

## ATTACHMENT A

<b>1</b>	Campaign Name:	CNS/SYD
	Market:	China
	State:	QLD/NSW
	Partners:	TQ, TNSW, TTNQ, QF
	Campaign Overview:	This activity is part of an ongoing campaign to promote a six-night dual destination package (Cairns/Sydney) in Shanghai and Beijing.
<b>2</b>	Campaign Name:	TVIC China
	Market:	China
	State:	Vic
	Partners:	TVIC, agents
	Campaign Overview:	<p>The ‘Melbourne Linking World Expo’ tactical marketing campaign leverages the 2010 Shanghai World Expo. The campaign was designed to drive visitation to Australia through cooperative partnerships with key travel agent partners. Tourism Victoria has formed partnerships with Shanghai Airlines Tours, Jiangsu Overseas Tours, Zhejiang CITS and C-Trip for this campaign.</p> <p><u>Shanghai Airlines Tour</u></p> <ul style="list-style-type: none"> <li>▪ Shanghai Airlines Tours is one of the official ticketing agents for the Shanghai World Expo. Shanghai Airlines Tours offered a discount of RMB500 to consumers who book Melbourne-centric tour packages between 11 March and the 31 October and an additional RMB500 discount for consumers who visit the Australia Pavilion during the Victoria Week.</li> </ul> <p><u>Jiangsu Overseas Tours</u></p> <ul style="list-style-type: none"> <li>▪ Jiangsu Overseas Tours is one of the key travel agents in Jiangsu – Victoria’s Sister State.</li> <li>▪ Jiangsu Overseas Tours and Tourism Victoria worked with 2 major radio programs on FM101.1 to promote Australia and the Shanghai World Expo.</li> </ul>
<b>3</b>	Campaign Name:	Shanghai Expo
	Market:	China
	State:	Misc
	Partners:	QF
	Campaign Overview:	<p>Qantas and Tourism Australia entered into a Cooperative Marketing Project capitalising on the Shanghai Expo. This project focused on China to stimulate demand and generate sales. This Campaign was intended to generate urgency to travel via short term sale propositions. Where possible, a domestic Australia airfare offering was paired with a competitive international airfare.</p> <p>An agent incentive was also launched to compliment sale activity and generate trade focus on selling destination Australia.</p>
<b>4</b>	Campaign Name:	Sydney and Surrounds
	Market:	China
	State:	NSW
	Partners:	TNSW
	Campaign Overview:	This campaign was launched in February 2010 and ran through to March. The campaign targeted free independent travellers including “Touring & Family”. The campaign promoted Sydney and its surrounds.

5	Campaign Name:	SQ Western Australia Campaign
	Market:	China
	State:	WA
	Partners:	SQ, TWA
	Campaign Overview:	This campaign targeted Chinese travellers to visit Western Australia.
6	Campaign Name:	SQ China
	Market:	China
	State:	-
	Partners:	SQ
	Campaign Overview:	This online campaign was rolled out from 8 March – 9 April 2010 to promote Australia as a holiday destination for free independent travellers. The campaign promoted Australian cities, accessible nature and special SQ fares.
7	Campaign Name:	Sydney China Southern Campaign
	Market:	China
	State:	NSW
	Partners:	CZ, TNSW
	Campaign Overview:	This campaign was rolled out in March 2010 to leverage the increased emphasis and commitment of China Southern Airlines in promoting Australia and Sydney.
8	Campaign Name:	Cairns, Holiday in Nature's Theme Park
	Market:	China
	State:	QLD
	Partners:	TTNQ
	Campaign Overview:	This campaign targeted Chinese travellers and promoted Cairns and surrounds. The theme of "nature" was highlighted in these promotions.
9	Campaign Name:	Welcome Panda Campaign
	Market:	China
	State:	SA
	Partners:	SATC
	Campaign Overview:	<p>The key campaign objectives of the campaign were to:</p> <ol style="list-style-type: none"> <li>1) Increase unique visitors to SA.com</li> <li>2) Increase awareness of SA as a holiday destination</li> <li>3) Increase bookings of SA travel packages with select travel trade</li> <li>4) Increase visitation to Adelaide &amp; SA.</li> </ol> <p>Major Elements of the campaign included:</p> <ol style="list-style-type: none"> <li>1. <u>Campaign landing page on SA.com</u> focusing on key destination and wildlife messages</li> <li>2. <u>Online media promotion on targeted website</u> to draw consumers to SA.com landing page</li> <li>3. <u>Consumer promotions</u> with interactive activity on mini-site to learn about SA</li> <li>4. <u>Feature article on World Traveller Magazine</u> in April introducing SA to Chinese readers.</li> </ol>

