



17 January 2020

## **NEW TOURISM AUSTRALIA BUSHFIRE RESOURCES**

Tourism Australia has been overwhelmed with messages of support from around the world about the bushfires. Now, more than ever, clear, accurate and consistent messaging is vital to ensuring visitors know that the best thing they can do is to plan a holiday in Australia. There are many examples of how to do this, but below are a few ways you can spread the word:

- Share this page on Australia.com that explains how travellers

can [support Australia](#) and our tourism industry through rescheduling rather than cancelling or visiting alternative destinations, and through spending with local businesses while here.

- Use this [interactive map](#) to show your customers that most parts of Australia remain unaffected by bushfires.
- Post on social media if your business is still open for business and use the hashtag #SeeAustralia so it can be amplified on Tourism Australia's channels.

Tourism Australia has also created a [page](#) that lists the range of resources available from Federal, State and Territory governments to businesses and individuals who need immediate support after the bushfires.

## **TOURISM AUSTRALIA NEWS**

Tourism Australia has been providing advice and guidance to trade and media in key international markets on the bushfires and ensuring they have accurate and up to date information about the many areas that remain unaffected. The below stories are some examples.

## **AUSTRALIAN STORIES**

Amid the devastation of the fires, many heart-warming media stories have emerged demonstrating the resilience of the Australian spirit and the kindness of the local and international community.



## MEDIA PUBLICATIONS SHOW HOW TRAVELLING TO AUSTRALIA IS ONE OF THE BEST WAYS TO HELP

Helpful articles have been circulating the global news cycle this week highlighting the ways travellers can support Australia's recovery by booking a trip Down Under or continuing with existing travel plans. International publications such as [Condé Nast Traveler](#), [Travel + Leisure](#), [Washington Post](#), [Our Seven Worlds](#) and [The Points Guy](#) all shared advice on how a trip to Australia can benefit recovery. The message from Australia is clear, there are many regions that remain unaffected and we continue to offer visitors the incredible tourism experiences that our country is known for.



## AUSTRALIA'S WILDLIFE IN THE LOVING CARE OF MANY HELPING HANDS

We have seen an outpouring of support for our wildlife organisations and this week the heart-warming stories of people who have banded together to help Australia's animals have been shared globally. The news of Australia delivering vegetables from helicopters to bushfire-affected wallabies can be seen on global sites such as [BBC News](#), [Lonely Planet](#) and [USA Today](#), while more heroic stories of wildlife support can be read on [The New York Times](#), [New York Post](#) and [News.com.au](#). Our gratitude for the wildlife organisations and carers who have been looking after our animals cannot be expressed deeply enough.



## NEW LIFE EMERGES FOR AUSTRALIA'S INCREDIBLE NATURAL ENVIRONMENT

Images of Australia's environment bursting back to life have started to emerge, bringing with it a new sense of hope that our incredible ecosystem will continue to recover. Images of Australia's bushland regeneration have been shared as wildly as [The India Times](#) and [BBC News](#). Australia remains home to a rich and diverse collection of flora and fauna, and our incredible natural environment can still be seen in most parts of the country today. Photo credit NSW National Parks & Gwylllem Clothing.



## THE AUSTRALIAN SPIRIT CONTINUES TO SHINE THROUGH

The Australian personality has continued to shine, helping to put smiles on people's faces across the globe. The stories of a [dancing firefighter](#) trying to boost morale of Mangoola Rural Fire Brigade, young [children running lemonade stands](#) to raise money, a 'drop bear' prank on a unexpected Scottish journalist and the [Sydney Opera House sails illuminated](#) in support of everyone affected by the fires showed that the Australian spirit is alive and well.

## NEWS IN BRIEF

The Australian Chamber of Commerce and Industry has launched a [website](#) to help fire-affected small-to-medium-sized businesses access information.

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On 16 January, the Australian Tourism Minister, Simon Birmingham, hosted an industry roundtable to hear concerns from industry and provide information about the Australian Government response.

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On 22 January, Australian Wildlife Journeys are hosting a webinar with three of its most impacted members: Craig Wickham from Exceptional Kangaroo Island (SA); Janine Duffy from Echidna Walkabout (VIC) and Brad Lowe from Boutique Wildlife Tours (NSW). The webinar will be recorded and Tourism Australia will share the link once it is available.

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If you would like to support the bushfire recovery, please see this [list](#) for suggested charities.

