

27 March 2024

## TOURISM AUSTRALIA ACTIVITY



### Tourism RING Forum – Sydney / Warrane

The Tourism Reconciliation Industry Network Group (RING) came together for their first annual forum held in Sydney / Warrane on Gadigal Country. Tourism RING is made up of 26 tourism related businesses who have an endorsed Reconciliation Action Plan and



### Tourism Australia debuts Signature Experiences of Australia Showcase in South East Asia

Last week, Tourism Australia launched the first-ever [Signature Experiences of Australia](#) Showcase in South East Asia, bringing eight Signature Experience collectives and eight State Tourism

provides organisations a space to come together to learn from each other, share challenges and opportunities, identify best practice in reconciliation and to listen to the voices of Indigenous people and communities on topics relevant to reconciliation, culture and tourism. Phil Lockyer, Head of Indigenous Affairs at Tourism Australia led the forum with attendees hearing from Reconciliation Australia who updated on the discussions from the recently held RAP Leadership Conference, where racism and historical acceptance were two of the primary themes of identified as needed more work. The forum also had the opportunity to listen to respected Elders and tourism operators, Uncle Mark Koolmatrice, Kool Tours, South Australia and Auntie Margret Campbell, Dreamtime Southern X who spoke about the important of partnership and meaningful collaboration with communities.



### **‘Walking on a Dream’ in Western Australia with Singapore luxe travel planners**

Earlier this month, seven luxury travel planners from Singapore were jointly hosted by Tourism

Organisations to Singapore for two days of presentations and networking with luxury and premium travel planners plus media across Singapore, Malaysia and Indonesia. Attended by over 30 planners and over 10 media, the showcase spotlighted the diverse range of curated premium holiday experiences across Australia under the Signature Experience collectives. The event received overwhelming response, with attendees impressed by the wealth and depth of experiences awaiting the high-yielding travellers of South East Asia. The collectives answer to the growing market demand for memorable, inspirational and timeless experiences that South East Asian travellers are pursuing on their travels today.



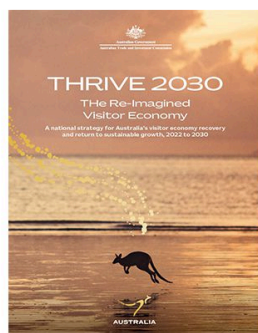
### **GQ Magazine China – *Styled to Escape***

As part of Tourism Australia’s [International Media Hosting Program](#), GQ Magazine China, recently travelled to Australia to

Australia, Tourism Western Australia and Qantas on a five-night familiarisation trip exploring Western Australia's Exmouth, Perth / Boorloo and Margaret River regions. With a focus on premium experiences, the attendees embarked on a luxe itinerary featuring some of the [Signature Experiences of Australia](#) icons such as Sal Salis Ningaloo Reef safari camp, swimming with whale shark, Cape to Cape walk and sommelier guided wine tasting at Vasse Felix. These exclusive activities aligned with a steadily growing trend among affluent Singaporean travellers looking for alternative luxe holiday inspirations.

shoot the March fashion cover *Styled to Escape*. The images produced served as a captivating portrayal of Australia's allure through a collection of 22 pages filled with exquisite fashion imagery. Readers were transported to iconic landmarks, including the Sydney Opera House, Sydney Tower, Sydney Harbour Bridge, and the scenic Sydney / Warrane skyline, against the backdrop of the serene Royal Botanic Gardens. The collaboration seamlessly fused fashion with the relaxed and vibrant essence of Australian life, showcasing the unique charm and lifestyle Downunder.

## TOURISM INDUSTRY NEWS



### Have your say on the THRIVE 2030 Action Plan for Phase 2: Consolidation Phase (2025-2027)

With Phase 1 (Recovery) of Australia's national strategy for the visitor economy, THRIVE 2030, coming to a close, it's time to seek your views to help Austrade develop the Phase 2



### ATEC Tourism Tutorial - Navigating the Landscape of Aboriginal Tourism & Storytelling

Tourism Australia's Phil Lockyer and Nicole Mitchell will be joined by Ben Hall, AAT Kings; Birgit Bourne, Insight Australia Travel; and Darren 'Capes' Capewell, Wula Gura Nyinda Eco Cultural



(Consolidation) action plan for 2025–2027. Please visit the [Austrade website](#) to register to attend a consultation session and complete the survey. THRIVE 2030 is Australia's long-term strategy for the visitor economy.

Adventures for an ATEC Tourism Tutorial on navigating the landscape of Aboriginal tourism and storytelling. On 28 March, the session will dive into the 'Discover Aboriginal Experiences' program, exploring its significance and offerings and participants will learn from those who've made sharing Aboriginal Experiences their passion as well as their own personal journeys into the tourism industry. Register [here](#).



### NSW Central Coast Wins Global Green Award

NSW Central Coast was recently awarded first place in the Green Destinations Story Awards at ITB Berlin, recognised for outstanding sustainability in destination management. It was the only Australian ECO Destination honoured at ITB Berlin 2024, affirming its leadership in sustainable tourism. The win is a testament to the region's eco-tourism progress since 2021. Only two other Australian destinations have ever reached this level in the Green Destinations Story Awards ceremony since the competition started in 2014 – making this a huge feat for not only New South



### Finalists announced for the National Banksia Sustainability Awards

The National Banksia Sustainability Awards spotlight remarkable achievements in sustainability. This year Tourism Australia is sponsoring the Sustainable Tourism Award. Finalists for this award, nominated for their outstanding contributions, include [Fun Over 50 Holidays](#) for their Our People and Planet Program, [Intrepid Travel](#) for their mission-driven approach, [Take 3 for the Sea](#) for their Ground Swell Litter Prevention Program, and [Wild Adventures Melbourne](#) for their regenerative tourism model. The Awards will be held in

Wales, but Australia as a whole.  
Find more information [here](#).



