WORKING WITH TOURISM AUSTRALIA
WELCOME

It has been a statement that has been recited many times during the year, but one that accurately describes our operating circumstances – that the last year has been the most challenging in our industry’s history. None of us could have anticipated the length or scale of the COVID-19 pandemic when it first hit in early 2020, particularly as our industry was still reeling from the impacts of the 2019-20 Summer Bushfires. The extended nature of the pandemic continues to inhibit recovery and is still causing significant financial distress to many tourism businesses and communities around the country.

As our sector faces these challenges, it’s important that we stay nimble and continue to adapt to the changing business environment. During this time, Tourism Australia has updated many of its existing resources and developed some new resources. This guide outlines the range of opportunities and resources that are available to help your business.

I’m hopeful the next year will bring some much-needed relief as we get on top of COVID-19 and back to doing what we all love – showing the world why There’s Nothing Like Australia.

Please reach out to our passionate Industry Relations team if you have any questions and take care.

Yours sincerely

Phillipa Harrison
Managing Director
Tourism Australia
The domestic Holiday Here This Year campaign was first launched in January 2020 to support the industry recovery from the 2019-20 summer bushfires by urging Australians to take a domestic holiday and provide a much-needed boost to tourism operators and communities around the country. With the industry now suffering from the impacts of the global COVID-19 pandemic, tourism operators need support more than ever.

The overarching Holiday Here This Year campaign has rolled out in several bursts of activity over the past year. In particular, the campaign focuses on encouraging Australians to travel like international travellers by booking tours and experiences and aims to support those sectors and regions of the tourism industry that need it most.

We know from our research that the appetite for domestic travel is strong, but for domestic tourism to help fill the void of lost international travel, Tourism Australia is encouraging domestic travellers to stay longer, explore further and spend more on their holidays.

The Holiday Here This Year campaign provides a unified platform that aims to galvanise the entire tourism industry and everyday Aussies by providing an immediate call to action to holiday here. It’s about letting people know the best way to help communities is by visiting them.

We need everyone across the industry - including you - to help spread the word. The more visibility, discussion and engagement of this message and commitment, the greater the awareness and influence to drive domestic tourism across the country; so we need your help in spreading Holiday Here This Year, far and wide.

HOW CAN INDUSTRY GET INVOLVED

- Downloading the Holiday Here This Year toolkits, which are available for download on the corporate site. The toolkit contains campaign overviews, campaign logos, imagery for use in your own channels and social media tools.
- Aligning marketing activity to support the campaign.
- Posting on business social media channels to encourage consumers to book using #HolidayHereThisYear and the Holiday Here This Year giphy stickers.
- Sharing news and activities with Tourism Australia for consideration to promote through our PR activities.

Please send to internationalmedia@tourism.australia.com

- Updating your business listing on the Australian Tourism Data Warehouse with respect to your flexible booking policies and COVID Safe plan.

Find out more at tourism.australia.com/holidayhere

We want to empower you to use this message and assets in ways that are relevant for your business.

- Consider your current planned activities and how you can partner with Tourism Australia to add the layer of this message and the logo.
- Can you create posters for your business?
- Can you add it to your website?
- Can you create social media posts with your imagery?
- How can you spread the message to your guests, customers, staff, to share their experiences?
Targt Markets

Tourism Australia focuses the majority of its resources on the markets which represent the greatest potential.

- **North America**: USA, Canada
- **Europe**: France, Germany, Italy
- **Greater China**: China, Hong Kong
- **South Korea**, Japan, Malaysia, New Zealand, Indonesia, Singapore, Australia

**Business Events Focus**
- Incentive
- Association
INDIGENOUS TOURISM

Tourism Australia understands the privilege to be given the task of showcasing the oldest continuous living cultures on earth to the world.

The importance we place in our role of promoting Indigenous tourism is demonstrated through our seven strategic priorities which includes the pillar, 

Discover Aboriginal Experiences

As well as promoting Indigenous tourism experiences across all of Tourism Australia’s marketing activities, the Discover Aboriginal Experiences (DAE) collective is a flagship suite of extraordinary Aboriginal Australian experiences, showcasing the world’s oldest living culture through the cornerstones of cultural insight, authenticity and meaningful connection. DAE is a collective of quality, authentic Aboriginal guided tourism experiences that have met guidelines that ensure they are able to meet the needs and expectations of trade and the international market.

