



10 July 2024

TOURISM AUSTRALIA ACTIVITY



Register for Tourism Australia's July Industry Webinar

This Friday, 12 July, we continue our Industry Webinar series. This month along with an update from Tourism Australia's Managing Director, Phillipa Harrison, Chris Saines CNZM, Director of the Queensland Art Gallery | Gallery of Modern Art (QAGOMA) will join to



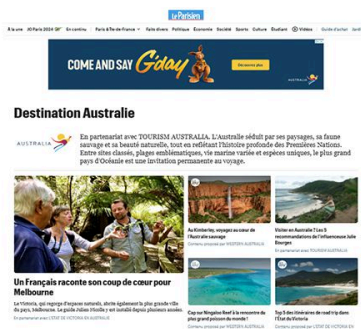
Registrations are open for Tourism Australia's 2024 Industry Briefings

Industry are invited to register for the event nearest to them. The free of charge briefings will include an update from Tourism Australia, followed by a networking event on the following dates:

discuss the continued growth and importance of cultural tourism. As we celebrate [NAIDOC Week](#) across the country this week, Cameron Costello, a proud Quandamooka man from Moreton Bay, Brisbane/Meanjin, and a passionate advocate of Indigenous Culture, Arts and Tourism will talk about his love of Culture and Country, being *Blak, Loud and Proud*, and how industry can make a positive impact in Indigenous communities and beyond. Ahead of the upcoming Marketplace Japan and Korea 2024, Derek Baines our Regional General Manager, Japan and Korea will provide an update on the latest trends, where both markets are at and what anyone going to Marketplace should know before attending. Register for the webinar [here](#).

- 20 August - Darwin/Gulumerrdgen
- 25 September - Gold Coast
- 26 September - Brisbane/Meanjin
- 23 October - Perth/Boorloo
- 1 November - Melbourne/Narrm
- 6 November - Sydney/Warrane
- 13 November - Adelaide/Tarntanya
- 14 November - Hobart/nipaluna

Register to attend [here](#). Venues will be announced shortly.



Australia content special with Le Parisien in France

Tourism Australia together with Visit Victoria, Tourism Western Australia and Tourism Northern Territory ran an extensive content special in [Le Parisien](#) last month to inspire a French audience to consider and book their next holiday to Australia. Readers learnt



French Aussie Specialists experience Australia

Last month eight trained Aussie Specialists from various tour operators based in France had the chance to experience Australia with Singapore Airlines. Tourism Western Australia and Tourism Northern Territory designed an engaging itinerary including Perth/

about the best self-drives routes, Aboriginal tourism experiences as well as travel highlights in each of the states. A [dedicated Hub](#) on the travel section of Le Parisien online, features branded content delivered by Tourism Australia and State and Territory partners as well as editorial content about Australia written by the editorial team of Le Parisien. Social media postings as well as co-branded banners enhanced the traffic to the content. The content generated over 75K visits, and across all content the average time on site spend was over two minutes.



Australia Youth Content Campaign in France

Last month, Tourism Australia launched a new series of paid social media content in France, targeting French working holiday makers considering Australia. Collaborating with trusted media outlets and creators catering to the youth audience in France, Tourism Australia created engaging content to highlight the invaluable experiences awaiting them Down Under and motivate them to embark on their own Australian working holiday. The campaign

Boorloo, Broome / Rubini and the Dampier Peninsula as well as Darwin / Gulumerrdgen, Kakadu and Nitmiluk. A range of products and experiences adapted to the French market immersed the group into nature, Aboriginal culture, the outback, and the coast. Watch the [video](#) created by the Aussie Specialist Trainer from France.



July Hot List released

Tourism Australia has released its latest travel 'Hot List' for July 2024, available to download now on our corporate website. The guide, which includes the latest news and tourism offerings across the country and is updated monthly. The 'Hot List' contains a wrap-up of new places to stay and experiences to enjoy around Australia. Check it out [here](#).

features social content including a video podcast, highlighting wellbeing and self-development broadcast on Spotify, Deezer, Instagram, and TikTok. Additionally, video content featuring three French working holiday makers who are currently in Australia showcase the breadth of experiences available and emphasize the positive impact of their time in Australia.

