



14 August 2024

TOURISM AUSTRALIA UPDATE

Over the past few weeks, the eyes of the world have been following all the action from the 2024 Summer Olympics in Paris, with its iconic tourism attractions as a backdrop. Alongside the incredible performances of the athletes, the scenes of the passionate crowds getting behind all of the events has been a reminder of how Australia will be able to embrace and leverage this opportunity also in 2032. A big congratulations of course to all the [Australian athletes](#), and we look forward to cheering on our Australian Paralympians when the Paralympic Games get underway on 28 August.

Our industry will have a chance to showcase Australia to the world over the next few months starting with Australia's signature incentive showcase event, [Australia Next](#), from 8 to 11 September in Cairns / Gimuy. Delivered in partnership with [Business Events Cairns and Great](#)

[Barrier Reef](#), the event will host up to 85 global business events buyers who will meet with 96 Australian industry sellers in pre-scheduled appointments whilst also giving buyers the chance to experience Tropical North Queensland's diverse incentive offering and event delivery capabilities.

Our next industry webinar will take place on Friday 30 August at 11am AEST. The webinar will include a Tourism Australia update along with industry guests. Register to attend [here](#).

Phillipa Harrison

TOURISM AUSTRALIA ACTIVITY



Australian Institute of Sport and National Portrait Gallery join Cultural Attractions of Australia

Part of Tourism Australia's [Signature Experiences of Australia](#), [Cultural Attractions of Australia](#) (CAOA), a collection of Australia's most iconic attractions, has announced two prestigious Canberra-based institutions as new members to its collective: [the National Portrait Gallery](#) and the [Australian Institute of Sport](#). These attractions are set to enhance Cultural Attractions offerings, aligning with its aims and objectives to promote cultural



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:

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

tourism. CAO A celebrates the diverse history, art, culture and sport that define this nation's identity. Now comprising 19 members, the collective unites Australia's cultural icons and provides a range of curated experiences designed to connect individuals and groups with curators, artists and knowledgeable guides allowing them to enjoy a unique perspective of each of these significant attractions.

Register to attend [here](#).

TOURISM INDUSTRY NEWS



The Agritourism Summit to take place in NSW – tickets on sale now

Australia's first Agritourism Summit is set to take place on 29 August 2024 in the Southern Highlands of NSW. The event will provide an opportunity for tourism and farming to connect in an insightful and practical day-long event for farmers. The Summit will feature expert speakers, including Tourism Australia's Kate Shilling, who will share their journeys on building



ATIC's Tourism Emissions Reduction program engages over 150 Australian businesses

Over 150 Australian businesses have begun their journey to reducing their carbon emissions through participation in ATIC's Tourism Emissions Reduction program. Launched nationally in March 2024, the program is part of the suite of ATIC's Quality Tourism programs supported by the Australian Government through Austrade's *Quality Tourism*

and expanding an agritourism business. Attendees will learn from successful case studies, gain practical advice on how to start their own agritourism on-farm experience, and discover the latest trends shaping the future of the industry. Sessions will cover a range of topics including how to deliver a visitor experience while running your day- to-day farming operations, regulatory considerations, marketing tips and sustainable practices. Attendees will leave equipped with actionable ideas to take their businesses to the next level. For more information and to register click [here](#).



Export Market Development Grants (EMDG), Round 4

Details for the next round of the Export Market Development Grants (EMDG) program, including Grants Guidelines and opening dates, have been released on the Austrade [website](#), along with a new free [Export Readiness Test](#). This gives potential applicants the opportunity to understand the changes and new eligibility criteria,

Framework Grant Program, to assist small, medium, and regional tourism businesses to enhance their quality, accessibility, and sustainability. The Tourism Emissions Reduction program provides businesses with an emissions estimate and a tailored emissions reduction plan. Additionally, more than half of the businesses who have made their Tourism Emission Reduction Commitment have either already adopted renewable products or programs for their energy needs or planned to complete the transition to renewable products or programs by 2030. For more information, click [here](#).



