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8 July 2024

## HELLO LIZ



*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.*

# DAE NEWS

It was wonderful to catch up with some of our members in Melbourne / Narm at ATE in May.

Apologies to those of you who didn't receive our May newsletter. Apparently there was a bug in the delivery which we have only just been informed about. You can read the May newsletter [here](#).

We have started the process of membership renewals so please follow up with your STO contact if you have not heard anything. We have combined membership renewal with updating your products/experiences so you will be asked to provide content on new experiences and your 2025.26 rates (both to be submitted on the templates provided by your STO contact). The due date for all information is **Monday 5 August**.

## Your STO contacts

Tourism NT: [danielle.thomas@nt.gov.au](mailto:danielle.thomas@nt.gov.au)

Tourism Tasmania: [edwina.morris@tourism.tas.gov.au](mailto:edwina.morris@tourism.tas.gov.au)

Visit Victoria: [chris.white@visitvictoria.com.au](mailto:chris.white@visitvictoria.com.au)

Tourism & Events Queensland: [john.huggins@queensland.com](mailto:john.huggins@queensland.com)

Tourism WA: [renee.zaffino-little@westernaustralia.com](mailto:renee.zaffino-little@westernaustralia.com)

South Australian Tourism Commission: [soraya.rankine@sa.gov.au](mailto:soraya.rankine@sa.gov.au)

Destination New South Wales: [sarah.allen@dnsw.com.au](mailto:sarah.allen@dnsw.com.au)

Please also note that the deadline to complete our annual membership survey is **Monday 15 July**. It is a requirement of membership to complete this survey. You can find the survey link [here](#).

We would like to take this opportunity to thank you for your support of DAE.

Many thanks

Nicole & Liz

## NAIDOC WEEK



**KEEP THE FIRE  
BURNING!  
BLAK, LOUD  
AND PROUD**

**7-14 JULY 2024**

*Keep the Fire Burning! Blak, Loud and Proud* - please join TA's Industry webinar this Friday 12 July at 11am and hear from Cameron Costello, a proud Quandamooka man from Moreton Bay, Brisbane / Meanjin. Cameron, a passionate advocate of Indigenous Culture, Arts and Tourism, will talk about his love of Culture and Country, being Blak, Loud and Proud, and how industry can make a positive impact in Indigenous communities and beyond. Register for the webinar [here](#).



- 1,641 Aussie Specialist Program DAE module completions
- 1 x new digital brochure featuring 49 members including video.
- 1 x updated media kit with 9 new story ideas, 6 new storytellers and 5 product features
- 2 x media pitch packs on Art & Museums and Food & Drink
- 156 additional NECI images purchased on behalf of members
- 4 sustainability case studies of members
- 3 photo shoots for members
- 1 Award - Travel + Leisure Global Vision Award 2024



## ATE 2024 - Melbourne / Narm

32 DAE members attended Australia's biggest tourism event, ATE24 in Melbourne / Narm in May this year. DAE had a double appointment schedule and met with over 160 buyers.

Prior to the trade show DAE took part in the ATE Media program and held media appointments with 21 media. Media were interested in culinary experiences, sustainability stories, travelling with purpose, new news, art experiences and



## Travel Leaders Network Destination Showcase

The Travel Leaders Network represents over 5,700 travel agency locations in the US and Canada and is one of the largest sellers of luxury travel, cruises and tours in North America. In June, Tourism Australia hosted the inaugural Travel Leaders Network Australia Academy in Cairns / Gimuy. 28 TLN agents visited Cairns for an educational workshop and famil. Nicole represented Signature

stories on Indigenous women working in tourism.

Experiences of Australia and DAE at the event.

## UPCOMING EVENTS



### Australia Marketplace Japan and Korea

DAE will attend [Australia Marketplace Japan and Korea](#) in August on behalf of members. We are keen to gauge your interest in working with these markets and would welcome any information you would like to share on existing relationships, in-language materials etc.

# PURE

LIFE EXPERIENCES

### PURE Life Experiences

PURE Life Experiences is a leading experiential [travel show](#) attracting trailblazers from high-end experiential travel from across the globe. DAE will represent members at this event in September.



