [www.tourism.australia.com/insights](http://www.tourism.australia.com/insights) |
| ☐ Plan your attendance at industry events:  
  [www.tourism.australia.com/eventscalendar](http://www.tourism.australia.com/eventscalendar) |

Aussie Specialist Program

| ☐ Submit a Travel Club offer:  
  [www.tourism.australia.com/travelclub](http://www.tourism.australia.com/travelclub) |
| ☐ Create and submit a short product update video:  
  [www.tourism.australia.com/aussiespecialist](http://www.tourism.australia.com/aussiespecialist) |
| ☐ Share your newsworthy items with the Aussie Specialist network:  
  aussiespecialist@tourism.australia.com |

Business Events Australia

| ☐ Explore the tools and resources on the Business Events Australia website:  
  [www.australia.com/businessevents](http://www.australia.com/businessevents) |
| ☐ Connect with BEA and send your BE product information:  
  bea@tourism.australia.com |

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