



28 July 2021

TOURISM AUSTRALIA UPDATE

As the situation with lockdowns across the country remains uncertain, I share the frustration of many of you as we try to foresee a pathway forward and try to plan for the immediate horizon for our respective organisations and industries.

Last week, the [National Cabinet meeting](#) tried to do just that for the nation, and discussed Australia's COVID-19 Vaccine Strategy and additional measures introduced by the NSW Government to stop the spread of the Delta variant. National Cabinet has agreed to a suppression strategy for COVID-19 with the goal of no community transmission. Australia's COVID-19 vaccine roll out continues to expand, with over 11 million doses of the vaccine administered in Australia to date.

On a more positive note, we received the good news that South-East Queensland will be hosting the [2032 Olympics and Paralympic Games](#), which is incredible news for Queensland and Australia more broadly. The

win, at this time, is a really great opportunity to showcase our country and to remind corporations and associations around the world that Australia is willing and able to host their events. We know first-hand that Australia's hosting of the Sydney 2000 Olympic Games was the most significant event in the history of inbound tourism, accelerating the development of Australian tourism by at least a decade. The Sydney Olympics showcased Australia to the world, 4 billion people worldwide watched the event on TV and it dramatically increased visitation during the Games. Hosting the 2032 Games has the potential to deliver significant economic benefits, potentially generating up to \$36 billion for Queensland as the host state and creating 130,000 direct jobs, in addition to the tens of thousands indirect jobs.

Phillipa Harrison



SPOTLIGHT ON THE REGIONS – JAPAN

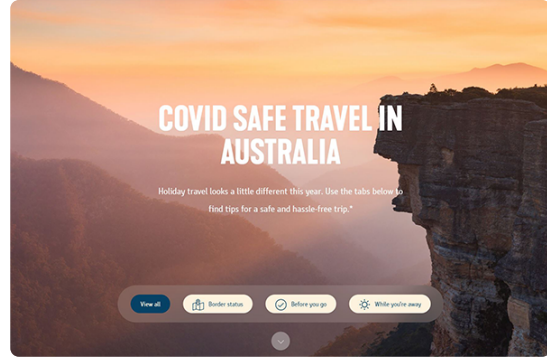
This week, 'Spotlight on the Regions' features an interview with Derek Baines, Tourism Australia's Country Manager Japan, who shares insights and observations on the Japanese market, as well as updates on key stakeholders and activities to keep travel to Australia front of mind in-market. Read the update [here](#).

TOURISM AUSTRALIA ACTIVITY



Top-producing U.S. travel advisors learn about Australian experiences

Tourism Australia recently participated in the Global Travel Marketplace (GTM) which took place in Fort Lauderdale, Florida from 8 to 10 July and was attended by 120 travel advisors. The Tourism Australia Americas team connected with the qualified, top-producing travel advisors through one-on-one appointments, boardroom-style presentations, and an interactive quiz. Advisors learned about Australia's key pillars, the [Signature Experiences of Australia](#), and the [Aussie Specialist Program](#). It was the first in-person travel trade event for the Tourism Australia Americas team in 17 months. Since GTM, several advisors have completed the Aussie Specialist Program to become qualified Aussie Specialists.



Tourism Australia's COVID Hub revamp

Tourism Australia has recently refreshed its COVIDSafe travel information page on Australia.com. Consumers can use this page to find relevant links and information about holiday planning and travel restrictions in Australia and industry can share this page with guests as a useful resource. The new content features simple checklists, safety tips and a one-stop-shop on the border declarations and apps required to access visitor experiences across the country. See the Australian hub [here](#) and New Zealand hub [here](#).

TOURISM INDUSTRY NEWS



Federal Government support for South Australians

The Federal Government has activated income support payments of up to \$600 a week for South Australians affected by COVID restrictions. Individuals will be eligible for the COVID-19 Disaster Payment if they have lost between eight and less than 20 hours of work for a payment of \$375, and for 20 or more hours of work for a payment of \$600, during the period of the lockdown. There will be no liquid assets test applied to eligibility for these payments. Read more [here](#).



