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7 November 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 respects to their Elders, past, present and emerging.

DAE UPDATE

Thank you for returning your updated content, rates and membership agreements. We are updating all our marketing materials and website ready for 2024, where we will have 49 members offering over 200 experiences!

Our new [website](#) is proving to be extremely successful, over the last quarter over 600 leads were delivered directly to your businesses. Don't forget to promote the DAE website in your own marketing activities to provide opportunities for your fellow members.

Many thanks Nicole and Liz

ACTIVITIES



DAE at G'day Australia, Cairns/Gimuy

Around 300 Aussie Specialist Program travel agents from around the world attended G'Day Australia in Cairns/Gimuy in October. DAE met with the agents during three days of workshops and networking events. You may be contacted by these travel agents so please check with Liz or Nicole if you are



ATEC Meeting Place, Adelaide/Tarntanya

[ATEC Meeting Place](#) took place in Adelaide/Tarntanya last week. DAE represented members, meeting with key Inbound Tour Operators (ITOs). It is critically important to always keep ITOs updated to ensure you close the loop on opportunities that have been driven in market with

unsure where the referral has come from.

The agents also took part in famils around Australia which included some DAE member product. Feedback from the famils is that an in-language flyer detailing key points about your tour would help non-English speaking markets understand better.

wholesalers (who book through the ITOs).

For a list of Australian-based ITOs, please refer to the Downloads section of the [Members Portal](#) on the DAE website.



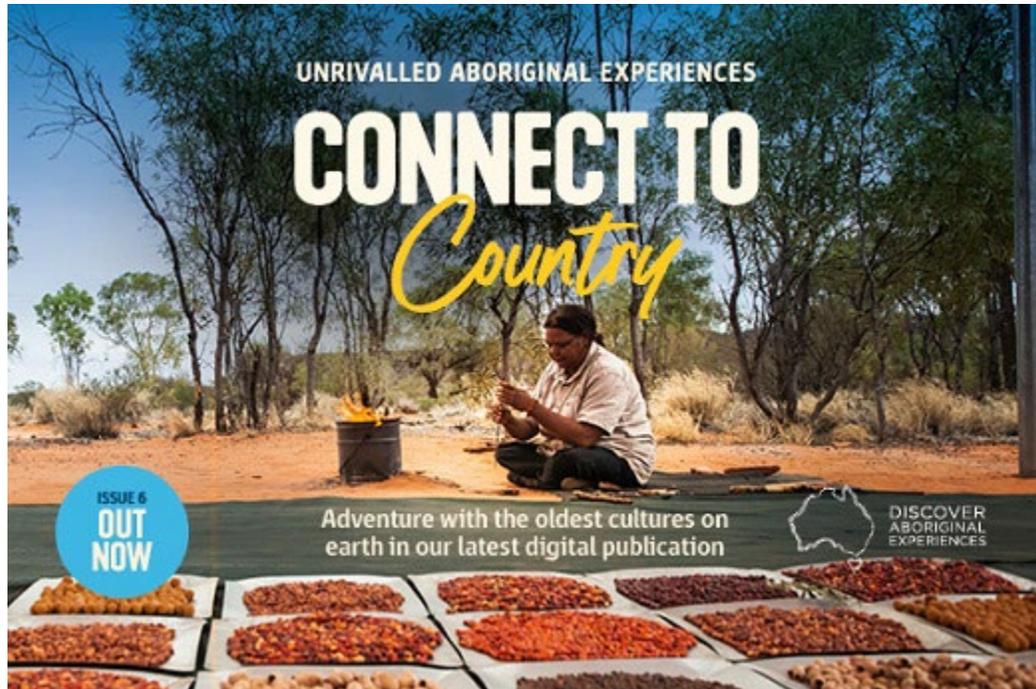
Dreamtime Adelaide/Tarntanya

This week DAE will be represented at Dreamtime, Tourism Australia's signature biennial incentive showcase, designed to increase awareness of Australia as an outstanding incentive destination. A DAE Business Events flyer is available in the [Trade and Media Portal](#) downloads section of the DAE website.

STO Indigenous Forum

Tourism Australia and STO representatives met in Alice Springs last month. The STOs provided an update on their initiatives to grow the sector and Nicole delivered an update on DAE initiatives and collaboration opportunities.

MARKETING ACTIVITES



CONNECT TO COUNTRY – ISSUE 6 OUT NOW

Issue 6 of DAE's digital magazine, Connect to Country is out now. This [issue](#) features stories on incredible nocturnal experiences, adrenaline-fuelled adventures as well as professional photographic tips from James Fisher who has taken many of the stunning images for DAE members.

