

# Sharing the Stories of Australia

## There's nothing like Australia... An invitation

The next phase of the 'There's nothing like Australia' campaign has begun and to reward the top Australian travel experience, we are giving away a NZ\$10,000 Australian holiday!

Encourage your clients to share their favourite holiday experience and they could be in to win. All they need to do is send in a photo of their favourite Australian holiday experience with a caption detailing why 'There's nothing like Australia'.

When launched in Australia, local entries resulted in a whopping 28,993 entries. Now it's New Zealand's chance to show that they know all the best Australian holiday secrets! Photographs are uploaded onto an interactive map which will be a fantastic source of inspiration for unique holiday ideas that you can suggest to your clients. You can check out Australia's 'There's nothing like Australia' map [HERE](#).

Australia's landscapes and tourism experiences are as diverse as the continent itself making it the ultimate holiday destination with something for everyone. We want entrants to share their favourite holiday experiences from anywhere and everywhere across this great land, because chances are, if your client loved a special moment of their trip then chances are somebody



else will too. The competition closes on 31 March 2011 so encourage your clients to upload their photos now! It's also another great reason to send your clients to one of the many incredible destinations across Australia over the coming months and tell them to get snapping! The lucky winner, whose photograph best demonstrates why 'There's nothing like Australia', can return to their favourite holiday spot or choose a new dream destination from the map of experiences.

### Become a fan

Our Facebook and Twitter sites are fantastic sources of information about Australia. Become a fan of Australia for easy access to unique Australian holiday ideas that you can share with your clients. The Facebook and Twitter sites are also a great way to keep updated about destination news and to hear about exciting new competitions.

[facebook.com/SeeAustralia](https://www.facebook.com/SeeAustralia)  
[twitter.com/seeAustralia](https://twitter.com/seeAustralia)





# Sharing the Stories of Australia

## 100 Years of Tourism at Rottnest Island

Rottnest Island in Western Australia is celebrating 100 years of tourism this year and to mark the occasion an exciting schedule of events and festivals, including special deals, family days and celebratory activities has been planned.

Ferries began carrying day-trippers to this unique island in 1902, with the first Tourism Officer for the island being appointed in 1911. Today, the island is one of Western Australia's most iconic destinations, and 2011 is shaping up to be the perfect year for your clients to visit. The island is just a short ferry ride from Perth and features pristine beaches, unique wildlife, a golf course, restaurants and bars and a fascinating history and culture. A real novelty on the island



is that there are no private vehicles making bikes the ideal way to get around. The island's bike hire is the largest of its kind in the Southern Hemisphere and visitors to the island are encouraged to hire a bike for a leisurely ride around the island.

Another unique feature on Rottnest Island is its large population of quokkas. Native to the island, quokkas are a small kangaroo like marsupial which are a big draw card for tourists. The island also has an abundance of other wildlife

including a great variety of marine life making it a fantastic place for snorkeling and diving. For more information about what Rottnest has to offer and for the special centenary deals go to [rotnnestisland.com](http://rotnnestisland.com)

## Wet Season Spectacular at Kakadu



Most people expect the Northern Territory to be dry, hot and red but your clients can experience a totally different side to this enchanting destination with a wet season trip to Kakadu. Wet season lasts until April and is one of the most spectacular times to visit the Top End. Sacred Earth Safaris operate convenient two day Wet Season 4WD tours from Darwin to Kakadu.