### New Accessible Tourism Program

The Australian Tourism Industry Council's new [Accessible Tourism](#) program provides businesses with a comprehensive online accessibility assessment and an Accessibility Information guide for visitors. Businesses meeting essential criteria are recognised across support areas of cognitive/autism; limited mobility; low hearing; low vision; wheelchairs and scooters. The Accessible Tourism program was developed with leading accessibility experts, TravAbility, and is delivered in partnership with Spinal Life Australia. The Australian Government has provided \$8 Million in funding to support the Australian Tourism Industry Council's suite of online programs including the [Tourism Emissions Reduction](#), [Accessible Tourism](#) and [Sustainable Tourism Accreditation](#) programs. The funding is designed to assist small, medium, and regional tourism

Melbourne / Narm on 4 April. Find out more [here](#).



### Exhibitor spaces available for the VTIC 'Choose Tourism Careers Expo'

In partnership with the Australian Government and Victorian State Government, through the Choose Tourism Program, the Victorian Tourism Industry Council (VTIC) has announced the Choose Tourism Careers Expo. The expo will be held on 18 June in Melbourne / Narm and will showcase the dynamic and diverse career pathways that exist in the tourism and events industry. To coincide with the Careers Expo, Young Tourism Network (YTN) will be delivering the Emerging Tourism Leaders Summit. The Summit aims to enlighten young and emerging tourism professionals about career choices in the tourism, hospitality, and events industry via a full day program of workshops, keynote presentations, and networking. VTIC and YTN are calling on all of industry to get involved in this important event for our sector. [Exhibition and partnership opportunities](#) are now available.

businesses enhance their quality, accessibility, and sustainability.

## AUSTRALIAN STORIES



### Kyiv Social eatery to host free monthly laneway party

Starting Sunday 7 April, Sydney / Warrane, social enterprise eatery, [Kyiv Social](#) will hold *Beers and Bangers*. Held monthly from 1pm to 9pm on Grafton Lane, the event will celebrate Australian and Ukrainian culture, with Ukrainian House DJs, beers from Young Henrys, sausages by LP's Quality Meat and so much more. Lord Mayor of Sydney, Clover Moore, will launch the inaugural *Beers and Bangers* and commemorate an official grant by City of Sydney to officially close Grafton Lane to become a Kyiv Social full outdoor dining and drinking laneway. A [Plate It Forward](#) initiative, Kyiv Social has provided 3,000 hours of employment to 22 newly arrived Ukrainian refugees and contributing thousands of meals to war-affected families since launching in September 2023.



### Bonville Golf Resort joins Great Golf Courses of Australia

Coffs Coast golfing icon, [Bonville Golf Resort](#) has joined [Great Golf Courses of Australia](#) (GGCA) as a member of the collective's elite Signature Tier. Voted 'Australia's Favourite Golf Course' seven years in a row by Golf Australia Magazine, the property on New South Wales' north coast has long been a beloved destination for golfers. Nestled at the foot of the Great Dividing Range, at 5664 metres long the 72-par course ebbs and flows along natural waterways, through pockets of rainforest opening to isolated fairways, flanked by striking flooded gums and colourful gardens. The course is also renowned for its friendly, professional staff, comfortable accommodation overlooking the 1st hole and award-winning dining.





### Shop till you drop with a private fashion experience with **Spree With Me**

Operating in Brisbane / Meeanjin, Gold Coast and Melbourne / Narm, [Spree With Me](#) is a private shopping and styling tour, taking guests through some of Australia's most fashionable locations and hidden gems. With a friendly personal stylist as your private guide, tours can be curated for individuals or small groups of up to six people, ensuring a premium experience for all. Throughout a tour, guests are pampered with fashion, styling, storytelling, gourmet cuisine, drinks, and more, as they discover the best creations by Australian or international designers.



### Rediscover the beauty of **Wombeyan Caves**

Following a significant makeover, travelers are welcomed back to experience the spectacular Wombeyan Caves located near Goulburn, New South Wales. Recent upgrades include the installation of a unique wheelchair-accessible viewing platform, providing amazing views inside Victoria Arch near Fig Tree Cave. Visitors can also enjoy a revitalised kiosk, picnic area and upgrades to camping amenities, making it a great destination for a weekend getaway. Experience the Wombeyan Caves' natural beauty and serenity through a guided or self-guided tour, with four spectacular caves to discover.

## NEWS IN BRIEF

- [Destination NSW Hosts Cruise Workshops](#)
- [Easter Travel Digital Toolkit](#)
- [First Nations Tourism Mentoring Program](#)
- [IVS results for the year ending December 2023](#)
- [New Business Events data released by TRA](#)
- [NVS results for the year ending December 2023](#)
- [Partnership Opportunities at Business Events NSW Showcase](#)
- [Rottnest Island Authority Recreational Expressions of Interest](#)
- [VTIC 2024 Vision Summit Registrations Open](#)



[tourism.australia.com](http://tourism.australia.com)

[Privacy Policy](#) | [Terms and Conditions](#) | [Contact Us](#)

This email was sent to [bpelly@tourism.australia.com](mailto:bpelly@tourism.australia.com)  
To ensure that you continue receiving our emails, please add us to your address book or safe list.

[Unsubscribe](#) or [manage subscriptions](#)

Got this as a forward? [Sign up](#) to receive our future emails.

