



11 August 2021

## TOURISM AUSTRALIA UPDATE

As the lockdowns and restrictions continue in New South Wales, Victoria and Queensland, I am acutely aware that so many of you are under extreme stress, facing difficult decisions. This is an incredibly difficult time for our industry, but please remember that you are surrounded by a very supportive industry to lean on, and Tourism Australia as part of that cohort, is here to support in any way we can.

The Federal Government has said that Australia needs to get to at least 70 per cent of the population vaccinated before we can see an end to these lockdowns. State governments and health experts are also strongly encouraging everyone to get vaccinated so that we can exit this current lockdown, and I would absolutely echo that request. Vaccination is clearly the way out, and for tourism, the sooner we can speed up vaccination numbers, the sooner we will see restrictions ease to enable Australians to travel more and with greater confidence.

**Phillipa Harrison**



## SPOTLIGHT ON THE REGIONS – SINGAPORE

This week, ‘Spotlight on the Regions’ features an interview with Ann Lim, Tourism Australia’s Country Manager in Singapore. Ann shares insights and observations on the Singaporean market, as well as updates on key stakeholders and activities to keep travel to Australia front of mind in-market. Read the update [here](#).

## TOURISM AUSTRALIA ACTIVITY



### Updated resources for Industry

Tourism Australia has added new and updated resources to its corporate site. The assets include a new [Working with media guide](#), updated information for the tourism industry on [COVIDSafe industry](#).



### Tourism Australia’s Industry webinar

Tourism Australia’s next industry webinar will be held this Friday, 13 August 2021 at 11am AEST. The webinar will include an update from the Minister for Trade, Tourism and



[resources](#), information on [Australian Government relief assistance, support and resources](#), [disaster recovery information](#) and [Federal Government support for tourism businesses](#). The [Sustainable Tourism](#) page has also been updated to include the further information and resources.

Investment, the Hon. Dan Tehan MP. We will also hear from Rachael Wiseman the CEO of NRMA Expeditions, who will give an overview on how NRMA is planning for what lies ahead. Tourism Australia's Managing Director, Phillipa Harrison, will also share an update on the latest plans and thinking from Tourism Australia. Register for the webinar [here](#).

## TOURISM INDUSTRY NEWS



### Aviation support extended

The Australian Government has further extended key assistance measures to support domestic aviation. This includes extending the Domestic Aviation Network Support and Regional Airline Network Support programs until the end of the year. The 50 per cent waiver of domestic air services charges for Regular Public Transport and aeromedical flights has also been extended to 31 December 2021 and the Tourism Aviation Network Support (half-price flights) initiative is being extended to 30 November 2021 for



### ATEC and Beyond Blue support wellbeing of tourism businesses

The Australian Tourism Export Council (ATEC) have collaborated with Beyond Blue to run a series of tutorials for tourism businesses. Held over three consecutive weeks beginning on 12 August at 11am AEST. The first session will focus on small business owners and mental health, current pressures and introducing the 'NewAccess for Small Business Owners' program. In light of the current environment, ATEC is opening registrations to all of the tourism

both sales and travel. Read more [here](#).

industry to provide much needed support for businesses doing it tough as a result of the pandemic. Register for the first of the live series [here](#).



## Latest National Visitor Survey (NVS) results

Tourism Research Australia has released its [NVS results for May 2021](#). Positive results overall for the month of May 2021, with overnight trip expenditure exceeding 2019 levels by 9 per cent or an additional \$540 million. The average spend per trip also increased to \$778 up 25 per cent when compared to May 2019.



## Mental health clinics in NSW and VIC

The Australian Government is providing \$17.7 million to rapidly establish 10 Head to Health pop up mental health support sites for areas currently facing extended COVID-19 restrictions in and around Greater Sydney and to extend the operation of at least 12 clinics in Victoria until 30 June 2022. Read more [here](#).

## AUSTRALIAN STORIES



## New ABC Docu-Series invites Aussies 'Back to Nature'

A ground-breaking Australian-



## National Gallery of Australia launches Sarah Lucas exhibit

The work of one of England's most

made documentary profiling the vast wonders of the natural landscape, *Back to Nature*, premieres on the ABC and iView this week. Showcasing the awe-inspiring landscapes and stories of this ancient land, *Back to Nature* highlights the interconnectedness between human beings and Country. Hosted by Aaron Pedersen and Holly Ringland, *Back to Nature* pays homage to the role that Indigenous culture continues to play in our communal relationship with nature from the city to the bush. The eight-episode docu-series features interviews with prominent Australians including John Williamson, Missy Higgins and Poh Ling Yeow. Watch on iView [here](#).



## Ballarat Holiday Park joins NRMA Parks and Resorts' growing portfolio

The Big4 Ballarat Goldfields Holiday Park will join NRMA Parks and Resorts portfolio of regional investments. NRMA now has 36 parks nationally, with the newly renamed Big4 NRMA Ballarat Holiday Park joining 11 parks in Victoria. Hosting a diverse range of

unapologetic and revered modern artists, Sarah Lucas, is being illuminated at the National Gallery of Australia (NGA) in Canberra. The new exhibit - *Project 1: Sarah Lucas* features a diverse assortment of work from Lucas' 30-year long career in which she has questioned constructs of gender through sculpture, photography and performance art. Curated by Peter Johnson, the exhibit includes new sculpture works from Lucas' *Bunny* series in which she challenges the depiction of women in pop culture, as well as a collection of bronze and concrete sculptures which morph the anatomies of female and males. The *Project 1: Sarah Lucas* exhibit runs until April 2022. Tickets can be booked online, [here](#).



## Western Australian Distillers profiled at Fremantle Markets

Spirit lovers in Western Australia will descend upon one of Australia's distinctive and atmospheric marketplaces for the Fremantle Markets Distillers Festival. Held on Friday 27 August, the free event will profile a selection of 10 Western Australian distillers, each with their own

accommodation options, including the two-storey villas, miners' cottages and campsites, the Big4 NRMA Ballarat Holiday Park boasts central access to the Ballarat township and the award-winning Sovereign Hill 1850s gold rush attraction. For more information visit the [website](#).

versatile and locally influenced spin on gin, vodka and whiskey. Marketgoers will be able to sip along with the creators themselves and learn more about their unique distilling processes. Local distillers showcased include Sin Gin, Old Youngs, Whipper Snapper Distillery, HHH Histill and Bombak Distillery. For more information visit the [website](#).

## NEWS IN BRIEF

- [Celebrating achievements of Australia's Olympic athletes](#)
- [National Cabinet 6 August](#)
- [Pfizer vaccine approved for 12-15 years](#)
- [Updated information on grants and support](#)
- [Vaccination targets](#)

TOURISM AUSTRALIA



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