<b>10</b>	Campaign Name:	GIT Campaign
	Market:	Korea
	State:	VIC
	Partners:	TVIC, agents
	Campaign Overview:	This campaign was supported by Hana Tour, the largest tour wholesaler, and Sejoon Tourmall to stimulate consumer demands to travel to Melbourne. This campaign targeting the group independent traveller market. Both partner agents produced a range of “Melbourne focused” package tours that were promoted through their preferred marketing methods.
<b>11</b>	Campaign Name:	SQ Korea Campaign
	Market:	Korea
	State:	Multi
	Partners:	SQ
	Campaign Overview:	This campaign was rolled out from 19 March – 30 June 2010 to promote Australia as a holiday destination for free independent travellers. The campaign promoted the themes of Australian cities, accessible nature and special SQ fares.
<b>12</b>	Campaign Name:	SQ Hong Kong FIT Fares Campaign and SIA Holidays Package Campaign
	Market:	Hong Kong
	State:	Multi
	Partners:	SQ
	Campaign Overview:	The aim of this campaign was to boost individual passenger traffic using self-planned itinerary. This campaign used appeared in Print and online. Competitive airfares were marketed from 10 - 24 March 2010 and holiday packages were marketed from 10 May - 4 June 2010.
<b>13</b>	Campaign Name:	SQ FIT Campaign Taiwan
	Market:	Taiwan
	State:	Multi
	Partners:	SQ
	Campaign Overview:	This campaign was rolled out from 26 May – 15 June 2010 to promote Australia as a holiday destination for fully independent travellers. This campaign promoted the themes of Australian cities, accessible nature and special SQ fares.
<b>14</b>	Campaign Name:	QF New South Wales
	Market:	Japan
	State:	NSW
	Partners:	QF, TNSW
	Campaign Overview:	As a result of additional capacity on the Qantas Tokyo - Sydney route that commenced in June 2010, Qantas, Tourism Australia and Tourism NSW entered into a Cooperative Marketing Project. This project was designed to stimulate demand and generate sales that supported the additional capacity offering.
<b>15</b>	Campaign Name:	QF Western Australia
	Market:	Japan
	State:	WA
	Partners:	QF, TWA
	Campaign Overview:	Qantas and Tourism WA entered into a Cooperative Marketing Project to stimulate demand, and generate incremental sales supporting this Qantas route.

