



ANTOR Seminar for Education Bureau

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Tourism Australia

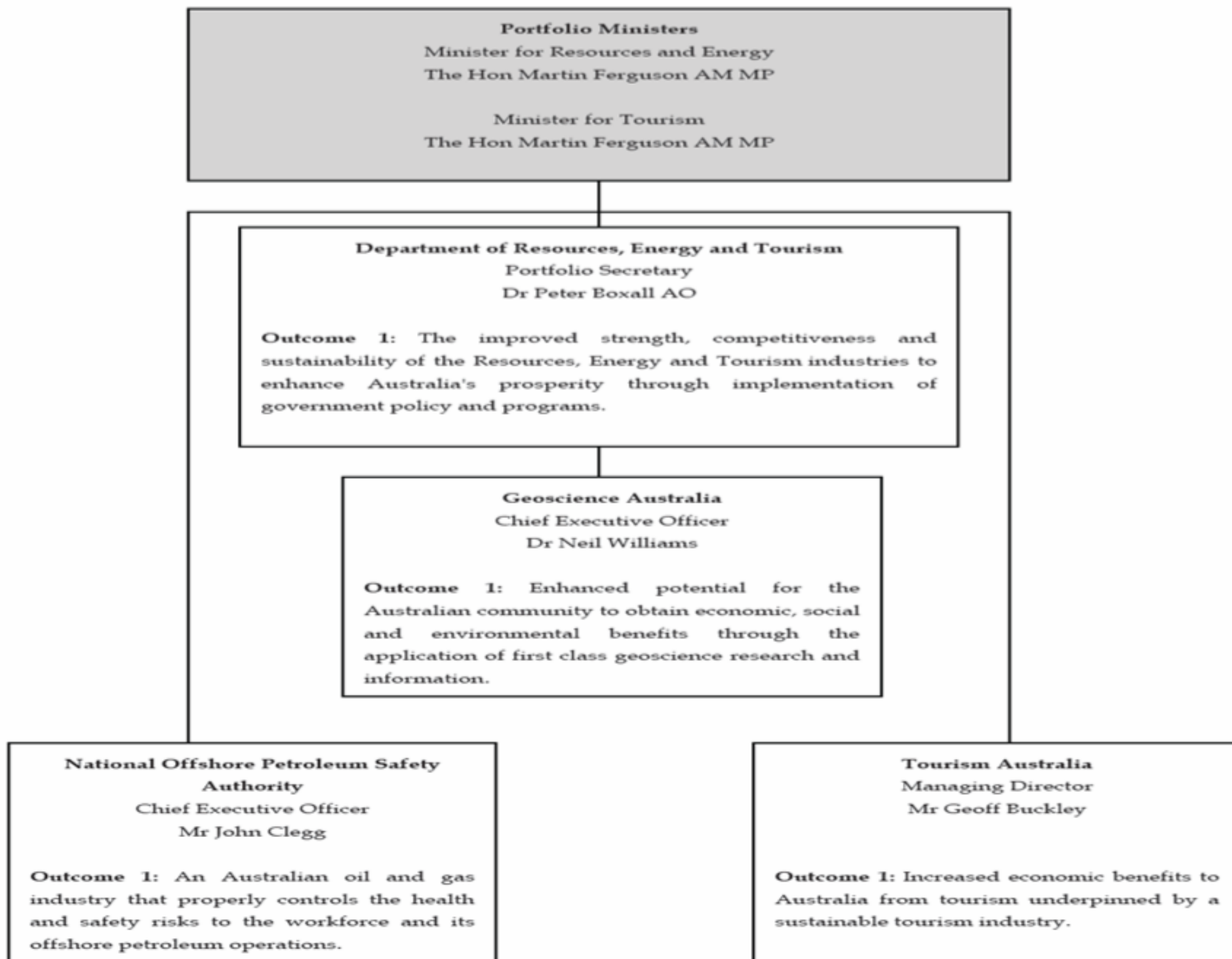
Department of Resources, Energy and Tourism

- The Department of Resources, Energy and Tourism was established through the Administrative Arrangements Order issued on 3 December 2007 and 25 January 2008. Functions transferred from the former departments of Industry, Tourism and Resources; Education, Science and Training; and Environment and Water Resources. Geoscience Australia, the National Offshore Petroleum Safety Authority and Tourism Australia transferred from the former Industry, Tourism and Resources Portfolio.
- The Department plays an important role in assisting the government to achieve its objectives by providing high quality advice and services to achieve improved competitiveness and sustainability of the resources, energy and tourism industries.

Department of Resources, Energy and Tourism

- Departmental priorities are based on the importance of enhancing Australia's economic prosperity to ensure that Australia maintains its international competitiveness and responds to the increasing globalisation and technology developments of the resources, energy and tourism industries. At the same time the Department is working to encourage small to medium players into these sectors and shared access to the benefits of economic growth. The Department liaises closely with the private sector, including major corporations and business associations.

Resources, Energy and Tourism portfolio structure and outcome



Tourism Policy

Tourism Compliance and Consumer Protection, and ADS

- While visitors are in Australia, they are covered by Australia's consumer protection laws, which require all businesses to treat consumers fairly.

These obligations include specific requirements and compliance initiatives targeted to tourism, notably:

- the Tourist Consumer Protection Working Group targets tourism industry compliance with obligations under Australia's laws to treat visitors fairly.
- the China Approved Destination Status (ADS) scheme is a bilateral arrangement between the Chinese and Australian Governments, under which approved inbound tour operators can provide leisure group travel for Chinese tourists.
- There are also obligations in relation to general business compliance requirements

Tourist Consumer Protection Working Group

- Aim to enhance consumer protection for visitors to Australia and to improve compliance in the inbound tourism market with Australia's laws and regulations
- Promotion of consumer information and complaint facilities in a range of languages for visitors to Australia. Tourist complaints are followed up to make sure the complaints are addressed effectively. 
- The Tourist Consumer Protection Strategy is being led by the Australian Government in cooperation with the states and territories and the tourism industry.

Information for Visitors

- The Australian Government provides extensive information to help visitors to Australia. This information will assist you in planning your trip, arriving in Australia, during your stay, and departing.
- [Australia's official travel website](#) is a multilingual site for visitors to Australia, provided by Australia's tourism agency; Tourism Australia. The site is a portal to a wealth of information on: visas, getting to Australia, getting around in Australia, climate, useful tips and bookings.
- [Tourism and Travel](#) is the Australian Government entry point to information for:
 - inbound travellers (international visitors to Australia)
 - outbound travellers (Australian residents travelling overseas)
 - domestic travellers (Australians travelling within Australia).

Your Consumer Rights

Index to selected Australian Government information in simplified Chinese language

<p><u>购买包办度假旅游</u> [PDF, 540KB] 若您准备购买包办度假旅游，请认真阅读本手册，确保物有所值。</p>	<p><u>Buying a Package Holiday</u> [PDF, 417KB] If you are buying a package holiday, read this brochure carefully to help you get better value for your money.</p>
<p><u>您在澳大利亚的消费权利</u> [PDF, 608KB] 游客赴澳期间受澳大利亚消费者保护权利法律的保护，法律规定所有企业均必须公平对待消费者。</p>	<p><u>Your Consumer Rights in Australia</u> [PDF, 417KB] While in Australia, visitors are covered by Australian consumer protection laws which require all businesses to treat consumers fairly.</p>
<p><u>参加中国特许旅游目的地(ADS)计划赴澳旅游</u> [PDF, 470KB] ADS 签证是一种面向参加团体包办赴澳度假旅游的中国公民旅游签证（676 子类别）。</p> <p>本情况说明书介绍 ADS 签证条件及您在澳期间的 ADS 消费者权利，帮助您尽情享受愉快的 ADS 度假体验。</p>	<p><u>Travelling in Australia under the China Approved Destination Status (ADS) scheme</u> [PDF, 399KB] The ADS visa is a tourist visa (subclass 676) for Chinese citizens travelling to Australia on a group package holiday.</p> <p>This Fact Sheet provides information about ADS visa conditions and your ADS consumer rights in Australia, to help you have an enjoyable ADS holiday.</p>

Lodging a Complaint

- While visitors are in Australia, they are covered by Australia's Consumer Protection laws which require all businesses to treat consumers fairly.
- If you believe you have been treated unfairly by a business in Australia and you have not been able to resolve the problem directly with the business concerned, you can lodge a complaint with a consumer protection agency in Australia.
- The following tourist complaint services operate on an Australia-wide basis and automatically forward complaints to state and territory fair trading agencies for response.
 - Online complaint
 - Complaint by phone

Online complaint

旅游、工业与资源部 - 游客投诉表 RET - Tourist Complaint Form (simpl Chi) - Austr... EN English (United States) Microphone Tools Handwriting Drawing Pad


https://onlineforms.industry.gov.au/TouristComplaint/WebForms/firmTouristComplaint.aspx?Language=zh-CHS

File Edit View Favorites Tools Help

Google G Go Check AutoLink AutoFill Send to Settings

Y Web Search Get IES now! Weather Anti-Spy Mail Messenger Answers Games Bookmarks

旅游、工业与资源部 - 游客投诉表 RET - ... Page Tools

 **Australian Government**
Department of Resources, Energy and Tourism

游客投诉表 — 澳大利亚

投诉表目的

澳大利亚联邦政府旅游、能源与资源部通过此表搜集信息，并协助游客办理有关团队旅游、商店购物及目的地旅游产品等投诉事宜。本部门虽不负责投诉调查工作，但可以向澳大利亚各州及领地公平交易机构（Australian State or Territory Fair Trading Organisation）或者其他相关机构提供与您投诉相关的重要信息。

更多信息，请您登陆网站查询 www.ret.gov.au/tourism

* 带*为必需填写项目

个人信息

名*:

姓*:

常用电子邮箱*:

居住国家/地区*:

旅游信息

您是参加团队旅游吗*? ☐ 是 ☐ 否

如果是，请问您在贵国哪家旅行社或旅游公司预定行程?
(可以的话，请您提供该旅行社或旅游公司的名称、地址及其他任何重要信息)

Done

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Complaint by phone

- You can lodge a telephone complaint while you are in Australia by ringing the Australian Consumer Affairs and Fair Trading Hotline **1300 552 263** (local call cost within Australia). The call will be automatically forwarded to the fair trading agency in the state or territory from which you are calling.
- If you need an interpreter, please ring the Translating and Interpreting Service on **131 450** (free call within Australia). You will need to first say the language you require (in English). You will then be placed in a conference call with a translator. Through the translator, ask to have your call connected to the fair trading agency in the state or territory in which your problem occurred.
- Please note that consumer protection agencies in each Australian state and territory generally operate between 9:00 am and 4:30 pm (local time) Monday to Friday (except public holidays).