This collective is part of Tourism Australia’s Signature Experiences of Australia program and is focused on targeting international trade distribution and trade media partners.

Members are required to be endorsed by their respective State/Territory Tourism Organisations; consistently meet the membership criteria; and wish to partner with Tourism Australia in a collaborative manner. All applications are open annually via our STO partners only, therefore please contact your STO Partner for further information.

In addition to Tourism Australia’s marketing activities, we can assist you in the following areas:

- Providing the key steps and elements required in the development of a Reconciliation Action Plan including sharing our Reconciliation Action Plan;
- Providing information to ensure you understand the appropriate Aboriginal and Torres Strait Islander cultural protocols; and
- Providing a framework to engage or partner with Aboriginal and Torres Strait Islander communities.

We see tourism as providing an important pathway towards reconciliation. Tourism presents an opportunity to showcase and elevate the significance of Aboriginal and Torres Strait Islander cultures and traditions within the Tourism Australia workplace, across the tourism industry and amongst our visitors.

Our purpose for the promotion of Indigenous tourism is to:

- Guide and influence policy direction for Indigenous tourism development and the participation of Indigenous Australians in the tourism industry;
- Develop and nurture Tourism Australia’s internal capacity and understanding of Indigenous culture;
- Market authentic experiences that respect Indigenous intellectual rights, cultures, and traditional practices.

Find out more at tourism.unrland.com/indigenous

What is sustainable tourism?

Sustainable tourism has many definitions, but for us at Tourism Australia we see it as a way of travelling that has measurable positive impact on planet, people and place as well as being profitable.

That of course means protecting our natural environment, and where needed, helping it to regenerate. It also includes tapping into our rich and diverse Aboriginal and Torres Strait Islander history, which can be brought to life so powerfully through Indigenous tourism experiences. Creating a profitable industry that delivers employment opportunities and economic benefits to communities is also a crucial element of a sustainable industry.

What is Tourism Australia’s role?

Tourism Australia has a vital role to play in elevating the importance, and the appeal, of sustainable tourism.

We see sustainability as more than a marketing pillar or a campaign. We aim to make it a consideration in every aspect of our activity as destination custodian and storyteller. This includes embedding it in our advocacy and education work, undertaking targeted consumer research, highlighting industry success stories and, of course, featuring those stories in our marketing activity. We are also taking steps to instill sustainability as a core business value across our organisation.

How can industry get involved?

A big part of telling Australia’s sustainable tourism story is about being able to share industry case studies.

If you have a sustainable tourism story, product or experience send it through to us at internationalmedia@tourism.australia.com

Where possible, we will feature the product or experience in one of our industry and consumer channels discussed in this guide, including our monthly Hot List, the weekly Essentials e-newsletter, on Australia.com and in our campaigns.

For further resources and to find out more, visit tourism.unrland.com/sustainability.
TOURISM STATISTICS

Market Performance Statistics
› Tourism Australia provides interactive dashboards based on Tourism Research Australia’s National Visitor Survey (NVS) and International Visitor Survey (IVS). These feature traveller statistics including visitation, spend and more.
› Business Events Australia regularly compiles market insight reports to understand sentiment, trends, and opportunities across both domestic and key international markets.
Contact the team to request a copy of the latest report at bea@tourism.australia.com
Find out more at tourism.australia.com/stats

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.

Market Updates
› Tourism Australia’s teams publish biannual updates 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 updates are found within the Market Regions sections of the corporate website.
Find out more at tourism.australia.com/marketupdates

Aviation
Aviation is a key strategic priority for Tourism Australia in achieving the industry’s recovery:
Tourism Australia publishes research and insights on the aviation landscape including:
› An aviation dashboard showing domestic and international capacity
› Route development including upcoming & recent new routes
› News on alliances, codeshares and consolidation
› Tourism Australia’s airline partnerships and campaigns
Find out more at tourism.australia.com/aviation

OUR TARGET AUDIENCE

Domestic
› Tourism Australia’s target audience for the domestic market in FY21 are Willing Travellers. Willing Travellers are those Australians who have the means and desire to travel during this period of extreme disruption.

