



**Extra Material from Tourism Australia to the House of Representatives  
Economics, Finance and Public Administration Committee's Inquiry into the  
"Current and future directions of Australia's services industries"**

## **Selling Australia**

## **Executive Summary**

### **Tourism Australia: Selling Australia**

To maximise return on investment, Tourism Australia (TA) prioritises markets into four categories (Tier 1 to Tier 4) as follows:

Tier 1	UK, Japan, NZ, USA, Germany, Korea, China, Australia
Tier 2	Ireland, Canada, Singapore, Malaysia, Hong Kong, Taiwan, India
Tier 3	Thailand, Gulf, Netherlands, Switzerland, Austria, Italy, France, Scandinavia
Tier 4	Rest of World

TA's primary goal is to increase the demand for holidays to Australia. Australia is now one of the most desired tourism destinations on the planet. However less than 1% of the world's international tourists actually visit here.

Accordingly, the principal international marketing challenge is to shift international consumers from a preference to visit Australia, to an intention to visit Australia within the next 12 months.

The new 'Uniquely Australian Invitation' campaign issues an invitation to prospective travellers to experience Australia first hand with a tag line that asks – 'So Where the Bloody Hell Are You?' But the campaign is much more than just the ad.

### **Partnerships**

Tourism Australia works with a wide range of partners to leverage off a wide range of marketing programs. In each case, the objective is to target the financially well-off experience seeker, who is well placed to want to come to Australia and spend time here. The objective of the partnerships is to work with organisations who have a common interest, so as to maximise the reach of TA's available dollars.

### **Global Programs**

Tourism Australia has entered into a strategic three year partnership with National Geographic and the Discovery Channel. Key activities so far include:

#### *Discovery Channel*

- A series of programs on Australia as part of Discovery Destination Week; and
- The Discovery High Definition (HD) television special, *Discovery Atlas: Australia Revealed*. The two hour program which features people culture and places of Australia reached almost 5.5 million viewers worldwide during its premiere around the world in October 2006.

## *National Geographic*

- Australian Expert Vignettes – a series on Australians who work in one field but have a hobby in another, making them passionate experts to run on the National Geographic Channel; and
- Sam Abell's Photographic Exhibition: A digital and physical exhibition of photographs of Australia taken by world renowned National Geographic Photographer Sam Abell.

### **Cooperative brand partnerships:**

Tourism Australia conducts a range of cooperative marketing campaigns with State and Territory Tourism Organisations (STOs), airlines, trade and other industry members.

### **Supplier partnerships:**

Tourism Australia works with STOs, Regional Tourism Organisations (RTOs) and industry to:

- connect consumers, media and trade with product (ATE, Dreamtime, etc.); and
- ensure product development plans and strategies match customer demands (TA experiences program, product research, market briefings, partnership marketing).

### **Consumer Marketing**

Since the launch of the new destination campaign Tourism Australia has rolled out the campaign in all Tier one markets.

### **Online**

The Australia.com consumer web site has been a primary call to action for TA's global marketing activities for eight years.

### **Working Holiday Maker**

In 2005 Tourism Australia developed a dedicated website to give the youth market relevant content in their language, and build engagement online. The website has been translated into French, German and Italian.

### **Events Marketing**

Current event marketing activities so far:

- 3 Mobile Ashes Series - A viral campaign has been developed featuring video messages between Shane Warne and Phil Tufnell;
- Melbourne 2006 Commonwealth Games - thirty-nine international broadcasters were hosted by Tourism Australia, and consumer promotional activity was run in key markets including the United Kingdom, Singapore, Canada, Malaysia and India;
- FIFA World Cup; and
- Great Australian Cattle Drive.

## **Trade Marketing**

### **Trade Events**

Tourism Australia coordinates and participates in a number of international trade shows and events each year to promote Australia as a premier travel destination. The Australian Tourism Exchange (ATE) is Australia's premier tourism trade event and the largest international travel trade show in the southern hemisphere.