A suite of promotional assets for each issue such as website banners, social media tiles and email signatures are available to download [here](#). For tips on using the assets, click [here](#).

MEDIA



Ode Travel Magazine

Following a meeting with French journalist, Yamile Sadok-Chouzet at UK Media Marketplace, DAE provided her with information on latest news including the DAE website and stories from the Media Kit. This resulted in 3 pages of coverage in [Ode](#) travel magazine (pages 82-84) featuring a number of DAE members. This highlights the value of attendance at media shows and pitching DAE to media face-to-face.

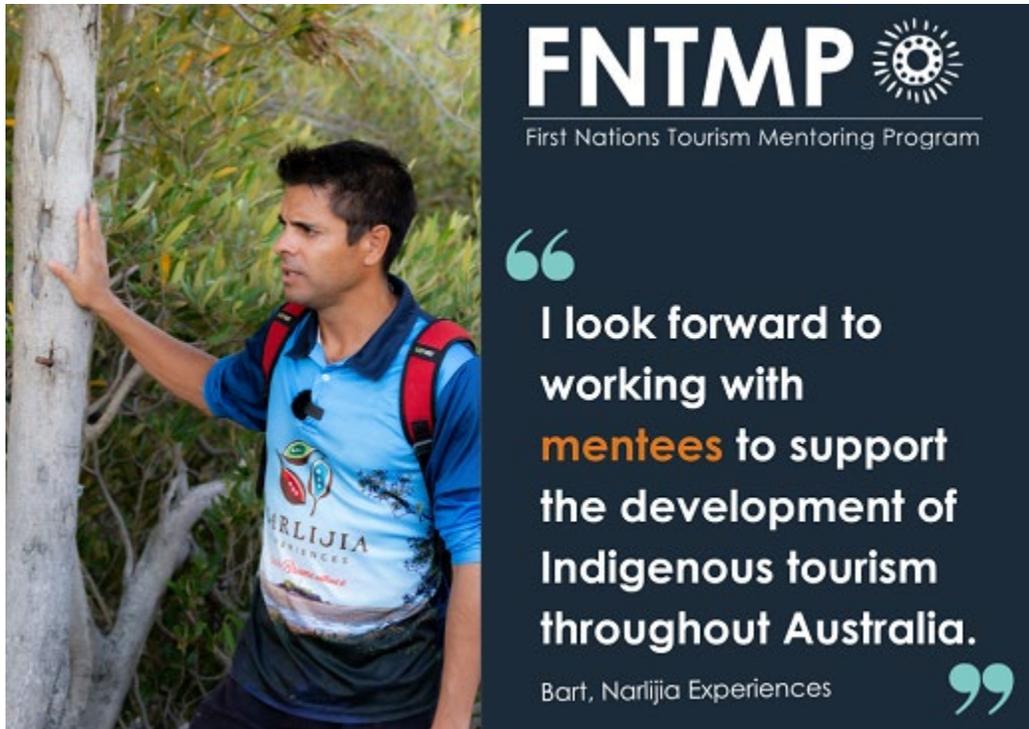


Harpers Bazaar

DAE assisted Gisela Williams from [Harpers Bazaar](#) in the US with a feature story on Indigenous-owned travel companies.

Dreamtime Southern X and Wajaana Yaam Gumbaynggir were featured in the article.

FIRST NATIONS TOURISM MENTORING PROGRAM



The [First Nations Tourism Mentoring Program](#) (FNTMP) (previously known as the National Indigenous Tourism Mentoring Program) is a free mentoring program for First Nations tourism businesses across Australia, matching businesses with skilled and experience mentors. The program is funded by the National Indigenous Australians Agency (NIAA) until June 2025, and administered by a partnership between PwC Indigenous Consulting (PIC), Intrepid Travel and Welcome to Country. To date, the FNTMP has received more than 80 applications from First Nations tourism businesses to access free mentoring from their experienced team of mentors.

First Nations tourism businesses means any 50%+ First Nations owned business that serves the broader tourism eco system, including but not limited to:

- tour operators – walks, fishing, hunting, adventure, art, talks etc.
- accommodation providers - camping, hotels, motels etc.
- food and beverage services – cafes, caterers, restaurants etc.
- transport services – passenger bus, delivery services etc.
- retailers - art centres, cultural centres, roadhouses, information

booths etc.

- product makers - artists, artefacts, clothes, supplies etc.
- performers – dance, theatre, music etc.

Please promote the program via your networks and encourage eligible businesses to apply. A suite of promotional materials including social media tiles are available to download [here](#).

