

4 August 2021

TOURISM AUSTRALIA UPDATE

As the lock down in NSW and QLD continues, impacting so many people and businesses across the country, we are all facing the harsh reality that we need to plan for, and work around, restrictions for quite some time to come. Vaccination is clearly the pathway out, and for tourism the sooner we can speed up vaccination numbers, the sooner Australians will be able to once again book travel with confidence.

At the [National Cabinet](#) meeting last week, the Prime Minister outlined the National Plan to Transition Australia's National COVID-19 Response, which includes four phases:

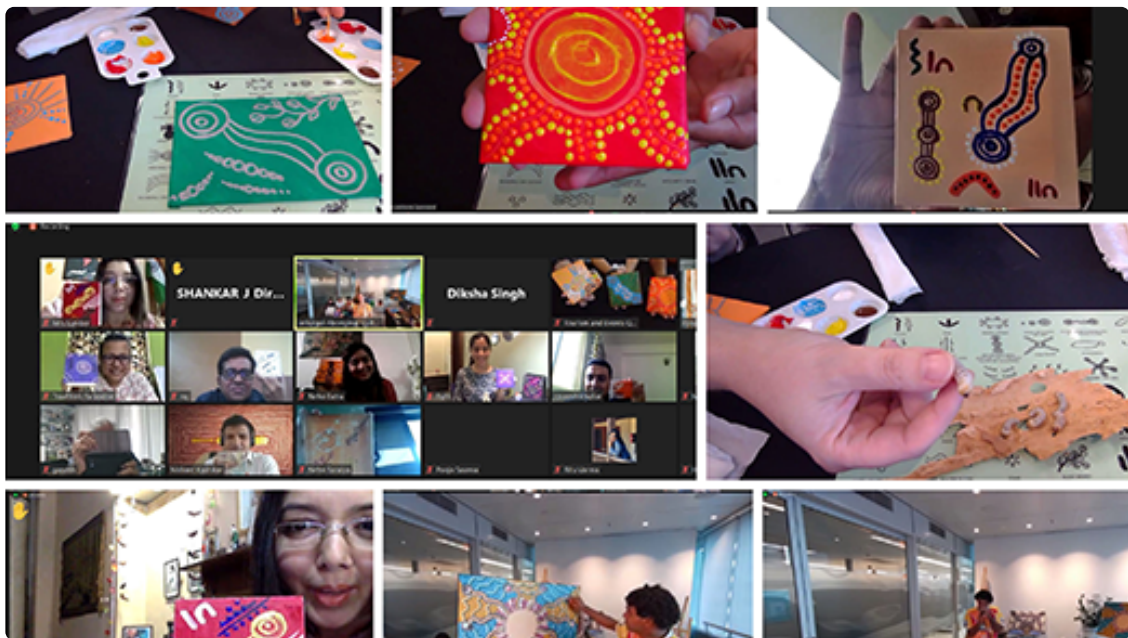
- Phase A. Vaccinate, Prepare and Pilot (Current Phase)
- Phase B. Vaccination Transition Phase (~70% of adult population fully vaccinated)
- Phase C. Vaccination Consolidation Phase (≥80% of adult population fully vaccinated)
- Phase D. Post Vaccination Phase

Further details on the plan can be found [here](#).

The Government has also produced a set of [resources](#) to help businesses promote COVID-19 vaccination to their employees. You can use these resources to help spread the message of the importance of vaccination, encourage people to look for accurate information from trusted sources and lead by example in promoting the vaccination program.

Our next industry webinar will be held on **Friday 13 August at 11am**. We will be hearing an update from the Minister for Trade, Tourism and Investment, the Hon. Dan Tehan MP, and Rachel Wiseman the CEO of NRMA Expeditions will give an overview on how NRMA is planning for what lies ahead. I will also provide an update on Tourism Australia's latest plans and activity. You can register for the webinar [here](#).

