



7 July 2021

TOURISM AUSTRALIA UPDATE

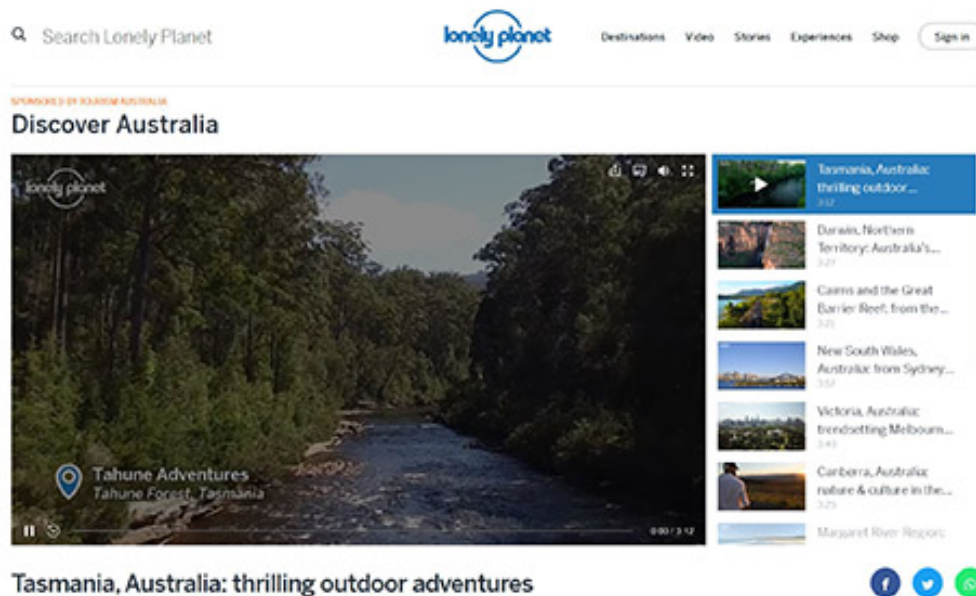
Last Friday, the Prime Minister announced that the National Cabinet had agreed on the pathway out of COVID-19, which will see Australia move from a pre-vaccination period, which is focused on the suppression of the virus, to one that sees COVID-19 managed as an infectious disease like any other in the community. To do this, a four-phase plan is being developed with more details outlined [here](#).

This plan will need Australian's to shift their mindset, and as an industry it is important that we collectively continue to remind the communities we operate in, of the need for Australians to eventually live with COVID-19 if we are to reopen our borders and welcome back international visitors.

This Friday 9 July, we are hosting our next industry webinar at 11am AEST. I will be joined by former Federal Minister for Tourism, the Hon. Martin Ferguson AM during the webinar to talk about the work of the [Reimagining the Visitor Economy](#) Expert Panel, and we will also have a focus on [NAIDOC Week](#) with speakers from wukalina Walk and Ngaran

Ngaran Culture Awareness talking on the theme of 'Healing Country'. Register to attend [here](#).

Phillipa Harrison



SPOTLIGHT ON THE REGIONS – UNITED KINGDOM

This week, 'Spotlight on the Regions' features an interview with Sally Cope, Tourism Australia's Regional General Manager United Kingdom and Northern Europe, who shares insights and observations on the United Kingdom market, as well as updates on key stakeholders and activities to keep Australia front of mind in-market. Read the update [here](#).

TOURISM AUSTRALIA ACTIVITY



'Connect to Country'
partnership



Welcome To My Country video
launch

Tourism Australia is proud to announce their participation as a founding partner in the 'Connect to Country' movement, launched last week by Facebook Australia and Campfire X. The 'Connect to Country' movement invites Australians to better connect with Australia's Indigenous cultures and encourages brands and businesses to embed First Nations culture as an integral part of their physical and digital footprints. 'Connect to Country' highlights positive storytelling and representation, as well as providing easy ways for everyone to make Indigenous Culture an essential part of everyday life. To learn more, visit: Facebook.com/ConnectToCountry.