### **Aussie Specialist Program**

Aussie Specialists are a dedicated and specialised group of retail travel agents actively selling and promoting Australia around the world. These 'Aussie Experts' have been educated and trained in the Aussie Specialist Program run by Tourism Australia and the State and Territory Tourism Organisations. Once fully certified as an Aussie Specialist, travel agents receive online consumer referrals, further training and support.

In North America the Aussie Specialist program consists of two-tiers. Tier one is free for all agents who are seeking education, training and information on Australia. Tier two is a fee based program dedicated to agents with a proven record for selling Australia, and who wish to invest as a marketing partner with Tourism Australia.

### **Aussie Enthusiast Program**

Aussie Enthusiasts is a Tourism Australia initiative designed to assist the travel industry develop and promote Australia as a tourism destination in markets where Tourism Australia does not have an active presence.

## **Public Relations**

Tourism Australia works with all levels of the Australian tourism industry to generate editorial coverage on Australia throughout the world's print, broadcast and online media.

### **In-market PR Activities**

In-market PR activities and events are used to supplement marketing and promotional activities. Examples include: G'Day LA, Asia wide *Best of Australia* weeks; the integrated Daily Telegraph promotion recently conducted in the UK; and the promotion the Sam Abells travelling photographic exhibition (with National Geographic).

### **Visiting Journalists Program**

The Visiting Journalists Program (VJP) has been designed to bring top-tier, accredited international journalists to Australia to experience our incredible country first-hand.

We work closely with the State and Territory Tourism Organisations (STOs), to coordinate and support visits by almost 1,000 accredited print and broadcast journalists and film crews each year.

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## **Strategy and Planning**

To maximise return on investment, Tourism Australia (TA) focuses on and allocates its resources to customers, markets and opportunity market segments that:

- offer the best growth opportunities, in terms of spend;
- deliver dispersal of that spend to regional Australia; and
- can be effectively influenced by marketing programs to meet TA's objectives.

To achieve this outcome TA undertake the following processes:

1. Maximise funding directly available for marketing activities;
2. Evaluate and prioritise markets into four categories (Tier 1 to Tier 4), based on spend and dispersal objectives, target segments, the cost of marketing and relevant external factors, such as strength of source market economy and the like. A table of the markets is below.

Tier 1	UK, Japan, NZ, USA, Germany, Korea, China, Australia
Tier 2	Ireland, Canada, Singapore, Malaysia, Hong Kong, Taiwan, India
Tier 3	Thailand, Gulf, Netherlands, Switzerland, Austria, Italy, France, Scandinavia
Tier 4	Rest of World

Each tier has a targeted outcome objective as follows:

Tier 1 - Secure base markets;

Tier 2 - Realise and consolidate growth markets;

Tier 3 - Realise dispersal and in-market segment opportunities; and

Tier 4 - Provide basic level support to assist industry effort.

3. Identify market challenges and requirements and assign resources for each market;
4. Prescribe and review balanced marketing programmes for each market;
5. Develop and implement programs for delivery on a global level;
6. Develop products, insights and industry intelligence that will support program delivery; and
7. Provide the corporate infrastructure to make all this happen – people, systems, communications.

## **Overview of Activities**

### **International Marketing**

TA's primary goal is to increase the demand for holidays to Australia, in particular to increase growth in intention to visit Australia in the next 12 months.

Understanding of the strategic challenge faced by TA in a fiercely competitive marketplace is based on the consumer cycle. That is, the path that a consumer travels as they move from awareness of a particular destination, through to actually visiting. This involves the interplay of rational and emotional factors that together, work to impact upon that consumer.

Australia has now been the beneficiary of almost 40 years of national tourism destination promotion by TA and its predecessor organisation the Australian Tourist Commission (ATC). This effort has added to the work of State and other public tourism organisations and industry based activities over a much longer period of time.

Australia's global reputation has also benefited from activities in international affairs, the arts, film, sport, academia and major events such as the Sydney 2000 Olympic Games and 2006 Commonwealth Games.

The result is that Australia is now one of the most desired tourism destinations on the planet. However, less than 1% of the world's international tourists actually visit here. TA's challenge is not to further increase the level of affection the world holds for Australia, but to convert that affection into a genuine desire to actually visit Australia – otherwise known as 'destination demand'.