16	Campaign Name:	QF Japan
	Market:	Japan
	State:	Multi
	Partners:	QF
	Campaign Overview:	This consumer campaign was designed to support additional capacity into Sydney and stimulate demand for travel to Australia.
17	Campaign Name:	Awareness of the Kakadu
	Market:	Japan
	State:	NT
	Partners:	TNT, JQ
	Campaign Overview:	Kakadu is one of the only few World Heritage areas listed for both its natural and cultural values. Kakadu is still a relatively new destination still to be discovered by the Asian market. This campaign used Search Engine Marketing (SEM) on Google and Yahoo Japan to promote packages being sold through selected Japanese wholesalers.
18	Campaign Name:	JQ Becky Campaign – Let’s Go Cairns
	Market:	Japan
	State:	QLD
	Partners:	TTNQ, JQ
	Campaign Overview:	This campaign was designed to promote and stimulate traffic on re-introduced Osaka/Cairns direct services from April 2010 and to re-invigorate Cairns’ image as a fun and exciting holiday destination. This campaign showcased the vast experiences available in Cairns and highlighted activities that are unique to the destination.
19	Campaign Name:	Sydney and Surrounds Japan
	Market:	Japan
	State:	NSW
	Partners:	TNSW
	Campaign Overview:	This campaign was designed to leverage Jetstar’s large investment in developing the fully independent traveller market in Japan. This campaign targeted fully independent travellers in Japan (young office ladies), families and Jukunen (elderly) segment. This campaign was rolled out between January – June 2010.
20	Campaign Name:	Becky’s Friend
	Market:	Japan
	State:	QLD
	Partners:	JQ
	Campaign Overview:	This campaign involved ongoing press and TV advertising to drive visitation to Jetstar.com for flights to Cairns, Gold Coast and Sydney. The marketing materials related to this campaign activity had a breakout box with Grand Prix campaign details. Jetstar also highlighted domestic flights within Australia, demonstrating the ease of travelling both to and <i>within</i> Australia.
21	Campaign Name:	SQ Japan
	Market:	Japan
	State:	Multi
	Partners:	SQ
	Campaign Overview:	This campaign was rolled out from April – June 2010 to promote Australia as a holiday destination for fully independent travellers. This campaign highlighted the themes of Australian cities, accessible nature and wildlife and special SQ fares.

22	Campaign Name:	Cairns – Holiday in Nature’s Adventure Theme Park
	Market:	Japan
	State:	QLD
	Partners:	TTNQ, CO
	Campaign Overview:	<p>This campaign was a Consumer / Tactical destination Awareness Campaign to increase demand for “seasonal” daily services on the Guam/Cairns routes. Continental Airlines increased Guam/Cairns service from four times weekly to a daily service to meet increased demand both from Japan and Guam.</p> <p>This campaign was also designed to generate and extend consumer awareness and interest of Cairns and Great Barrier Reef in Japan regional cities.</p>
23	Campaign Name:	Jetstar Western Australia Campaign
	Market:	Singapore
	State:	WA
	Partners:	TWA, JQ
	Campaign Overview:	This week long campaign in Singapore promoted Perth as a gateway to Western Australia. The message included a sale fare, holiday packages and information about each region. The campaign aimed to create awareness of the destination and of the Jetstar network.
24	Campaign Name:	Jetstar Singapore
	Market:	Singapore
	State:	Multi
	Partners:	JQ
	Campaign Overview:	This was a two week long campaign in Singapore to promote Australia city pairs – Perth, Darwin, Sydney, Cairns and Melbourne. The message included a sale fare, holiday packages (including airfares and accommodation) and information about the Perth region and surrounds. The campaign aimed to create awareness of Australia as a destination and Jetstar as a cost-competitive airline.
25	Campaign Name:	Melbourne in Winter
	Market:	Singapore
	State:	VIC
	Partners:	TVIC, SQ
	Campaign Overview:	This campaign used digital marketing as the main platform to promote Melbourne’s winter experiences. The campaign used interactive banners, competitions and directing web traffic to specialised promotional site. The campaign was designed to increase destination appeal by highlighting Melbourne’s exciting range of winter activities in both the city and beyond. The campaign also aimed to drive traffic to Melbourne during the traditional low season from June to August. Experiences included Melbourne’s dining, shopping, arts & culture, events and snow fields in the high country. This activity was supported by Singapore Airlines’ airfare initiatives both in print and online.