Global
› Our target audience is High Value Travellers (HVTs). They are high spending travellers, who are motivated by what Australia has to offer and most likely to choose Australia for their next holiday or business event.
› The Definition of the High Value Traveller:

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 HVTs 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.
Find out more at tourism.australia.com/consumerresearch

Travel Sentiment Tracker
› Tourism Australia publishes the results from its domestic and international travel sentiment tracker on the corporate website.
Find out more at tourism.australia.com/stats

Find out more at tourism.australia.com/arrivals
Find out more at tourism.australia.com/marketupdates
Find out more at tourism.australia.com/aviation
Find out more at tourism.australia.com/consumerresearch
Find out more at tourism.australia.com/consumerresearch
Find out more at tourism.australia.com/stats
MARKETING RESOURCES

PROMOTING YOUR PRODUCT

Campaigns
› As Tourism Australia operates on a national level, we aim to provide the overall messaging under which consumers view Australia.
› The best way for operators to get involved with our campaigns is by echoing the same message – to be ‘singing from the same song sheet’. This way, when consumers view an organisation’s marketing, they will connect the dots with the wider piece that they have seen Tourism Australia present in the marketplace.
› While it is not possible for us to include all of Australia’s operators explicitly within campaigns, Tourism Australia aims to feature operators that reflect Australia’s diverse tourism offering across all states and territories as well as key drivers of destination choice.
› We also liaise with the state and territory tourism organisations and feature product listings from the Australian Tourism Data Warehouse at the bottom of each ‘Australia.com’ article.

Find out more at tourism.australia.com/campaigns

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 images.australia.com and video.australia.com

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 listings 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.

Find out more at atdw.com.au/listing-with-atdw

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 distributers.
› Stories can include information on new tours, accommodation and attractions; 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

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

The Hot List
› The Hot List is a monthly-round up of new product and experiences, accommodation, restaurants and bars for the month that was, and upcoming events and openings.
› It is collated by Tourism Australia’s Global PR publicity team and shared with key media contacts and via TA’s corporate channels including EDMs and online.
› For inclusion in the Hot List, share tourism product updates and press releases each month to our team.

Send your stories to internationalmedia@tourism.australia.com

Business Events Australia
› Our specialist unit, Business Events Australia sends an update 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.

Email us at bea@tourism.australia.com

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 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

Making a Splash
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 tourism.australia.com/workingwithmedia
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.

Find out more at tourism.australia.com/socialmedia

**SOCIAL MEDIA FACTSHEET**

### CREATIVE PILLAR

- **NATURAL BEAUTY**
  - colours, native flora, unexpected angles
- **NATIVE WILDLIFE**
  - Remarkable landscapes, cheeky native wildlife
- **CULTURE**
  - Themed and seasonal/festival content

### MESSAGING

- Have strong sense of place (help sell a destination/experience) (but not obviously edited)
- Make sure you use #seeaustralia (or #holidayherebythisyear for domestic content)

### WHO WE AREN'T

- Young & trendy
- Global Mass audience
- Newsroom & Blog

### TARGET AUDIENCE

- Male
- Female
- All ages

### NON-RELEVANT CONTENT

- Blue & green: Australia’s rich indigenous and multicultural exhibitons, sporting events, food and wine festivals, art and music festivals
- Orange: the many events and festivals we celebrate
- Red: that we include extra information such as tours to book, dining options, relevant upcoming events, insights on how to make the most of your trip

### CONTENT DIRECTION

- Relevant, timely content that ideally features ‘new news’
- Themed and seasonal/festival content
- Hidden gems and unexpected experience (in-depth feature)
- High visually compelling, with a focus on short video
- Feed 1:1 or 16:9

### FILES

- Size: <5MB
- Duration: <5 min
- Aspect Ratio: 1:1 or 4:5 / Stories 9:16
- File Type: jpg, png, GIF

### VIDEOS

- Size: <15GB
- Duration: <30 min
- Aspect Ratio: 1:1 or 4:5
- File Type: mpeg, avi, mp4

### SOCIAL MEDIA PLATFORMS

- **Facebook**
  - facebook.com/seeaustralia
  - 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.

