

# Sharing the Stories of Australia

There was nothing quite like the 'There's nothing like Australia' New Zealand launch to awaken the senses of industry leaders and media who made it along to the Hilton Exhibition Space. The evening delivered a high tech vivid performance of key experiences and brand messages associated with the 'There's nothing like Australia' campaign.

The global 'There's nothing like Australia' campaign, which launched in Australia earlier this year has received unprecedented endorsement from Australians and is fast gaining favour with international visitors as the launch rolls out around the world. Tourism Australia's Executive General Manager of Marketing, Nick Baker describes the campaign as presenting a "wonderful mosaic of stories and ways in which Australians welcome the world." This has been achieved by interactive and social media tools including a Facebook page with more than 500,000 fans, which Tourism Australia Managing Director Andrew McEvoy

describes as making it "the most successful destination site in the world." Mr McEvoy said that online and social media was becoming increasingly important for promoting Australia internationally as a tourist destination. "This kind of success proves that the digital space is where we can really make our mark and that marketing Australia is no longer about the traditional 30 second television commercial."

Tourism Australia Regional Manager – New Zealand, Jenny Aitken says the campaign presents nearly 30,000 'best selling points' which are just click away at [nothinglikeaustralia.com/nz](http://nothinglikeaustralia.com/nz).



Tourism Australia New Zealand regional manager Jenny Aitken is pictured (on left) with Australian consul general Michael Crawford, Qantas manager New Zealand Grant Lilly, TA's executive general manager international Western Hemisphere Frances-Anne Callaghan and Qantas' David Libeau at the New Zealand 'There's nothing like Australia' campaign launch.



This interactive map presents exciting and inspiring new ways to experience Australia with the added benefit of being recommended by Australians. Jenny explains that each experience is an endorsement to the range of unique and authentic holiday experiences to be enjoyed in Australia and which is expected to resonate strongly with kiwi holidaymakers who have such a huge appetite for Australia and will prove that people have "not done it all and seen it all." An enormous benefit to industry is the creation of an industry tool kit which Jenny explains "is a toolkit of creative assets which have been put together by our global creative agency, DDB to deliver high quality, free of charge newsletter and advertising templates to assist agencies in producing their own high quality but low cost – or no cost campaigns." This comprehensive suite of free communication tools also



includes widgets to download and customise web pages via [tourism.australia.com](http://tourism.australia.com). Following the initial launch phase, kiwis will in early 2011 be invited to share their own great Australian holiday experiences at [nothinglikeaustralia.com/nz](http://nothinglikeaustralia.com/nz). The final phase of the campaign roll out will be in mid 2011 with a showcase of the winning kiwi entries and an interactive overlay of the kiwi experiences on the Australian map, which will expand the preferencing search to include 'what did kiwis like best.'

For 29,000 reasons as to why 'There's nothing like Australia' click on to [nothinglikeaustralia.com/nz](http://nothinglikeaustralia.com/nz)

To create your own marketing campaign click on this link [tourism.australia.com/en-au/marketing/5808\\_5813.aspx](http://tourism.australia.com/en-au/marketing/5808_5813.aspx)



# Sharing the Stories of Australia

## Cruising the Great Ocean Road

Road trip holidays are always a winner but there is nothing like a road trip along the spectacular Great Ocean Road. Driving south along the Great Ocean Road from Melbourne travellers will pass magnificent, white sand, surf beaches including Torquay and Bells Beach. Holiday spot Lorne is a great place for a meal or coffee in one of the superb cafes or to stay a night or two in one of many accommodation offerings.

Along the route travellers will also pass the Great Otway National Park where they can explore rainforests, waterfalls and glow worm caves. Further along are the magnificent Twelve Apostles – a series of towering rock formations protruding from the beach.



Warrnambool with its maritime history and Port Fairy complete the ocean section of the route.

The remainder of the road

trip loops back around to Melbourne via the mountainous Grampians and quaint town of Ballarat.

[greatsoutherntouring.com.au](http://greatsoutherntouring.com.au)



## See dolphins, seals & whales aboard Bruny Is. Cruise

Visitors to Tasmania can explore its rugged southern coastline in style with Bruny Island Cruises.

A wildlife lover's fantasy, the Bruny Island coastline is adorned with seals, dolphins, whales, albatross and other rare seabirds. The island also features unique and spectacular cliff formations and stunning green forest.

