



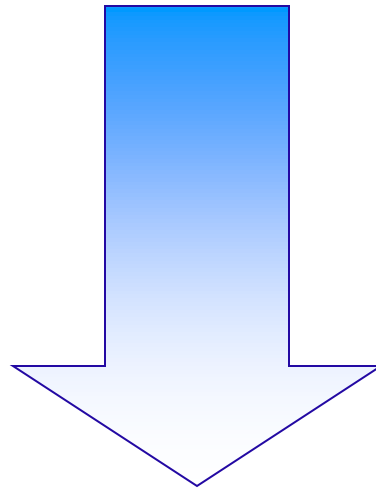
australia

Go on. Get out there.

Role of See Australia

Core objective:

To stimulate growth in domestic tourism
and **in particular regional tourism**



What are the key See Australia strategies

- **Marketing strategy:** to establish a desire for Australians to want to travel more and spend more in Australia.
- **Distribution strategy:** to make it easier for Australians to find information, book and pay for domestic tourism.
- **Regional strategy:** to facilitate learning that influences the regions of Australia to appreciate the unique role that “visitors” to a region (including tourists) play in planning for a sustainable future and regional prosperity.



GO ON, GET OUT THERE
SEE AUSTRALIA

HEALTH
RELATIONSHIPS
PRODUCTIVITY

EMPLOYMENT
ECONOMIC HEALTH
HERITAGE & CULTURE

HOLIDAY

AWARENESS
BEHAVIOUR
ATTITUDE

WE NEED TO
CHANGE

WELCOME

ADVERTISING & PR