TOURISM INDUSTRY NEWS



Balloon Aloft Achieves Sustainable Tourism Certification

Balloon Aloft has become Australia's first tourism operator to achieve Ecotourism Australia's Sustainable Tourism Certification through the Strive 4 Sustainability Scorecard. Operating in New South Wales and Queensland, the family-owned business is dedicated to sustainable and accessible ballooning experiences. Partnering with Greenfleet for carbon offsetting and Sea Shepherd for marine conservation, Balloon Aloft scored 97% on the sustainability scorecard. This



Twenty percent off AITCAP 2024 tickets, as full program released

Tourism Australia is proudly sponsoring Accessible and Inclusive Tourism Conference (AITCAP) 2024, held in Melbourne / Narrm on 27 August. Hosted by [GetAboutAble](#), the annual AITCAP conference provides an opportunity to learn how to cater and market to the valuable accessible and inclusive market to promote sustainable growth, and connect with other likeminded business to create momentum and contribute to the upgrowth of the sector. The full conference program can be

achievement underscores their commitment to environmental preservation and quality tourism. Read the case study on Balloon Aloft's experience through the Strive 4 Sustainability scorecard program [here](#).

found online [here](#). Tourism Australia subscribers can receive a 20 per cent discount by booking [here](#) using the code TAUST20. Early bird tickets are limited, so book today!

AUSTRALIAN STORIES



National Gallery of Australia announces Kitchen by Mike pop-up

[National Gallery of Australia](#) (NGA) has announced [Kitchen by Mike](#), the award-winning Sydney restaurant led by chef Mike McEneaney will pop up within the Canberra gallery this July. The launch coincides with the highly anticipated [Gauguin's World: Tōna Iho, Tōna Ao World exhibition](#), providing visitors to the nation's capital with a unique dining experience. Kitchen by Mike at The National Gallery of Australia welcomes diners daily from 11am – 4 pm, offering a lunch menu consisting of chargrilled and wood-fired meat and fish, served alongside signature salads and seasonal roast vegetables, as well as house-made cakes for dessert.



Indulge in the traditions and flavours of Venezuela

In celebration of World Rum Day (13 July) this month, the premium rum connoisseurs at [Diplomático](#) have collaborated with the culinary masters behind Sydney / Warrane's Latin American dining experience, [Morena](#), to launch an exclusive ['A Taste of Venezuela'](#) menu. Created as an homage to Diplomático rum's heritage, 'A Taste Of Venezuela' creatively blends authentic, traditional flavours with contemporary cooking techniques delivered in Morena's distinct luxe fashion. Exclusively available for one month from Monday 15 July, the four-course [menu](#) features nine mouth-watering dishes, including an indulgent MBS 5+ Black Opal wagyu girello drizzled with a jus

NGA's exclusive food and beverage partner Trippas White Group will announce a permanent venue for Kitchen by Mike in late 2024.

enhanced with the sweet, fruity vanilla notes of Diplomático rum's signature Reserva Exclusiva blend. To complement the dishes, Morena's expert mixology team have crafted a duo of delicious Diplomático rum cocktails to top and tail the 'Taste of Venezuela' experience.



BridgeClimb Sydney's new Indigenous ceremony under the bridge

[BridgeClimb Sydney](#) is proud to announce an exciting new partnership with [Dreamtime Southern X](#) expanding their commitment to Indigenous education and cultural awareness. Before embarking on their climb, groups will be able to experience a warm and traditional Welcome to Country and immerse themselves in an Indigenous smoking ceremony designed to deepen their understanding of the ceremony origins, purpose, and significance to modern Aboriginal people. The experience will take place at Dawes Point Reserve, situated directly beneath the Sydney Harbour Bridge and guided by a local Aboriginal Elder from Dreamtime Southern X, founded

New Whale Swim and Walk packages from Bannisters by the Sea

[Bannisters by the Sea](#) in Mollymook, New South Wales has partnered with [Woebegone Freedive](#) and [Djiriba Waagur](#) to offer whale swim and walk packages. Available during July, September and October, Bannisters has partnered with eco-tourism leaders Woebegone Freedive in its Bannisters Whale Swim package, to offer guests the chance to explore Jervis Bay Marine Park via small boat to swim with humpback whales, fur seals and dolphins. The package includes a two-night stay at the luxurious Bannisters by the Sea, a 6-hour whale expedition led by Woebegone and dining at Rick Stein's seafood restaurant. A cultural walk is also offered as an

by Aunty Margret Campbell. Guests will learn how to walk on Country with respect and feel the ancient connection to the land through a blessing from dallawaladah, preparing them for a journey into the sky with the Burra Cloud Clan Stories.

additional option where guests can walk on country with Matthew Simms CEO and cofounder of Djiriba Waagura as he shares the significance of whales in the area to his people and ancestors. To book Bannisters by the Sea's Mollymook Migration packages, visit its website [here](#).

NEWS IN BRIEF

- [Final days to apply for The Dream Collective Western Australia](#)
- [NAIDOC in the City \(Sydney\)](#)
- [NSW Government will provide more grants for Crown land reserves and facilities](#)
- [Nominate for the 2024 Brolga Northern Territory Tourism Awards](#)
- [Registrations to attend ATEC Meeting Place are now open](#)
- [Tasmanian Tourism Conference 2024](#)
- [Tasmanian Tourism Showcase - register to exhibit](#)



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