## Australia Next 2024

[Australia Next 2024](#), Tourism Australia's signature incentive showcase, will be held in Cairns / Gimuy, Queensland from 8 to 10 September 2024. The event provides the Australian business events industry the opportunity to connect with qualified incentive buyers from around the world, while showcasing Australia's best incentive experiences and products. DAE will represent its members at the event.



## ATEC Meeting Place

[ATEC Meeting Place 2024](#) will be held on the Gold Coast from 28 - 30 October 2024.

This is a key event for DAE as it offers the opportunity to meet with our ITO stakeholders and update them on DAE initiatives. The event includes B2B meetings, a

## G'day Australia

One of Tourism Australia's signature events, [G'day Australia](#), will be held in Perth / Boorloo from Sunday, 13 October to Friday, 18 October 2024. Around 300 qualified Aussie Specialist travel agents from across the world will experience Australia's world-class tourism offerings first-hand and meet with Australian tourism providers. DAE will represent its members at the event.



## Australia Marketplace UK & Europe

Australia Marketplace UK & Europe will be held in the United Kingdom from 18 to 20 November 2024.

The [event](#) provides DAE with the opportunity to establish and strengthen business relationships with key qualified travel agencies

conference program and breakout workshops.

and tour operators from the UK and Europe. It includes two days of pre-scheduled appointments between buyers and sellers as well as networking opportunities.

## RESOURCES UPDATE



### James Fisher Photography

Renowned photographer [James Fisher](#) has produced many of the DAE assets for our members. His videography and photography epitomise the DAE brand and we are pleased to be working with him over the next few months to conduct various shoots of members around Australia.

Unfortunately, we cannot get to all our members but we have identified those members who would benefit the most from updated imagery. James is also working with us on a Storyteller video and About DAE trade video.



### Social Media Training

In collaboration with content agency, We Are George (DAE's social media agency), we hosted a social media training session exclusively for DAE members last month. During the session members learnt how to:

- Create engaging and relevant social content
- Grow your followers
- Take eye-catching social photos and videos
- Work with DAE to maximise posts

You can watch the video and access the training resources [here](#).



### Media pitch packs

We have developed media pitch packs on the themes of Art & Museums and Food & Drink. The packs feature member storytellers, key quotes and experiences related to these themes and are proving very useful when pitching to media.

We plan to develop more packs including ones on the themes of sustainability, wellness and night sky.



### Unlock the potential

Is your ATDW listing up to date? ATDW understand the importance of an exceptional online presence for operators across Australia and are offering FREE personalised Profile Optimisation sessions, where experts will evaluate your profile and provide tailored recommendations to enhance its visibility across their distribution network. You can book a free session [here](#).

## MEDIA



### Get Lost partnership

We partnered with Get Lost magazine and Tourism WA to produce an article [When Country Talks, We Listen](#). The article features DAE members Wula Gura Nyinda Eco Cultural Adventures and Ngurrangga Tours. In addition to the article we received the content and assets for use on our websites.



### NRMA Content Partnership

As part of our partnership with NRMA, the organisation has produced 4 articles on their member website featuring DAE members.

- [Experience Aboriginal rock art galleries in North Queensland](#)
- [Heart-pumping Aboriginal adventures across Australia](#)
- [Six days in Uluru and Kings Canyon](#)



### Karryon Luxury



### National Indigenous Times

Johani Mamid, owner / operator of Mabu Buru Tours was interviewed for an article by [Karryon Luxury](#). The article is titled *How a former ranger in the WA is transforming Indigenous tourism in Australia*.

Did you know that Johani keeps saltwater crocodiles at home?

Clark Webb from Wajaana Yaam Gumbaynggirr Adventure Tours was recently featured in the National Indigenous Times. The article - [Paddle with purpose, the quest to revitalise language](#) - is a result of proactive pitching to journalist Dianne Bortoletto who requested information on tourism businesses that make a difference.

## SOCIAL IMPACT STUDY

We have been working with some of our members to measure the social impact of the Discover Aboriginal Experiences Program. “Social Impact or Social Return on Investment (SROI) assessment identifies the social change created by a project or organisation and then assigns it a dollar value (if possible).”- Supply Nation, Sleeping Giant Report.

As part of the project we are asking the question “How are cultural communities benefiting from the DAE program of works?” We will share the results with you once the study is complete.

TOURISM AUSTRALIA



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