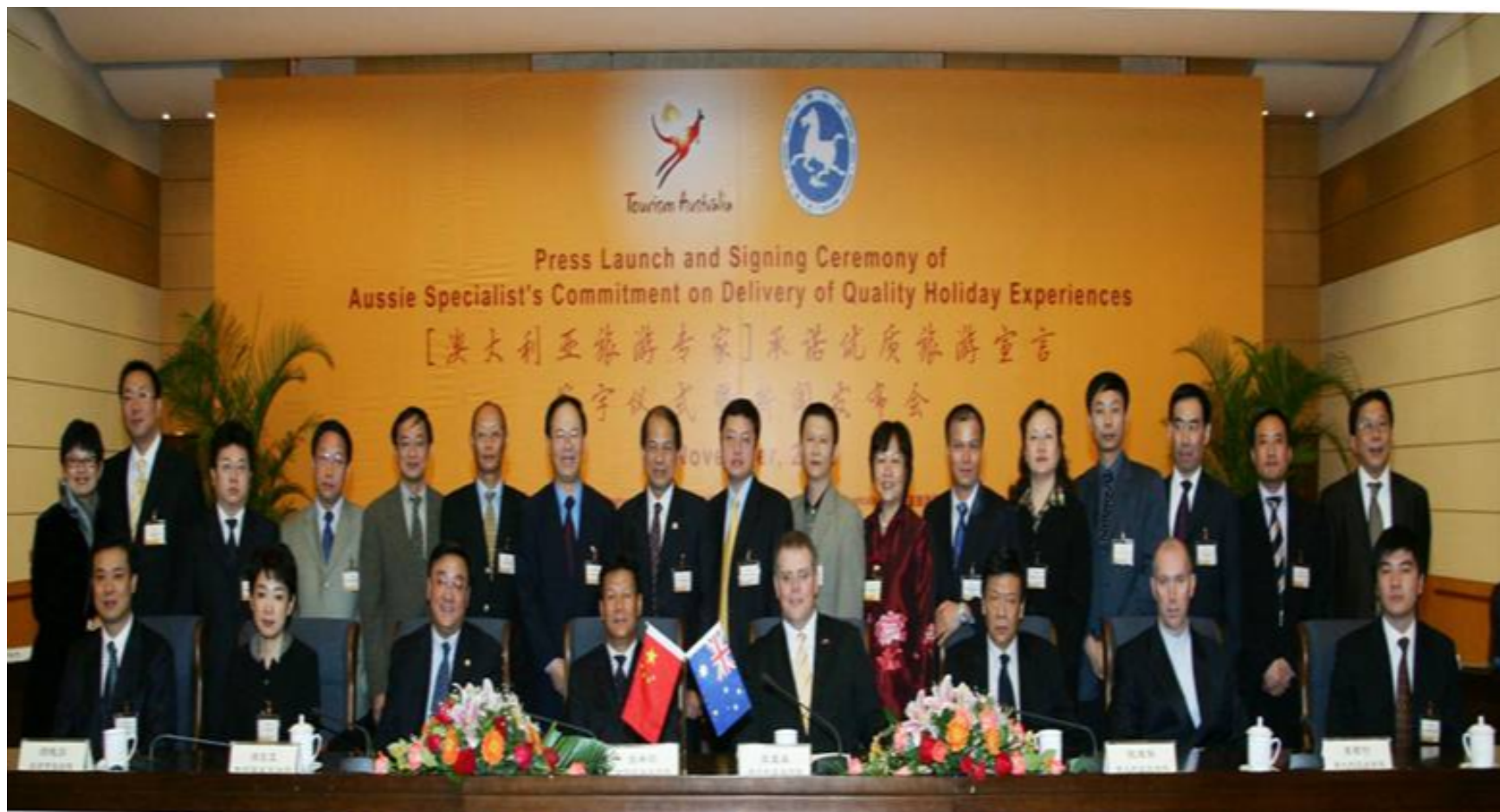
China Approved Destination Status (ADS) Scheme

- Approved Destination Status (ADS) is a bilateral tourism arrangement between the Chinese Government and a foreign destination whereby Chinese tourists are permitted to undertake leisure travel in groups to that destination. The Department of Resources, Energy and Tourism (the Department) manages the Australian scheme on a day to day basis.
- The ADS scheme is an important part of Australia's inbound tourism growth. Australia was one of the first western countries (along with New Zealand) to be granted ADS status in 1999 and since then, has hosted over 400 000 Chinese tourists undertaking leisure travel in groups
- Currently Australia is one of over 130 countries with ADS status. China is Australia's fastest-growing inbound tourism market and is forecast to grow at more than 10.3 per cent per annum over the next decade, resulting in 955,900 Chinese visitors per year by 2017.

China Approved Destination Status (ADS) Scheme

- The Australian Government strengthened the administrative arrangements for the ADS scheme in 2005 with a range of reforms to ensure Chinese tourists receive a quality Australian tourism experience. At that time, all existing ADS operators were required to re-apply for approval, with applications also invited from appropriately qualified Australian businesses wishing to enter the scheme. Applications were rigorously assessed, and approved operators are now required to comply with a new *ADS Code of Business Standards and Ethics* .
- Australia and China's commitment to fostering the growth of sustainable and quality tourism was reinforced through the signing, in August 2006, of a Memorandum of Understanding between the Australian Government and the China National Tourism Administration on the ADS scheme.

Honest Program - 2005



出席单位

中国国家旅游局

北京市旅游局、上海市旅游事业管理委员会、

广东省旅游局

澳大利亚旅游局暨澳大利亚各州旅游局

参与的中国ADS [澳大利亚旅游专家] 出境组团社

诚信旅游

- 中国国家旅游局于2005年9月至2006年9月，在全国范围进行为期一年的行业“诚信旅游”活动
- 倡议《出境游服务质量标准》
- 创建《诚信旅行社》
- 为消费者提供《中国公民出国(境)旅游·消费指引》手册，旅行过程中的要素，如：景点、餐饮、酒店等价格向社会公开

诚信旅游

- 以中国国家旅游局倡议的” 诚信旅游” 为基础,《诚信旅行社》 的思维为蓝本
- 澳大利亚旅游局积极联系北京、上海、广东省的 [澳大利亚旅游专家] ADS组团社
- 在[第九届澳大利亚旅游业界访华活动]后, 澳大利亚旅游局计划支持与我局长期合作的 [澳大利亚旅游专家] 伙伴, 推出 [澳大利亚旅游专家] 承诺优质旅游服务活动

【澳大利亚旅游专家】承诺优质旅游服务活动

- 北京、上海和广东省日渐成熟的旅游消费者对出境游服务要求及灵活性愈来愈高，而对旅行社目前的服务水平信心则有所保留
- 具有真知灼见的 ADS 组团社争取成为公认的《诚信旅行社》，向旅游者承诺“诚信旅游”是势在必行的
- 【澳大利亚旅游专家】承诺优质旅游服务活动实为应运而生之举，可以作为中国国家旅游局倡议之“诚信旅游”的{出境第一篇}

被邀请的中国ADS [澳大利亚旅游专家] 出境组团社

- 以操作北京、上海、广东省的客人为主
- 必需是澳大利亚旅游局在中国市场的长期合作伙伴，包括支持和参与[澳大利亚旅游专家] 培训、宣传推广、澳大利亚业界活动如ATE 和ATMC 等
- 目前在澳大利亚没有不良记录包括欠款投诉、客人投诉或客人在澳滞(自)留不归的严重案例等
- 行程操作是透明度高的，并非是与商店和入境旅游接待社串通欺诈勒索、用威吓手段或其他非法、没有职业道德的
- 能够设计并提供多元化的旅游线路和优质服务
- 是愿意接受并邀请媒体及广大消费者监察的

参与活动的中国ADS〔澳大利亚旅游专家〕出境组团社必需承诺对中国的旅游者负责任包括：

- 操作明码实价的优质澳大利亚旅游产品
- 愿意接受并邀请广大消费者和媒体监管他们履行诺言
- 于中国游客抵达澳大利亚之前，提供一份遵守《中国ADS业务标准和道德准则》的行程，详细列出所有景点的参观时间表、酒店及餐饮地址和购物时间
- 在“回扣购物”之前必需提供自由购物时间及具竞争性的零售地区（如商场、百货公司等）
- 为“回扣购物”作以下注释：进行购物可使你们的入境旅游接待社、导游、领队或ADS 特许中国旅行社获得或得到佣金或其它利益
- 只与信誉良好的、澳大利亚政府批准拥有ADS经营资格的澳大利亚入境旅游接待社合作，签定相关合同书并按时付团费



[澳大利亚旅游专家]承诺优质旅游 宣言

秉承中国国家旅游局倡议的“诚信旅游”理念，我们承诺实行旅游产品线路及价格“透明”制度，让中国到访澳大利亚的客人能够明明白白消费、体验品质旅游。

- 1、操作明码实价的优质澳大利亚旅游产品；
- 2、于中国游客抵达澳大利亚之前，提供一份遵守《中国ADS业务标准和道德准则》的行程，详细列出所有景点的参观时间表，酒店及餐饮地址和购物时间；
- 3、为消费者出“回扣购物”的诚信提示；
- 4、提供自由购物时间及具竞争性的零售地区购物点；
- 5、只与信誉良好的、澳大利亚政府批准拥有ADS经营资格的澳大利亚入境旅游接待社合作，签订相关合同书并按时支付团费；
- 6、愿意接受并邀请广大消费者和媒体的监督。



Tourism Australia

Our Mission – Australia the most successfully marketed medium to long-haul tourism destination in the world.

- **Our Role**

- To stimulate sustainable international and domestic demand for Australian tourism experiences through industry leadership and coordination; and to influence the actions of the industry's tourism and travel marketing.

- **Our Goal**

- Build Australia's market share of targeted travellers through increasing demand.

Our Objectives

Organisational

- Increase spend and dispersal of targeted travellers and boost arrivals accordingly.

