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31 March 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

Welcome to the Discover Aboriginal Experiences Member exclusive newsletter. The newsletter is also aimed to reduce the emails we send to you – this is a long one, but we will issue newsletters more frequently going forward – so please review all the content.

The year has started in earnest with a flurry of marketing activities and events promoting your experiences. The stand out has been the launch of our dedicated Discover Aboriginal Experiences website and to complement the site our social media channels on both [Instagram](#) and [Facebook](#).

Liz and I look forward to catching up with many of you at ATE23 next month, we are proud to be representing the 45 DAE businesses at the Australian tourism industry's largest annual business-to-business event.

Many thanks Nicole & Liz

A NEW WAY TO DISCOVER ABORIGINAL EXPERIENCES



Have you looked at the new DAE website promoting your experiences and providing direct leads to your business?

The new website brings together the more than 160 experiences in one spot making it easier for users to search for what they are after, whether it be by the experience type, location or duration. If you haven't already, please visit the new website [here](#) and promote it on your social channels. A dedicated Member Portal for you, our members, is also available [here](#). Frequently check the portal for resources and updates to assist you in your marketing such as downloadable lists of our global distribution partners, Inbound Tour Operators and more.

Feedback from trade and media has been overwhelmingly positive and the website has been featured in several publications. They particular like the dedicated [Trade & Media Portal](#).

It is vitally important that you inform us of product changes or new product information as soon as possible so that we can keep the website up to date and trade and media informed. We seem to sometimes find out changes from your Facebook pages instead of directly from you. Please keep us updated, remember we are an extension of your sales and marketing force so we need the correct details.

We have also launched dedicated [Facebook](#) and [Instagram](#) channels. Have you liked and followed us @ discoveraboriginalexperiences and are you tagging #discoveraboriginalexperiences #dae in your posts? If not, you are missing out on opportunities so get onboard! Information on how to follow and interact with these channels will be sent to you in a separate marketing communication also.

EVENTS



TTG Aussie Fest 2023

[TTG Aussie Fest](#) is a week-long series of virtual workshops, webinars and panel discussions showcasing the unique experiences and cultures Australia has to offer to UK agents. As part of the event DAE had an exhibition booth. Nicole delivered a session as part of a virtual famil experience to introduce DAE and your experiences followed by a virtual bridge climb with Shona Davidson, storyteller and guide for Burrawa Indigenous Climb Experience.



Signature Experiences in New Zealand

Tourism Australia's Signature Experiences of Australia team and its partners hosted educational and networking events with travel advisors, business events planners and media in Auckland in February. DAE was represented by Nicole Mitchell who gave an update on all things related to DAE including the new website which was well received by trade and media. It was great to see media features on DAE directly following the event.



World Indigenous Tourism Summit

Tourism Australia team members including Nicole, attended the World Indigenous Tourism Summit in Perth/Boorloo. It was held under the theme 'Tourism and Indigenous Earth Wisdom Weaving the Future that Benefits All'.

STO Indigenous Forum

This month Tourism Australia and STO partners met in Hobart/nipaluna to engage in discussions about Indigenous tourism. The STOs provided an update on their initiatives to grow the sector and Nicole delivered an update on DAE initiatives and collaboration opportunities.

MARKETING ACTIVITIES



Connect to Country is our dedicated Discover Aboriginal Experiences digital magazine showcasing your experiences in an engaging way. Issue 4 will be out soon and will feature stories on combining culture with five-star comfort, protecting Country, dual naming and more.

Click on the links to view past issues – all members have been featured in an issue, so it's in your interest to familiarise yourselves with these publications and promote via your channels.

[Connect to Country - Issue 1](#)

[Connect to Country - Issue 2](#)

[Connect to Country – Issue 3](#)

A suite of promotional assets for each issue such as website banners, social media posts and email signatures are available to download: [Issue 1](#), [Issue 2](#) and [Issue 3](#)



Trade and Media Resources

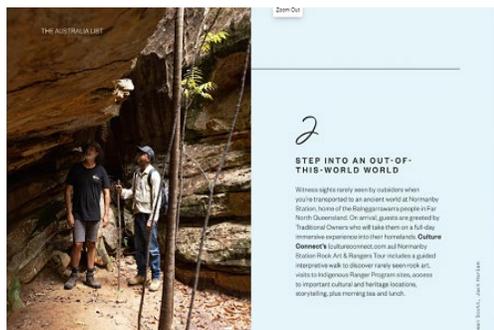
Based on your updates provided at the end of last year, we have updated our 2023 marketing resources and these can now be downloaded from the [Member Portal](#) of our new website. These resources include: Media Kit, Trade Portfolio, Brochure, and Storyteller Flyer. We update these publications annually.