Accordingly, the principal international marketing challenge is to shift international consumers from a preference to visit Australia, to an intention to visit Australia within the next 12 months, thereby expanding the international demand pool available for conversion by the travel and tourism industry.

### **Brand Campaign**

The new destination campaign developed for 2006 is the next stage in the evolution of Brand Australia and builds on the success of the previous brand campaigns, which focused on reinvigorating awareness of Australia. Now that record levels of awareness have been achieved the next step is to convert this awareness into actual travel bookings for Australia.

The new 'Uniquely Australian Invitation' campaign issues an invitation to prospective travellers to experience Australia first hand with a tag line that asks – 'So Where the Bloody Hell Are You?' But the campaign is much more than just the ad.

The campaign was successfully launched at trade briefings in all of Australia's key international markets (Tier 1 plus Hong Kong) throughout February and March 2006. Following these briefings, consumer marketing activity in these markets has steadily rolled out over the March to June period and will continue in 2006-07.

## **Partnerships**

Tourism Australia works with a wide range of partners to leverage off a wide range of marketing programs. In each case, the objective is to target the financially well-off experience seeker, who is well placed to want to come to Australia and spend time here. The objective of the partnerships is to work with organisations who have a common interest, so as to maximise the reach of TA's available dollars.

## ***Global Programs***

Media and content partnerships have been developed through Tourism Australia's new Global Programs initiative.

Tourism Australia has entered into a strategic three year partnership with National Geographic and the Discovery Channel to be the two primary international conduits to deliver Australian destination messages globally.

The partnerships with these organisations will ultimately provide access to over 150 million people globally for Tourism Australia to deliver its destination messages.

Key activities so far include:

### *Discovery Channel*

- A series of programs on Australia as part of Discovery Destination Week.
- Launch of the 60-minute documentary on the Great Australian Cattle Drive, *Outback Cowboys: the Great Australian Cattle Drive*.
- Tourism Australia supported the Discovery High Definition (HD) television special, *Discovery Atlas: Australia Revealed*. The two hour program which features people culture and places of Australia reached almost 5.5 million viewers worldwide during its premiere around the world in October 2006.
- Australia featured in the *5 Takes* television series which is backed up by comprehensive online activity.
- American Chopper TV series.

### *National Geographic*

- Australian Expert Vignettes – a series on Australians who work in one field but have a hobby in another, making them passionate experts to run on the National Geographic Channel.
- Australia map and advertorials on Australian experts in National Geographic magazine.
- Sam Abell's Photographic Exhibition: A digital and physical exhibition of photographs of Australia taken by world renowned National Geographic Photographer Sam Abell.



### ***Cooperative brand partnerships:***

Tourism Australia conducts a range of cooperative marketing campaigns with State and Territory Tourism Organisations (STOs), airlines, trade and other industry members.

The focus is upon working with those organisations that:

- share communication with the 'Experience Seeker';
- occupy similar brand space and are aligned with the theme and tone of TA's communications;
- will commit cooperative funds to leverage TA's marketing spend.

Tourism Australia is also expanding marketing partnerships to include global non-travel lifestyle brands (luxury goods, technology products, vehicles etc) that offer opportunities for leverage. This includes destination placement in brand partner communications, direct marketing, promotions and events.

### ***Trade and distribution partnerships:***

Tourism Australia aligns with trade and distribution partners to help meet TA's objectives of clear in-market communication and engagement.

The partnerships help to broaden our distribution base across all channels by consolidating support for existing players and applying tools that foster the entry of new players.

### ***Supplier partnerships:***

Tourism Australia works with STOs, Regional Tourism Organisations (RTOs) and industry to:

- facilitate entry, access and interface to markets to maximise the effectiveness of our collective marketing spend (DAP, DAMA;
- connect consumers, media and trade with product (ATE, Dreamtime, etc.); and
- ensure product development plans and strategies match customer demands (TA experiences program, product research, market briefings, partnership marketing).

Working with key government agencies (DIMA, DOTARS, DITR), transport operators, infrastructure providers and public asset managers (eg. GBRMPA, National Parks), Tourism Australia facilitates movement of visitors - including by promoting new air services, passenger processing and access arrangements.