This week, Tourism Australia has launched its 'Welcome To My Country' video. Featuring prominent Aboriginal Elders, the film welcomes viewers to explore Country by connecting with Australia's Traditional Custodians, learning their rich stories and sharing in culture – all of which can be fostered with tourism experiences. Watch the 'Welcome To My Country' [here](#) and explore our country with the Elders [here](#) on Australia.com. The video was written and created by Message Sticks and produced by [Blackfish](#), majority Aboriginal owned and operated companies. The film is supported by a range of owned and earned initiatives to encourage Australians to seek out Aboriginal tourism experiences.



Australia showcased on Korean TV home-shopping show

Tourism Australia's Korea team recently partnered with Tourism and Events Queensland and Gold Coast Tourism to showcase Australia via TV home-shopping. The hour-long TV program received over 1,300 calls and booking enquires from viewers,



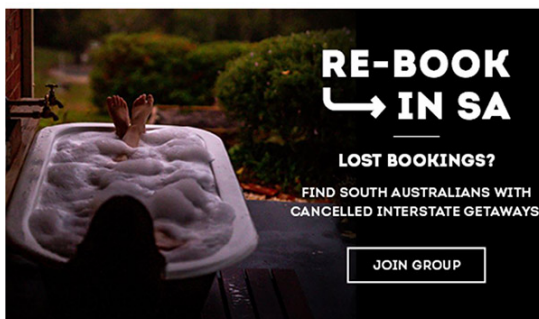
Malaysia's Apple Vacations offers premium Australian experiences

Malaysian Key Distribution Partner, Apple Vacations, has rolled out an Australian destination awareness campaign to focus on consumers who have pent-up demand for Australia. Tourism Australia worked with the product development team at Apple Vacations to upgrade their

with around 25 per cent expected to convert into bookings. Australia was featured as a beautiful and safe travel destination. The one hour TV coverage on K-shopping was supported by an exclusive online event page on Key Distribution Partner Tourvis [website](#).

Australian itineraries to include new regions and luxury experiences. A series of live broadcasts were hosted on the Apple TV Facebook page, connecting consumers directly with Australian operators. These interactive sessions saw a positive response from travellers looking for new holiday experiences. Apple Vacations plans to convert the demand generated from the awareness campaign into bookings for Australia with the rollout of a tactical campaign.

TOURISM INDUSTRY NEWS



RE-Book in SA

A new initiative was [launched](#) last week by the South Australian Tourism Commission (SATC) after South Australia's borders closed to all but two Australian states and ahead of the July school holidays. It connects consumers with lost travel plans to tourism operators hit by mass cancellations. The Re-Book in SA site hosted on Facebook helps to take the hard work out of booking a holiday at home.



Support for NSW businesses affected by COVID-19

The New South Wales Government has announced a [new grants program](#) to support small businesses impacted by COVID-19. The package includes grants of between \$5,000 and \$10,000 for small businesses, payroll tax deferrals for all employers, an extension of the Dine & Discover program to 31 August and the ability for people to use Dine & Discover vouchers for takeaway

delivered directly to their home by the venue itself.



Visitor Economy Newsletter

Austrade has launched *Visitor Economy News*, an e-newsletter to keep you up to date on the latest news on tourism policy, programs, research and broader Australian Government programs to assist businesses. [Sign up here](#) to receive updates from Austrade and the Australian Government.



Funding for Phillip Island, Kangaroo Island and the Red Centre

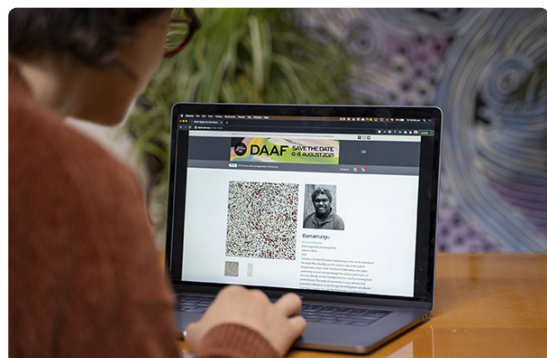
As part of the Recovery for Regional Tourism Program, the Australian Government is providing:

- [\\$1.5 million](#) to attract more visitors to Phillip Island,
- Almost [\\$2.5 million](#) to support tourism jobs and businesses on Kangaroo Island, and
- Almost [\\$2.5 million](#) to encourage more Australians to take a holiday in Australia's Red Centre.