Signature Experiences e-magazine: Edition Two

SEIT's Patji experience is featured as a Signature Experience in the latest issue of the [Aussie Specialists Program Signature Experiences magazine](#), a digital magazine targeted at Aussie Specialists to assist them deliver meaningful, experiential itineraries that tap into their customers' passions. The [Inspiring Itineraries](#) section also includes 8 Days in Perth/Boorloo and Margaret River, featuring Dale Tilbrook Experiences and Koomal Dreaming.



Wanderlust Travel Magazine worked with Tourism Australia and Tourism NT to produce a cover story on Australia with an [in-depth feature](#) on Aboriginal experiences in the Northern Territory.



Qantas Magazine

In March, Signature Experiences of Australia partnered with Qantas on a Qantas Magazine / Travel Insider initiative aiming to maximise the visibility of Signature Experiences before Australians decide where



Lets Travel Magazine

DAE members are featured in the Autumn issue of [Lets Travel Magazine](#), New Zealand. This content partnership included a 12-page feature on Best Aboriginal Experiences in Australia, a 2-page

they want to holiday and give exposure to international travellers already here, or on their way. Elements of the campaign include Qantas Print Magazine feature, Travel Insider content - [The Australia List](#) (12 pages), Travel Insider [Vertical Gallery](#), EDMs, social posts and more. Featured - Culture Connect and Wula Gura Nyinda Eco Cultural Adventures.

introduction on Aboriginal cultures and history, a DAE member-themed advertisement, an article on the website home page for a month and an article sent to Lets Travel email database as a separate EDM.

FAMILS



DAE has supported many distribution partner and media familS recently. Thank you to our members for their support in facilitating these and please ensure you follow up with the delegates.

Touring Treasures (distribution partner)

Helloworld Travel (distribution partner)

Shilarna Vaze, Gaia Gourmet (celebrity chef from India)

Laura Beausire (freelance travel and design writer)

Kerry van der Jagt (freelance writer BBC Travel)

Ellie Cobb (BBC Travel)

Olivier (pictured above) from Touring Treasures commented 'the cultural element of the tour is what makes it special including the spectacular environment in which it is conducted' after completing his experience with Sand Dune Adventures.

We are constantly pitching stories to media with recent results in

[Vacationer Magazine](#), [NZ Herald](#) and [Viatour](#).

WHAT'S COMING UP?



ATE23 Gold Coast, Queensland

DAE experiences will be well represented at ATE23 in May this year with 33 members attending – the highest number ever! For the first time we have taken a double booth (inside of single) for the DAE stand, whereby Nicole and Liz will each have a schedule thereby doubling the appointments we normally do due to such high demand and interest for DAE.



Launch of Stretch RAP

Tourism Australia is a passionate supporter of the reconciliation movement and the Reconciliation Action Plan (RAP) Program. We are currently on our fourth [RAP](#) which is at the Innovate level and we will soon be embarking on a Stretch RAP to be launched in June.

Our RAP has assisted us in guiding our work as we continue to ensure Aboriginal and Torres Strait

We look forward to catching up with our members and will set up a WhatsApp group so we can all engage and share opportunities or catch ups! Please make sure you drop by our booth to say hello and to pick up some postcards promoting the new website to share.

To prepare for ATE, please review these [Trade Show Tips](#) and in case you were unable to attend the Seller briefing, the presentation can now be downloaded from the [Seller Info Hub](#). If you would also like to receive some tips on Perfecting your Pitch, please email dae@tourism.australia.com.

Islander peoples, cultures and tourism experiences are at the heart of the Australian story.

Tourism Australia has produced a video to provide industry with an understanding of the Reconciliation Action Plan program and the value an impact a RAP can bring.

Watch the video [here](#).

EDUCATION OPPORTUNITIES

Applications open to access free mentoring support

The [First Nations Tourism Mentoring Program](#) (FNTMP) (previously known as the National Indigenous Tourism Mentoring Program) is a new, free mentoring program for First Nations tourism businesses across Australia, matching businesses with skilled and experience mentors. Run by the National Indigenous Australians Agency (NIAA), applications are now open for eligible First Nations tourism businesses to access free mentoring support. To review eligibility and if you are interested in applying, click [here](#). Applications will close at 11.59pm (Australian Eastern Standard Time) on Friday 2 June 2023.