## **Consumer Marketing**

Tourism Australia runs a wide range of consumer marketing activities in our key international tourism markets.

Since the launch of the new destination campaign, Tourism Australia has rolled out the campaign in all Tier one markets. This includes a range of advertising activity executions (on-line, print, television commercials (TVC), cinema, outdoor etc.)

Tourism Australia direct the bulk of marketing communications at the global target market – the ‘Experience Seeker’ – consistent with the consumer insight that this market ‘travels to experience the differences’.

Much of the consumer marketing activity is based on the promotion of uniquely Australian experiences to support the destination marketing strategy.

### **Online**

A digital strategy to support Tourism Australia’s marketing efforts is an important aspect of TA’s strategy.

The australia.com consumer web site has been a primary call to action for TA’s global marketing activities for eight years, attracting some 550,000 visits per month with each visitor viewing an average of six to seven pages of information per visit.

The website was modified to reflect the new campaign and a supplemental website ([www.wherethebloodyhellareyou.com](http://www.wherethebloodyhellareyou.com)) was developed to generate the necessary digital support programs for the campaign.

As an example of this type of activity, electronic postcards were a key element of the digital activity to support the campaign. This activity enabled the tourism trade and consumers to build their own postcards online, choosing selected images from the campaign to spread the campaign message.

Print advertising ran in major newspapers in Australia and overseas to encourage people to log on to the site and email their contacts, encouraging them to visit Australia by way of a ‘Uniquely Australian Invitation’.

### **Working Holiday Maker**

In 2005 Tourism Australia developed a dedicated website to give the youth market relevant content in their language, and build engagement online. The Working Holiday Visa website [www.work.australia.com](http://www.work.australia.com) is targeted specifically at 18-30 year old school leavers and university students who are potential working holiday makers.

The site features the voices of two travellers, Matt and Lucy, who take visitors to the site through their own Australian experiences and insights into working in Australia. The site also features information on applying for Working Holiday Visas; tips for working in Australia; a youth and backpacker deals section; and itinerary planning advice.

Due to the success of the English edition of the site and in conjunction with changes to the Working Holiday Maker scheme that allows application for a second Working Holiday Maker visa by any person who has undertaken seasonal harvest employment in regional Australia for a minimum of three months, the website was translated into French, German and Italian.

Tourism Australia's [www.work.australia.com](http://www.work.australia.com) microsite received an award at the UK Marketing Communication Consultants Association (MCCA) Best 2006 ceremony in London on 8 March 2006.

The £50,000 pan European campaign and microsite to promote working holidays in Australia came second to a £950,000 Coca Cola campaign in the 'Communication Campaign Featuring Web Marketing' category.

A new campaign with MTV on the WHM segment includes an MTV micro-site detailing the visa ([www.mtvaustralia.com](http://www.mtvaustralia.com)), as well as a 40 second television spot which will air on MTV over November 2006.

The micro-site provides links to sites specific to each of the seven key Europe markets - UK, Ireland, Netherlands, Sweden, Denmark, Italy and France.

Additionally, TA is offering the chance for one person in Europe to win a trip to Australia, accompanied by two friends.

MTV resonates with key components of TA's target audience and the campaign is underpinned by Tourism Australia's key Experience Seeker messages, with the aim of attracting visitors who see, do and spend more.

### **Events Marketing**

In recognition of the value and importance of this sector, Tourism Events Australia is dedicating resources to marketing Australia as a major events destination. The focus will be the development and integration of key events into Tourism Australia's domestic and international marketing strategy. This will see a wider range of events being represented in Tourism Australia campaigns as significant brand pillars.

Current event marketing activities so far:

#### ***3 Mobile Ashes Series:***

- A viral campaign has been developed featuring video messages between Shane Warne and Phil Tufnell.
- Phil Tufnell will also be creating a series of first hand experience blogs of his experience in Australia. These blogs can be viewed at [www.tuffersinoz.com](http://www.tuffersinoz.com).
- Tourism Australia has built Ashes specific event content on all English editions of the consumer website - [australia.com](http://australia.com). A dedicated Ashes OzPlanner has also been created to help consumers develop an itinerary around the Ashes series and is featured on the UK edition of [australia.com](http://australia.com).
- Tourism Australia has developed *The Cricket Fan's Guide to Australia* (A6 size) experience led consumer booklets. A total of 50,000 copies of the booklet have been produced, which will be distributed throughout Travelex retail outlets in

Australia and Heathrow Airport in London to customers converting Great British Pounds into Australian Dollars.