If you have any questions about the FNTMP please contact fntmp@au.pwc.com or 1800 792 000.

WHAT'S COMING UP?



ATE24 – Melbourne/Narmm

The 44th edition of the Australian Tourism Exchange, will be held at the Melbourne Convention and Exhibition Centre from Sunday 19 May to Thursday 23 May 2024 in partnership with Visit Victoria.

[ATE24](#) will bring together Australian tourism businesses with global distribution partners, to conduct scheduled business appointments and participate in



ATE24 Media Program – Melbourne/Narmm

Run in conjunction with ATE24, the [ATE24 Media Program](#) will be held from Friday 17 May to Monday 20 May 2024.

The ATE24 Media Program is an opportunity for media delegates to meet one-on-one with Australian tourism businesses, special interest operators, attractions and accommodation providers during

key networking events over four days.

DAE will represent its members at this event but if you are also going to attend, please note [applications](#) close this Friday, 10 November 2023.

International Media Marketplace (IMM).

DAE will represent its members at this event but if you are also going to attend, please note [applications](#) close this Friday, 10 November 2023.

FAMILS



Japanese Aussie Specialists

Japanese agents enjoyed a Dreamtime Gorge Walk at Mossman Gorge with Kuku Yalanji guide, Tom (pictured). *Yalada!*

They also had the opportunity to experience Pamagirri Aboriginal Experience including the dance show and boomerang throwing.



Chinese Aussie Specialists

Chinese Aussie Specialists had a fun time at Sand Dune Adventures. “The quad bike riding was absolute fun and exciting. The undulating sand dune... the crystal-blue sea view. After the ride the agents cannot wait to get off the bike to ask for more booking details!” (Jamie Liu, Aussie Specialist Trainer, Eastern China)



Korean Aussie Specialists

Korean agents enjoyed a cultural tour at The Royal Botanic Garden Sydney and the Rocks Aboriginal Dreaming Tour (Illi Langi) with Dreamtime Southern X. "The Dreamtime Southern X guided tour was easy to understand and particularly captivating. Given that the Rocks is a well-known place for Korean tourists, it could be interesting to explore the location from a different perspective." (Korean host).



French Aussie Specialists

French agents travelled to the Top End and explored Kakadu with Kakadu Tourism and Kakadu Cultural Tours. They experienced the Yellow Water cruise, Guluyambi cruise and visited the Maumkala Wetlands and Ubirr Rock.

"Fantastic, the guide, the experience, the landscape!" (Adil Hmami, Aussie Specialist Trainer, France)

NEWS FROM OUR DISTRIBUTION PARTNERS



Go Australia roadshow, Italy



Direct Travel partnership

Roberto Chiesa from Go Australia, Italy completed his roadshow last month visiting 7 cities in Italy and training 148 retail travel agents on Discover Aboriginal Experiences.

We will follow up directly with each agent to ensure they have all the resources they need to promote DAE experiences to their customers.

DAE partnered with Direct Travel, Canada and US to white label [Issue 5](#) of Connect to Country. 80,000 subscribers received the newsletter promoting the magazine, and in September two posts were put on Direct Travel's Facebook and Instagram pages.

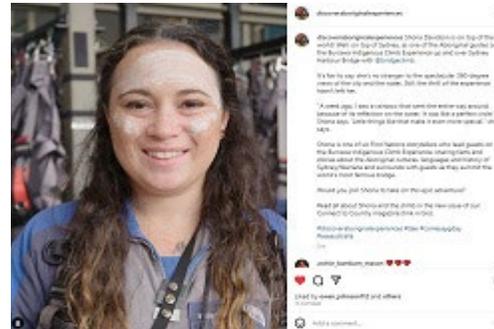
Issue 5 has also gone out to 229,000 Avis subscribers.

OUR DAE COMMUNITY



Pearls of wisdom

Are you monitoring DAE's social media posts for mention of your experiences? We are always on the look out for organic content so please send any great images through and also remember to tag @discoveraboriginalexperiences in your social posts.



On top of the world

As part of our social posts we feature our storytellers on a regular basis. Keep an eye out for your face and share it with your networks!

NEWS IN BRIEF

A new professional tourism association for Aboriginal-owned businesses, the South Australian Aboriginal Tourism Operators Council, is being established to drive the development of Aboriginal tourism in the Riverland and across South Australia. Board chair Haydyn Bromley says the Council will be able to provide Aboriginal people who have tourism businesses with support and opportunities.

NT Aboriginal Tourism Forum 2023 – 15 November 2023. To view the program click [here](#).



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