26	Campaign Name:	Singapore Airlines WA Campaign
	Market:	Singapore
	State:	WA
	Partners:	TWA, SQ
	Campaign Overview:	This campaign during February - June 2010 leveraged activity around NATAS Travel Fair. Tourism WA partnered with SQ to create a sense of urgency and a strong call to action. Experience Seeker Targets included: Self-Drive, Affluent Generation-Xers, Youth and Families.
27	Campaign Name:	Singapore Airlines Campaign
	Market:	Singapore
	State:	Multi
	Partners:	SQ
	Campaign Overview:	The key message of this campaign was 'Win a trip to Australia + Great fares'. This campaign was promoted during May – June 2010 through TV, newspaper, online (web banners) and a campaign microsite.
28	Campaign Name:	Victorian Racing Club 150 <sup>th</sup> Year Celebration
	Market:	Singapore
	State:	VIC
	Partners:	TVIC, VRC, agents
	Campaign Overview:	Victoria Racing Club (VRC) will be holding its 150 <sup>th</sup> year anniversary Melbourne Cup celebration in Singapore on 8 July 2010. This event targets key corporates, trade and consumers by invitation. The timing of event will coincide with Emirates Darby Day which is scheduled for 11 July 2010. This is part of VRC/Emirates (EK) collaboration strategy to increase the profile of the event. Leading up to the event, Tourism Victoria and VRC launched marketing activity highlighting new reasons to visit Melbourne and to profile Melbourne as the Events capital of Australia.
29	Campaign Name:	Gold Coast Campaign
	Market:	Malaysia
	State:	QLD
	Partners:	GCT
	Campaign Overview:	This campaign leveraged Tourism Australia's additional funding to enhance Gold Coast Tourism's new and existing campaign in Malaysia. This involved a tactical campaign to support Air Asia Xs' newly reinstated services between Kuala Lumpur and Brisbane.
30	Campaign Name:	AAX Victoria Campaign
	Market:	Malaysia
	State:	Vic
	Partners:	TVIC, AAX
	Campaign Overview:	This campaign involved Print/Online advertising, a live Radio broadcast from Melbourne's Eureka Skydeck with one of Malaysia's leading English stations and a TV Travelogue series on Melbourne.

31	Campaign Name:	AAX Western Australia Campaign
	Market:	Malaysia
	State:	WA
	Partners:	TWA, AAX
	Campaign Overview:	Tourism WA and Air Asia X have an ongoing coop marketing agreement to promote the KUL-PER service. This campaign was rolled out in February through to June 2010 and leveraged activity around MATTA Travel Fair. Malaysia is a high-priority international market for Tourism WA, with consistent and strong growth in both visitor numbers and spend.
32	Campaign Name:	Sydney for Bumi
	Market:	Malaysia
	State:	NSW
	Partners:	TNSW, agents
	Campaign Overview:	This consumer marketing campaign targeted the Malaysian Muslim community to promote visitation to Australia.
33	Campaign Name:	MH Malaysia
	Market:	Malaysia
	State:	Multi
	Partners:	MH
	Total Value:	\$200,000
	Tourism Australia investment:	\$100,000
	Campaign Overview:	The campaign targeted first time Experience Seekers to achieve volume growth. The project aimed to increase awareness of activities unique to Australia. The campaign matched the time of year and target audience with experiences such as cities, wildlife, outback, food, and culture.
34	Campaign Name:	Queensland Campaign
	Market:	Malaysia
	State:	QLD
	Partners:	TQ, MH
	Campaign Overview:	This campaign aimed to: 1. Build preference & intention for Queensland & Australia as a holiday destination amongst first-time experience seekers. The strategy was to create buzz through “things you can only do in Queensland, Australia”. 2. Drive consumers who are already intending to visit Australia towards bookings. The strategy was to offer value-add offers through Aussie Specialist partners. 3. Create awareness about Queensland and Australia’s relevance for Muslim travellers (substantial 1st time visitors to Aust). The strategy was to include media placements in key Malay publications.
35	Campaign Name:	Queensland Campaign
	Market:	India
	State:	QLD
	Partners:	TQ, SQ
	Campaign Overview:	This campaign leveraged Tourism Australia’s additional funding to enhance QLDs brand campaign in India.