- A dedicated program has been developed around the Ashes for UK journalists. The media will pre or post tour around the Test matches enabling each of the publications to secure different stories and ensuring coverage of a wide range of Australian experiences in the UK media.
- Tourism Australia has sponsored the England and Wales Cricket Board's (ECB) Ashes Series Guide. Dedicated tourism content has been developed for inclusion in the official media guide for the English Cricket team.
- A VIP famil will take place around the Ashes Series in Adelaide.

### ***Melbourne 2006 Commonwealth Games:***

Tourism Australia ran an events marketing program around the M2006 games to leverage off the international coverage of the event. Key activites around the event included:

- In the lead up to the Melbourne 2006 Commonwealth Games, nine Young Tourism Ambassadors joined the Queen's Baton Relay to represent Tourism Australia and encourage Australians to holiday in their own country.
- International broadcasters function - 'Events in Australia' - Thirty-nine international broadcasters were hosted by Tourism Australia, and co-hosted by Tourism Victoria, the Melbourne 2006 Commonwealth Games Corporation and the City of Melbourne.
- Consumer promotional activity was run in key markets including the United Kingdom, Singapore, Canada, Malaysia and India.
- Tourism Australia had a dedicated stand in the M2006 media centre and provided all visiting international journalists with a media pack containing Commonwealth Games materials.
- Each version of australia.com that is available in Commonwealth countries includes a substantial Commonwealth Games section.
- Australia branding was included in the main sports stadium, and was broadcast all over the world.

### ***FIFA World Cup:***

Tourism Australia partnered with Football Federation Australia (FFA) in a Major Events capacity in the lead up and during the FIFA World Cup held in Germany from 9 June – 9 July, 2006. With Germany being one of the largest outbound tourism markets in the world, and a key growth market for tourism to Australia, the World Cup provided a great opportunity to work together with our Australian team, the Qantas Socceroos in a cross promotional program to build the profile of Australia as a key tourism destination with the Socceroos and football in Australia.

### ***Great Australian Cattle Drive:***

The next event will take place from May 5 – June 10, 2007. As a sponsor of the 2007 Great Australian Outback Cattle Drive, Tourism Australia will work with Australian Major Events in building an integrated leveraging program from the Global

PR and International Marketing through to specific programming through Tourism Australia's media partner, the Discovery Channel.

***2007 – Year of the Surf Lifesaver:***

Tourism Australia will work with Year of the Surf Lifesaver organisers in building a domestic and international leveraging program to maximise the events' exposure whilst capturing the essence of Aussie Beach culture into the Tourism Australia marketing program.

## **Trade Marketing**

### **Trade Events**

Tourism Australia coordinates and participates in a number of international trade shows and events each year to promote Australia as a premier travel destination. The majority of these trade shows and events are held within key international markets, bringing together the Australian tourism industry with travel agents and wholesalers from around the world.

Tourism Australia has a dedicated Trade Events website [www.tradeevents.australia.com](http://www.tradeevents.australia.com) that coordinates all trade event participation and registration for the major events.

The Australian Tourism Exchange (ATE) is Australia's premier tourism trade event and the largest international travel trade show in the southern hemisphere. It provides a forum for Australian tourism businesses to showcase their products, meet overseas contacts and negotiate business deals. It also provides the international travel trade the opportunity to experience the destination first hand.

In 2007 ATE will return to Brisbane at the Brisbane Convention and Exhibition Centre from 26 May - 01 June 2007.

### **Trade/Industry Servicing**

Tourism Australia overseas team have a critical role in developing and building a strong, supportive distribution network globally for Australian tourism.

This involves developing relationships, knowledge and motivation to sell Australia and includes regular dialogue; education and training; new product/program development; and co-operative marketing initiatives.