- **Twitter**
  - 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**
  - weibo.com/
  - If you have interesting long-form content suitable for this platform, send your stories to socialmedia@tourism.australia.com

- **WeChat**
  - WeChat ID: tourisaustralia
  - If you have interesting long-form content suitable for this platform, send your stories to socialmedia@tourism.australia.com
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 27,000 qualified agents across the globe. The Aussie Specialist website features inspiring content and a range of useful sales resources including training modules, webinars, an interactive map, suggested itineraries and much more.

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

### Industry Offers

- 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 (e.g., 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 tourism.australia.com/travelclub

### Product Training Videos

Tourism Australia has seen an increase in interest from front-line travel sellers for short and sharp on-demand training videos. This is your opportunity to submit a training video of up to 5 minutes for upload to the Aussie Specialist website. Think of it as the equivalent of sitting face-to-face with an agent at a trade event, or even as if an agent was on a virtual tour of your product.

Preparing your training update:

- Your training video should be no longer than 5 minutes - think short, sharp and interesting, you don’t need to use the entire time allowed.
- The delivery of information within your video can take many forms:
  - 'Virtual Tours' of your product with narration or a live guide.
  - A recorded webinar containing a presentation/images.
  - Consumer style advertising videos are generally not suitable however you can narrate over existing footage as part of your training content.
- Presentations should be engaging and make product stand out - use visuals where possible.
- Explain the benefits your product gives to people - why they love your experience, what makes your product unique from others?
- What are the key parts that you think are the ‘musts’ in terms of things to know? Remember that people can always look up specific details afterwards - use your time to get people interested and draw them in.
- Use language that everyone understands, remembering that non-native speakers may be viewing this content.
- ‘Test’ your video on friends and family – does it keep them engaged? What are their key takeaways? – a fresh perspective is always useful!
- Be passionate and have fun with it! This is your business, be proud to promote it!

Send your video file (uploaded via a service such as WeTransfer, Dropbox, Hightail or Google Drive) plus a 50-word blurb, website URL, and 400px (W) 200px (H) image through to your Tourism Australia Industry Relations Manager.

### 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

Business Events Australia (BEA) is a specialist business unit of Tourism Australia dedicated to promoting Australia as a destination for business events. Tourism Australia supports the Australian business events industry through its marketing and distribution development activities, including the Advance Program which supports strategic marketing and distribution initiatives with key industry to drive demand and increase conversion of new international business events. While the Boost Program supports marketing and distribution initiatives that have the potential to influence decision makers of attracting domestic business events and/or convert new domestic business events.

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.

BEA offers a number of opportunities for industry to meet and do business with tourism.australia.com/subscribe

Find out more at businessevents.australia.com/subscribe

Research  
To help inform BEA’s strategy and activity, BEA has undertaken research amongst:

 › Corporate domestic decision-makers to gauge attitudes towards restarting events in Australia.
 › International business events decision-makers to get a clear understanding of the factors influencing decision makers when choosing a destination for events, including how Australia is perceived and the impact COVID-19 has on the decision making process.

How to get involved:

 › COMMIT TO THE EVENT HERE THIS YEAR MESSAGING
Industry are encouraged to adopt the campaign and messaging across their own marketing activities. With an Event Here This Year campaign toolkit available to download via the Business Events Australia website.

 › START PLANNING  
If you’re an event decision maker, start planning. If you’re an event influencer, convince your clients and encourage your networks to event in Australia this year.

 › SPREAD THE WORD  
Post on your business social media channels to encourage decision makers and planners to #EventHereThisYear - and don’t forget to use the new Event Here This Year GIPHY stickers. Download this social media guide for more tips and follow Business Events Australia’s Instagram account.

Business Events Australia toolkit

 › The Business Events Australia toolkit provides a ‘one-stop-shop’ for Australian Industry and event customers to access marketing assets free of charge for use in a broad range of marketing initiatives from selling Australia’s business events offering to increasing delegate attendance to confirmed events for Australia.

