

Tourism Australia works with all levels of the Australian tourism industry to generate editorial coverage on Australia throughout the world's print, broadcast and online media.

These activities are designed to complement and add depth to our global marketing programs by increasing the awareness and knowledge of Australia through various media channels. Our international media relations programs promote Australia as a destination of choice to potential international visitors.

With a network of agencies and representatives around the world, we coordinate two key global media relations programs - the International Media Relations Program (IMR) and the Visiting Journalists Program (VJP) - which deliver an estimated \$1 billion worth of publicity to Australia annually.

How we work with the media

International Media Relations Program

Through the International Media Relations (IMR) program, Tourism Australia keeps the world's media up-to-date with the latest developments in Australian tourism, ensuring positive editorial coverage is generated in key markets globally.

In combination with regular face-to-face briefings, we produce a range of materials, including newsletters, media releases, fact sheets and feature articles that are regularly distributed to media representatives globally.

We also manage hundreds of enquiries from journalists who want to know more about our country. For instance, the media love hearing about the latest trends to include in "top 10 lists", and eagerly seek quirky and interesting facts to include in "did you know?" files. They also want to learn about activities and products that are different and that stand out from the crowd.

You can assist us in quenching the media's thirst for new stories by forwarding to Tourism Australia your media releases and product information and, wherever possible, we will endeavour to distribute this to our network of agencies and representatives worldwide.¹

Visiting Journalists Program

Based on the principle that journalists can produce more motivating and detailed coverage if they actually experience a destination or product, the Visiting Journalists Program (VJP) has been designed to bring top-tier, accredited international journalists to Australia to experience our incredible country first-hand.

We work closely with the State and Territory Tourist Offices (STOs), to coordinate and support visits by almost 1,000 accredited print and broadcast journalists and film crews each year.

Wherever possible we make every effort to ensure that our visiting journalists cover Australia-wide destinations and products. Our focus is on allowing them to participate in the most compelling Australian experiences including: our beaches, cities, outback, nature and wildlife, food and wine, journeys and indigenous culture. Further, we try to ensure that they meet real Aussies, that they immerse themselves in our lifestyle, and that they revel in our culture and environment.

Our goal, to generate positive media coverage, is fulfilled annually by the hundreds of articles, complete with stunning photography that are published each year in publications as diverse as the *New York Times*, *Vogue* and *National Geographic* through to niche journals such as fishing and golfing. And, we also bring to Australia leading broadcast channels and production houses who create hours of coverage generated from "live" morning shows, competitions and reality travel programs through to in-depth documentaries.

Often journalists will write about the place where they have stayed, the places where they have dined and the activities that they have been involved in as well as summaries of the places they have seen, thereby providing significant exposure to Australian tourism operators.

You may be eligible to participate in the VJP² and benefit from this exposure³. We normally ask operators to host journalists free of charge or at a specially discounted rate. As the program operates year-round, visits may also occur during peak season.

¹ Tourism Australia cannot guarantee publicity; nor can we guarantee that we will distribute every release, or product information, that we receive.

² Please contact Tourism Australia as well as your State Tourism Office if you wish to be involved in the VJP.

³ Tourism Australia cannot guarantee that media will publish articles on a particular operator, product or activity.

How do you get involved?

Global publicity

Do you run a fantastic hotel, a great restaurant, a fabulous tour or an exciting event? If your tourism product or service delivers a quality travel experience, we'd like to hear from you as we may be able to assist you in publicising your product internationally.

Don't hesitate to email us copies of your media releases, along with your digital images, so we can dispatch your story to our international network of agencies and representatives⁴. Alternatively, you can send us 25 hard copy press kits or brochures which we will then forward, free of charge, to our global PR network⁵.

