

For Six Month Period Ending Aug 31, 1994  
(Insert date)

Name of Registrant

AVISO, INC.

Registration No.

04220

Business Address of Registrant

1150 Marina Village Parkway, Ste. 104  
Alameda, CA 94501

I-REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

- (1) Residence address Yes  No
- (2) Citizenship Yes  No
- (3) Occupation Yes  No

(b) If an organization:

- (1) Name Yes  No
- (2) Ownership or control Yes  No
- (3) Branch offices Yes  No

2. Explain fully all changes, if any, indicated in item 1.

N/A

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes  No

If yes, furnish the following information:

Name

Position

Date Connection Ended

Ann Black

Vice President

7/15/94

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SECTION  
REGISTRATION UNIT

# A . V . I . S . O

AVISO INC.  
MARKETING COMMUNICATION

June 1994

## PUBLIC RELATIONS & PROMOTIONS

- Total Advertising Equivalency \$932,348.00
  
- Number of Media Releases Issued 8
  - YOGO Golf Release
  - YOGO Tennis Release
  - YOGO Fishing Release
  - YOGO Diving Release
  - YOGO Cycling Release
  - YOGO Sailing/Boating Release
  - Monfrini Announcement Release
  - Affordable Australia Release
  
- Number of Journalist Interviews Given TBA
  
- Number of VJP Visits to Australia 6
  - ATE '94
  - Ashley Devery, AVISO
  - Maxine Cass, Freelancer, Travel Agent Magazine
  - Sherrie Strausfogel, Freelancer, TravelAge Publications and Travel Weekly
  - Julie Barton Tarasovic, Editor, Jax Fax Magazine
  - Donna Marino, Associate Editor, Tour & Travel News
  - Bruce Parkinson, Travel Editor, Canadian Travel Press

## News Bureau/Media Liaison

- Wrote press release on Bob Monfrini's appointment. Distributed to the ATC's general distribution list, travel trades in U.S. and Canada, Advertising/PR Publications, 20 MCA publications and PR Newswire's budget national circuit on June 16. Photos of Mr. Monfrini were sent to selected publications.
  
- Wrote draft of June News Briefs and submitted for client approval. Will distribute to U.S. and Canadian media upon receipt of approval.
  
- Fulfilled 34 requests for information or photography including:
  1. Medette Garcia, Executive Golfer
  2. Karen Misuraca, Freelancer
  3. Robin Rowan, Freelancer
  4. Julia Coblentz, Spotlight

• 1150 Marina Village Parkway, Suite 104  
Alameda, California 94501  
Phone (510) 865-5100 • Fax (510) 865-5165

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5. Ellen Alperstein, Freelancer
6. Bob Fedgus, Freelancer
7. Al Glanzberg, Freelancer
8. Diane Redfern, Connecting
9. Melissa Harmon, Successful Meetings
10. Kurt Kutay, Wild Land Adventures
11. Barbara Matusow, Washingtonian Magazine
12. Tyler Davidson, TravelAge West
13. Sybil Taylor, Freelancer
14. Dinah Spritzer, Travel Weekly
15. Brad Wellstead, Global Travel
16. Van Tune, Freelancer
17. Laurie Pierce, Arkansas Democrat - Gazette
18. Ms. Rae Scott, Freelancer
19. Allison Schneider, Washingtonian Magazine
20. Paul McCaffery, Australian Consulate General
21. Andrew Bill, Freelancer
22. Marcie McDonald, Hello Magazine
23. Louise Bourbonnais, Euafion Voyages
24. Mark Abraham, Natural History Museum
25. Theresa Masek, TravelAge Mid-America
26. Sarah Woodberry, Travel Holiday
27. Philip Dryan, columnist for Senior Magazine, radio show host
28. Mike Baginski, Canadian Travel Courier
29. Lotte Mendelsohn, WRKO Radio
30. Don Monroe, Business Travel News
31. Scott Barker, Tucson Lifestyle
32. Andrea Welch, Successful Meetings
33. Peg Rosen, Brides
34. Peggy Person, Mature Outlook

### **Visiting Journalists Program**

Worked with 25 print journalists and 1 TV station during the month, either to invite them to visit Australia or to coordinate their itineraries and plan their upcoming trips. There were 6 planned VJP visits to Australia in the month of June. Journalists worked with included:

