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15 June 2023

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 respects to their Elders, past, present and emerging.

DAE UPDATE

It was great to see a record number of 33 members at ATE23 in the Gold Coast in May. Member businesses were also represented at ATE Media Event and via a double booth at ATE, where we conducted over 180 meetings with media and distribution partners. Watch a short video on Queensland DAE members at ATE23 [here](#). For those who attended ATE you may have also heard that many of our distribution partners have new reservations team members, which highlights the importance of ongoing training and education, hence this is a key focus for us.

We also have more trade and media events coming up over the next few months, as well as our EDM communications with partners, so please remember to send us your product updates as soon as changes occur or new experiences are added.

It is also important to like our social media channels and tag your own social posts @discoveraboriginalexperiences or #discoveraboriginalexperiences. Once you like the pages we can also invite you to join the DAE Facebook member page.

We will soon be entering the Membership renewal period. Each STO will be asked to review your business to ensure you are still meeting the criteria, so they will be in touch. We will also start the process of updating all our marketing collateral so please ensure that you update and return your experience listings when these are sent to you by the due date – rounding up changes from 45 businesses with over 160 experiences needs to run smoothly.

Many thanks Nicole & Liz

SOCIAL MEDIA AGENCY FOR DAE



Discover Aboriginal Experiences has appointed 'We Are George' as our content and social media agency. The core team managing our account includes Editor-in-Chief and CGO, Georgia Rickard, and DAE's Contributing Editor Natasha Dragun.

We Are George has a long-standing working relationship with Discover Aboriginal Experiences and Tourism Australia and has built up a nuanced and highly specialised understanding of Australia's Indigenous tourism landscape, its cultures and peoples and their stories.

Natasha will be in contact with you at times for stories and social posts and is managing DAE's Facebook and Instagram accounts as well as producing stories for the Media Kit. All great exposure opportunities for your business.

ACTIVITIES



Tourism Tutorial - ATEC

During National Reconciliation Week Nicole provided an update to ATEC members on the latest research, tips on developing Aboriginal-guided experiences, how to best pitch Indigenous experiences globally, developing a Reconciliation Action Plan and promoting the role of the Discover Aboriginal Experiences collective. You can register to watch the recording [here](#).



Launch of Stretch RAP

Tourism Australia launched its fifth [Reconciliation Action Plan \(RAP\) - a Stretch RAP for 2023-26](#) – in Canberra this month. Our Stretch RAP will assist us in guiding our work as we continue to ensure Aboriginal and Torres Strait Islander peoples, cultures and tourism experiences are at the heart of the Australian story through our campaigns and the Discover Aboriginal Experiences collective.

MARKETING ACTIVITIES



Connect to Country Digital Magazine – Best Practice

A total of 22 members were mentioned in [Issue 4](#) of Connect to Country and promotional assets have been sent to you. A short video on how to promote the magazine can be viewed [here](#) and a Best Practices document is available [here](#). Tips include how you can promote the digital publication via your blogs, communications, website and socials.

[Past Issues](#)

Best use of content - shortlist

Connect to Country has been shortlisted in the award category **Best use of content in travel marketing for 2023** at the [Mumbrella Travel Marketing Awards](#) to be held in Sydney on the 17th August 2023. Thank you to you, our members, for inspiring us and our content partner, Grin Creative, with a wealth of story ideas for this magazine.

MEDIA



Wintjiri Wiru Launch

Nicole attended the launch of Wintjiri Wiru, Voyages Indigenous Tourism Australia's new experience at Uluru in May with a team of media representatives. The resulting coverage has been



Swiss Radio

Swiss National Radio produced a piece on Indigenous tourism which featured Bart Pigram from Narliija Experiences Broome.

Listen [here](#).

extensive and has included other DAE member experiences in Uluru.



National Reconciliation Action Week

To mark National Reconciliation Action Week, Tourism Australia suggested to its audiences that the best way to connect with Country is by booking an Aboriginal experience with a local Indigenous guide. Seven Discover Aboriginal Experiences operators were featured in the post.



Le Figaro

Tourism Australia has partnered with Tourism NT, Destination New South Wales, South Australian Tourism Commission and Tourism and Events Queensland to extend the Australia messaging in a special content partnership with the French online version of Le Figaro Voyages magazine. French online readers will be inspired to plan a holiday in Australia and include some Aboriginal-guided experiences into their itineraries.

FAMILS



This quarter Discover Aboriginal Experiences supported 6 distribution partner and media famils. Birthe Kanzler from Australien und Reise commented *“The Yellow water cruise was awesome, after 30 seconds on the boat the first gigantic crocodile!! But especially the guide Dennis should be emphasized, an incredibly funny person with brilliant background knowledge... there is nothing he didn't know! This guide is absolutely brilliant!”* Dennis is a Murrumbul man from Kakadu. Its experiences like these with local Indigenous guides that take an experience from good to brilliant.

Thank you to our members for their support in facilitating these and please ensure you follow up with the delegates.

WHAT'S COMING UP?



TOURISM Australia is inviting travel advisors to join its Aussie Specialist team next month for a series of events in Sydney, Brisbane and Melbourne highlighting the Signature Experiences of Australia.