The servicing role also extends to Australian Diplomatic Missions and other Government agencies to ensure synergy of activities.

### **Aussie Specialist Program**

Aussie Specialists are a dedicated and specialised group of retail travel agents actively selling and promoting Australia around the world. These 'Aussie Experts' have been educated and trained in the Aussie Specialist Program run by Tourism Australia and the State and Territory Tourism Organisations. Once fully certified as an Aussie Specialist, travel agents receive online consumer referrals, further training and support.

The Aussie Specialist Program was relaunched in Europe in January 2005 and is available in German, French, English and Italian. The program is delivered online through [www.specialist.australia.com](http://www.specialist.australia.com), providing significant opportunities to increase the agent's knowledge and confidence in selling Australia in a cost effective and time efficient manner.

The Aussie Specialist Program was also re-launched in the United States and Canada in January 2005. In North America the Aussie Specialist program consists of two-tiers.

Tier one provides agents access to the online training website ([www.specialist.australia.com](http://www.specialist.australia.com)) and access to the Aussie Helpline to assist them become certified Aussie Specialist agents. It is free for all agents who are seeking education, training and information on Australia.

Tier two is a fee based program dedicated to agents with a proven record for selling Australia, and who wish to invest as a marketing partner with Tourism Australia.

The Asian version of the program was launched in November 2000 and can be found at [www.aussiespecialist.com](http://www.aussiespecialist.com). The Aussie Specialist retail network in Asia is continually growing with the training available in Brunei, China, Hong Kong, India, Indonesia, Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam. The site is available in English, Simplified and Traditional Chinese, Korean and Thai.

### **Aussie Enthusiast Program**

Aussie Enthusiasts is a Tourism Australia initiative designed to assist the travel industry develop and promote Australia as a tourism destination in markets where Tourism Australia does not have an active presence. It recognises the contribution of industry in these markets to tourism to Australia and seeks to enhance their contribution to the export tourism industry in Australia, in part by using the services of Austrade in these markets.

The Aussie Enthusiast Program was launched online in June 2006. International travel trade can now register at [www.enthusiasts.australia.com](http://www.enthusiasts.australia.com).

## **Public Relations**

Tourism Australia works with all levels of the Australian tourism industry to generate editorial coverage on Australia throughout the world's print, broadcast and online media.

These activities are designed to complement and add depth to our global marketing programs by increasing the awareness and knowledge of Australia through various media channels. Our international media relations programs promote Australia as a destination of choice to potential international visitors.

### **International Media Relations Program**

Through the International Media Relations (IMR) program, Tourism Australia keeps the world's media up-to-date with the latest developments in Australian tourism, ensuring positive editorial coverage is generated in key markets globally.

In combination with regular face-to-face briefings, we produce a range of materials, including newsletters, media releases, fact sheets and feature articles that are regularly distributed to media representatives globally.

### **In-market PR Activities**

In-market PR activities and events are used to supplement marketing and promotional activities. Examples include: G'Day LA, Asia wide *Best of Australia* weeks; the integrated Daily Telegraph promotion recently conducted in the UK; and the promotion the Sam Abells travelling photographic exhibition (with National Geographic). These programs are aimed at generating in-market media coverage as well as consumer and trade communications and engagement.

### **Visiting Journalists Program**

Based on the principle that journalists can produce more motivating and detailed coverage if they actually experience a destination or product, the Visiting Journalists Program (VJP) has been designed to bring top-tier, accredited international journalists to Australia to experience our incredible country first-hand.

We work closely with the State and Territory Tourism Organisations (STOs), to coordinate and support visits by almost 1,000 accredited print and broadcast journalists and film crews each year.



## **Domestic Marketing**

Domestically, the perception by Australians' that local holidays hold less status and value than holidays provided by overseas destinations, presents a clear challenge. The result of this trend is that domestic tourism expenditure has been stagnating in the face of international and other competition for consumers' discretionary spend.

TA recognises that the primary responsibility for addressing this challenge remains with State and Territory Governments. However, TA is seeking to support their efforts and work to combat this decline, by playing a national leadership and coordination role. More particularly, this means:

- understanding the market through research and sharing this research with industry; and
- creating national media partnerships that allow the industry to demonstrate a more compelling Australia to those consumers that will add the greatest economic value to the tourism economy - the 'Australian Experience Seeker'.