Statutory

- Under the Tourism Australia Act (2004) the functions are:
 - to influence people to travel to Australia, including for events;
 - to influence people travelling to Australia to also travel throughout Australia;
 - to influence Australians to travel throughout Australia, including travel for events;
 - to help foster a sustainable tourism industry in Australia;
 - to help increase the economic benefits to Australia from tourism.

Our Target Markets

Leisure

- Experience Seekers, including those travelling to attend major events.

Business Events

- Corporate Meetings, Incentives, Association Conferences and Exhibitions.

School groups

- Short course English students and visiting friends and relatives of international students.

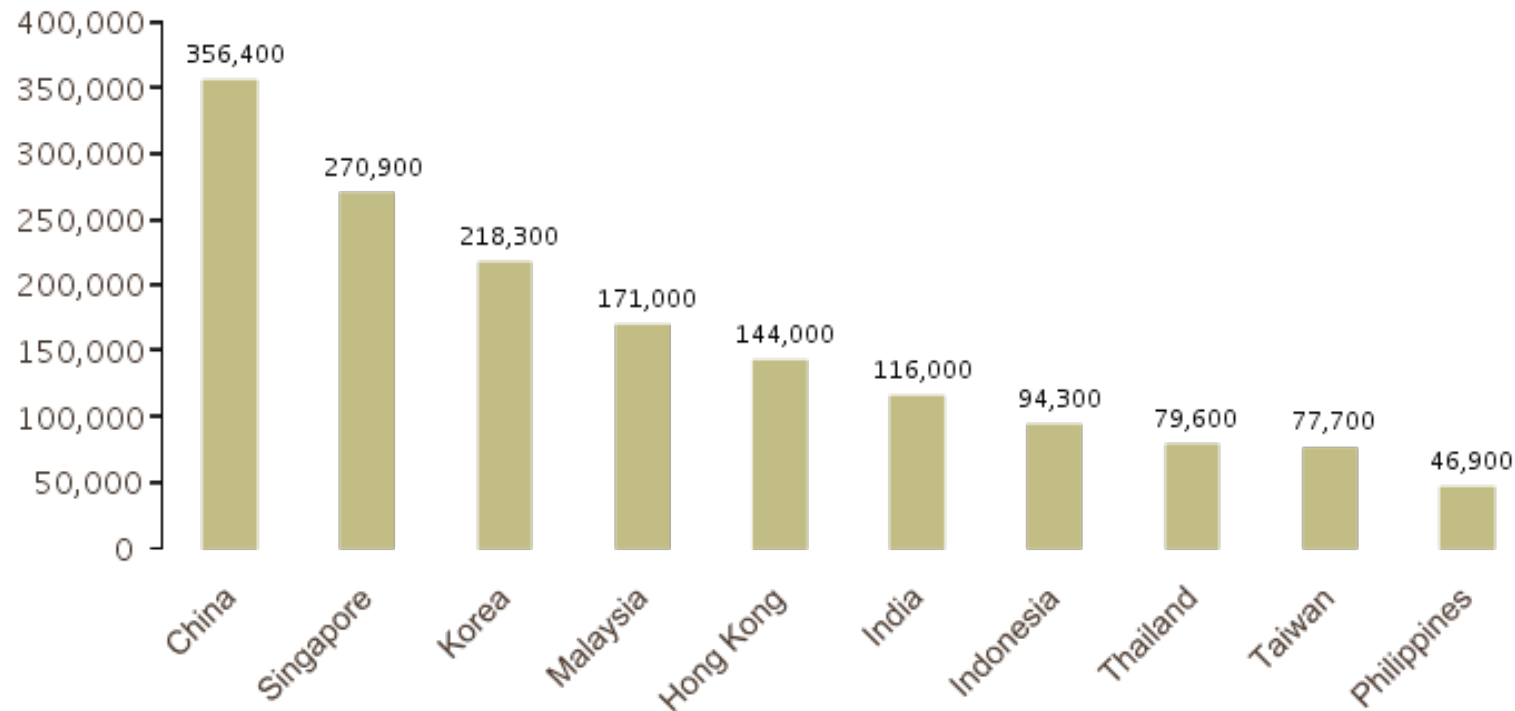
Tourism spending

- After two years of moderate growth in 2006 (up 3.5%) and in 2007 (up 4.3%), total real tourism consumption (or spending) in Australia is forecast to decrease by 0.9% in 2008 to \$90.3 billion in 2008. A 1.9% fall in domestic tourism spending to \$65.8 billion is forecast to more than offset a 2.1% increase (to \$24.6 billion) in international visitor spending.
- Although most measures for tourism activity are forecast to decrease in 2009, real tourism consumption in Australia is forecast to increase moderately by 0.3% to \$90.6 billion next year. Domestic tourism expenditure is forecast to increase by 1.8% to \$66.9 billion in 2009, while international visitor spending is forecast to decrease by 3.6% to \$23.7 billion.

Tourism spending

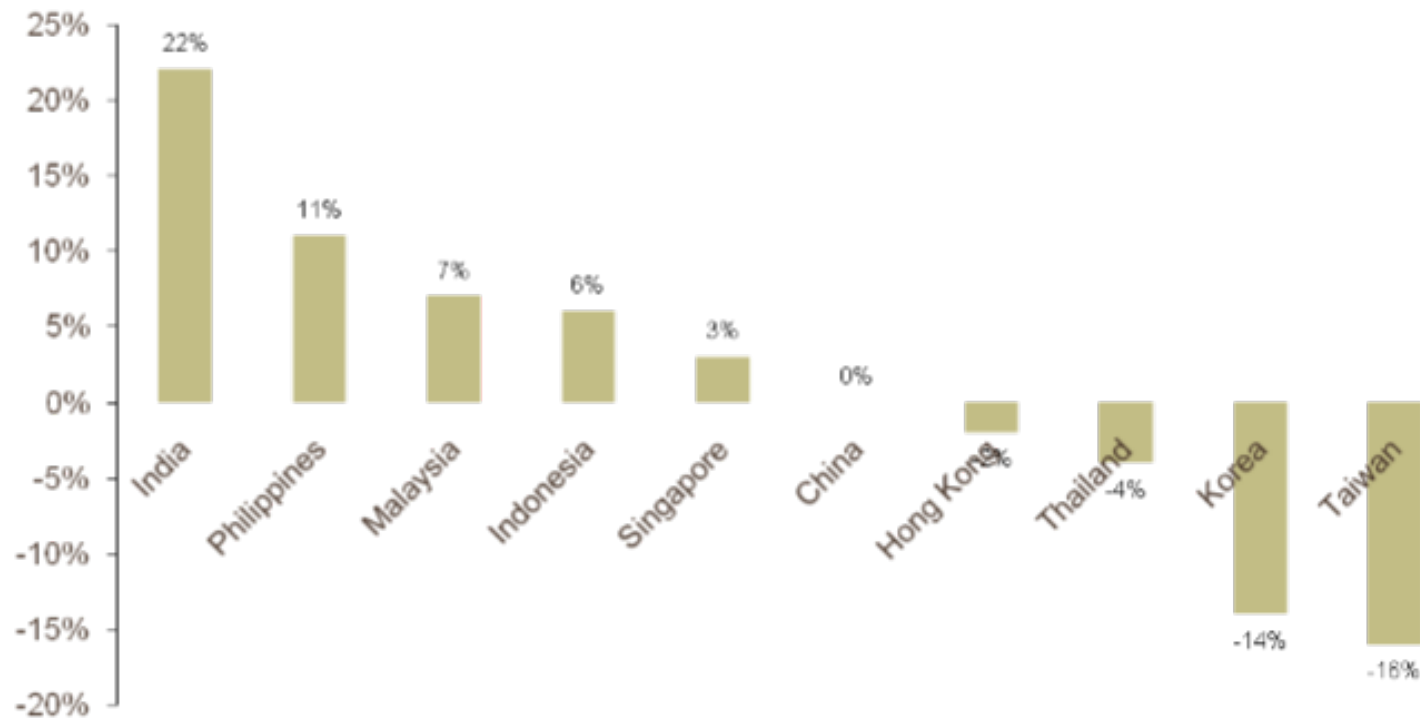
- It is important to remember that domestic travel is more than double the value of international tourism, and a small increase in the domestic segment can offset a large fall in the more volatile international visitor segment.
- Tourism consumption in Australia is projected to reach \$108 billion in 2017 in real terms, representing an annual growth rate of 1.7% over the 2007-2017 period. This projection features a 4% average growth for international visitor consumption over the 2007 to 2017 period. Leisure inbound consumption is projected to increase at a lower average annual rate at 2.6% over the next 10 years, to reach \$20.4 billion in 2017.