Signature Experiences Roadshow

Tourism Australia's Signature Experiences of Australia team and its partners will host educational and networking events with travel advisors in Sydney, Melbourne and Brisbane in June. Nicole will give an update on all things related to Discover Aboriginal Experiences. Prizes for agents will include a Burrawa Indigenous Climb Experience, Koorie Heritage Trust walking tour and meal voucher for Big Esso, and a Saltwater Eco Cruise.



Australia Marketplace North America

Nicole will represent Discover Aboriginal Experiences at [Australia Marketplace North America](#) which will be held in Los Angeles from the 6-8th August 2023.

Marketplace provides sellers with the opportunity to build relationships with qualified travel agencies and tour operators from North America.

ATEC MEETING PLACE

Registrations are now open for Meeting Place 2023 (MP23) to be held in Adelaide, South Australia from 30 October to 1 November. MP23 will include business to business meetings along with conferencing, networking, a gala event and more. For more information about MP23 and to register click [here](#).

RESOURCES



ATEC membership

The Australian Tourism Export Council (ATEC) network supports expanding your knowledge and networks in the inbound trade B2B space. ATEC connects and grows the commercial networks of members engaged in the international tourism industry by facilitating commercial connections and advocating to government for support and removal of impediments to growth to broaden export opportunities.

Some further information on what ATEC membership can deliver to you can be found [here](#).



Accessible tourism resources

1. ATEC Accessible Host program and handbook – [ATEC's Accessible & Inclusive Host](#)
2. Sparrowly Accessible Tourism Discussion Paper - [Business consultant | Accessible Tourism | Sparrowly Group — Sparrowly Group](#)
3. Accessible Content Guidelines – The Access Agency - [Work | Accessible Content Guidelines - Get Skilled Access and Queensland Government | The Access Agency](#)
4. Push Adventures, Accessible Tourism Mentoring Project - [Accessible tourism mentoring - Push Adventures](#)
5. Vacayit audio guides for regions and tourism products - [Partnership — Vacayit](#)



TikTok tips for tourism businesses

Tourism Tribe are offering free webinars for industry to provide tips on how to make an impact on TikTok as a tourism business as well as how to launch a TikTok channel. Attendees will learn via an interactive session: how to assess whether to bother with TikTok, how to spend the minimum amount of time for the maximum impact, the type of content that works on TikTok. The one-hour webinar will take place on Wednesday, 26 July at 11am AEST. Sign up to attend [here](#).

Alternatively you can get some tips from [Manuel Pamkal](#) from Top Didj who has nearly 180,000 followers and more than 1.5 million views on TikTok.



Indigenous Experiences for Groups

Tourism Australia's dedicated business events unit, Business Events Australia, delivers marketing communications, industry partnerships and a trade distribution program to raise international awareness and consideration of Australia as a business events destination. Four DAE members are featured in their latest article - [New Australian Indigenous Experiences For Groups](#).

We are in the process of developing a Business Events flyer for DAE to inspire business event planners to consider including immersive experiences that can provide a deep connection to country and culture. We will share this flyer when it is finished.

NEWS FROM OUR DISTRIBUTION PARTNERS



Abercrombie & Kent newsletter

Experiences offered by DAE Members, Walkabout Cultural Adventures and Janbal Gallery, were highlighted in the April edition of the A&K newsletter to its clients stating “For visitors coming to Australia, we offer the opportunity for unique and real experiences with a deeper, more personal understanding of First Nations cultures. We have selected some very special day tours for your clients with 100% Indigenous owned and operated tour companies.”



Southern World newsletter

Southern World shared the latest edition of Connect to Country in its April newsletter to clients.

FACEBOOK MEMBERS GROUP

Please join our Discover Aboriginal Experiences Facebook Members Group by following our account [here](#). We will use this group to share useful updates and insights with you. We have also set up WhatsApp group and will be sending invites out to those who have not yet joined. Or you can join via this [link](#).

Please also follow our social accounts on [Facebook](#) and [Instagram](#) and remember to tag @discoveraboriginalexperiences or #discoveraboriginalexperiences in your social posts. For tips on getting the most out of your own social media channels please watch the video [here](#).

NEWS IN BRIEF

ResPax

At times we get approached by companies wishing to work with Discover Aboriginal Experiences members and will share that information with you in our newsletter. Please see below some information from ResPax.

[ResPax](#) is an Australian Owned and Operated Tourism Software, based out of Regional Queensland designed by tour operators for tour operators. ResPax allows its clients to collect more direct bookings, and their platform makes communicating with customers, processing payments and completing day to day tasks easy.

The company is continually developing ResPax and adding in more features to ensure that its clients can run their business from one, simple platform.

According to ResPax, having an effective Online Booking page on your website is an easy way to increase your bookings and generate more revenue. They would like to partner with you to grow your business and share your stories. If you are interested in learning more, please contact Josh Mayer by email: josh@respax.com or mobile 0416 671 176.

Reviving International Tourism Grant Program

Austrade has partnered with the Australian Tourism Export Council (ATEC) and the Council of Australian Tour Operators (CATO) to deliver the [Reviving International Tourism Grant Program](#) (RITG). RITG is part of the Australian Government's \$48m commitment in the Visitor Economy

National Strategy THRIVE 2030 to support the tourism and travel industry to sustainably grow the Visitor Economy.

RITG will provide funding of up to \$9m to support international-ready Australian tourism exporters and travel wholesalers to undertake demand driving activities that rebuild and strengthen international supply chains. Eligibility and application information is available in the Grant Guidelines, available on the Austrade website.



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