Passengers can enjoy an adrenaline-filled ride as the fast, safe and comfortable boats take them right up close to the wildlife, towering cliffs and sea caves.

This three hour trip was the winner of Tasmania's Best Tourism Attraction for the past three years and was also ranked in the Top 100 Trips of The World.

Bruny Island is just a short ferry ride from Kettering in Southern Tasmania. The tour makes a great day trip from the 'mainland' or there are a range of great accommodation options on the island.

Alternatively, Bruny Island Cruises also operate a fly/sea tour option which includes a scenic flight from Hobart as well as the three hour cruise.



## Camel to Candlelight Dinner

South Australia's Flinders Ranges offer spectacular Australian Outback scenery just four hours drive from Adelaide. For a unique Outback experience in this magnificent region book your clients on a Pichi Richi 'Camel to Candlelight Dinner'.

The tour departs the Pichi Richi Camel Farm an hour before sunset and takes guests on a camel ride through the Outback where they will see wildlife and spectacular Outback scenery. After the hour

long ride guests arrive at a quaint stone cottage where they dismount, enjoy a glass of champagne and watch the sun set.

Dinner is a three course, gourmet meal designed to be an adventure for the pallet. After relaxing by the fire with a coffee, guests are transferred back to the camel farm.

Bookings are available as dinner tour only or as packages ex-Adelaide. Pichi Richi Camel Tours also offer a number of other camel tours and safaris. [pichirichicameltours.com](http://pichirichicameltours.com)





# Sharing the Stories of Australia



## Action Packed Gold Coast

There's nothing like being spoiled for choice on a holiday to Australia's Gold Coast. Famous for stunning white sand beaches, hinterland rainforest, amazing theme parks, great shopping and dining, there are also many adventurous and exciting things to try. Holiday makers can race like the professionals at Off Road Rush,

V8 SuperSchool or Kingston Park Raceway. Be the star of their own action packed video as they free fall from buildings, become a human torch, undertake commando style abseiling and shape up for a professionally filmed fight scene at Movie Stunt Experience. They can also get an on water adrenalin fix aboard Paradise Jetboating or Jet Ski Safaris. Take

to the air with Balloon Hot Air or Gold Coast Skydive to capture a whole new perspective of the city and rural landscape below. Or enjoy animal encounters at Currumbin Wildlife Sanctuary, Seaworld, Australian Outback Spectacular and Dreamworld. For action-packed family fun.... There really is nothing like Australia's Gold Coast. [verygoldcoast.com.au](http://verygoldcoast.com.au)



## Ningaloo Reef

Ningaloo Reef in Western Australia is one of the most biodiverse reefs in the world and one of the only places in the world visitors can swim with whale sharks. At 16 metres long these beautiful creatures are the world's biggest fish making this up close experience an unforgettable one. While whale sharks are the focus of the tour, there are a number of other creatures that may be present including; dolphins, dugongs, manta rays, whales, turtles and a huge variety of tropical fish. Whale shark swimming or diving tours are available through a number of tour operators between April and July. [westernaustralia.com/nz](http://westernaustralia.com/nz)

## Walls of China

For a unique experience send your clients to the Mungo National Park – the focal point of the Wallandura Lakes World Heritage Site where they can see the incredible "Walls of China". These ancient dunes made of sand and clay have been shaped by wind and water creating a spectacular sight that is 30 kilometres long. The dune formation has also preserved thousands of years of aboriginal history including campfires, cooking hearths and burial sites as well as the fossils of long extinct animals which have been revealed as the dunes slowly erode. A boardwalk has been constructed giving visitors access to view the "Walls of China". Mungo National Park is located 110 kilometres North East of Mildura. [visitmildura.com.au](http://visitmildura.com.au)





# Calendar Down Under

## There's nothing like Australian Events

Across Australia you can find a huge range of iconic and unique events that you won't find anywhere else in the world. Below are some of the events and festivals that prove why There is nothing like Australia.

