

COME LIVE OUR PHILAUSOPHY

Tourism Australia is evolving its long-standing and successful *There's nothing like Australia* global campaign platform as part of a deliberate move to elevate the strengths of our people, our personality and our way of life. Underpinning this shift will be a new global campaign which invites the world to **Come Live Our Philausophy**. The new [campaign](#) highlights the Australian way of life and celebrates the informal belief system that all Australians share, that guides how we live and how we enjoy this beautiful country. Visit tourism.australia.com/Philausophy to learn more about the campaign.

What is the new campaign?

Tourism Australia is evolving our tourism marketing as part of a deliberate shift to elevate and tap into one of our greatest assets, the Australian personality. This move is underpinned by the **Philausophy** campaign. The campaign will be brought to life through a suite of new creative assets which will be used globally across Tourism Australia and partner channels.

Watch the [strategy video](#) to learn more about the strategic thinking behind **Philausophy**.

How does industry feature in the campaign?

Australia's tourism industry is the frontline in the delivering the visitor experience and in helping to create long lasting memories. Tourism operators are key to the success of **Philausophy** and Tourism Australia has made sure they feature prominently.

Tourism Australia has highlighted eight operators, one from each State and Territory, who showcase a cross section of the Australian tourism industry and embody Australia's **Philausophy**. The operators will feature on Tourism Australia's [social media channels](#) and on Australia.com. Watch the industry video [here](#).

- **Australian Capital Territory** – Jayson Mesman, Founder and Director, The Truffle Farm
- **New South Wales** - Brenda Miley, Founder and Director, Let's Go Surfing
- **Northern Territory** – Chris “Brolga” Barns aka “Kangaroo Dundee”, Founder and Owner, The Kangaroo Sanctuary
- **Queensland** – Samantha Gray, Master Reef Guide and Marine Biologist, Quicksilver Group
- **South Australia** – David “Lunch” Doudle, Founder, Owner and Guide Australian Coastal Safaris part of [Australian Wildlife Journeys](#) and [Great Fishing Adventures of Australia](#) collectives.
- **Tasmania** – Georgia Currant, Guide, The Maria Island Walk part of the [Australian Wildlife Journeys](#) collective.
- **Victoria** – Jim Hall, Founder and Owner, Cactus Country
- **Western Australia** – Darren “Capes” Capewell, Owner and Guide, Wula Gura Nyinda Eco Cultural Adventures part of [Discover Aboriginal Experiences](#).

Fifteen experiences from across Australia also feature in the new campaign:

- Floriade, Commonwealth Park, Australia Capital Territory
- Bondi Icebergs, New South Wales
- Port Stephens Sand Dune Adventures, New South Wales
- PHS Helicopters, Uluru Kata Tjuta National Park, Northern Territory
- Great Barrier Reef, Sailaway Port Douglas, Queensland
- Mossman Gorge, Voyages Indigenous Tourism Australia, Queensland
- Rick Shores, Burleigh Heads, Queensland
- Arkaba Station, Flinders Ranges, South Australia
- Remarkable Rocks, Kangaroo Island, South Australia
- Tasmanian Seafood Seduction, Bruny Island, Tasmania
- Spectrum Chamber by Charles Ross, MONA, Hobart, Tasmania
- Transit Rooftop Bar, Melbourne, Victoria
- Mt Wilson, Grampians, Victoria
- Lucky Bay, Cape Le Grande National Park, Western Australia
- Rottnest Island, Western Australia

In addition, Tourism Australia has collaborated with all States and Territories to create a vast range of new imagery for industry to use. More than 5,000 new content images have been captured across Australia, including 90 separate locations. The photo shoot involved using 14 Australian photographers, many of whom regularly provide content for Tourism Australia's social media platforms. All the images are available for industry to download for free from the Tourism Australia [image gallery](#).

How to get involved and get the most out of *Philosophy*?

The best people to talk about the Australian way of life are those who live it themselves every day. There are a number of ways for industry to engage with the *Philosophy* campaign.

1. Subscribe to Tourism Australia's weekly industry e-newsletter [Essentials](#) for updates on how to get involved.
2. Download images for free from Tourism Australia's [image gallery](#).
3. Share your story, product or experience with Tourism Australia to have it be considered for the [International Media Hosting Program](#) by sending it to internationalmedia@tourism.australia.com or by connecting with your State or Territory Tourism Organisation.
4. Share your great *Philosophy* photos by tagging #SeeAustralia so they can be promoted on Tourism Australia's social media channels. Images selected will be credited and tagged in any content used. Tips and tricks from Tourism Australia's social media team can be found [here](#).
5. Make sure you are connected with Tourism Australia's key distribution partners. A full list is available [here](#).
6. Help get more people to your region and be a part of the *Philosophy* campaign by submitting your tip/story [here](#) to be featured on [Australia.com](#) and through Tourism Australia's [social media channels](#).