Asia Visitor Arrivals 2008



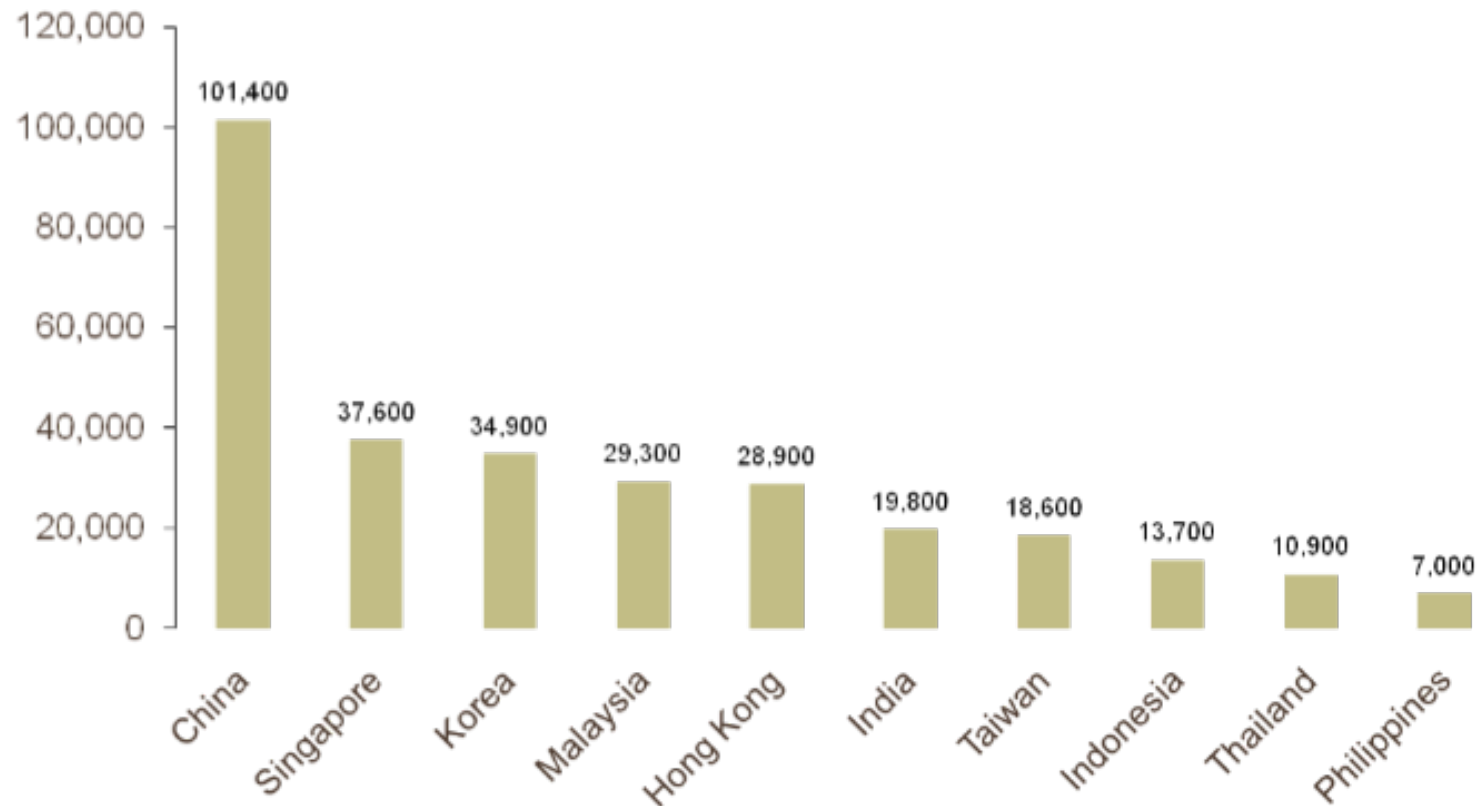
(Source: ABS – Overseas Arrivals And Departures)

Asia Visitor Arrivals 2008 (% change)



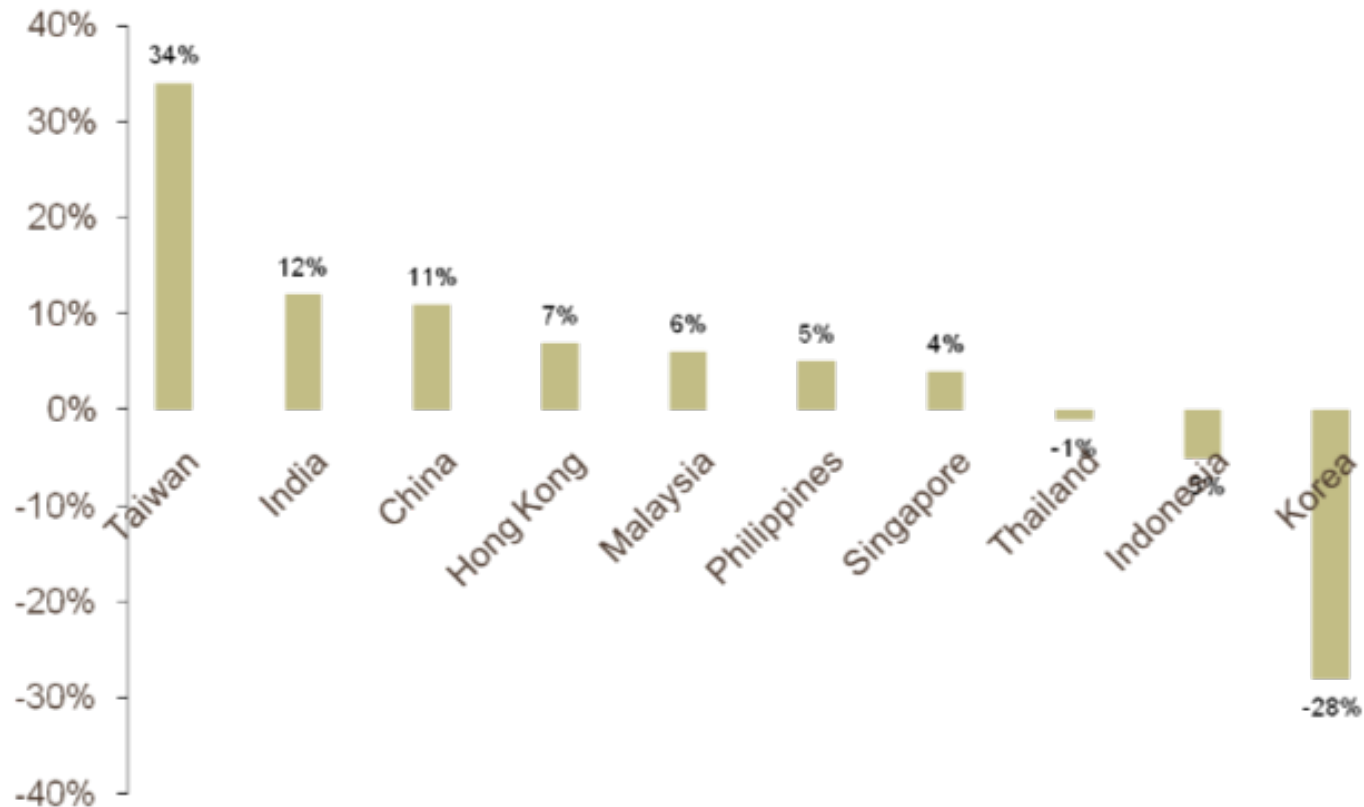
(Source: ABS – Overseas Arrivals And Departures)

Asia - 2 months to February 2009



(Source: ABS – Overseas Arrivals And Departures)

% change - 2 months to February 2009



(Source: ABS – Overseas Arrivals And Departures)

Why Experiences?

- Experiences are the drivers and motivators of our target audience. As such, Australia needs to highlight the experiences which best meet these motivations, and highlight those which distinctively differentiate Australia relative to the competition. This approach will expand the experience palette for Australia, generate greater conversation and involvement with the destination, increased dispersal and ultimately, higher spend and revenue for Australian industry.

The Experience Seeker

- Analysis and research undertaken by Tourism Australia throughout 2005 identified the Global Experience Seeker as Australia's target mindset audience. These travellers have:
 - High awareness of Australia however poor level of knowledge;
 - Need for 'new news'; and
 - Connect with our people, lifestyle and environment.
- Experience Seekers are, by definition, looking for ***unique***, ***involving*** and ***personal*** experiences from their holidays. Providing motivation regarding Australia's compelling experiences will enhance the value of our destination in the competitive decision-making process. From a seller and supplier perspective, the additional value created in the eyes of this consumer group provides opportunity for premium pricing and higher margins.

Key Australian Experiences

Aboriginal Australia

Aussie Coastal Lifestyle

Australian Major Cities

Australian Journeys

Food and Wine

Nature in Australia

Outback Australia

Aboriginal Australia

Connect with Aboriginal Australia

Aboriginal Australia is about sharing the world's most ancient living culture, best expressed through art, Story-telling dance, music and the land itself.

Travel back 50,000 years...
to a place where creation began...to

Tourism Australia 

ABORIGINAL AUSTRALIA

From the ancient to the modern, ours is a continuous story...



A UNIQUELY AUSTRALIAN INVITATION

The world's most ancient living culture, Australia's indigenous people, have a continuous history spanning at least 50,000 years¹. Theirs is the oldest story on Earth², providing an irrevocable understanding of the birth of our land, its craggy, spirituality and wonder.

Aboriginal Australia is a living legacy of spiritual knowledge, understanding of land, culture, people and the connectedness of all things shared through rituals, art, dance, music, secret stories and journeys into the mysteries known as Dreamtime – the time when ancestral spirits came to Earth and created the landforms and all life. The landscape today is a map of the spirits' journeys and stories created thousands of years ago to describe these journeys are the same that you will hear today.

It is also possible to stroll on a beach, walk a bush track or wander down a road and find some of the world's most ancient art in a library of rock carvings, petroglyphs and paintings – some dating more than 43,000 years.

You can take your other senses on a 50,000 year journey too; hunt and cook, or simply taste 'bush tucker' – the native foods of our indigenous people – hear the chants and incantations of their ancient stories, or marvel at the modern expression of their culture through dance, theatre, film and exhibitions.

A visit to Australia is an opportunity to experience a culture like no other.