Beyond Blue support for small business

NewAccess for Small Business Owners is a free and confidential mental health coaching program, developed by Beyond Blue to give small business owners, including sole traders the support they need. NewAccess for Small Business Owners is available nationally by phone or video call. Read more [here](#).

McKinsey insights on sustainable aviation

McKinsey has collated a series of insights on scaling sustainable aviation fuel and what's ahead for airlines and other industries as they strive to meet climate goals, with topics including:

- Scaling new technologies that run on less-constrained feedstocks,
- Cost-optimal pathways to a net-zero Europe, and
- The dangers of infrastructure vulnerabilities.

AUSTRALIAN STORIES



Phillip Island Nature Parks' Live Penguin TV is back

Live Penguin TV returned to screens this week, allowing Australians and international travellers alike to witness the much-loved Penguin Parade from home. Phillip Island Nature Parks' world-first live streaming of the Penguin Parade with expert ranger commentary ran for 112 nights during the height of Victoria's COVID restrictions in 2020, amassing 25 million viewers across 100 countries. Live Penguin TV allows fans to watch the famous Penguin Parade on their phone, computer or device, or stream to their TV, through Phillip Island Nature Parks' [YouTube](#) and [Facebook](#) channels. The parade will stream every night from 6pm for the next few weeks.



Kakadu Air launches new cultural experience

Scenic flight operator, Kakadu Air, has launched a new day tour called the Kakadu Culture Experience. In partnership with local Indigenous tourism operators, the new tour, departing and ending in Darwin, delves into the ancient stories and culturally significant sites across the National Park. With nearly two hours of spectacular scenic flying above the Kakadu escarpment, the tour also includes a 90-minute cruise along the East Alligator River with Guluyambi Tours, a visit to Ubirr to view the famous Aboriginal rock art galleries and a stop in on to Jabiru where guests enjoy a custom-made packed lunch featuring native ingredients. To make a booking, visit the [website](#).



Australia's only helicopter tandem skydive experience launches on the Gold Coast

Skydive Australia and Sea World Helicopters has launched an adrenaline-packed heli skydive experience, giving guests the opportunity to skydive directly onto Main Beach, Surfers Paradise in the heart of Australia's Gold Coast. This will be the only tandem heli skydiving experience operating regularly in Australia. Three skydivers and their tandem masters will fly on an AS350 Squirrel Airbus Helicopter before exiting at 10,000 feet, experiencing an exhilarating free fall and then floating serenely under canopy for a further five minutes, taking in the spectacular views of the Gold Coast before landing on the soft sands of Main Beach. The helicopter flight departs from Sea World Helicopters, located adjacent to the theme park entrance, and can be booked on the [website](#).



New cellar door and dining room at Delatite Winery in Victoria

Delatite Winery in Victoria's High Country has opened a multi-million-dollar Cellar Door and Dining Room in Mansfield, Victoria. Taking full advantage of the breathtaking views over Mt Buller and the alpine range, the new state-of-the-art building highlights Delatite's commitment to sustainability, a key focus throughout the entire design and building process. The new Cellar Door has a large tasting area for guests to taste their way through the Delatite collection in comfort, with a cosy wood fire for the winter months. To the north of the tasting room is the open-plan restaurant with modern finishes, natural lighting, plus an outdoor deck and courtyard for guests to enjoy the country ambiance and fresh air. For more information and to make a booking, visit the [website](#).

NEWS IN BRIEF

- [Australia secures additional Pfizer vaccines for 2022 & 2023](#)
- [ATAGI statement in response to NSW COVID outbreak](#)

- [Increased financial support for New South Wales workers](#)
- [More pharmacies and GPs to deliver vaccines](#)
- [New South Wales Business Support Package expansion](#)
- [New Zealand travel bubble suspended](#)
- [Pregnant women now eligible to get Pfizer vaccine](#)
- [TGA approves Pfizer vaccine for 12-15 yrs](#)



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