ATEC Tourism Training Hub

To help tourism export businesses to upskill themselves and their teams on the needs of each market, ATEC has developed a range of training programs under one online self-directed platform, the [Tourism Training Hub](#) (TTH). We encourage you to check out the many useful programs available including Tourism Trade Ready, Accessible & Inclusive Host and market training programs to help you understand the needs of specific markets.



Accessible tourism resources

Tourism Australia is focused on DEI (Diversity, Equity and Inclusion) & Accessible tourism and we encourage you to take advantage of the many resources now available to help you upskill your business to successfully welcome guests. In addition to the Accessible & Inclusive Host training program available on the ATEC [Tourism Training Hub](#), the Queensland Government has produced some fantastic short videos on accessible tourism. Watch them here.

DISTRIBUTION PARTNER INSIGHTS

Klook

A few of our members have recently asked about Klook, so here is a summary.

Klook are an online travel agency with 28 offices globally, operating in 14 different languages and offering customers the ability to purchase in over 41 currencies. Here in ANZ they have a team of 15 destination owners and marketers across the Sydney, Melbourne and Queenstown offices

focused on promoting the 1300+ ANZ bookable experiences across 50+ destinations globally.

Klook has over 500k customers in ANZ and 2mil+ in Singapore and 5mil+ across Asia mostly targeting young families + millennials, with out-of-the-box marketing campaigns.

They offer a global tours and activity platform that is integrated with Rezdy, Farearbour and most of the main connectivity partners. There are no listing fees with Klook and the commission sits at 25% to cover all marketing, payment fees and product optimisations. Klook pays its operator partners via bank transfer (monthly) or Virtual Credit Card (day of travel). Click [here](#) to find out how to list your product with Klook and you can review their social channels [Facebook](#), [Instagram](#) and [Tiktok](#). They work with a range of different KOL (aka influencers) globally to promote products to their audience. Check out some of their work [here](#). An example of a Tourism Australia x Klook campaign we've done recently targeting the Singapore market can be viewed [here](#). For further details reach out to ashleigh.mcewen@klook.com.

OUR DAE COMMUNITY



2022 Qantas Australian Tourism Award winners

wukalina Walk and Spirits of the Red Sand were awarded Gold and Silver respectively in the Aboriginal and Torres Strait Islander Tourism



Wajaana Yaam Gumbaynggirr Adventure Tours

Congratulations to Clark Webb, Founder of Bularri Muurlay Nyanggan Aboriginal Corporation and owner / operator of Wajaana

Experience category at the [2022 Qantas Australian Tourism Awards](#). Venture North was awarded Silver in the Cultural Tourism Category. Congratulations to winners and to entrants.

Yaam Gumbaynggirr Adventure Tours for his appointment to the board of Destination NSW.

NEWS IN BRIEF

Tourism Australia hosted the annual Destination Australia conference on Thursday 16 March 2023 at the International Convention Centre (ICC) Sydney. Industry leaders and topic experts shared evolving trends and talked about key areas of focus, including accessibility, inclusion, Indigenous and sustainability. Speaker on 'The Sustainable Build of Indigenous Tourism' panel included Denise Bowden (CEO Yothu Yindi Foundation), Kayley Nicholson (Co Founder & MD Yilam) and Desmond Campbell (CEO Welcome to Country). Further details and recap [here](#).

DAE members, [Walkabout Cultural Adventures](#) and [Wilpena Pound Resort](#) featured in Tourism Australia's It's All Good Down Under | Come and Say G'Day Industry Welcoming Youtube content series with Hamish Blake.

Tourism Australia released new research on future travel and tourism demand, examining 143 individual experiences across 20 markets, and if you haven't had a chance to, we encourage you to [visit our corporate site](#) and download the report.

The Aboriginal Tourism Development Support grant is an initiative of the NT Government to assist Aboriginal-owned businesses and organisations to develop Aboriginal cultural tourism experiences and

products. Applications close Friday 28 April 2023 or earlier if fully subscribed. Find out more [here](#).

Inbound tour operators Goway Travel and ACROSS have announced a new strategic partnership. The two companies will combine their respective market knowledge to improve their offering for free independent travellers and groups, particularly with the French-speaking market (an area which ACROSS specialises in).

Tourism Australia has released a guide for industry to assist when using dual naming. In adopting a [dual name approach](#), organisations can play a role in continuing to deepen the knowledge and understanding that all Australians have of Aboriginal and Torres Strait Islander peoples, histories and cultures.

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