### Opera in the Vineyards **23 October 2010**

A fantastic cultural event, Opera in the Vineyards is being held next month at Wyndham Estate in the Hunter Valley, NSW. A great opportunity to kick back amongst the vines and enjoy the magnificent pairing of fine wine and live music. [operainthevineyards.com.au](http://operainthevineyards.com.au)

### Eden Whale Festival **29 – 30 October 2010**

A community event celebrating the annual migration of whales past Eden in New South Wales. A great family event which includes; whale watching, kids' games, presentations by whale researchers, competition s and a fun run. [edenwhalefestival.com.au](http://edenwhalefestival.com.au)

### Sculpture by the Sea **28 October – 14 November**

The Bondi to Tamarama beach walk in Sydney is always a spectacular walk but it's even better when the track is transformed with over 100 installations by artists from all over the world. [sculpturebythesea.com](http://sculpturebythesea.com)

### Kirra Kite Festival' **21 November 2010**

A new family event at Kirra Beach on Australia's Gold Coast. There will be a prelude on Saturday night which includes night markets, live music and night sky diving. The event will showcase the region's unique assets and rich cultural diversity while offering the visitor an interactive experience through multicultural arts, music, international cuisine and wind sports. Kirra Kite Festivities include camel rides, large-scale character kites, music stage, street performers, circus acts, chalk art, kite workshops, international cuisine and pyrotechnic skydiving. [kirrakitefestival.com](http://kirrakitefestival.com)

### Australian Wooden Boat Festival **11-14 February 2011**

An internationally acclaimed maritime event held in Hobart, Tasmania. The festival celebrates Australia's links to the sea with a huge display of wooden and model boats, live theatre and food outlets specialising in Tasmanian seafood. [australianwoodenboatfestival.com.au](http://australianwoodenboatfestival.com.au)

### Canberra Balloon Festival **12-20 March 2011**

A spectacular sight as over 40 hot air balloons from all over the world float up into the air over Old Parliament House at sunrise each morning. People can book to be a passenger in one of the balloons and take a ride over the city before touching down to enjoy champagne, entertainment and hot breakfast prepared by the local Lions Club. [canberraballoons.com.au](http://canberraballoons.com.au)

As summer approaches Australia's events calendar becomes even more chock-a-bloc full of fantastic events. From huge festivals to friendly community events, there is an extensive range of event options to be explored. To make someone's holiday extra special, check out [australia.com/events](http://australia.com/events) where you can find events and festivals to suit all interests. Below is just a sample of some of the exciting upcoming events.

### Heritage Perth Heritage Day **13-14 November 2010**

Perth's history comes alive for this fun and educative weekend. Visitors can join in on a walking tour of colonial and indigenous sites or a behind the scenes tour of the city's traditional buildings. There is also an entertainment lineup with traditional story tellers, indigenous dance and music. [heritageperth.com](http://heritageperth.com)

### Suzuki Night Markets **17 November 2010 – 2 March 2011**

Queen Victoria Markets are a popular attraction in Melbourne and over the summer months you can take in the excitement in the evening. The night markets operate every Wednesday between 17 November and 2 March (excluding 29 December). Try and buy top produce and wines while you enjoy live entertainment from local bands. [qvm.com.au](http://qvm.com.au)

### The Ashes Cricket Series **25 November 2010-7 January 2011**

A series of 5 cricket matches around Australia where the Australian team goes head to head with England. Matches will be played in Queensland, Adelaide, Perth, Melbourne and finally Sydney. [cricket.com.au](http://cricket.com.au)

### The Taste Festival **28 December 2010 – 3 January 2011**

Hobart's waterfront is transformed for Tasmania's premiere event The Taste Festival. Thousands of visitors attend the week long celebrations to sample the regions quality produce and wines, enjoy entertainment and witness the finish of the Sydney to Hobart Yacht Race. A great way to see in the New Year. [tastefestival.com.au](http://tastefestival.com.au)

### Summernats **6-9 January 2011**

Held in Canberra, the annual Street Machine Magazine Summernats is more than just a car show; it's a festival celebrating the street machine lifestyle and attracts car enthusiasts from all over Australia and the world. [summernats.com.au](http://summernats.com.au)

### Adelaide Fringe Festival **18 Feb – 13 March 2011**

One of Australia's largest arts events, the Adelaide Fringe Festival showcases a range of art forms by artists from around the globe. Renowned for fresh ideas, spontaneity, imagination and fun. [adelaidefringe.com.au](http://adelaidefringe.com.au)

