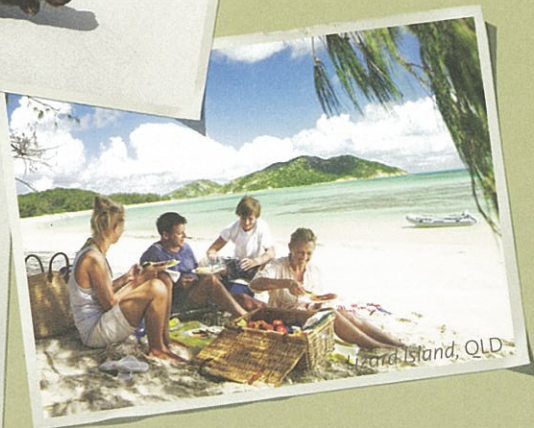


Together, we can show the world why
there's nothing like Australia.



Bay of Fires, TAS



Island, QLD



Mt Borradaile, NT

10 free ways for
you to get involved.

There's nothing like Australia.



Tourism Australia

10 free ways for you to get involved.

1) Campaign logo/tagline

The campaign logo and tagline are available to download and feature on marketing materials such as brochures, websites and newsletters.



6) Artwork for posters, flyers and tour shells

If you would like to print and produce collateral to customise with your own news and offers, a selection of artwork is available.



2) Ad Template

There is a selection of print ad templates available to download and customise with your offers.



7) Screensaver

An interactive screensaver has been created for your use.



3) Digital Postcards

The content of the postcard can be customised with your message, logo and/or offers and you can send the postcard out electronically to your email contacts.



8) Digital Wallpaper

There are 12 digital wallpapers to choose from depending on your preference.



4) Content Widget

This free interactive digital tool sits on your website and contains footage from the new campaign. It also contains inspirational content on Australia, along with appealing images and amazing footage that can be tailored to suit your market or product offering. The tool can be customised with your company's offers, logo and a direct link to your booking site.



9) Stills and 10) Moving Footage

Tourism Australia's online image gallery contains iconic still and moving images to help promote Australia. Our photographs and footage collections depict the Australian people, environment and our lifestyle across a range of experiences. Images are free as long as they are used to promote tourism to Australia. Production costs for footage apply. To access the gallery you must be registered, please go to www.images.australia.com.



5) Newsletter template

A newsletter template has been created for your use to send to clients or other stakeholders. The template leverages the campaign look-and-feel and can be customised and populated using your own content.



Contact Us

For more information on the campaign and to find out how you can get involved visit www.tourism.australia.com.

For enquiries within Australia please contact:

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For international enquiries contact details for Tourism Australia's regional offices are available on www.tourism.australia.com.