



ABOUT THE AUSSIE TRAVEL CODE

The Aussie Travel Code is a brand and messaging platform that may be used to provide localised, sustainable travel advice.

Each participating partner is encouraged to undertake local research to identify key impacts of tourism in their region.

This research informs the key messages that can be integrated with the Aussie Travel Code brand platform for use in your local community.

For travellers, the brand has a very tourism-positive approach; encouraging visitation while helping visitors understand how to do the right thing in an unfamiliar location.

At its core, the Aussie Travel Code is a Code of Conduct for travellers. We can all do our part to protect our diverse communities, cultures and environments for future generations.

PARTNER PACKAGES

Partners are granted the rights to use and adapt Aussie Travel Code brand resources to promote sustainable tourism issues in their region.

Assets include a comprehensive brand guide, logos, illustrations, icons and supporting visual assets to help you 'hit the ground running' with your communications.

Partner contributions help with ongoing support for partner destinations investing in sustainable tourism, along with operational costs for Aussie Travel Code.

| Sole Traders, Not-For-Profit, Individuals \$100 / year (excl. GST) | Business \$250 / year (excl. GST) | Destination \$500 / year (excl. GST) | Corporate Partnership \$1,000 / year (excl. GST) |
|---|---|--|--|
| Best suited for: <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Sole Traders <input checked="" type="checkbox"/> Not for Profits <input checked="" type="checkbox"/> Individuals | Best suited for: <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Businesses <input checked="" type="checkbox"/> Small-Medium Enterprises | Best suited for: <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Local Government / Councils <input checked="" type="checkbox"/> Regional Tourism Organisations <input checked="" type="checkbox"/> Destination Management Organisations | Best suited for: <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Corporations <input checked="" type="checkbox"/> State Tourism Organisations |

Aussie Travel Code is an initiative of Flinders Ranges & Outback Tourism in partnership with the Outback Communities Authority with support from Tourism Australia, Landscapes SA and RDA Far North.



JOIN NOW!

REGISTER AT
<https://aussietravelcode.com.au/get-involved>