Phillipa Harrison



SPOTLIGHT ON THE REGIONS – INDIA

This week, 'Spotlight on the Regions' features an interview with Nishant Kashikar, Tourism Australia's Country Manager in India. Nishant shares insights and observations on the Indian 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



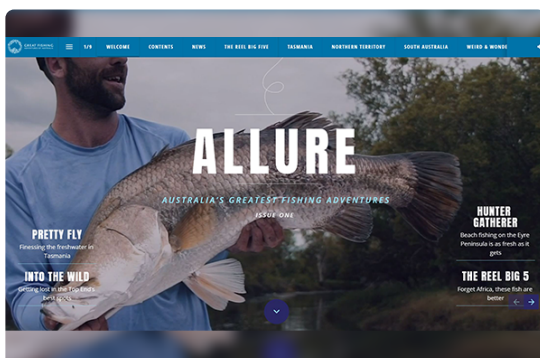
First chapter of Tourism Australia's Sustainable Storytellers guide released

Driving awareness of, and capability for, sustainable travel is one of Tourism Australia's key strategic pillars. This includes making it easier for anyone planning, promoting or selling travel to learn about and include sustainable Australian travel products and experiences in their itineraries. Read the first chapter of Tourism Australia's [Sustainable Storytellers guide](#) for the stories behind some of our travel industry heroes, the positive impact they and their businesses have and demonstrate the depth and diversity of Australia's sustainable travel offering. Stay tuned for more chapters over the coming months.



Qantas Magazine - Go Beyond

The latest Qantas magazine highlights Tourism Australia's [Signature Experiences of Australia](#) partners in a 16-page feature designed to inspire Australians to explore Australia in ways they love to explore international destinations. The magazine is being distributed to the homes of 55,000 Qantas Frequent Flyer members across Australia . Connecting with active, high value Australian travellers, the campaign can also be read [online](#) and is supported by digital executions featuring Australian [icons](#), [wildlife](#) and [unforgettable travel experiences](#).



'Allure' magazine highlights



Minister Tehan Meets with key

Great Fishing Adventures of Australia in inaugural issue

Tourism Australia's [Signature Experiences of Australia](#) member [Great Fishing Adventures of Australia](#) have launched an online content piece via fishing magazine, *Allure*, featuring members of the collective. The digital publication showcases a mix of video and still images to fishing and outdoor enthusiasts. The magazine is designed to shine a light on some of the new experiences, quirky charters, lodges, secret spots, and most importantly the people that make fishing in Australia so great. Read online [here](#).



industry stakeholders in the United States

As part of a recent visit to the United States (US), Minister for Trade, Tourism and Investment, the Hon. Dan Tehan MP, hosted a round table with key stakeholders including a selection of Australian specialist wholesale, retail and inbound tour operators and Qantas. During the round table attendees shared the challenges they are experiencing during COVID-19 and shared insights they are seeing from US consumers as they begin to travel again. The Minister affirmed that the US market is an important market for Australia and will be critical to supporting international tourism recovery. The Minister also thanked all the partners for their ongoing commitment to driving visitation to Australia now and in the future.

New Hot List for July

Tourism Australia has released its latest travel 'Hot List' for July 2021, available now on its corporate site. The guide to the latest news and tourism offerings across the country 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](#).



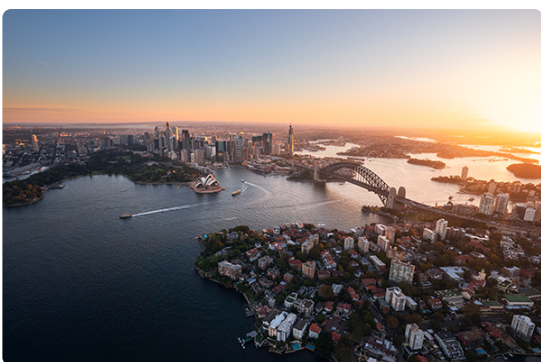
Support for Victorian businesses

A new jointly funded package from the Federal and Victorian Governments will give Victorian small and medium businesses the extra support and confidence they need to recover from the recent lockdown. The new Victorian Business Support Package will deliver an additional \$400 million in support to thousands of businesses, with funding to be split 50/50 between the Commonwealth and Victorian Government. Read more [here](#).



NSW business support

With Greater Sydney set to remain in lockdown until at least 28 August 2021, both the Federal and New South Wales (NSW) Governments have agreed to expand the COVID-19 Business Support Payment. Under the expanded payment, eligible entities, which includes not-for-profits, will now receive payments of between \$1,500 and \$100,000 per week based on the level of their payroll with the maximum turnover threshold increased from \$50 million to \$250 million. Read more [here](#).



COVID-19 Disaster Support payment boosted

Increased financial support for workers in NSW will be available as part of the Federal Government's expanded national COVID-19 Disaster Payment.