Please forward your hard copy material to:

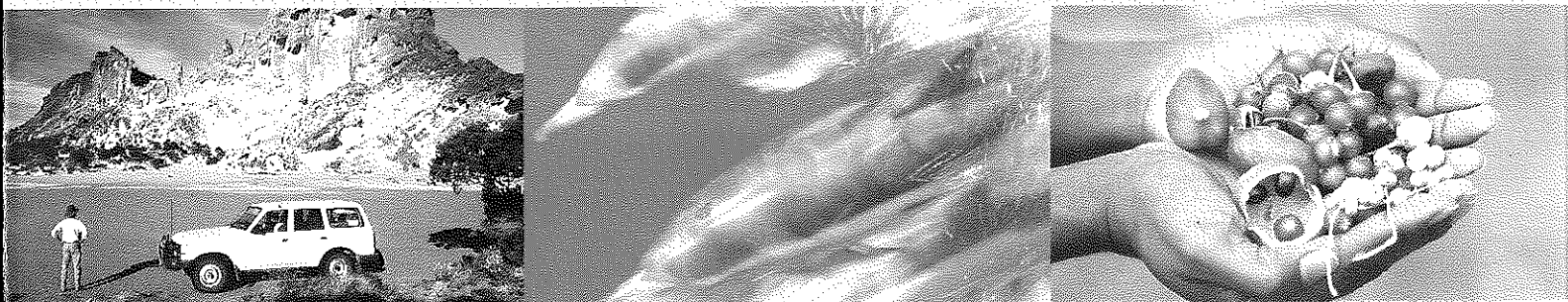
Tourism Australia
International Media Relations
GPO Box 2721
Sydney NSW 1006
Ph: (02) 9360 1111

And email your press releases and photographs to:
internationalmedia@tourism.australia.com

We also encourage you to get in touch with your local STO to let them know about your product as they also produce their own media materials and have their own international media networks.

VJP participation

If you wish to participate in the VJP, please let us know (see contact details above). Product selection for journalists' visits, however, is determined jointly by Tourism Australia and the respective STOs. Therefore, we highly recommend that you also contact your local STO to indicate your interest in joining this program. STO contact details are on the back of this flyer.



Tips for maximising your international media profile

1. *What maximises your chances of generating interest and coverage in international media? Here are a few tips for you to get the most out of your product.*

• *Write your press kit in a way that is easy to understand and read. Don't use too many words and keep it short and snappy. Use bullet points and short paragraphs.*

• *Use high quality photos and videos to illustrate your product. Make sure they are clear and easy to see. Use a mix of photos and videos to show different aspects of your product.*

• *Use social media to promote your product. Share your press kit and photos on Facebook, Twitter and LinkedIn.*

"If I were reading this about another event, would it catch my interest to me?"

"If I were a journalist and had to read dozens of releases, do you think mine would be truly newsworthy and interesting enough to get my attention?"

• *Include your contact information and a list of your products and services. Make sure you provide a clear and concise list of your products and services.*

• *Use your local STO to help you with your international media profile. They can provide you with a list of international media outlets and help you to contact them.*

Testimonials

"The Visiting Journalist Program is fundamental to our business. The value of publicity throughout our international markets is huge, increasing awareness of our product so our sales and marketing activities achieve their aim of generating revenue.

Tourism Australia's International Media Relations program and team of dedicated media professionals are a tremendous resource and continue to deliver high quality, respected journalists to our properties."

Damien Hanger, Public Relations Manager, Voyages

"We have flown many visiting journalists and often wonder if anything has been published. In supporting Tourism Australia's Visiting Journalist Program our concerns are completely voided when TA forwards copies of publicity material from key media around the world highlighting our product.

In addition to the publicity we receive, TA's follow up makes the VJP invaluable to our organisation."

Despina Karatzias, Global Ballooning



"I have been a participant in the VJP for a number of years and I can assure you that it does work very successfully. I am astonished at the increasing number of people who state that they have come because they have read about Kate's Berry Farm in all manner of magazines and newspapers all over the world from the *London Financial Times* to the *Dallas Chronicle*, or seen the Farm on television travel and food programmes.

