

# Restaurant Australia FAQs

---

## **Q. What is Restaurant Australia?**

Tourism Australia is launching the multi-million dollar Restaurant Australia marketing campaign to showcase Australia's best food and wine experiences.

Tourism Australia's Restaurant Australia concept forms part of the global *There's Nothing like Australia* consumer marketing campaign. Restaurant Australia will focus on telling our global target customers about our quality food and wine experiences.

## **Q. How can I get involved in Tourism Australia's Restaurant Australia push? And what are the benefits of participating?**

There are a number of ways to get involved in Tourism Australia's Restaurant Australia push by sharing your Australian food or wine experience with the world.

You can do this by:

1. Participating in the conversation by using #restaurationaustralia in your social media communications about your food and wine offering.

In doing so you will:

- Alert Tourism Australia's social media team to your product and have the opportunity to have your image, video or post amplified through Tourism Australia's social media platforms (Facebook, Twitter, Instagram) and on [www.australia.com/restaurationaustralia](http://www.australia.com/restaurationaustralia).
- Be participating in what we aim will be a global conversation on Australia's quality food and wine experiences and inform the social media community about your product.

2. By completing the online form on [www.australia.com/restaurationaustralia](http://www.australia.com/restaurationaustralia) you will:

- Automatically be listed on the website as a contributor to Restaurant Australia with a link back to your product website.
- Have the chance to have your story / product featured as an article on [www.australia.com/restaurationaustralia](http://www.australia.com/restaurationaustralia).
- Alert Tourism Australia to your story. If it is identified as extraordinary, we may contact to you create an exciting content piece (article, photos and/or video) about your product offering.
- Be showcasing your product to Tourism Australia's media hosting team so it may potentially be included in the international media familiarisations that will be hosted for Restaurant Australia.

- Have the opportunity to be featured through our media partners' platforms – Fairfax and News Ltd, as they work with Tourism Australia to select content from [www.australia.com/restaurantaustralia](http://www.australia.com/restaurantaustralia) to promote Restaurant Australia's Rally Cry phase.

**Q. How do I know if my experience is suitable?**

If you have a food, wine or beverage experience that is relevant to your business in some way and that has the potential to appeal to international visitors to Australia then there is an opportunity to be involved. It would need to be uniquely Australian – it could be produce grown on your farm that is readily available to consumers, an amazing cellar door experience, a café serving up local culinary delights or one of Australia's many fine restaurants or perhaps you're a chef, winemaker or restaurateur.

**Q. I am not sure which experience category is most appropriate for my business...what should I do?**

The seven categories for uploading content are:

- Seafood
- Restaurants
- Produce
- People
- Food events
- Experiences and food trails
- "The wine story"

The prompts on the website may be used as a guide however if you require further assistance please send your query to [restaurantaustralia@tourism.australia.com](mailto:restaurantaustralia@tourism.australia.com).

**Q. If my business is listed does that mean I will automatically be featured in the campaign advertising?**

No. Whilst your business will be listed on the site only. If your experience is selected to be featured in other ways, for example to feature in an article on the website, you will be contacted by Tourism Australia.

**Q. What if I want my listing removed? Can I ask for it to be taken down at any time?**

Yes. Should you wish to have your listing removed please contact Tourism Australia at: [restaurantaustralia@tourism.australia.com](mailto:restaurantaustralia@tourism.australia.com)

**Q. If Tourism Australia decides to profile my food and wine experience will I be advised? And will I have any input into the editorial content and direction?**

Yes, if your content is selected to be profiled on one of Tourism Australia's platforms, you will be contacted by Tourism Australia and consulted.

**Q. My business listing has been rejected, why?**

Unfortunately, your business may not have met the requirements of being a uniquely Australian food or wine experience that might appeal to international visitors.

**Q. Can I share my holiday food and wine experiences on the website?**

No. The website has been developed for businesses and individuals who work in food and wine industry. However, you can share your Australian food and wine stories from your travels via our Facebook page and on Instagram.