36	Campaign Name:	SQ Indonesia
	Market:	Indonesia
	State:	Multi
	Partners:	SQ
	Campaign Overview:	This campaign was rolled out in June 2010 to promote Australia as a holiday destination for “free, independent travellers” through newspaper, magazine and radio. This campaign targeted professionals, DINKs, Age 25 – 40.
37	Campaign Name:	SQ Thailand
	Market:	Thailand
	State:	Multi
	Partners:	SQ
	Campaign Overview:	This campaign promoted exceptional value airfares. The campaign message was “enjoy the vibrant Australian cities”. The campaign was rolled out in May (burst 1) and end June (burst 2) through online advertising and search engine marketing.
38	Campaign Name:	SQ Vietnam
	Market:	Vietnam
	State:	Multi
	Partners:	SQ
	Campaign Overview:	This campaign involved print ads and online banners and was run from 31 May - 30 June 2010 to promote vibrant Australian cities that SQ flies to. The campaign also highlighted “accessible nature” and great SQ fares. The campaign was rolled out in June 2010 through Newspaper, Magazine and online and targeted the leisure, visiting friends and relatives and free independent travellers markets.
39	Campaign Name:	Asia Gateway Campaign
	Market:	Pan SE Asia
	State:	NT
	Partners:	TNT, JQ
	Campaign Overview:	The aim of this campaign was to create awareness of the route to Australia from Asia via Darwin amongst backpackers currently in Asia/Europe and en route to Australia and SE Asia Spirited Travellers. The campaign highlighted the convenience and value of travelling to Australia. The message to consumers was to access Australia via a closer and more direct route (only 4.5 hours from Singapore) and to consider Darwin as a short-break destination.
40	Campaign Name:	Awareness of the Kakadu
	Market:	Pan SE Asia
	State:	NT
	Partners:	TNT, JQ
	Campaign Overview:	Kakadu is one of the only few World Heritage areas listed for both its natural and cultural values. This project aimed to increase awareness of Kakadu in Asia by leveraging the global Kakadu campaign through a digital campaign.

41	Campaign Name:	Asia One Week Walkabout
	Market:	Pan Asia
	State:	Multi
	Partners:	Qantas
	Campaign Overview:	Ten independent tactical campaigns were launched across six international regions. These campaigns were designed to stimulate demand to Australia whilst encouraging travellers to travel throughout Australia. The campaigns aimed to generate urgency to travel through short term sale propositions. Where possible, a domestic Australia airfare offering was paired with a competitive international airfare. Campaigns were tailored to suit each individual market.
42	Campaign Name:	SQ New South Wales Campaign
	Market:	Gulf
	State:	NSW
	Partners:	SQ, TNSW
	Campaign Overview:	Singapore airlines will service Brisbane three times daily from Singapore in July with daily connections from Dubai and Abu Dhabi . This campaign with Singapore airlines was designed to focus on the “family market” for the Gulf summer season. The target audience was Females and mothers who are the holiday decision makers. The campaign targeted consumers directly and via trade during May 2010 for sales in June and July. The promotion featured Sydney and the Gold Coast as the key destinations for “summer holiday” visitation.
43	Campaign Name:	Gulf Campaign
	Market:	UAE (Dubai, Abu Dhabi) Saudi Arabia, Kuwait.
	State:	QLD
	Partners:	TQ, Emirates
	Campaign Overview:	This campaign with Emirates and Emirates Holidays was designed to focus on the “family market” for the Gulf summer season. The target audience is females and mothers who are the holiday decision makers. The campaign targeted consumers directly and via trade during May 2010 for sales in June and July.
44	Campaign Name:	Gold Coast Gulf Campaign
	Market:	Saudi Arabia (Riyadh and Jeddah) and the United Arab Emirates (Abu Dhabi and Al Ain)
	State:	QLD
	Partners:	TQ, GCT, Etihad
	Campaign Overview:	This campaign with Etihad and Etihad Holidays was designed to focus on the “family market” for the Gulf summer season. The target audience is females and mothers who are key decision makers. The campaign targeted consumers directly in shopping mall presentations during May 2010 for sales in June and July.
45	Campaign Name:	Sydney Luxury Campaign
	Market:	Gulf
	State:	NSW
	Partners:	TNSW, Emirates
	Campaign Overview:	This luxury campaign was rolled out between April and June 2010 targeting the Luxury Market and promoting Sydney as a destination.