Some Aboriginal facts

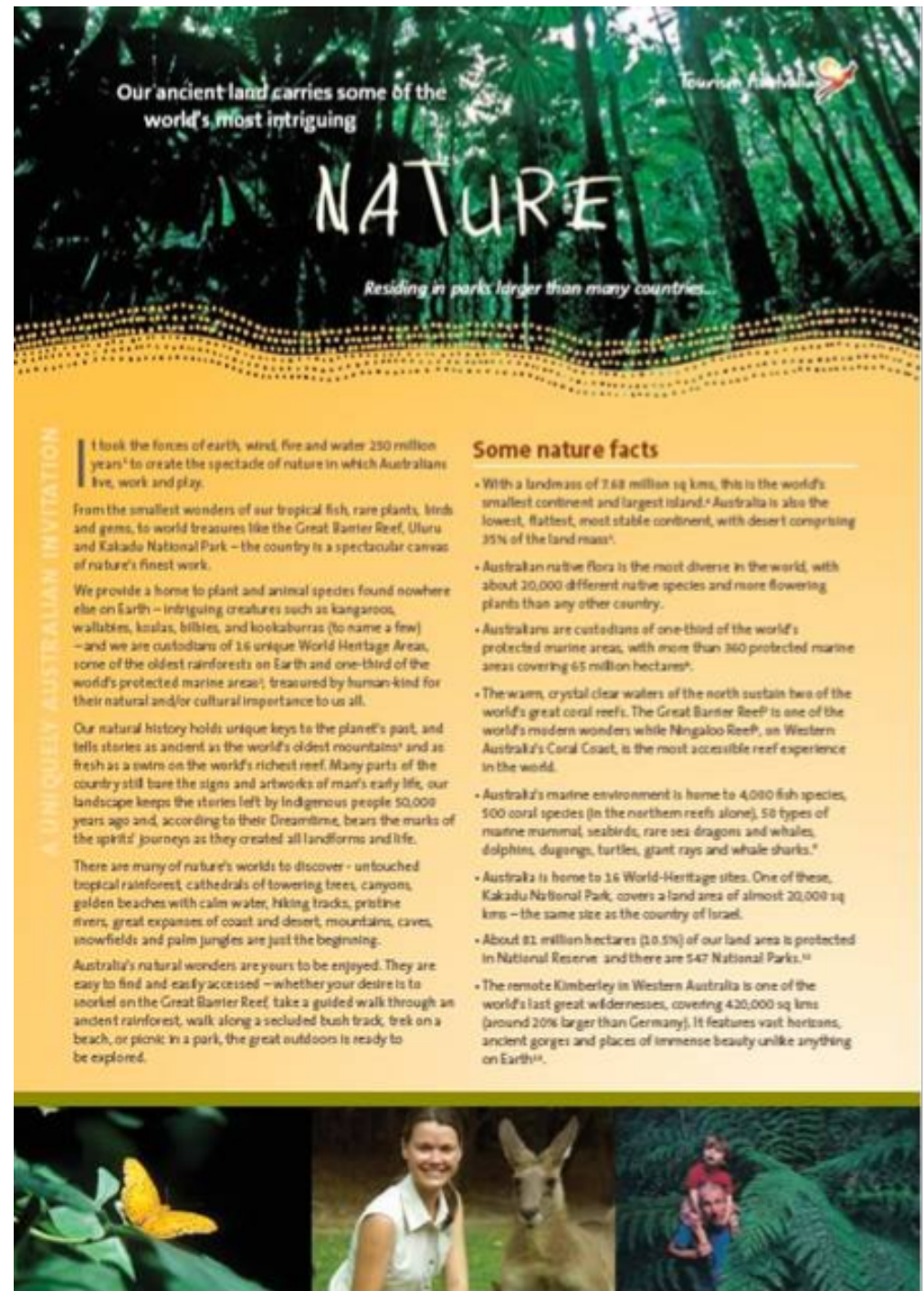
- Aboriginal Australia has developed as a network of separate, independent "nations" distinguished by hundreds of languages and over 700 dialects³. Aboriginal Australia, therefore, is one of the most linguistically diverse places on the planet⁴.
- Australia's indigenous population is made up of Aboriginal people of the mainland and Torres Strait Islanders.
- Torres Strait Islanders are indigenous people of the Torres Strait Islands which are part of the State of Queensland. They are Melanesians, and regarded as being distinct from other Aboriginal peoples of the rest of Australia.
- Australia's Aboriginal and Torres Strait Islander people are ethnically and culturally different. Historically, Aboriginal people have lived on mainland Australia, Tasmania and many of the continent's offshore islands like Groote Eylandt, Bathurst and Melville in the Northern Territory. Torres Strait Islanders come from the islands of the Torres Strait between the tip of Cape York in Queensland and Papua New Guinea and have many cultural similarities with the people of Papua New Guinea and the Pacific⁵.
- The Olary region of South Australia is home to what is believed to be the world's oldest known art – rock engravings – created around 80,000 years⁶.
- The mysterious "Bradshaw" paintings in Western Australia's remote Kimberley region continue to amaze scholars. The first settler to see these ancient paintings was explorer Joseph Bradshaw in 1891, the paintings have been likened to those in Egyptian temples.
- Indigenous Australian law covers a body of spiritual, cultural and social knowledge, bound together by social and religious obligations. While legislation can be changed by Governments, Aboriginal law does not alter. Indigenous people cannot change the law because they did not make it – their laws were made by the Dreamings.
- Just like their many languages, Aboriginal art varies from nation to nation, from the cross hatching style



Nature in Australia

Discover unique nature on your doorstep

Australia's vast wilderness, ancient landscapes and natural beauty are best expressed in colour; the red sandy deserts, the green rainforests, the white untouched beaches and the rich blue oceans.



The brochure features a top section with a lush green rainforest background. The text 'Our ancient land carries some of the world's most intriguing' is in white, followed by the word 'NATURE' in large, white, stylized letters. Below this, it says 'Residing in parks larger than many countries...'. The middle section has a yellow background with black text. The bottom section features a row of four small images: a yellow butterfly, a woman smiling, a kangaroo, and a person in a red shirt in a forest.

Our ancient land carries some of the world's most intriguing

NATURE

Residing in parks larger than many countries...

WELCOME AUSTRALIAN INVITATION

I look the forces of earth, wind, fire and water 250 million years* to create the spectacle of nature in which Australians live, work and play.

From the smallest wonders of our tropical fish, rare plants, birds and gems, to world treasures like the Great Barrier Reef, Uluru and Kakadu National Park – the country is a spectacular canvas of nature's finest work.

We provide a home to plant and animal species found nowhere else on Earth – intriguing creatures such as kangaroos, wallabies, koalas, bilbies, and kookaburras (to name a few) – and we are custodians of 16 unique World Heritage Areas, some of the oldest rainforests on Earth and one-third of the world's protected marine areas*, treasured by human-kind for their natural and/or cultural importance to us all.

Our natural history holds unique keys to the planet's past, and tells stories as ancient as the world's oldest mountains* and as fresh as a swim on the world's richest reef. Many parts of the country still bare the signs and artworks of man's early life, our landscape keeps the stories left by Indigenous people 50,000 years ago and, according to their Dreamtime, bears the marks of the spirits' journeys as they created all landforms and life.

There are many of nature's worlds to discover - untouched tropical rainforest, cathedrals of towering trees, canyons, golden beaches with calm water, hiking tracks, pristine rivers, great expanses of coast and desert, mountains, caves, snowfields and palm jungles are just the beginning.

Australia's natural wonders are yours to be enjoyed. They are easy to find and easily accessed – whether your desire is to snorkel on the Great Barrier Reef, take a guided walk through an ancient rainforest, walk along a secluded bush track, trek on a beach, or picnic in a park, the great outdoors is ready to be explored.

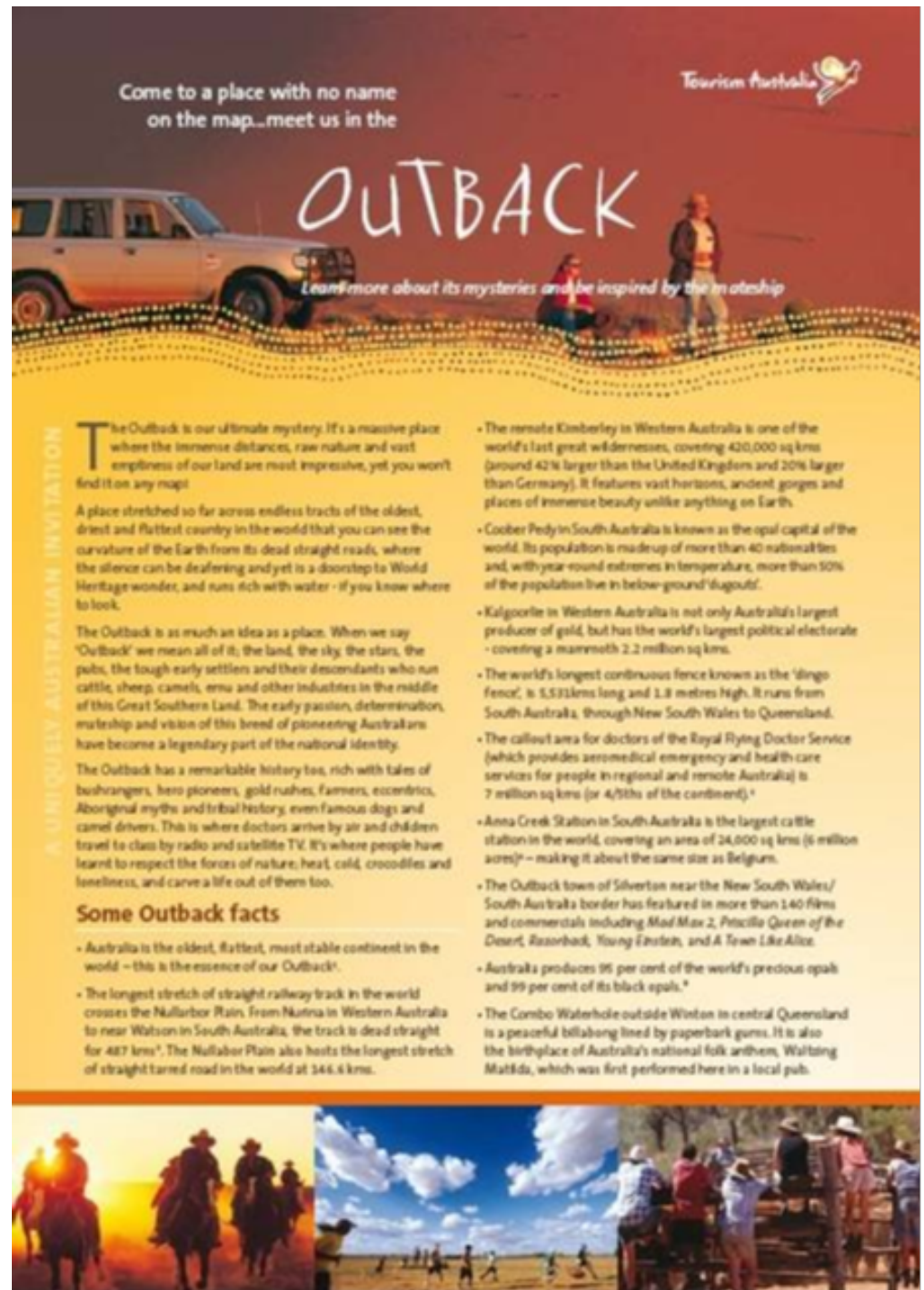
Some nature facts

- With a landmass of 7.68 million sq kms, this is the world's smallest continent and largest island.* Australia is also the lowest, flattest, most stable continent, with desert comprising 35% of the land mass*.
- Australian native flora is the most diverse in the world, with about 20,000 different native species and more flowering plants than any other country.
- Australians are custodians of one-third of the world's protected marine areas, with more than 360 protected marine areas covering 65 million hectares*.
- The warm, crystal clear waters of the north sustain two of the world's great coral reefs. The Great Barrier Reef is one of the world's modern wonders while Ningaloo Reef, on Western Australia's Coral Coast, is the most accessible reef experience in the world.
- Australia's marine environment is home to 4,000 fish species, 500 coral species (in the northern reefs alone), 50 types of marine mammal, seabirds, rare sea dragons and whales, dolphins, dugongs, turtles, giant rays and whale sharks.*
- Australia is home to 16 World-Heritage sites. One of these, Kakadu National Park, covers a land area of almost 20,000 sq kms – the same size as the country of Israel.
- About 81 million hectares (30.5%) of our land area is protected in National Reserve* and there are 547 National Parks.*
- The remote Kimberley in Western Australia is one of the world's last great wildernesses, covering 420,000 sq kms (around 20% larger than Germany). It features vast horizons, ancient gorges and places of immense beauty unlike anything on Earth**.

