



RESTAURANT AUSTRALIA: KEY MESSAGES

Background

- ‘There’s nothing like Australia’ is Tourism Australia’s global consumer marketing campaign highlighting some of the very best attractions and experiences Australian tourism has to offer.
- The Restaurant Australia campaign will sit under the global ‘There’s nothing like Australia’ consumer marketing campaign, with new advertising creative being developed.
- This next phase of the campaign builds on an already successful and established platform and takes it a step further by specifically focusing on quality food and wine experiences in Australia.

Why a greater focus on food and wine?

- Australia’s food and wine has become one of its greatest assets with a range and quality of produce that is second to none. Yet, remarkably, the appeal of Australian food and wine remains one of our best-kept secrets.
- Australia’s rich ethnic diversity has produced one of the most exciting and multicultural cuisines in the world, with chefs, winemakers and producers who revel in the creativity of a food and wine culture not bound by tradition.
- Combine this with Australia’s wonderful climate, drawing us outside to enjoy the finest flavours with a backdrop of spectacular natural landscapes and stunning cities – the marketing possibilities are endless.
- Recent research conducted across 15 of Australia’s key tourism markets, by BDA Marketing for Tourism Australia, shows that ‘great food, wine, and local cuisine’ is a now a major factor in holiday decision making (at 38%), ranking third ahead of world class beauty and natural environments (at 37%).
- The research also showed that of people who have never visited Australia, only 26% associate the destination with a good food and wine offering.
- For those who have visited though, Australia is ranked second for its food and wine experiences (60%) after culinary giant France and ahead of Italy. We are ranked as the number one destination for food and wine for people who have visited from China, USA, France, India, Indonesia, Malaysia the UK and South Korea.
- Closing the perception gap between those who have visited and those who have not presents a huge opportunity for Australian tourism.

The Restaurant Australia concept

- Working with leading identities across the food, wine and tourism industries, Tourism Australia has developed a food and wine strategy built around the concept of Restaurant Australia. The strategy looks to close the gap between perceptions of what Australia has to offer and the reality of our exciting world-class food and wine offering.
- To do this we are evolving our global campaign with the idea that Australia could be the world’s greatest restaurant serving up the best and most unique food and wine experiences in remarkable locations every day.
- We will be looking to ignite the tastebuds of travellers world-wide with a marketing push that captures the fresh thinking, open air, and flavours that define our food and wine offering and set Australia apart from the rest of the world as a tourist destination.
- It is underpinned by seven pillars of our food and wine experiences: wine, seafood, people, produce, restaurants, experiences and festivals.
- Ultimately it is about bringing the Restaurant Australia concept to life, tapping into the groundswell of interest globally and the boom in gourmet tourism, to showcase the way food and wine make an Australian holiday unique.

What about existing food and wine partnerships?

- Tourism Australia’s food and wine strategy builds on its partnership with Wine Australia, announced in late 2012, which sees the two organisations working together to raise awareness of Australia’s culinary offering to attract more international visitors to Australia.
- It will also complement Tourism Australia’s partnership with Ultimate Wineries of Australia, announced in 2013 during the Australian Tourism Exchange in Sydney.

Next steps

- Working with State and Territory Tourism Offices, its marketing partner Wine Australia, the tourism industry and leading food and wine identities, Tourism Australia is looking to incorporate the food and wine experience much more strongly in its global campaign.
- The aim is to expand our already successful campaign - There's nothing like Australia - and give it a dedicated food and wine focus. It will include events, social media, public relations, advertising and content marketing activities.
- For updates on how to get involved, industry are encouraged to subscribe to Tourism Australia's weekly newsletter Essentials at www.tourism.australia.com/subscribe.
- There will be three phases to this next evolution of 'There's nothing like Australia' which will roll out during 2014. These include:
 1. **Industry Engagement - "Rally Cry" (April/May);**
 2. **In-market consumer activations (June/Sept);**
 3. **Media Engagement/Advocacy - "Invite the World" (Nov).**
- As Tourism Australia develops this next phase of the 'There's nothing like Australia' campaign it will keep industry updated on opportunities to share in the spotlight on Australia's food and wine experiences.

1. Industry Engagement "Rally Cry"

- Tourism Australia invites industry to get involved through a "Rally Cry" – to share their experiences around Australia's food, wine and beverages with the world and start the conversation so that we might inspire others to come and experience Australia first hand.
- As part of the "Rally Cry" industry will be able to share these experiences via a dedicated content hub curated by Tourism Australia to showcase the depth of unique food and wine experiences throughout the country.
- australia.com/restaurantaustralia will be the key hub for content throughout the campaign where Australia's tourism, food, wine and beverage industries will be able to share their stories. The best of these experiences will then be curated by Tourism Australia and will go live on the content hub from 7 May, as well as shared via its social and media channels.
- Tourism Australia, in collaboration with all States and Territories, is also undertaking filming to capture footage for new versions of the global brand film 'There's nothing like Australia'. In addition, new stills photography is being undertaken to capture hero food and wine experiences.

2. In-market consumer activations

- The second phase of the campaign will focus on reaching consumers in key international markets and improving their awareness of Australia's food, wine and beverage experiences.
- Tourism Australia's international offices will work with local partners to create promotional ideas and campaigns to showcase Restaurant Australia.
- This phase may also include consumer activations in-market giving the chance to win a trip to Australia and enjoy a seat at the "Invite the World" gala event in November.

3. Media Engagement/Advocacy "Invite the World"

- The third phase of the campaign will focus on inviting key media and influencers to travel to Australia and experience Restaurant Australia first-hand. This will include a gala dinner to be held in November 2014.
- Tourism Australia has invited its state and territory partners to put forward recommendations on how they might bring Australia's experiences to life through a familiarisation program and gala dinner for the "Invite the World" phase.

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