1. Phil Bookman, Gannett News Service
2. Nick Madigan, Santa Monica Outlook, World Heritage Theme Tour
3. Ross Terrill, San Francisco Examiner Magazine
4. Jay Clarke, Miami Herald
5. Michael Justice, Freelancer
6. Kathi Diamant, Copley News Service, Mary Homi Press Trip
7. Heidi Waldrop, Freelancer
8. Lyn Ferrin, Motorland
9. Roberta Graff, Freelancer
10. Marael Johnson, Freelancer

11. Leslie Fratkin, Freelancer
12. Mike Salort, CNBC- TV
13. Maxine Cass, Freelancer, Travel Agent Magazine
14. Sherrie Strausfogel, Freelancer, TravelAge Publications & Travel Weekly
15. Julie Barton Tarasovic, Editor, Jax Fax Magazine
16. Donna Marino, Associate Editor, Tour & Travel News
17. Bruce Parkinson, Travel Editor, Canadian Travel Press
18. Jerry Goodrum, Arky Gonzalez, Senior World Magazine
19. Mark Langton, Mountain Biking Magazine
20. Joe Fisher, Freelancer
21. Jeff Galbraith, Snowboarder Magazine
22. Bob Ragaini, Freelancer
23. Harriet Choice, Universal Press Syndicate
24. Jim Trulove, Landscape Architecture Magazine
25. Steve Byers, Men's Journal
26. David Wishart, Freelancer

### **VJP Other**

- Arranged for Government Directive ticketing for Edvaldo Lima, Latin America to participate in World Heritage Theme Tour.
- Updated the VJP database with articles and ad equivalencies received.
- Provided ATC Sydney with individual breakdown of all VJP results received for the month of May.
- Printed out the 93/94 VJP database for annual follow-up. Submitted copies to ATC account team. Started follow-up calls.
- Received VJP follow-up questionnaires from Kathi Diamant, Copley News Service; Andrea Welch, Successful Meetings; and David Michael Cane and Roberta Lasko Cane. Sent two copies of each to ATC-Los Angeles.
- Provided input to ATC regarding the Lonely Planet and The Eco-Tourism Adventure Travel events.
- Provided draft responses to CNBC's questions in advance of Jon Hutchison's interview on June 3.

### **Special Promotions**

#### Special Interest Australia

- Contacted 22 Canadian outdoor organizations.
- Contacted outdoor retailers regarding possible joint promotion.

- Researched promotion opportunities with associations:
  - Sierra Club
  - American Horticulture Society
  - Professional Association of Diving Instructors
  - American Hiking Society
  - Adventure Cycling Association
- Finalized and distributed the YOGO Golf release. The release was sent with a cover letter, color slides of golfing in Australia, the golf fact sheet and the Natural Holiday Guide to special interest golf publications and travel trade publications in the U.S. and Canada on June 20.
- Finalized and distributed the YOGO Tennis release. The release was sent with a cover letter, the tennis fact sheet and the Natural Holiday Guide to special interest tennis publications and travel trade publications in the U.S. and Canada on June 20.
- Finalized and distributed the YOGO Fishing release. The release was sent with a cover letter, color slides of fishing off of Sydney's rocky coastline, the fishing fact sheet and the Natural Holiday Guide to special interest fishing publications and travel trade publications in the U.S. and Canada on June 21.
- Finalized and distributed the YOGO Diving release. The release was sent with a cover letter, color slides of diving at Lizard Island, the diving fact sheet and the Natural Holiday Guide to special interest diving publications and travel trade publications in the U.S. and Canada on June 21.
- Finalized and distributed the YOGO Cycling release. The release was sent with a cover letter, color slides of cycling in Australia, the cycling fact sheet and the Natural Holiday Guide to special interest cycling publications and travel trade publications in the U.S. and Canada on June 22.
- Finalized and distributed the YOGO Sailing/Boating release. The release was sent with a cover letter, the sailing/boating fact sheet and the Natural Holiday Guide to special interest boating publications and travel trade publications in the U.S. and Canada on June 22.

#### Minister Lee's U.S. Visit

- Drafted briefing notes for Minister Lee's visit to Los Angeles.
- Drafted invitations to briefing.
- Developed media list for the briefing.
- Sent invitations to Los Angeles media to attend briefing by Minister Lee.

### Kennedy Center Event

- Obtained list of Australian performers from Penny Amberg. Drafted letter to respective organizations requesting their support to publicize the Year of Arts & Culture.