Outback Australia

Explore our accessible outback

The outback is Australia's heartland; it is characterised not only by spectacular colours and dramatic landscapes, but also by the spirit and resilience of its people, their communities and lifestyle.



Come to a place with no name
on the map...meet us in the

OUTBACK

Learn more about its mysteries and be inspired by the mateship

A UNIQUELY AUSTRALIAN INVITATION

The Outback is our ultimate mystery. It's a massive place where the immense distances, raw nature and vast emptiness of our land are most impressive, yet you won't find it on any map.




A place stretched so far across endless tracts of the oldest, driest and flattest country in the world that you can see the curvature of the Earth from its dead straight roads, where the silence can be deafening and yet is a doorstep to World Heritage wonder, and runs rich with water - if you know where to look.

The Outback is as much an idea as a place. When we say 'Outback' we mean all of it: the land, the sky, the stars, the pubs, the tough early settlers and their descendants who run cattle, sheep, camels, emu and other industries in the middle of this Great Southern Land. The early passion, determination, mateship and vision of this breed of pioneering Australians have become a legendary part of the national identity.

The Outback has a remarkable history too, rich with tales of bushrangers, hero pioneers, gold rushes, farmers, eccentrics, Aboriginal myths and tribal history, even famous dogs and camel drivers. This is where doctors arrive by air and children travel to class by radio and satellite TV. It's where people have learnt to respect the forces of nature: heat, cold, crocodiles and loneliness, and carve a life out of them too.


Some Outback facts

- Australia is the oldest, flattest, most stable continent in the world - this is the essence of our Outback!
- The longest stretch of straight railway track in the world crosses the Nullarbor Plain. From Nurina in Western Australia to near Watson in South Australia, the track is dead straight for 487 kms*. The Nullarbor Plain also hosts the longest stretch of straight tarred road in the world at 344.6 kms.
- The remote Kimberley in Western Australia is one of the world's last great wildernesses, covering 420,000 sq kms (around 42% larger than the United Kingdom and 20% larger than Germany). It features vast horizons, ancient gorges and places of immense beauty unlike anything on Earth.
- Coober Pedy in South Australia is known as the opal capital of the world. Its population is made up of more than 40 nationalities and, with year-round extremes in temperature, more than 50% of the population live in below-ground 'dugouts'.
- Kalgoorlie in Western Australia is not only Australia's largest producer of gold, but has the world's largest political electorate - covering a mammoth 2.2 million sq kms.
- The world's longest continuous fence known as the 'dingo fence', is 5,531 kms long and 1.8 metres high. It runs from South Australia, through New South Wales to Queensland.
- The callout area for doctors of the Royal Flying Doctor Service (which provides aeromedical emergency and health care services for people in regional and remote Australia) is 7 million sq kms (or 4/5ths of the continent!).*
- Anna Creek Station in South Australia is the largest cattle station in the world, covering an area of 24,000 sq kms (6 million acres)* - making it about the same size as Belgium.
- The Outback town of Silverton near the New South Wales/South Australia border has featured in more than 140 films and commercials including *Mad Max 2*, *Pitcairnia Queen of the Desert*, *Razorback*, *Young Einstein*, and *A Town Like Alice*.
- Australia produces 95 per cent of the world's precious opals and 99 per cent of its black opals.*
- The Combo Waterhole outside Winton in central Queensland is a peaceful billabong lined by paperbark gums. It is also the birthplace of Australia's national folk anthem, *Waltzing Matilda*, which was first performed here in a local pub.



Aussie coastal lifestyle

The Australian coastal lifestyle is more than just the beach and the surf – it is a way of living. The coast is a place where family and friends meet, play a game of cricket or volleyball, throw a Frisbee or have a picnic. With nine coastal World Heritage-listed areas.



Our coast is all about
the freedom and space...

COASTAL LIFESTYLE

...to do whatever you want or nothing at all.

Whoever said "Life's a beach" must have been referring to Australia. We gravitate to the coast any chance we get; it's part of our love of the great outdoors and our laid back lifestyle.

Contrary to perception, most of us live around Australia's coastline within "coo-ee" of the beach. Great sun worshippers, we spend a large part of our time on or near the beach – whether it's surfing, walking, picnics, sailing, eating or just sitting on the sand.

Hit the surf or work on your tan, it's up to you. We'll put out a towel and save you a spot. Just don't forget to pack the cooie. Feel the sea breeze on your skin and smell the salt in the air as you "Slip, slap, slop" on the sunscreen and get sand between your toes.

Sip a latte at a beachfront cafe as you watch the surfers, yachts and sailboarders jostle for position out on the bay and kites flying high above the foreshore. Then jump in and "have a go". Walk barefoot over the beach rocks found at the end of most beaches – a great place to find rock oysters, sand crabs and other delights. Join in a game of volleyball, beach cricket or Frisbee, and learn to "bodysurf" the waves. Or, enjoy fine dining in a sensational coastal restaurant.

Our coastline is also where you'll get to see our wildlife and interact with native animals such as kangaroos and marine life such as dolphins, whales and sharks.


There are places where you can swim with dolphins, see penguins or watch breeding turtles or herons. And you'll be surprised to find our bush and outback meet the beach along our coast as well.

Some coastal lifestyle facts

- Australia is the world's only island continent. Its shores are bathed by the Pacific, Indian and Southern Oceans and its waters stretch from the tropics to the Antarctic.
- More than 80% of the Australian population live within 50 km of the coast.
- There are no privately owned beaches in Australia – beaches are public places for all to enjoy.
- Australia is home to several of the world's leading surf and adventure brands including Rip Curl and Billabong.
- Lifesavers are volunteers who patrol surf beaches. They require surfers to swim between the orange and yellow flags that mark the safest part of the beach, rescue those who get into difficulties, and provide first aid.
- The term "laid back Aussie" originated in the First World War, and was used to refer to the laconic Australian soldier or "digger", the laid back character who calls you "mate" and dismisses the most serious problem with a "No worries". Today our beach-loving culture is represented by images such as the Laid Back Aussie surfer.

Uniquely Australian

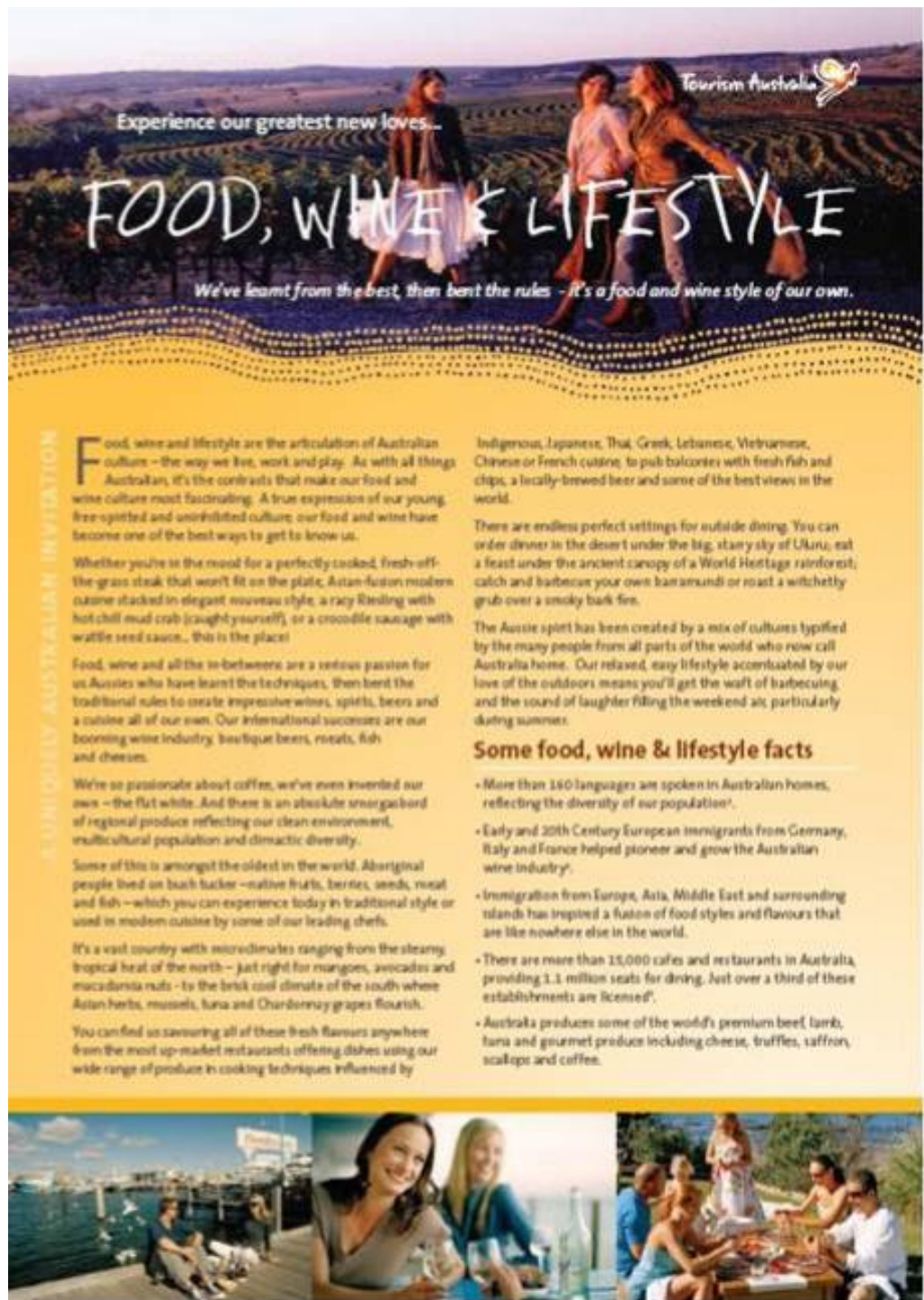
- A myriad of activities await on the coast: from swimming, sailing and boating to surfboard riding, windsurfing, kayaking or beach volleyball. This is the place to soak up the sun and fun with a huge range of exciting pursuits from para-sailing to dune surfing or sandboarding on our coastal sandhills at any number of spots such as Cape Grand National Park, Port Stephens and Moreton Island.