Event Here This Year Campaign

Business Events Australia’s Event Here This Year campaign, delivered as part of a broader domestic strategy to aid the industry’s recovery following the ongoing impact of the COVID-19 pandemic, aims to inspire domestic decision-makers to start planning and delivering business events again by promoting the value of face-to-face events, educating decision-makers on the breadth and quality of Australia’s offering, and motivating target audiences to contribute to the economic recovery of the nation by hosting a business event in Australia.

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Download the toolkit at resources.australia.com
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, information on Tourism Australia’s marketing campaigns as well as a range of industry guest speakers on topical themes.
- Check out upcoming and recorded webinars at tourism.australia.com/webinars

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 the industry events calendar at tourism.australia.com/eventscalendar

Industry Events
- Tourism Australia’s industry events program provides forums for Australian sellers to showcase their product and engage with domestic and international buyers.
- These take place both virtually as well as in person, the largest of these events being the annual Australian Tourism Exchange (ATE) which brings together around 2,500 buyer and seller delegates to discuss business opportunities.
- Tourism Australia also traditionally participates in various third-party events, providing industry the opportunity to join TA’s stand as an exhibiting partner.
- Examples of industry events include:
  - Australia 365 On Demand
    - Australia 365 On Demand is an “always on” platform providing Australian industry, global distribution partners and Aussie Specialists the opportunity to connect throughout the year as well as functioning as a companion-piece to our trade events.
    - Australian tourism industry members have been invited to participate and each have their own company listing on the platform where they can upload key collateral and product information.
    - Global distribution partners and Aussie Specialists will be able to search and review all Australian industry company listings including biography information, product updates, brand assets and social media links.
    - For more information visit events.tourism.australia.com/australia-365-on-demand

Business Events Australia Social Media
- Instagram: instagram.com/businesseventsaustralia
  - Hashtag your images with #Meetinaus and #EventHereThisYear
  - Tag your images with @businesseventsaustralia
  - Download our social media guide

WeChat
- ID: beaustraliapic
  - If you have interesting long-form content suitable for this platform, email your stories to bea@tourism.australia.com

LinkedIn
- linkedin.com/company/businesseventsaustralia
  - Follow us on LinkedIn to keep up to date with news on BEA activity and Australia’s business events industry.
INDUSTRY DEVELOPMENT AND ADVICE

ATEC
› The Australian Tourism Export Council (ATEC) is the peak industry body representing Australia’s $45 billion tourism export sector.
› ATEC represents more than 1000 members across Australia including large national and multinational companies as well as small and medium-sized enterprises, many of whom are based in regional and remote parts of Australia.
› ATEC’s services include B2B opportunities, industry advocacy and development, education and business capacity building, local and national networking events and conferences.
› Be sure to also check out the “Market Host” programs presented in partnership with Tourism Australia.

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

Also be sure to look out for the refreshed Tourism Trade Ready program launching in late 2021.

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 tourism.australia.com/exporttoolkit

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 austrade.gov.au/Australian/Export/Export-Grants
National Industry Associations

- There are a number of peak industry bodies representing sectors within the tourism industry, many of whom operate on a membership basis.
- Refer to each organisation’s website for more information on what they offer their members – this often includes educational programs as well as business advice.

Some of these associations include:
- Accommodation Association of Australia (AADA)
- Australian Chamber of Commerce and Industry (ACCI)
- Australian Cruise Association (ACA)
- Australian Federation of Travel Agents (AFTA)
- Australian Hotels Association (AHA)
- Australian Regional Tourism (ART)
- Australian Tourism Export Council (ATEC)
- Australian Tourism Industry Council (ATIC)
- Backpacker & Youth Tourism Advisory Committee (BYTAP)
- Caravan & Camping Industry Association (CCIA)
- Ecotourism Australia
- Restaurant & Catering Industry Association of Australia (R&CA)
- Tourism Accommodation Australia (TAA)
- Tourism & Transport Forum Australia (TTF)
- Business Events Industry Associations

- There are also a number of key industry associations representing the business events sector specifically.
- Business Events Council of Australia (BCECA)
- Association of Australian Convention Bureaux (AACB)
- Exhibition & Event Association of Australasia (EEAA)
- Meetings & Events Australia (MEA)
- Professional Conference Organisers Association (PCOA)