### Affordable Australia / Weekend to Weekend

- Made final edits to the Affordable Australia release and wrote a Canadian version. Distributed on June 15, the releases were sent to the ATC's general distribution list, U.S. and Canadian travel trade publications, U.S. and Canadian magazines, suburban newspapers in the U.S., syndicates in the U.S. and PR Newswire's budget national circuit in the U.S. and Canada.

### ATE '94

- Ashley Devery escorted journalists to ATE '94. Individual follow-up is in progress.

### Promotions

- Pursued research with the LA Consulate on the Entertainment Tonight broadcast opportunity.
- Coordinated arrangements for KCRW radio (NPR affiliate in Los Angeles) membership drive promotion.
- Investigated series of promotional opportunities with retailers and associations in the U.S. and Canada including R.E.I., L.L. Bean, Eddie Bauer and the Professional Association of Dive Instructors.
- Drafted letter for tour operator participation in NPR promotions.
- Preliminary research on suitable stations in Vancouver and Toronto.

### Meetings, Conventions & Incentives

- Began development on MC&I press kit.
- Revised, proofed and coordinated production of the MC&I June/July newsletter.

**Miscellaneous**

- Updated current ATC Job List.
- Met with Bill Baker, Bob Monfrini and Amy Shearer on June 24 to review PR program.
- Completed May Clips and Status reports.
- Sorted and sent press clips for the June Clips report to Burrelle's for newsclip analysis.
- Retrieved all videos including 1991 Holiday series from B.C. Pictures. Gael Hannan has in possession.
- Preliminary research on 1995 Australian cultural events in Toronto and Vancouver.
- PATA: Gael Hannan acted as Ms. Claus in AGM/Christmas in June meeting.
- Met with Ian Taylor, Senior Trade Commissioner in Toronto regarding ATC's PR role in Canada.

**ADVERTISING EQUIVALENCY INFORMATION**

**Advertising Equivalency**

*U.S. Advertising Equivalency*

Visiting Journalists Program	\$ 199,384.00
Press Releases/Interviews	\$ 99,424.00
Photo/Information Assistance	<u>\$ 582,864.00</u>

**TOTAL U.S. AD EQUIVALENCY** \$ 881,672.00

*Canadian Advertising Equivalency*

Visiting Journalists Program	\$ 40,508.00
Press Releases/Interviews	\$ 10,168.00
Photo/Information Assistance	<u>\$ N/A</u>

**TOTAL CANADIAN AD EQUIVALENCY** \$ 50,676.00

**TOTAL NORTH AMERICAN  
AD EQUIVALENCY** \$ 932,348.00

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AVISO INC.  
MARKETING COMMUNICATION

AUSTRALIAN TOURIST COMMISSION

CLIPS REPORT

JUNE 1994

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**AUSTRALIAN TOURIST COMMISSION  
CLIPS REPORT  
June, 1994**

**U.S. VISITING JOURNALISTS PROGRAM**

SPR '94	LIFE STYLE (OAKLAND, CA) (BI-MO-45,000) "Australia: Inside Out" by DeAnne Musolf	<b>\$5,360.00</b>
MAR 20	SUNDAY GAZETTE-MAIL "Australia: A Four-Wheel Drive to Sacred Ground" by Jeff Miller	<b>\$10,160.00</b>
APR 30	ART/BOOKS: THE GAZETTE SATURDAY "Aboriginal Art Has A Problem-It's In Demand" by Philip Szporer	<b>\$N/A</b>
MAY '94	MIRABELLA (NEW YORK, NY) (MO-600,000) "Where the Wild Things Are" by Paul Sinclair	<b>\$3,200.00</b>
MAY 29	DALLAS MORNING NEWS (DALLAS, TX) (S-809,188) "Mix Some Citites With the Outback" by Robert W. Bone	<b>\$139,004.00</b>
JUN 05	FORT WORTH STAR-TELEGRAM (FORT WORTH, TX) (S-352,725) "Into the Outback" by Mike Nichols	<b>\$41,660.00</b>