Food and Wine

Indulge in our fresh, world class food and wine

Australia's food and wine are inspired by fresh, natural produce and influences by our multi-cultural society. From our spectacular seafood to award-winning wines.



The poster features a top section with a photograph of three people walking through a vineyard at sunset. The text 'Experience our greatest new loves...' is at the top, followed by 'FOOD, WINE & LIFESTYLE' in large, stylized letters. Below this is the tagline 'We've learnt from the best, then bent the rules - it's a food and wine style of our own.' The middle section contains several paragraphs of text about Australian food and wine culture, including mentions of indigenous, Japanese, Thai, Greek, Lebanese, and Vietnamese influences. The bottom section is titled 'Some food, wine & lifestyle facts' and lists several bullet points. The bottom of the poster features three small photographs: a group of people sitting on a beach, two women smiling and holding wine glasses, and a group of people dining outdoors at a restaurant.

Experience our greatest new loves...

FOOD, WINE & LIFESTYLE

We've learnt from the best, then bent the rules - it's a food and wine style of our own.

UNIQUELY AUSTRALIAN INVITATION

Food, wine and lifestyle are the articulation of Australian culture – the way we live, work and play. As with all things Australian, it's the contrasts that make our food and wine culture most fascinating. A true expression of our young, free-spirited and uninhibited culture, our food and wine have become one of the best ways to get to know us.

Whether you're in the mood for a perfectly cooked, fresh-off-the-grass steak that won't fit on the plate, Asian-fusion modern cuisine stacked in elegant nouveau style, a ray Riesling with hot chili mud crab (caught yourself), or a crocodile sausage with wattle seed sauce... this is the place!

Food, wine and all the in-betweens are a serious passion for us Aussies who have learnt the techniques, then bent the traditional rules to create impressive wines, spirits, beers and a cuisine all of our own. Our international successes are our booming wine industry, boutique beers, meats, fish and cheeses.

We're so passionate about coffee, we've even invented our own – the flat white. And there is an absolute smorgasbord of regional produce reflecting our clean environment, multicultural population and climatic diversity.

Some of this is amongst the oldest in the world. Aboriginal people lived on bush tucker – native fruits, berries, seeds, meat and fish – which you can experience today in traditional style or used in modern cuisine by some of our leading chefs.

It's a vast country with microclimates ranging from the steamy tropical heat of the north – just right for mangoes, avocados and macadamia nuts – to the brisk cool climate of the south where Asian herbs, mussels, tuna and Chardonnay grapes flourish.

You can find us savouring all of these fresh flavours anywhere from the most up-market restaurants offering dishes using our wide range of produce to cooking techniques influenced by

Indigenous, Japanese, Thai, Greek, Lebanese, Vietnamese, Chinese or French cuisine; to pub balconies with fresh fish and chips, a locally-brewed beer and some of the best views in the world.

There are endless perfect settings for outside dining. You can order dinner in the desert under the big, starry sky of Uluru; eat a feast under the ancient canopy of a World Heritage rainforest; catch and barbecue your own barramundi or roast a witchetty grub over a smoky bark fire.

The Aussie spirit has been created by a mix of cultures typified by the many people from all parts of the world who now call Australia home. Our relaxed, easy lifestyle accentuated by our love of the outdoors means you'll get the waft of barbecuing and the sound of laughter filling the weekend air, particularly during summer.

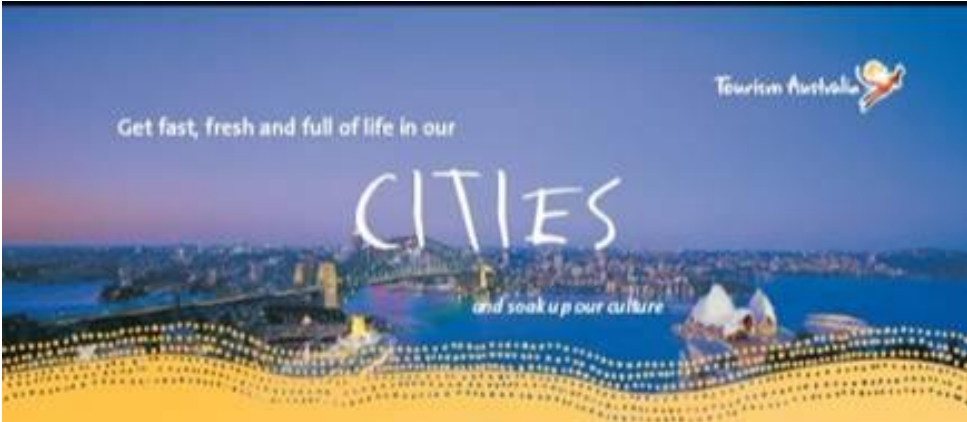
Some food, wine & lifestyle facts

- More than 160 languages are spoken in Australian homes, reflecting the diversity of our population.
- Early and 20th Century European immigrants from Germany, Italy and France helped pioneer and grow the Australian wine industry.
- Immigration from Europe, Asia, Middle East and surrounding islands has inspired a fusion of food styles and flavours that are like nowhere else in the world.
- There are more than 15,000 cafes and restaurants in Australia, providing 1.1 million seats for dining. Just over a third of these establishments are licensed.
- Australia produces some of the world's premium beef, lamb, tuna and gourmet produce including cheese, truffles, saffron, scallops and coffee.

Australian Major Cities

Uncover the unexpected

Australia's major cities showcase our young and free-spirited way of life. Outdoor lifestyle, see Australia in our architecture and fashion, experience it in our multicultural precincts, shops, theatres and bars, observe it in our people, taste it in our food and smell it in oceans or bushland.



The brochure features a vibrant night view of a city skyline with the word 'CITIES' in large, white, hand-drawn letters. The Sydney Opera House is visible on the right. The top right corner has the 'Tourism Australia' logo with a kangaroo icon.

Get fast, fresh and full of life in our

CITIES

and soak up our culture

OUR VIBRANT CITIES BEST SHOW OFF THE AUSTRALIAN GENIUS FOR BLENDING A WORLD OF INFLUENCE IN LIFESTYLE AND CULTURE. THE EIGHT CAPITALS SHOWCASE OUR FRESHLY UNIQUELY AUSTRALIAN STYLE.

You can see it in our architecture, experience it in our cosmopolitan precincts, shops, theatres and bars, watch it in our people, taste it in our food, smell it in the sound of the ocean or the bush backdrops to all our great cities.

Typical city life reflects the vigour of a young, wealthy and ambitious nation combined with a relaxed and casual outlook, passion for local food and produce and a love for outdoor living and water-based recreation. It's a heady mix that sparks great energy expressed by multi-cultural and cosmopolitan precincts, fabulous festivals and spectacular events.


Each of the capital cities is a reflection of our multi-cultural mix, ancestry, landscape and climate. From the vibrant Asian and Aboriginal influences of tropical Darwin to the convict-built buildings of Hobart, from the rich fashion, food and sports culture of Melbourne to the cutting edge of Sydney. While Brisbane is laidback, Adelaide is elegant and Perth is a scenic city where water sports abound.

Here you can savour our great wines and unique menus, our history and the arts, or join in the relaxed and casual atmosphere by taking a ferry ride, enjoying our famous beaches, learning to surf or to cook seafood.

We welcome you to our cities to enjoy our lifestyle and to use them as a springboard for adventure – from whale watching and cruising, to island tours, bush walks, hikes and easy access to hundreds of regions offering more from the kaleidoscope of life in Australia.

Some City facts

- The British claimed the eastern half of Australia in 1770 and officially settled the penal colony of New South Wales on 26 January 1788. As the population grew and new areas were explored, another five, largely self-governing Crown Colonies were established. On 1 January 1901, the six colonies federated and the Commonwealth of Australia was formed. Since federation, Australia has maintained a stable liberal democratic political system and remains a Commonwealth Realm.
- The current population is around 20.7 million with the majority concentrated in the coastal cities of Sydney, Melbourne, Brisbane, Perth, and Adelaide.
- At June 2005, Australian capital cities were home to 12.9 million people, or around two-thirds (64%) of Australia's population.
- The oldest and largest city is Sydney, with a population of about 4 million people.
- Hobart is the second oldest city in Australia and home to much of our earliest architecture and intact colonial history.
- Melbourne is Australia's second-largest city and was once the national capital.
- The site of Canberra was selected for the location of the nation's capital in 1908 as a compromise between Sydney and Melbourne. It is unusual among Australian cities as an entirely purpose-built, planned city.
- Every year the Economist Intelligence Unit's livability survey looks at conditions in approximately 130 cities around the world.



The bottom of the brochure features three small images: a harbor with many sailboats, a hot air balloon over a landscape, and a group of people dining at an outdoor restaurant.

Australian Journeys

Free to roam

Travel in Australia is about the journey; the people you meet, the places you see, the discoveries and experiences you have along the way. From the outback to the coast, Australia offers some of the world's great journeys.



The poster features a large, stylized hot air balloon in the upper half, with the word 'JOURNEYS' written in a large, white, handwritten font across its basket. The background is a clear blue sky. The top right corner has the 'Tourism Australia' logo. The bottom half of the poster is divided into two columns of text, with a vertical title 'A UNIQUELY AUSTRALIAN INVITATION' on the left. The right column is titled 'Some Journeys facts' and lists several key facts about Australia. The bottom of the poster shows three small images: a boat on the water, a desert landscape, and a coastal road.

To get lost – or found – on the world's largest island, experience our

JOURNEYS

Travel by car, camel, hot air balloon or train – you decide

A UNIQUELY AUSTRALIAN INVITATION

Across this massive land and all its 12,000 islands, thousands of possible journeys connect endless unique Australian experiences, destinations and products. Short or long, by horse power or horse back – it is journeys that have always created the threads which continue to connect us to each other, that make our land seem small and immense at the same time.

From the very beginning of our creation, Aboriginal people knew it was only by travelling the land, letting nature and spirits shape the journey, that they could have a true understanding of Australia. Over 50,000 years of Dreamtime, they have called the traces of these journeys songlines.

Even today, travelling in Australia is not about getting from here to there, but discovering the diversity, the wonder, isolation and vibrant towns, the people and their unique way of life, on the journey en route.