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

Paul Murray
Industry Relations Manager – TAS & VIC
+61 2 9361 1328
pmurray@tourism.australia.com

Sophie Treasure
Industry Relations Manager – SA & WA
+61 2 9361 1233
streasure@tourism.australia.com

Leigh Sorensen
General Manager
Industry Relations
+61 2 9361 1379
lsorensen@tourism.australia.com

Business Events Australia

For more information on Business Events Australia activity please contact:

Kelly Magnard
Head of Distribution Development and Partnership, Business Events
+61 2 9361 1733
kmagnard@tourism.australia.com
australia.com/businessevents
CONNEcT AND KEEP IN TOUCH

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

**CORPORATE WEBSITE**

tourism.australia.com

Latest information on campaigns, activity in market, research, statistics and more.

**SUBSCRIBE TO NEWSLETTERS**

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**

tourism.australia.com/industrybriefings

Hear from the Tourism Australia team at a briefing in your local area.

**WEBINARS**

tourism.australia.com/webinars

A range of topics are delivered as part of our webinar program.
# Working with Tourism Australia Checklist

## Connect with Us
- Visit our corporate website: [tourism.australia.com](http://tourism.australia.com)
- Subscribe to our newsletters:
  - Essentials
  - Business Events Australia [tourism.australia.com/subcribe](http://tourism.australia.com/subcribe)
- Follow us on Twitter: @TourismAus [twitter.com/TourismAu](http://twitter.com/TourismAu)
- Follow us on LinkedIn
  Search 'Tourism Australia' and 'Business Events Australia'

## Social Media
- ‘Like’ the Australia Facebook page: [facebook.com/seeaustralia](http://facebook.com/seeaustralia)
- Post your images directly to the Australia Facebook page
- Follow @australia on Instagram
- Hashtag your Instagram posts with:
  - #Seeaustralia
  - #HolidayHereThisYear
  - #RestaurantAustralia
  - State/Territory hashtags: # ..........................................................
  - Regional hashtags: # ..........................................................
- Tweet photos/news and include @australia
- Check out content tips and tricks: [tourism.australia.com/socialmedia](http://tourism.australia.com/socialmedia)

## Promote Your Business
- Send us your stories and press releases: [internationalmedia@tourism.australia.com](mailto:internationalmedia@tourism.australia.com)
- Submit requests for edits to australia.com content at: [australia.com/feedback](http://australia.com/feedback)

## Campaigns
- Access our ‘Holiday Here This Year’ toolkit [tourism.australia.com/holidayhere](http://tourism.australia.com/holidayhere)
- Access our ‘Event Here This Year’ toolkit [tourism.australia.com/businessevents](http://tourism.australia.com/businessevents)

## Insights, Tools and Resources
- Learn about our Market Regions: [tourism.australia.com/marketupdates](http://tourism.australia.com/marketupdates)
- Expand inbound knowledge using the Tourism Export Toolkit: [tourism.australia.com/exporttoolkit](http://tourism.australia.com/exporttoolkit)
- Download consumer insights by market: [tourism.australia.com/consumerresearch](http://tourism.australia.com/consumerresearch)
- Access thousands of images/videos: [tourism.australia.com/galleries](http://tourism.australia.com/galleries)
- Use the ‘There’s Nothing Like Australia’ assets and logo: [tourism.australia.com/campaigns](http://tourism.australia.com/campaigns)
- Plan your attendance at industry events: [tourism.australia.com/eventscalendar](http://tourism.australia.com/eventscalendar)

## Aussie Specialist Program
- Submit a Travel Club offer: [tourism.australia.com/travelclub](http://tourism.australia.com/travelclub)
- Create and submit a short product training video: [tourism.australia.com/aussiespecialist](http://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: [australia.com/businessevents](http://australia.com/businessevents)
- Connect with BEA and send your BE product information: bea@tourism.australia.com
- Follow @businesseventsaustralia on Instagram
- Hashtag your Instagram posts with:
  - #meetinaus
  - #EventHereThisYear

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