**CANADIAN VISITING JOURNALISTS PROGRAM**

MAY 09	TRAVELAGE WEST (SAN FRANCISCO, CA) (W-36,000) "Cosmopolitan Melbourne Boast Comfortable Ambience" by David Wishart	<b>\$10,580.00</b>
MAY 21	THE CHRONICLE-HERALD (HALIFAX, NS) (D-89,000) "Mountain Magic" by Paula R. Hastings	<b>\$14,964.00</b>
MAY 21	THE MAIL STAR (HALIFAX, NS) ( D-60,000) "Mountain Magic" by Paula R. Hasting	<b>\$14,964.00</b>

U.S. PRESS RELEASES / INTERVIEWS

MAR 10	AUSTRALIAN BUSINESS NEWS "From Sydney to the Bush..." by Tony Miller	\$N/A
MAR 24	ATLANTA DAILY WORLD (ATLANTA, GA) (D-16,000) "1994 Australian Festivals Travel Planner Guide"	\$116.00
APR 11	TOUR & TRAVEL NEWS (MANHASSET, NY) (W-56,000) "Qantas Vacations and ATC Team on Tours" by Mark Roberti	\$11,312.00
APR 24	WASHINGTON POST (WASHINGTON, DC) (S-1,141,089) "On Tours" by Barbara Ann Curcio	\$3,908.00
MAY '94	JAX FAX (DARIEN, CT) (MO-28,000) "Australian Tourist Commission Releases 1994 Travel Agent Manuel"	\$3,884.00
MAY 01	COURIER NEWS (BLYTHEVILLE, AR) (D-6,500) "Doings Down Under"	\$156.00
MAY 01	DAILY LEDGER POST DISPATCH (ANTIOCH, CA) (S-25,907) "Darwin Beer Can Regatta"	\$228.00
MAY 01	DAILY NEWS (ANCHORAGE, AK) (S-100,000) "Australia, in Brief?"	\$456.00
MAY 01	STAR-FREE PRESS (VENTURA, CA) (S-56,000) "Trips & Tours"	\$156.00
MAY 01	RAPID CITY JOURNAL (RAPID CITY, SD) (S-36,472) "On Tours"	\$316.00
MAY 05	TIMES-MAIL (BEDFORD, IN) (D-14,878) "Doings Down Under"	\$224.00
MAY 07	SUDBURY STAR (SUDBURY, ONT) (D-29,483) "10-day Trips to Down Under"	\$368.00
MAY 09	KOKOMO TRIBUNE (KOKOMO, IN) (D-28,000) "Doings Down Under"	\$260.00
MAY 10	HERALD (JASPER, IN) (D-12,560) "International Attractions Include Tall Ships, Beer Can Regatta"	\$100.00

**U.S. PRESS RELEASES / INTERVIEWS (CONTINUED)**

MAY 12	ALLIANCE TIMES-HERALD (ALLIANCE, NE) (D-3,559) "Doings Down Under"	<b>\$104.00</b>
MAY 12	JOURNAL INQUIRER (MANCHESTER, CT) (D-45,000) "Down Under"	<b>\$224.00</b>
MAY 13	SENTINEL-TRIBUNE (BOWLING GREEN, OH) (D-14,500) "Doings Down Under"	<b>\$144.00</b>
MAY 15	LOS ANGELES TIMES (LOS ANGELES, CA) (S-1,515,220) "Australia"	<b>\$7,432.00</b>
MAY 15	MORNING CALL (ALLENTOWN, PA) (S-183,000) "More Travel Guides: Destination Australia"	<b>\$232.00</b>
MAY 15	SAN DIEGO UNION-TRIBUNE (SAN DIEGO, CA) (S-441,584) "Freebie File"	<b>\$1,216.00</b>
MAY 15	SHELBY STAR (SHELBY, NC) (D-19,000) "Doings Down Under Celebrate Nature"	<b>\$220.00</b>
MAY 16	TRAVELAGE WEST (SAN FRANCISCO, CA) (W-36,000) "Aussie Trading Post"	<b>\$2,452.00</b>
MAY 18	DAILY JOURNAL (FLAT RIVER, MO) (D-9,800) "Doings Down Under"	<b>\$136.00</b>
MAY 19	SEATTLE POST-INTELLIGENCER (SEATTLE, WA) (D-207,300) "Destination Australia"	<b>\$416.00</b>
MAY 22	DAILY TIMES CALL (LONGMONT, CO) (D-19,305) "Take a Quick Trip to Australia"	<b>\$3,176.00</b>
MAY 22	LEDGER-ENQUIRER (COLUMBUS, GA) (S-70,000) "Australian Tourneisters Face Two Big Probems"	<b>\$348.00</b>
MAY 22	MISSISSIPPI PRESS (PASCAGOULA, MS) (S-23,733) "Doings Down Under"	<b>\$220.00</b>
MAY 22	STATE (COLUMBLA, SC) (S-159,580) "Down Under Trips"	<b>\$920.00</b>
MAY 22	SUNDAY DENVER POST (DENVER, CO) (S-428,253) "Far, but Possible"	<b>\$1,944.00</b>
MAY 22	SUNDAY MONTGOMERY ADVERTISER (MONTGOMERY, AL) (S-80,000) "Australia's Tourmeisters Face Two Big Problems" by Donald D. Groff	<b>\$456.00</b>