AUSTRALIAN STORIES



The National Indigenous Art



The Darwin Aboriginal Art Fair

Fair will return to Sydney in July 2022

The National Indigenous Art Fair (NIAF) is an ethical marketplace offering a unique opportunity to buy artworks directly from Aboriginal and Torres Strait Islander artists from remote community-owned art centres from the Northern Territory, South Australia and Western Australia. Due to the COVID-19 lockdown in Sydney, the NIAF has been postponed until July 2022. Those interested can visit the NIAF [website](#) to see the art centres that would have attended the 2021 event and continue to support remote Indigenous communities through purchasing artworks from these art galleries. The 2022 event will take place from 2 to 3 July 2022 at the Overseas Passenger Terminal in the Rocks on Sydney's Harbour Foreshore.

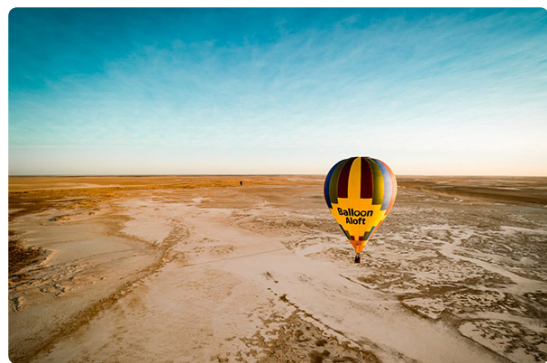


National Gallery of Victoria presents NAIDOC Week virtual programs

In celebration of NAIDOC Week, the National Gallery of Victoria (NGV) is presenting virtual programs related to current

is going digital

Australia's largest Aboriginal and Torres Strait Islander visual arts event, the 2021 Darwin Aboriginal Art Fair, will move to an online platform to ensure the community of artists, Art Centres, partners, and visitors are protected from the rapidly changing COVID-19 situation. The Digital Fair will be open to the public from 10am ACST on 6 August 2021, through to 5pm ACST on 11 August 2021. The public program will be reimagined in the digital space with online Artist Masterclasses and more. Updated details and timings will be announced on the website shortly. Those interested can pre-register for exclusive early access to the Digital Fair on the [website](#) now.



New Indigenous-led hot air balloon tour takes flight this month

Balloon Aloft has partnered with Yagurli Tours for a hot air balloon experience with a difference throughout July. Guests take flight

Indigenous exhibitions. The NGV in Melbourne is open and welcoming visitors, however the virtual program allows those from across Australia and internationally to experience the Indigenous exhibitions. Over the next few weeks, Melbourne-based artist and designer, Maree Clarke is presenting her exhibition *Maree Clarke: Ancestral Memories* via a free digital art-making demonstration for children, using an NGV activity sheet developed by Maree (register [here](#)) *Big Weather*, an exclusive NGV exhibition exploring the sophisticated understanding of weather systems that exist within Aboriginal and Torres Strait Islander cultural knowledge, can be viewed virtually via the link [here](#).

over the extraordinary landscape of Burketown in Queensland's Gulf of Carpentaria while learning about the rich cultural heritage of the land and the unique flora and fauna from the local Gangalidda and Garawa crew. Sunrise flights are scheduled daily during July only and are approximately 30 to 40 minutes in duration. This unforgettable flight takes in spectacular views of the unique landscape including Australia's largest salt pan, over the Albert River and out to the ocean, and includes a champagne celebration after landing. Bookings are available now via the [website](#).

NEWS IN BRIEF

- [COVID-19 Indemnity Scheme](#)
- [Extension of restrictions for New South Wales](#)
- [National Cabinet Statement 2 July](#)
- [National Visitor Survey \(NVS\) results year ending March 2021](#)
- [International Visitor Survey \(IVS\) results year ending March 2021](#)

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