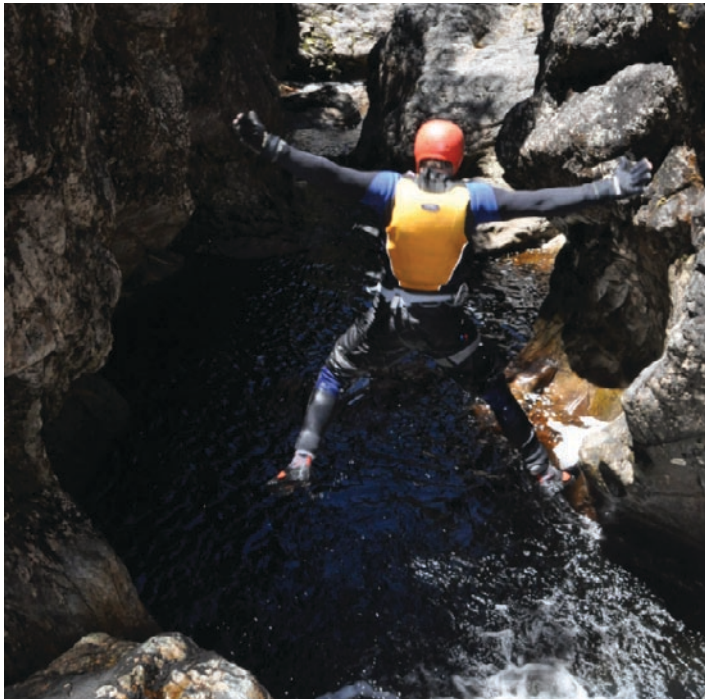
The luxury 4WD takes guests on a wild yet comfortable adventure to some of the most scenic and cultural places in Kakadu and includes an overnight stay in Kakadu National Park. Also included in the tour is a sunset river boat cruise where guests can admire the river with its abundant bird life and wide variety of plants. They may also spot saltwater crocodiles or buffalo.

The tour includes the main sights of Kakadu, including Kakadu National Park, two Aboriginal rock art sites, waterfalls, wetlands, a cultural centre, Barramundi Gorge and Fogg Dam Nature Reserve. There is also an optional add-on of a spectacular scenic flight. More Info [sacredearthsafaris.com](http://sacredearthsafaris.com)





# Sharing the Stories of Australia



## Tasmania's First and Only Canyoning Company

Visitors to Tasmania can now have an exciting canyoning adventure with Cradle Mountain Canyons, on the edge of Tasmania's World Heritage Area. The company offers two different trips to suit different abilities and ages and takes participants to some of the most pristine and remote areas of Tasmania.

The more relaxing option 'The Lost World Canyon' is a great option for families and takes participants on an off track journey along the breathtaking upper section of the Dove River in Cradle Mountain National Park. The tour takes participants through a series of quartzite gorges where they can enjoy the stunning range of flora and fauna, including wandering

wombats if they are lucky! For those after a real adrenaline rush, The Dove Canyon is the ultimate Tasmanian adventure. The trip involves a combination of abseiling, jumps and slides in a 50 metre deep canyon. More Info [cradlemountaincanyons.com.au](http://cradlemountaincanyons.com.au)

## Nature Wonderland at Tropical North Queensland

Tropical North Queensland is where two of the most beautiful natural locations in the world – The Daintree Rainforest and the Great Barrier Reef meet. A un-miss able attraction of the area is the Daintree Discovery Centre and its spectacular aerial walkway. The Daintree region is a tropical rainforest with one of the most complex eco systems in the world. It spans an area the size of Sydney and is heaving with

life including unique vegetation, butterflies, reptiles and animals. Visitors can explore this magnificent rainforest on a series of elevated boardwalks and mid canopy aerial walkways which give unprecedented views of the forest. A highlight is the Canopy Tower – a 23 metre high structure with five viewing platforms ranging from the forest floor to the upper most reaches of the canopy. More Info [daintree-rec.com.au](http://daintree-rec.com.au)



## The Great South Australian Wine Adventure

Wine lovers visiting South Australia can now 'check in' at cellar doors throughout the State in a new, interactive, social media driven campaign that rewards participants for sharing their experiences. Participants who register on the fun and easy website can then 'check in' at various locations around the State to write a comment about their experience or what they loved most. They can then win free glasses of wine, cheese platters and more.

This is a great site to find out what visitors love about South Australia. It provides fantastic recommendations which you can pass on to clients and makes for a brilliant value add to any South Australian holiday. More Info [greatsawineadventure.com.au](http://greatsawineadventure.com.au)







# Calendar Down Under

## There's nothing like Australia Events

There's nothing like Australia for fantastic events. Help your clients capture their special memories at one of the many iconic and unique events and festivals happening across Australia over the coming months.

