



AUSTRALIA INC.

HOW TO GET INVOLVED

Tourism Australia has launched a new youth campaign targeting young people in the UK, France and Germany who want to combine travel with temporary work under Australia's Working Holiday Maker (WHM) program.

Australia Inc. positions Australia as the world's most desirable working holiday maker destination: offering countless exciting work opportunities in the best workplace in the world.

The campaign will target a new generation of young international travellers and show them how a working holiday in Australia can not only offer them a range of incredible post card moments, but can also equip them with the experience, confidence and skills needed to successfully pursue their career and life goals after their working holiday and travels Down Under end.

The campaign will include:

- » New content for Australia.com that highlights the benefits of a working holiday in Australia, practical information on how to work and travel in Australia and travel itineraries for youth and budget-conscious travellers
- » Youth-focused online video content and short films
- » Youth-focused itineraries for international media and content creators hosted for familiarisation visits

- » Social media content that shows a range of youth experiences unique to Australia
- » Targeted consumer travel offers through Tourism Australia's network of preferred travel sellers in key international markets to drive conversion

With a solid, multi-year approach that drives excitement and desirability for a working holiday in Australia, the campaign will run through until the first half of 2020.

Building upon youth and WHM marketing activities carried out by Tourism Australia since 2016, **Australia Inc.** was developed following research showing that whilst working holidays are still appealing to young people from the UK, France and Germany, barriers to their uptake still exist with a need for more practical information around Australia's Working Holiday Maker program and its benefits.

Combined, WHM from the UK, Germany and France make up more than a third of all WHM arrivals and spend in Australia. Whilst the sector is in decline, WHMs still make a significant contribution to the Australian economy. For the year ending December 2018, Australia welcomed 302,000 WHM travellers who spent a total of A\$3.1bn.

Industry Consultation

Tourism Australia hosted industry roundtables in December 2018 in Cairns, the Gold Coast, Sydney and Melbourne to seek feedback from tourism operators who focus on the youth sector, particularly WHMs. Receiving feedback from 37 companies, Tourism Australia used the consultation process to understand what the industry would like to see out of the WHM campaign as well as gain insights into the key youth travel trends industry.

Key themes from these industry consultation sessions included:

- » The importance of social media, both as a marketing tool as well as a source of information
- » The need for campaigns to feature authentic content from operators and micro-influencers who have had a WHM experience in Australia
- » The need for a reliable and easy to use website about the WHM visas that can help direct potential applicants to find jobs
- » The need for campaigns to highlight the Aussie lifestyle, encouraging a good work life balance and the potential to earn a good income

As a result, the campaign will be executed primarily through digital and social channels and will include a range of assets and partnerships which feature tourism operators, products and experiences from across Australia.

Trade Partners

The campaign will be supported by Australia's state and territory tourism organisations as well as a range of commercial and industry partners. Tourism Australia is working with our STO partners to ensure all of Australia's states and territories are featured in the overall campaign, whether that be in the ad itself or through our distribution strategy and/or accompanying trip content.

Trade partners are listed below by market:

UK

- » Gap360
- » Real Aussie Adventures
- » STA
- » Student Universe

Germany

- » HM Touristik
- » Initiative Auslandzeit
- » Praktikawelten
- » Real Aussie Adventures
- » STA
- » TravelWorks

France

- » Australie a la Carte
- » Cercle de Vacances
- » STA



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1. SHARE YOUR STORIES

Story ideas and new product	Think you have an entertaining news story or new tourism products that would appeal to a younger audience?	Send to: internationalmedia@tourism.australia.com
Working Holiday Maker case studies	Do you know any Working Holiday Makers from the United Kingdom, Germany or France who have made it in Australia and are living the Australia Inc. dream?	Send to internationalmedia@tourism.australia.com
Social media	Keep sharing your great photos with us and keep an eye out for great youth photos so we can promote them on our popular Facebook and Instagram pages. You'll be credited and tagged in any content we use. Tips and tricks from Tourism Australia's social media team can be found at www.tourism.australia.com/socialmedia .	Tag: #SeeAustralia

2. USE CAMPAIGN ASSETS

Australia Inc. Creative	Campaign assets will be available for use on request.	Contact: marketing@tourism.australia.com
Videos	Tourism Australia has over 580 clips that feature some of Australia's most iconic youth activities.	Visit: video.australia.com
Images	Tourism Australia has created a collection of over 2,000 youth images including imagery from each State and Territory.	Visit: images.australia.com
360 footage	Tourism Australia has produced a variety of scenes using 360 footage that is available for use. 360 footage provides an immersive experience that can be viewed with or without a virtual reality headset. In particular, the footage works well on mobile.	Visit: australia.com/360

3. STAY UPDATED

Subscribe to our newsletter	For updates on how to get involved and when assets will be available for use, subscribe to Tourism Australia's weekly e-newsletter Essentials.	Visit: tourism.australia.com/subscribe
Check out our website	The latest information about the campaign will be published on Tourism Australia's corporate web site.	Visit: tourism.australia.com/AustraliaInc