REGIONAL ECONOMIC
ROADS
DOCTORS
AGRICULTURE
OLD ECONOMY
TELECOM

SEE AUSTRALIA



HEALTH
RELATIONSHIPS
PRODUCTIVITY
EMPLOYMENT
ECONOMIC HEALTH
HERITAGE & CULTURE

Marketing

Distribution Regional

GO ON, GET OUT THERE
SEE AUSTRALIA

AWARENESS
BEHAVIOUR
ATTITUDE

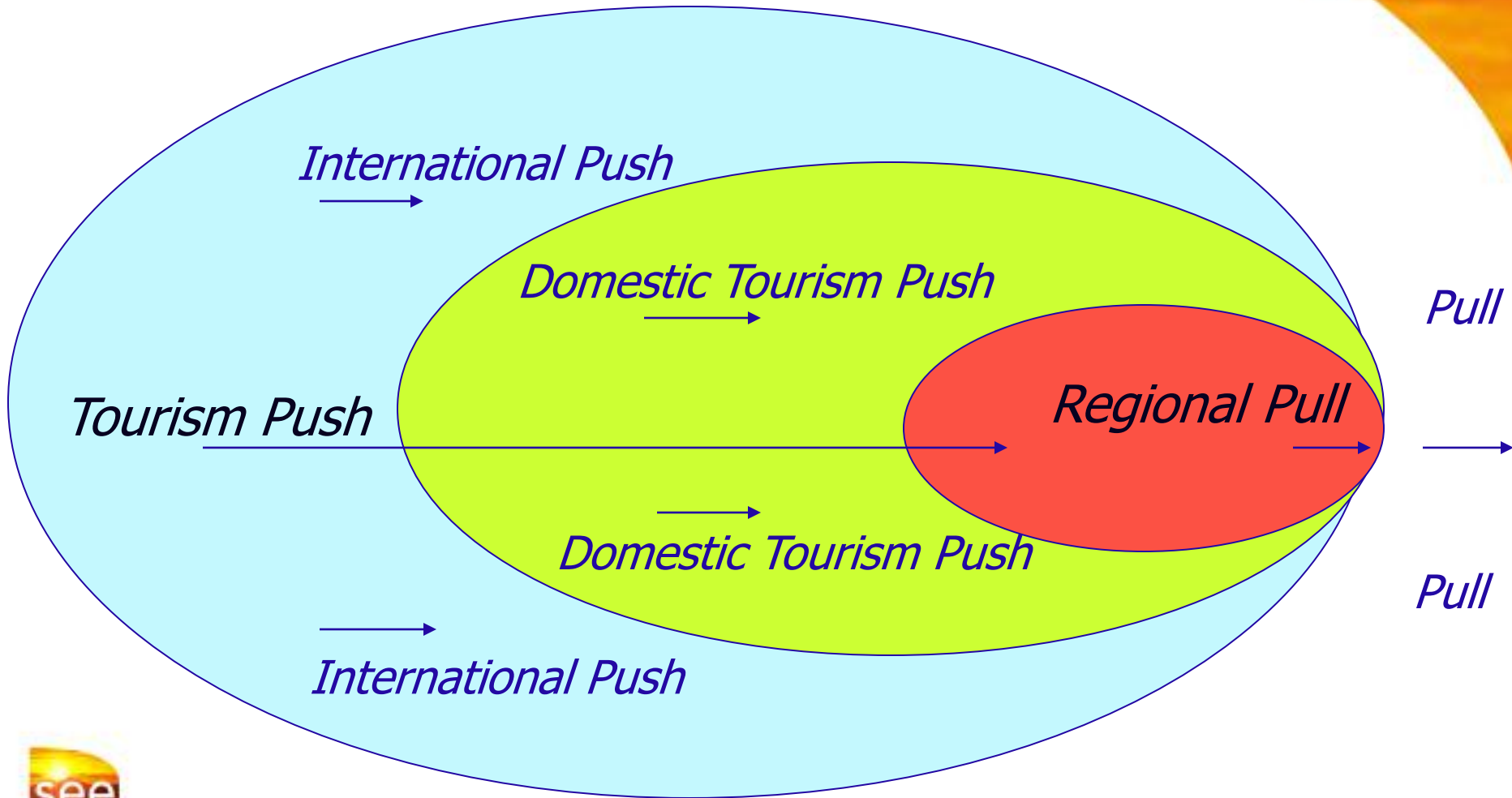
WE NEED TO
CHANGE

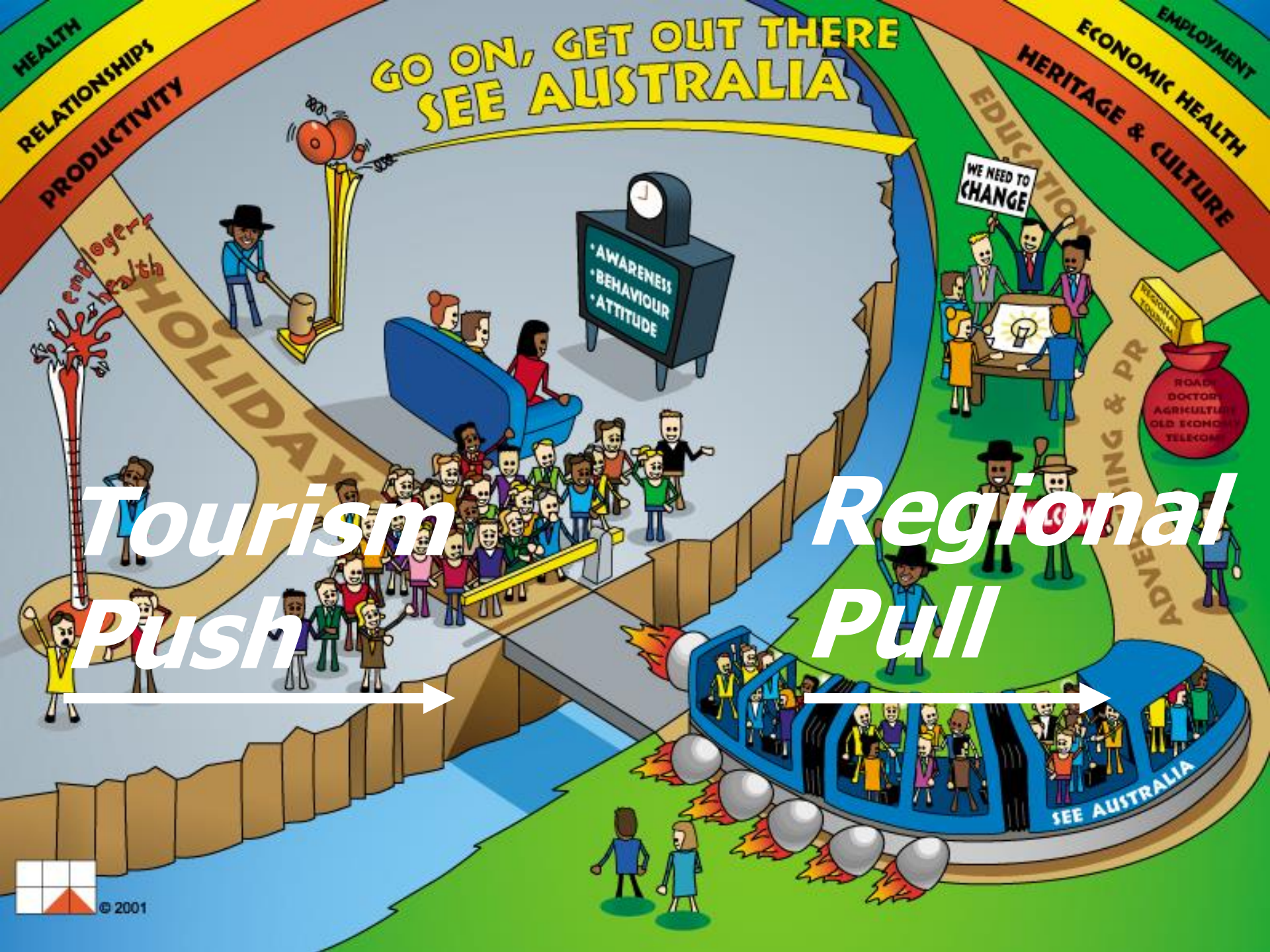
EMPLOYEE
HOLIDAY

ADVERTISING & PR
ROADS
DOCTORS
AGRICULTURE
OLD ECONOMY
TELECOMS

SEE AUSTRALIA

"Visitors" - A Vision for Tourism and Regional Development





Core issues that are as important for tourism as they are for regional prosperity and every region of Australia

Tourism Push



- Research
- Investment
- Infrastructure
- Sustainability
- Environment
- Marketing
- Business planning
- Product development
- Transport
- Communication
- Leadership
- Stakeholder education
- Customer service
- Business accreditation

Regional Pull