46	Campaign Name:	Jetstar NSW
	Market:	New Zealand
	State:	NSW
	Partners:	JQ, TNSW
47	Campaign Name:	Jetstar New Zealand
	Market:	New Zealand
	State:	Multi
	Partners:	JQ
	Campaign Overview:	This week long campaign in New Zealand promoted Australian cities: Melbourne, Brisbane, Gold Coast and Sydney (all departing Christchurch and Gold Coast and Sydney departing Auckland). The message included a compelling sales fare along with information about each region.
48	Campaign Name:	One Week Walkabout New Zealand
	Market:	New Zealand
	State:	Multi
	Partners:	QF
	Campaign Overview:	Ten independent tactical campaigns were launched across six regions. These campaigns were designed to stimulate demand to Australia whilst encouraging travel throughout Australia. The campaigns were designed to generate urgency to travel via short term sale propositions. Where possible, a domestic Australia airfare offering was paired with competitive international airfares. Campaigns were tailored to suit each individual market.
49	Campaign Name:	Perth Campaign
	Market:	New Zealand
	State:	WA
	Partners:	TWA, Air New Zealand
	Campaign Overview:	This consumer marketing campaign focused on Perth as holiday destination.
50	Campaign Name:	Whole of Australia Campaign
	Market:	New Zealand
	State:	Multi
	Partners:	Flight Centre NZ
	Campaign Overview:	This tactical campaign was conducted with key retail partners to promote the whole of Australia to New Zealand travellers.
51	Campaign Name:	Tropical North Campaign
	Market:	New Zealand
	State:	QLD
	Partners:	TTNQ, TQ, Air New Zealand, Pacific Blue
	Campaign Overview:	This campaign was designed to generate consumer destination awareness and then convert awareness into bookings to Cairns and Great Barrier Reef destinations.
52	Campaign Name:	NTAA New Zealand
	Market:	New Zealand
	State:	NT
	Partners:	TNT, NT Automotive Association
	Campaign Overview:	This was a digital campaign to increase sales through Territory Discoveries in NZ. The campaign involved significant digital activity, including a campaign site, an e-Newsletter and online advertising on popular NZ travel sites.

53	Campaign Name:	SA Campaign
	Market:	New Zealand
	State:	SA
	Partners:	SATC, Air New Zealand
	Campaign Objective:	This campaign used “SA Ambassadors” to share their stories via a series of TV ads, which were intended to drive consumers to a newly created “SA Stories” web page. The web page provided the opportunity for consumers to read more stories on South Australia, upload their own South Australian stories and to learn about the destination. This activity was underpinned by a digital campaign, and supported with tactical offers from NZ wholesalers, including SA Holidays.
54	Campaign Name:	Sydney Experience
	Market:	New Zealand
	State:	NSW
	Partners:	TNSW, Air New Zealand
55	Campaign Name:	Victoria Publications
	Market:	New Zealand
	State:	VIC
	Partners:	TVIC, agents
	Campaign Objective:	This campaign was based on the premise that New Zealanders have a desire to extend their Melbourne holiday and disperse to regional Victoria. In the past a key barrier has been the consumers’ lack of knowledge of regional Victoria. This project aimed to increase awareness of the different experiences available in Victoria.
56	Campaign Name:	Whole of State Campaign
	Market:	New Zealand
	State:	QLD
	Partners:	TQ, agents
	Campaign Objective:	This campaign focused on all regions of QLD including Self Drive options, QLD Rail and the Great Barrier Reef with the aim of educating consumer about the different options available in Queensland.
57	Campaign Name:	Discover Tasmania
	Market:	New Zealand
	State:	TAS
	Partners:	TTAS
	Campaign Objective:	This campaign involved tactical activities in New Zealand promoting Tasmania in conjunction with Targa Tasmania on prime-time current affairs show, Campbell Live.
58	Campaign Name:	AAX Tasmania Campaign
	Market:	Malaysia
	State:	Tas
	Partners:	AAX, TTAS
	Campaign Overview:	The aim of this campaign was to increase arrivals to Tasmania via Air Asia X service to Melbourne. This campaign used the sale incentive of 500 free 1-way tickets from Melbourne to Tasmania.