Funding for cyclone affected communities in WA

Jointly funded by the Commonwealth-State Disaster Recovery Funding Arrangements, the \$104 million package will support continued recovery efforts

Payments will continue to support workers in every state and territory who lose hours due to a state government lockdown or public health order. Eligible workers will receive \$750 per week if they lose 20 hours or more of work while those that lose between eight and less than 20 hours, or a full day of work, will receive a payment of \$450 per week. More information can be found [here](#).

across disaster affected communities in 16 local government areas in Western Australia affected by Severe Tropical Cyclone Seroja. Read more [here](#).



Support for regional arts and entertainment

The Federal Government is providing more than \$7 million to regional arts and entertainment organisations to attract additional tourists to Australian regions and to speed up economic recovery in communities hit hard by COVID-19, as part of the Regional Arts Tourism package. Read more [here](#).



Boost for Indigenous tourism

The first round of recipients for the Federal Government's Indigenous tourism grants have been announced. These grants form part of the \$40 million Indigenous Tourism Fund. The Federal Government has committed more than \$2.9 million to support 60 Indigenous-owned tourism businesses and community organisations. This funding will increase the number of Indigenous tourism products available and support the start-up, stabilisation and growth of operators in the sector. Read more [here](#).



Tasmanian Walking Co partners with WWF on Walk for Wild

Tasmanian Walking Company has partnered with WWF-Australia to raise funds for the largest and most innovative wildlife and landscape regeneration program in Australia's history - WWF's Regenerate Australia. One hundred per cent of the *Walk for Wild* sales will be donated to WWF-Australia to restore wildlife and habitats, rejuvenate communities impacted by the bushfires, boost sustainable agriculture and future-proof Australia's environment. Special departures will take place on 8 October 2021 and include popular walks such as the Bay of Fires Lodge Walk on Tasmania's north-eastern coast and the Twelve Apostles Lodge Walk in Victoria. To make a booking visit the [website](#).



New wilderness dining experience – The Feast – coming to Kangaroo Island

Gastronomo Wilderness Dining in South Australia has launched The Feast on Kangaroo Island, a progressive dining adventure designed to connect diners to the spirit and essence of a magical location through its local produce, storytelling and a hint of theatre. Taking place at a secret venue on the island built by early settlers, the evening feast is inspired from the land and sea, cooked amongst fires and on the coals. Gastronomo has partnered with tourism and transport partner, SeaLink, to create a range of travel, accommodation and dining experience packages on Kangaroo Island. The Feast will run over two fortnightly seasons from 14 October to 1 November and 11 November to 29 November 2021, Thursday to Monday evenings. For more information about The Feast visit the [website](#).



Tickets now on sale for Western Australia Gourmet Escape this November

Australia's best culinary talent will take part in 30 different events at this year's Western Australia Gourmet Escape. The ninth instalment of the food and wine festival will take place from 17 to 21 November across Western Australia's most celebrated culinary locations including Margaret River, Perth, Swan Valley and for the first time, Rottnest Island. Talent involved in the festival includes Curtis Stone, Rick Stein, Matt Stone, Guy Grossi and Maggie Beer, to name a few. One of many new events at this year's festival is *Rottnest Sunset* presented by *Leeuwin Coast*, an alfresco feast with Rick Stein and Colin Fassnidge at Pinky's Beach Club. To see the full program and book tickets visit the [website](#).



Escape to a coastal retreat on Tasmania's King Island

The newly opened Etrick Rocks luxury retreats is positioned in one of the most spectacular locations on King Island, with uninterrupted views of the moody landscape and wild southern seas. The coastal retreats offer a choice of three luxurious dwellings with all the comforts of home, designed by award winning Tasmanian architects, Rosevear and Stephenson. Every room offers guests uninterrupted views of the ocean through large picture frame windows. Etrick Rocks is also currently offering a new winter package, offering guests a seven-night stay for the price of six. Visit their [website](#) for more information and to make a booking.

NEWS IN BRIEF

- [Assistance measures to support domestic aviation extended](#)
- [Lockdowns to end once 80 per cent vaccinated](#)
- [NSW lockdown extended](#)
- [One week until Census night](#)
- [QLD lockdown extended](#)

- [Top 3 vaccine questions and latest ATAGI advice](#)



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