TA recognises that there are clear points of difference in portraying Australia as a domestic tourism destination and will work to lift brand knowledge and image by concentrating on these areas. By using its position of national leadership, TA will focus the Australian industry on increasing the competitiveness of Australia as a holiday destination and promote Australian experiences that satisfy the consumer.

Another area of challenge that was identified through research undertaken by TA is the national stockpiling of recreational leave by Australians. TA is partnering with businesses and has established a pilot program - 'No Leave No Life' - to target Australian workers with large amounts of accrued annual leave and encourage them to take a holiday within Australia.

As TA works to achieve these goals, associated activities will halo into other parts of the consumer purchase cycle enabling TA to work with industry to increase conversion rates.

## **Domestic Content Strategy**

TA will use its national profile to create media and other partnerships that bring benefit to the domestic tourism industry. The aim will be to create communications platforms that allow the Australian tourism industry to demonstrate the most compelling Australian experiences to a key target audience.

Specifically, TA will develop national media partnerships that bring Australian holidays for Australians into sharp focus. This will see the production of highly motivating newspaper and magazine supplements and editorial, TV and Pay TV programming and online content dedicated to inspiring and informing the target audience.

An example of this was the “best of Australia” magazine supplements (*Explore 2006*) produced by TA with Fairfax. TA co-operative advertising initiatives will provide a national platform for the wider tourism industry to get involved in the promotion of Australia. By harnessing the efforts of our tourism industry and operators – Australia has a better chance at competing with overseas destinations and other competition for consumers discretionary spend.

Tourism Australia has also highlighted the issue of those Australians not taking holidays. A series of initiatives are currently underway to help bring a focus to this issue and unlock Australia’s 70 million days of stockpiled annual leave. These initiatives are primarily direct marketing and public relations driven.

Through public relations, Tourism Australia will target both business and consumer media to raise awareness of the issue of stockpiled leave. Problems to be highlighted include the issues of overworked staff, loss of productivity, and the financial impact of leave as a “liability” on balance sheets.

Through public relations, ideas and solutions to help Australians address this compounding issue will be communicated. Speaking forums and events for business decision makers will also be run.

#### **“No Leave No Life” – Tourism Australia’s Employer Pilot Program**

An additional initiative within the domestic strategy is the implementation of a pilot program to address the accrued leave issue within companies in partnership with the Australian Human Resources Institute (AHRI).

Tourism Australia undertook research within thirteen companies, involving 300,000 employees – the largest study of its kind. The companies participating include six large organisations and seven small to medium sized companies.

The objectives of the research were to identify why annual leave stockpiling occurs and to understand the key drivers to motivate staff to take leave. With these insights, Tourism Australia in partnership with AHRI has now implemented the pilot program with the twelve participating companies.

The purpose of the ‘No Leave No Life’ program is to open up a direct communication between the Australian tourism industry and employees within companies to encourage employees to take their leave and take that leave in Australia. The pilot program is trialling this new distribution channel and will be supported through public relations initiatives and events as outlined above.

The 13 companies represented a broad cross section of industries, including both public and private companies, and were chosen to participate to ensure that the survey adequately reflected the national issues behind annual leave stockpiling. The program has four key elements:

**1. Company workshops:** Facilitated by an expert in workplace and employee engagement, these workshops bring together HR professionals from the participating companies to build understanding of the issue of

accrued leave, the findings of the research and then workshop solutions and tactics to address the issue.

**2. Fact Sheets and Market Intelligence:** Information consolidated from the research findings that can support managers in the roll out of the program in their companies. This includes key facts regarding work life balance, and the understanding that annual leave accrual can have critical ramifications for the health and well being of all employees, as well as the financial ramifications for the organisation as a whole.

**3. Collateral and Communication Support:** Complementing the other elements in the program is a suite of specifically designed materials such as posters, noticeboards, out of office emails and workstation devices that help promote and support the take up of annual leave in a fun and compelling manner. Holiday promotions to reward and encourage employees to plan and book annual leave are also incorporated.

