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18 December 2023

HELLO



In the spirit of reconciliation, Tourism Australia acknowledges the Traditional Custodians of Country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders, past, present and emerging.

SEASONS GREETINGS

Firstly we would like to say congratulations to all our award winners around the country. Our members were recognised at various award ceremonies recently, demonstrating the high quality of our member experiences and the increasing recognition of the quality of these experiences.

In addition to promoting our member experiences at diverse trade events across Australia, we have been updating our resources to incorporate the new members and changes with experiences. These enhancements encompass our website, media kit, and a freshly designed digital brochure detailing all our member offerings. Starting January, trade and media will be able to access and download these resources from the Trade and Media portal on our website and we will notify you once these resources are finalised so that you can share with your networks.

As the year draws to a close, we would like to take this opportunity to thank you for your support this year and we wish you all a relaxing break over the holiday season.

Many thanks, Nicole and Liz

WHAT'S COMING UP?



Signature Experiences Roadshows

Signature Experiences of Australia collectives, including DAE, will take part in three Signature Experiences of Australia Showcases in the first quarter of 2024.

In January the team will travel to New York, Los Angeles and Dallas to meet key distribution partners and media in each city and attend International Media Marketplace (IMM). This will be followed by a Showcase in Auckland, New Zealand in February and in March the team will travel to Singapore meeting with agents from Singapore, Malaysia and Indonesia.

IMM Australia will also take place in Sydney/Warrane in February and DAE will be in attendance representing your experiences.

Destination Australia – 13 March 2024

Tourism Australia will host the annual [Destination Australia](#) conference on Wednesday 13 March at the International Convention Centre (ICC), Tumbalong, Sydney. The event, themed 'The next chapter for sustainable growth', will be an opportunity to focus on the future of Australian tourism and evolve the conversation around what the sustainable growth of Australian tourism industry looks like. Industry leaders and topic experts will share evolving trends, and talk about key areas of focus, including aviation, distribution & AI, emerging sectors, marketing, accessibility & inclusion, and of course - what telling Australia's story entails. Registration closes on the 1 March. To register click [here](#).



STO Indigenous Forum

Tourism Australia and STO representatives will meet in March 2024 in Sydney/Warrane for the twice yearly STO Indigenous Forum.

The Forum provides an opportunity for STOs and Tourism Australia to provide an update on their initiatives to grow the sector and Nicole will provide an update on DAE initiatives and collaboration opportunities.

ATE24 Key Dates

DAE will be representing its members at ATE24 in Melbourne/Narm in May. If you are attending ATE24, please take a note of the key dates:

- 19 January - Accept and pay for your application
- 29 February - Front panel images due to Tourism Australia
- 29 February - Back panel images due to Expertise events
- 30 April - Upload your company logo
- 14 March - Open date for appointment preferences selection
- 4 April – Closing date for appointment preferences selection
- 22 April – Appointment schedule available and online messaging opens

RESOURCES UPDATE



DAE Digital Brochure



YouTube Playlist

We have combined our Trade Portfolio and Consumer Brochure into a Digital Brochure. The brochure contains an overview of your business, your experiences listings and a link to a video showcasing your product. This brochure will be available for download from the DAE website in January. Thank you for your help in updating your experience listings with us.

Discover Aboriginal Experiences has a dedicated [YouTube playlist](#) featuring short clips on each of your experiences. We have recently updated this playlist with new videos so please go onto the site to have a look. You can embed the videos in your websites and socials to inspire travellers to include a unique Australian cultural experience on their next trip.

We often add new videos to the playlist so please follow to keep up to date.

MEDIA



DAE members have been featured in several publications over the past six months as a result of proactive and reactive pitching by DAE, as well as media famils.

Here are some of the results:

Ellie Cobb, [BBC Travel](#) (wukalina Walk)

Joanna Karcz, [Travel with Joanne](#) (Burrawa Aboriginal Climb Experience)

Christine Aldred, [Australian Traveller](#) (Burrawa Aboriginal Climb Experience)

Jessica Wynne Lockart, [The Smithsonian](#) and NZ Herald (Dale Tilbrook Experiences)

Gisela Williams, [Harpers Bazaar](#) (Dreamtime Southern X)

Yamile B Sadok-Chouzet, [Ode Travel Magazine](#) (Sealink NT – Tiwi Islands, Pamagirri Aboriginal Experience at Rainforestation, Wula Gura Nyinda Eco Cultural Adventures, Venture North Safaris, Davidsons Arnhemland Safaris)

Sarah Marshall, [Telegraph](#) (Voyages Indigenous Tourism Australia – Ayers Rock Resort)

Chris Ashton, [Executive Traveller](#) (Voyages Indigenous Tourism Australia – Ayers Rock Resort)

Jennifer Ennion, [Escape](#) (Voyages Indigenous Tourism Australia – Ayers Rock Resort)

Karen Edwards, [Wanderlust](#) (Davidsons Arnhemland Safaris)

[Brooke Blurton](#), Influencer (Dreamtime Dive and Snorkel, Voyages Indigenous Tourism Australia – Mossman Gorge)

MEMBER NEWS



Team Members Needed

Bridgeclimb are looking for First Nations full-time climb leaders and casual storytellers. Please share with your networks. The current job ad can be viewed [here](#).

Budj Bim on Japanese TV

Our newest member, Budj Bim Cultural Landscape Tourism was featured on Japanese TV Show - TBS World Heritage recently. Check out the video [here](#).

MARKETING ACTIVITIES



Signature Experiences Digital Magazine

Discover Aboriginal Experiences and its members are featured in the third edition of the Aussie Specialist Signature Experiences magazine. To view this issue, click [here](#).

NEWS IN BRIEF

Jointly developed by the Australian, State, and Territory governments, the [National Sustainability Framework for the Visitor Economy](#) provides a nationally agreed understanding of sustainable tourism and a vision for Australia to be a world leader in sustainable tourism. The accompanying [Sustainable Tourism Toolkit](#) is a practical guide for tourism SMEs, offering easy-to-understand information for operators to implement sustainable practices. Find out more [here](#).

TOURISM AUSTRALIA



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