As a further example in Holland we have been on the very popular Yorin TV travel program three times and, due to being listed in the presenter Frootje Dessing's book of the Top 100 places in the World to Visit, we have a constant stream of Dutch visitors who state they have come to Tasmania just to visit Kate's Berry Farm."

Kate Bradley, Owner, Kate's Berry Farm

"BridgeClimb, Sydney has worked closely with Tourism Australia (TA) since we first started in 1998 and during that time we have valued the support that the organisation has given us.

Whilst we work across TA at many levels, the cornerstone of this strong relationship has been our involvement in the Visiting Journalist Program (VJP). The VJP has been a key activity in our public relations strategy and has given us the ability to leverage TA's efforts in driving overseas awareness of Australia and its products.

The program is managed extremely professionally by TA's International Media Relations team and we have always viewed our partnership as a valuable investment in the medium and long term. I wish to add my thanks and support to TA's International Media Relations team and I commend the VJP."

Christopher Gough, GM Marketing and Sales, Bridgeclimb, Sydney

Contacts

Tourism Australia

International Media Relations
GPO Box 2721, Sydney NSW 1006
Tel: +61 2 9360 1111
Fax: +61 2 9331 6469
Email: internationalmedia@tourism.australia.com
Web: www.tourism.australia.com
Media website: www.media.australia.com

STO Contacts

Australian Capital Tourism Corporation

5/2 Brindabella Circuit, Brindabella Business Park
Canberra Intl Airport, ACT 2609
Locked Bag 2001, Civic Square, Canberra, ACT 2608
Tel: +61 2 6205 0666
Fax: +61 2 6205 0629
Email: visitcanberra@act.gov.au
Web: www.tourism.act.gov.au

Tourism Northern Territory

Level 4, Tourism House,
43 Mitchell Street, Darwin NT 0801
GPO Box 1155 Darwin NT 0801
Tel: +61 8 8999 3900
Fax: +61 8 8999 3909
Email: media.tourismnt@nt.gov.au
Web: www.tourismnt.com.au/

South Australian Tourism Commission

Level 10, 50 Grenfell Street
Adelaide SA 5000,
GPO Box 1972, Adelaide SA 5001,
Tel: +61 8 8463 4500
Fax: +61 8 8463 4533
Email: satourism@saugov.sa.gov.au
Web: www.media.southaustralia.com

Tourism New South Wales

Level 2, 55 Harrington Street, Sydney, NSW 2000
GPO Box 7050, Sydney, NSW 2001
Tel: +61 2 9931 1111
Fax: +61 2 9931 1516
Email: media@tourism.nsw.gov.au
Web: www.tourism.nsw.gov.au/media

Tourism Queensland

Level 10, 30 Makerston Street,
Brisbane QLD 4000
GPO Box 328, Brisbane QLD 4001
Tel: +61 7 3535 5400
Fax: +61 7 3535 5425
Email: media@tq.com.au
Web: www.qttc.com.au

Tourism Tasmania

Level 2, 22 Elizabeth Street, Hobart 7000
GPO Box 399, Hobart TAS 7001
Tel: +61 3 6230 8169
Fax: +61 3 6230 8366
Email: mediainfo@tourism.tas.gov.au
Web: www.discovertasmania.com

Tourism Western Australia

6th Floor, 16 Georges Terrace,
Perth, WA 6000
GPO Box X2261 Perth WA 6847
Tel: +61 8 9220 1700
Fax: +61 8 9220 1702
Email: familiarisations@tourism.wa.gov.au
Web: www.westernaustralia.com/en/Media

Tourism Victoria

Level 6, 55 Collins Street, Melbourne VIC 3000
GPO Box 2219T, Melbourne VIC 3000
Tel: +61 3 9653 9777
Fax: +61 3 9653 9755
Email: international@tourism.vic.gov.au
Web: www.visitvictoria.com.au



Tourism Australia