**4. Travel Assistance and Advice:** Employees in the pilot program will have access to specifically designed web and telephone based travel assistance that will make it easier to take the leave they need. The *No Leave, No Life* web site includes tips on planning for leave, as well as fantastic Australian travel experiences developed exclusively for *No Leave, No Life* participants. The *No Leave No Life* Hotline will be open from 8.30 – 6.30 pm Monday to Friday and 9.00 am – 1.00 pm on Saturdays with all holidays booked via the telephone with a specially trained *No Leave, No Life* travel consultant. The *No Leave, No Life* web site will be accessed directly via each participating company's existing intranet or home page.

## **Business Events**

Tourism Events Australia (TEA) was launched in October 2005 as part of the *Tourism Australia Act 2004* which outlined the requirement for Tourism Australia to establish a division to concentrate on the business and major events sectors. TEA is the central coordination point for activities across government, with a dedicated team for business events. The team works to brand and promote Australia as a high value international business and major events destination, to help Australia capture an even larger proportion of this lucrative market.

Tourism Events Australia (TEA) utilises Team Australia to promote business events. Formed in 1998, Team Australia is a co-operative venture between participating members of the Australian Association of Convention Bureaux (AACB) and Tourism Australia. The primary focus of Team Australia is to identify additional opportunities that can expand the business events market to Australia.

Recent achievements for TEA include the website for business and major events, [www.events.australia.com](http://www.events.australia.com), which has won the Customer Innovation Award at the RedDot ACE Awards in Miami. The website was officially launched in December 2005. A monthly e-newsletter, *TEA News*, is another tool TEA use to keep industry updated on TA initiatives, opportunities and other industry news.

Tourism Australia was also nominated as a finalist in the 2006 Meetings & Incentive Travel Industry Awards in the UK. Tourism Australia was nominated by readers of the magazine as one of four finalists including France, Hong Kong and London. Voters included corporate meeting planners, incentive houses, conference organisers and incentive agencies and associations.

The trade engagement program marketed Australia at five events on three continents. These events were the Incentive Travel and Meeting Executive Show (IT&ME) in Chicago; the Worldwide Exchange for Incentive Travel Meetings (IMEX) in Frankfurt; the European Incentive and Business Meetings Exhibition (EIBTM) in Barcelona; the Meetings Professional International World Education Congress (MPIWEC) in Miami and the Incentive Travel and Conventions Meeting Asia (IT&MCA) in Pattaya, Thailand.

Tourism Australia recently held Dreamtime 2006, Australia's premier incentive travel event. Incentive travel is company organised group travel as a reward to staff, normally for sales success. These tours average five days in duration, often with more than one Australian destination, and also feature motivational and team building activities. This year Dreamtime was held on the Gold Coast, from 2 to 7 November 2006, providing a unique opportunity for Australia to showcase a wide range of tourism product to the world's incentive travel buyers. Around 140 qualified international incentive travel buyer companies from more than 20 countries attend Dreamtime to meet with over 70 incentive specialist operator companies from around Australia. Dreamtime also attracts around 20 international and Australian based incentive trade journalists.

## **Tourism Research**

Using research undertaken by TA and its research arm, Tourism Research Australia, TA is working to better understand and help address the many other challenges that impact on the ability to meet its marketing goals such as:

- increasing competition;
- changes in consumer behaviour (distribution systems, technology);
- economic conditions and policy settings in source markets (value of the AUD, unemployment, GDP growth, competition policy, consumer protection laws);
- changes in aviation carrier capacity (technology, airports, air rights); and
- confronting the traditional barriers of time, distance and cost.

Tourism Research Australia provides superior research information that supports improved decision making, marketing and tourism industry performance for the benefit of the Australian community. Key research for industry include:

- International Visitor Survey
- National Visitor Survey
- Destination Visitor Survey
- Market Sector Snapshots

Tourism Research Australia provides support to the Tourism Forecasting Committee and the sub committee, the Tourism Forecasting Technical Committee. Tourism Research Australia publishes the Forecast publication twice a year to help guide more achievable tourism marketing and investment planning.