Australian Tourism Export Council's China Host Workshop is ready for New South Wales

Australian Tourism Export Council's (ATEC's) China Host Workshop NSW will take place on 22 August lead by Jessica Xue and Garry Burns from The Gaibo Agency. Supported by the National Foundation for Australia-China Relations (NFACR), the workshop

and to prepare to apply. Industry interested in applying are encouraged to participate in one of Austrade's webinars to learn further about the changes and how to apply. Details [here](#).

will be held at in Sydney and will explore culture, product and services, and trade engagement. Attendees will have the opportunity to engage in discussions as they navigate the China inbound market. Register to attend, [here](#). Registrations are now open for the Tasmania workshop on 9 September. Register to attend, [here](#).

AUSTRALIAN STORIES



The Calile Hotel collaborates with international film maker

[The Calile Hotel](#) in Brisbane / Meanjin has announced a collaboration with Los Angeles-based Film Director Scottie Cameron of [Florence](#). The Australian-born director has created a short film titled Poolside Attraction, inspired by the urban resort's poolside setting and bringing his characteristic playfulness to the work. The 92 second short inverts the universal challenge faced by resort hotels where guests vie for highly coveted sun loungers. Cameron presents a



An exclusive culinary collaboration for a one-off lunch

To mark the arrival of Bird in Hand's 2022 Syrah at [Raes on Wategos](#) the two culinary icons are coming together for an exclusive event. Byron Bay locals and visitors are invited to a special one-off lunch on 28 August. Expect a 14-plate menu which has been collaboratively thought out by executive chef Jacob Davey of Bird in Hand's [LVN Restaurant](#) and Jason Saxby of Raes Dining Room. Chefs Davey and Saxby will introduce guests to the courses

different perspective, offering a humorous take on a perennial holiday dilemma, turning the idea on its head with a whimsical story about desire, rendered in a vibrant visual style. Poolside Attraction reflects The Calile's ongoing commitment to the arts, collaboration, and storytelling, watch the short [here](#).



Hyatt Hotel Canberra celebrates its Centenary with a glamorous cocktail gala

100 years in the making, [Hyatt Hotel Canberra](#) is thrilled to announce the launch of its [Centenary of Style Cocktail Gala](#) event on 25 October. Celebrating a century of elegance, the night promises to be an unforgettable affair, filled with champagne toasts, pop-up cocktail bars, entertainment, and gourmet delights. Guests will be welcomed with trays of Taittinger champagne and serenaded by a jazz trio before the official program kicks off, headlined by Canberra's first 10-tier champagne tower

they have prepared, while senior winemaker Burvill will discuss the flavour profiles of each wine. Representing the tastes of both Byron Bay and Adelaide Hills, the experience will feature menu highlights of both venues, including Davey's wild venison smoked over bunya branches, and Saxby's Australian Bay lobster glazed in fermented chili. Secure a seat at lunch [here](#).



Wildlife encounters and cultural experiences at Kakadu National Park

Get ready to experience the natural wonderland of [Kakadu National Park](#) this September with two festivals. Immerse yourself in traditional culture at [The Mayali Muli Festival](#) from 6 to 9 September at Kakadu Billabong Safari Camp. Learn how Kakadu's Indigenous peoples interact with their land, take part in guided walks to discover bush tucker and medicinal plants, learn traditional weaving, appreciate Kakadu's finest artists, and enjoy Kakadu musical grooves. Nature will be at its most vivid during the annual

performance by Couture Air. Reminiscent of the 1920s, one of the lounges will act as a whiskey Speakeasy Bar with a nod to the prohibition era, while another lounge will be turned into a luxurious Parlour Room. Be treated to a live oyster-shucking station, along with fresh local seafood and a selection of live-food stations, canapés, and desserts. Find out more [here](#).

[Kakadu Bird Week](#) from 25 to 29 September. Kakadu National Park is a bird lover's paradise, home to more than a third of Australia's bird species. For the best birdwatching, join the programs expert guided tours and wetland cruises.

NEWS IN BRIEF

- [Destination NSW 'Focus on North Asia' trade event](#)
- [Free Accessible Tourism Enablers Grant resources](#)
- [Inbound Workshops ahead of new airport infrastructure for NSW](#)
- [Qantas invests in new nature based carbon credit fund](#)
- [Regional Tourism Satellite Accounts 2022-23 released](#)
- [Register for NSW Visitor Economy Forum 2024](#)
- [Vivid Sydney 2025 dates and theme announced](#)



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