### Canberra Balloon Festival **12 – 20 Mar 2011**

The iconic Canberra Balloon Festival sees dozens of brightly coloured hot air balloons take off from parliament house lawn every morning at dawn. Visitors can opt to take a memorable flight in one of the balloons or stay on earth and watch the spectacle while enjoying a hot breakfast and live entertainment. [canberraballoons.com](http://canberraballoons.com)

### Tastes of the Outback Festival **1-10 Apr 2011**

A unique series of events and activities held with the stunning backdrop of the Flinders Ranges and South Australian outback. The festival showcases the best of the regions produce in a series of food events complemented by live music, workshops, markets, open air cinema and more. [tastesoftheoutback.com.au](http://tastesoftheoutback.com.au)

### 2011 Club Marine Barra Nationals **10 – 17 Apr 2011**

A week of fun, mayhem and fantastic fishing on the Daly River, near Katherine in the Northern Territory. As well as the fishing competition there are a number of other festivities including a fun schedule of nighttime events. [palmerstongamefishing.com.au](http://palmerstongamefishing.com.au)

### Narooma Oyster Festival **13 – 15 May 2011**

A weekend of high-class feasting and entertainment in the beautiful far south coast of New South Wales. Featuring exceptional oysters from Wogonga Inlet. [narooma.org.au](http://narooma.org.au)

### Noosa Food and Wine Festival **13 – 15 May 2011**

A celebration of fantastic food and wine amongst the spectacular settings of Noosa. Highlights include Noosa food trails, degustation dinners and celebrity cooking demonstrations. [noosafoodandwine.com.au](http://noosafoodandwine.com.au)

### Great Ocean Road International Marathon **14 – 15 May 2011**

An international marathon with events for runners and walkers of all abilities. This coastal course is among the most spectacular in the world. [greatoceanroadmarathon.com.au](http://greatoceanroadmarathon.com.au)

## Major Events:

Australia has a huge range of exciting events which you can incorporate into a client's holiday. Below is a selection of some of the major events over the coming months. For an extensive database of events to suit your client's interests and itinerary visit [australia.com/events](http://australia.com/events)

### Doctor Zhivago – A New Musical **11 Feb-2 Apr 2011**

A breathtaking new musical romance based on Boris Pasternak's 20th Century Russian masterpiece. Showing at the Lyric Theatre, Star City in Sydney. [drzhivago.com.au](http://drzhivago.com.au)

### Perth International Arts Festival **11 Feb-7 Mar 2011**

Joyous and celebratory, thought provoking and poignant, cutting-edge and contemporary - the 2011 Perth International Arts Festival program offers a feast of culture for art lovers of all ages and persuasions. [perthfestival.com.au](http://perthfestival.com.au)

### Clipsal 500 Adelaide **17-20 Mar 2011**

Held on Adelaide's world-famous street circuit, the Clipsal 500 Adelaide is Australia's largest motorsport festival and will feature two 250-kilometre V8 Supercar races and six support race categories. [clipsal500.com.au](http://clipsal500.com.au)

### Sydney Carnival - AAMI Golden Slipper Day **02 Apr 2011**

One of Sydney's biggest race days as the best thoroughbreds battle it out to take home the world's richest race for two year olds. Featuring a spectacular entertainment and hospitality program plus a huge party after the last race. [oneslipper.com.au](http://oneslipper.com.au)

### Barossa Vintage Festival **23 Apr-1 May 2011**

The largest and longest running wine festival in Australia with tastings, twilight concerts, a festival ball, literary events and much more. [barossavintagefestival.com.au](http://barossavintagefestival.com.au)

### Melbourne International Jazz Festival **4-13 Jun 2011**

Australia's premier Jazz festival bringing some of the best Jazz musicians from Australia and around the world to Melbourne for an eight day festival with approximately 100 events. [www.melbournejazz.com](http://www.melbournejazz.com)

### Perisher Snowy Mountains of Music Festival **10-13 Jun 2011**

A vibrant winter music festival that coincides with the opening of the winter ski season. Featuring over 100 concerts spanning a wide range of musical genres. [snowymountainsofmusic.com.au](http://snowymountainsofmusic.com.au)