You can take weeks meandering through rolling countryside, red desert, sparkling waterholes and spiritual heritage, or a few days exploring wine regions, wilderness coast, island clusters, reefs...the choices are endless.

Here's a few more – go Outback to experience endless space and the roots of our culture in the vast Red Centre, or 'out bush' to country towns, to hinterlands and boutique regions. Or take a break from your usual world – meet a winemaker, go deep sea fishing or spot a croc.

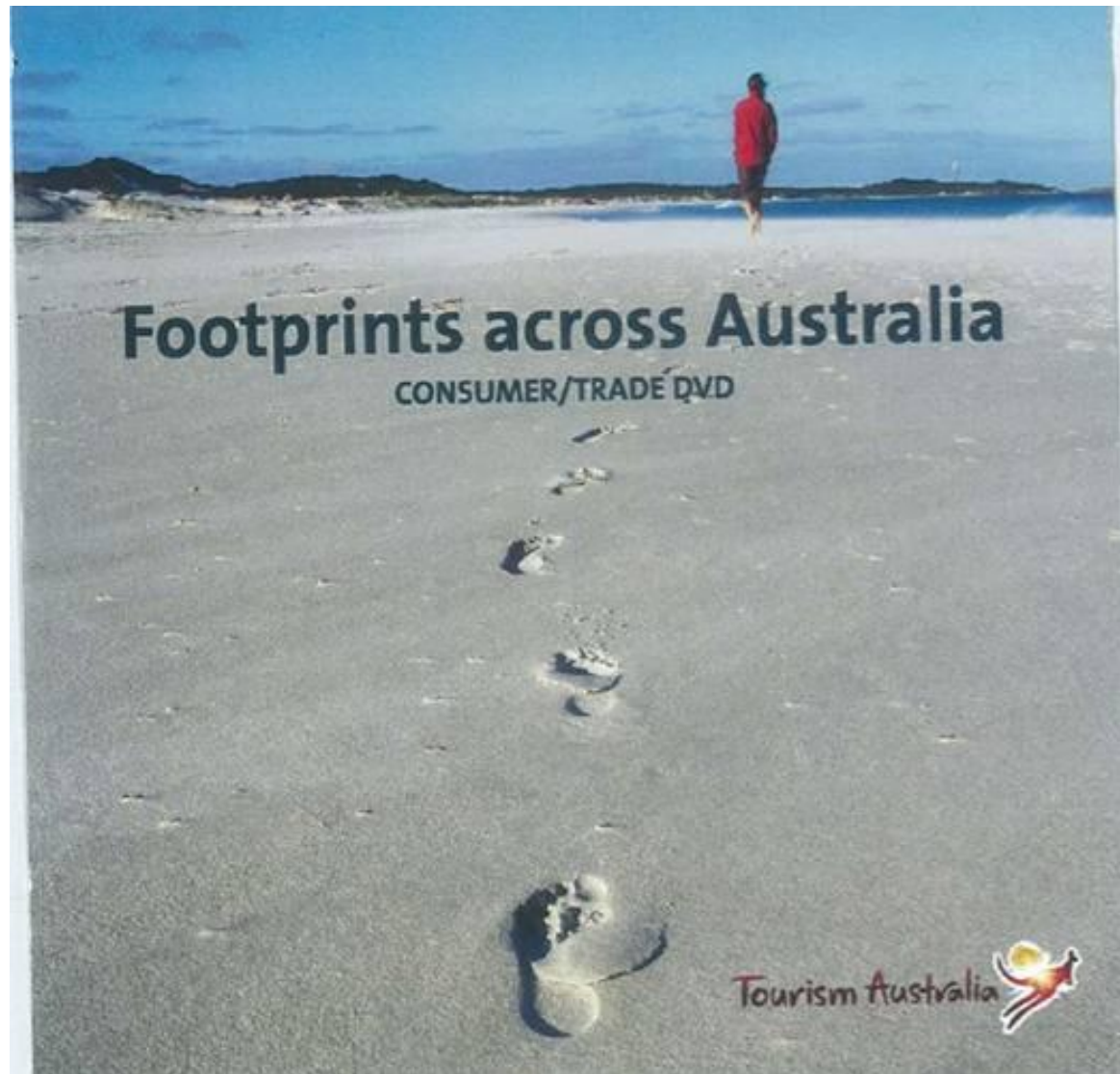
Travelling our ancient and lightly travelled land is one of the most rewarding journeys you will experience – whether you take the luxury option, decide to camp under the stars, hotel hop or tow a caravan, you'll create a songline of your own.

Some Journeys facts

- With a landmass of 7.68 million sq kms, this is the world's smallest continent, and largest island*. Australia is also the lowest, flattest, most stable continent, with desert comprising 35% of the land mass*.
- 'Terra Australis' was one of the last discovered land masses. Her west coast was discovered by the Dutch but it was the British who staked their claim in 1770 following the arrival of Captain James Cook on the east coast. The country was inhabited by Aboriginals and Torres Strait Islanders for thousands of years before the arrival of European settlers in January 1788 following an eight month journey by sea.
- Australia is home to the longest section of straight railway track (487km) and the longest straight section of tared Highway (346.6km) in the world.
- Highway One, which circumnavigates the Australian continent, is 24,000 km in length. More than a million people travel on some part of this road each day. Prime movers and semi-trailers worth in excess of AUD\$3 billion ply its trade routes daily, along with thousands of cars and other vehicles*.
- There are more than 2,700 caravan parks throughout Australia*.
- It takes several days and 8,026 km to travel by road between Adelaide in South Australia to Darwin in the Northern Territory. The Ghan, one of the great rail journeys of the world, shaves around 50 kms off the trip and can be completed in two nights in absolute comfort.



Let's have a look at the video



Sustainable Tourism Case Study

Philip Island Nature Parks Australia



Strategic Goal

Phillip Island Nature Park is dedicated to international excellence in nature conservation and ecotourism and to ensuring that it remains a leader in natural asset protection.

Since its formation in 1996 the Phillip Island Nature Park Board has been charged with responsibility for the conservation and protection of the Park's 1,805 hectares of flora and fauna reserves and coastal lands, and the hundreds of thousands of animals and plants for which the Park are home.

Philip Island Nature Park operate four major visitor attractions at the Penguin Parade, Koalas, Churchill Island and the Nobbies, which are visited by more than 600,000 people per year.

Operating Context

- A unique organisation, which receives no recurrent operational funding from Government.
- Self-funded organisation.
- Income from paid attractions provides the majority of funding for ongoing work in wildlife and land management, research, education, as well as allowing capital works programs to be undertaken across the Park providing facilities such as visitor amenities, walking tracks, board walks and car parks.
- Have sponsors of a number of key research and education programs, as well as donations to The Penguin Foundation which help to protect the Island's indigenous Little Penguins.
- Volunteers provide vital support for many of their projects.
- The Park also receives funding support from Victorian and Federal Governments on a project-by-project basis for selected programs and capital works.

Key Role

The unique structure, roles and operations of the Nature Park mean that the organisation is active within a number of different sectors or industries:

- Environmental and conservation sector
- Research institute sector
- Commercial attractions industry
- Recreation management sector
- Education and training sector
- Heritage management sector

Research Centre

Phillip Island Nature Park employs a team of researchers who conduct the most comprehensive research on Little Penguins in the world. In addition, the team studies other wildlife conservation and management issues on Phillip Island, Australia wide and internationally.

Penguin Research

Little Penguin research on Phillip Island is 40 years old!!



Penguin Research

● Research on land

- Each night at the Penguin Parade, rangers count the number of penguins that cross the beach. Then calculate for the year (July to June) the average number of penguins to cross the beach each night over the financial year.
- In 2007-08, on average 636 penguins crossed the beach each night. This was exactly the same as the average for 2006-07 and above the long-term average of 538.
- Breeding success is monitored at study sites around the colony.
- During 2007-08, an average of 1.09 chicks were fledged per breeding pair, above the average for 2006-07 (0.8 chicks per pair) and the long-term average (0.9 chicks per pair).

Penguin Research

● Research at sea

- A challenge for Little Penguin conservation and management is to understand and protect the local marine environment - the sea - where penguins spend most of their lives.
- New technologies, like 'penguin link' (which records the nightly arrival and departure times and weights of a sample of penguins) and 'time-depth recorders' or 'satellite tracking' (attached to penguins to record their diving behavior and locations) helps to study the life and times of penguins at sea.

Seal Research

- Phillip Island Nature Parks manages Seal Rocks, 2km west of Phillip Island.

Seal Rocks holds one of the largest colonies of Australian fur seals. About 6,000 pups are born there each November-December, one quarter of all Australian fur seal pups born each year.



Environment Centre

Wildlife and habitat protection

- The core responsibility of the Environment Team is wildlife and habitat, protection and enhancement. Rangers undertake pest animal and plant control, reregulate degraded landscapes, enforce park regulations, assist research projects and work closely with community groups. Wildlife rehabilitation of over 500 animals per year is undertaken by dedicated staff in the wildlife hospital



Wildlife Hospital

Approach to wildlife rehabilitation

Wildlife rehabilitation is defined as caring for injured, sick or orphaned native animals. Wildlife is defined as any animal of a vertebrate species, other than humans or fish, which is indigenous the region. The PINP wildlife hospital accepts any wildlife from Phillip Island but also treats Little Penguins and seabirds from all over eastern Australia.

Each year the PINP Wildlife Hospital treats about 150 Little Penguins and 300-400 other animals, including Short-tailed Shearwaters, Southern Giant Petrels, Possums and Koalas.



Education

Primary programs

- Feathers, flippers and fun
- Nippers and snorkels
- Koala Kapers
- Penguins & people
- Churchill Island time traveller

Secondary programs

- Park Management
- Tourism and the environment
- Rockpool rambles
- Living for a sustainable future
- Project penguin homes



Adopt a penguin

- Little Penguins need your help!
- Your class or school has a unique opportunity to play a role in helping to protect one of Australia's most fascinating creatures – the Little Penguin.
- By adopting a penguin and becoming a member of the Penguin Foundation, your school will be contributing to research, rescue and rehabilitation programs helping to protect our Little Penguins.
- There are 3 options for adoption:
 - Gold class adoption \$200
 - Silver class adoption \$100
 - Bronze class adoption \$50
- All proceeds go to the Penguin Foundation are for 12 months and are fully tax deductible.

Thank You !