U.S. PRESS RELEASES / INTERVIEWS (CONTINUED)

MAY 23	TOUR & TRAVEL NEWS (MANHASSETT, NY) (W-48,000) "Australia Works To Turn U.S. Interest into Bookings" by Mark Roberti	\$10,244.00
MAY 23	TRAVELAGE WEST (SAN FRANCISCO, CA) (W-36,000) "Aussie Glossy"	\$816.00
MAY 26	LORAIN COUNTY TIMES (LORIAN, OH) (W-6,000) "Australian Travel Planners for 1994-95 Now Available"	\$624.00
MAY 26	WESTLAKER TIMES (LORIAN, OH) (W-5,000) "Australian Travel Planners for 1994-95 Now Available"	\$624.00
MAY 29	EAGLE (READING, PA) (S-111,337) "Destination Australia"	\$120.00
MAY 29	HARTFORD DOURANT (HARTFORD, CT) (S-320,132) "Australia Beckons"	\$1,584.00
MAY 29	ORLANDO SENTINEL (ORLANDO, FL) (S-397,643) "The Australian Tourist Commission Has Released its 1994-95 'Destination Australia' Guide"	\$916.00
MAY 29	PRESS JOURNAL (VERO BEACH, FL) (S-31,968) "Free Color Guide to Australia Available"	\$540.00
MAY 29	SUN-HERALD (BILOXI, MS) (S-53,000) "Qantas Lowers Prices on Trips to Australia"	\$264.00
MAY 29	SUNDAY POST-CRESCENT (APPLETON, WI) (S-75,000) "Australia: Destination Australia"	\$284.00
MAY 29	TIMES (TRENTON, NJ) (S-94,953) "Australia"	\$436.00
MAY 29	TIMES-ADVOCATE (ESCONDIDIO, CA) (S-46,000) "Destination Australia"	\$148.00
MAY 29	TIMES HERALD (PORT HURON, MI) (S-38,893) "Down Under"	\$140.00
MAY 30	TOUR & TRAVEL NEWS (MANHASSETT, NY) (W-48,000) "'Aussie Helpline' Averages 140 Calls A Day From Agents" by Mark Roberti	\$8,196.00
MAY 30	TRAVEL AGENT (NEW YORK, NY) (W-52,132) "Devil of a Good Time" by James Ruggia	\$5,096.00

**U.S. PRESS RELEASES / INTERVIEWS (CONTINUED)**

MAY	30	TRAVEL AGENT (NEW YORK, NY) (W-52,132) "Marketwatch"	<b>\$11,216.00</b>
MAY	30	TRAVELAGE-MID-AMERICA (CHICAGO, IL) (W-21,000) "Operator's New Product Offerings Reflect Changing Consumer Taste" by Lyn Hikida	<b>\$2,128.00</b>
MAY	30	TRAVELAGE WEST (SAN FRANCISCO, CA) (W-36,000) "Qantas Vacations' Clark Champions Changing Tastes" by Lyn Hikida	<b>\$2,864.00</b>
MAY	31	TRAVEL MANAGEMENT (NEW YORK, NY) (BI-W) "North Americans Flocked to Australia"	<b>\$512.00</b>
JUN	'94	SKIN DIVER (LOS ANGELES, CA) (MO-217,795) "Weekend to Weekend Australia Tours"	<b>\$7,796.00</b>
JUN	05	BOSTON SUNDAY GLOBE (BOSTON, MA) (S-812,021) "Bougainvillea Festival"	<b>\$1,132.00</b>
JUN	05	DAILY NEWS (LOS ANGELES, CA) (S-223,346) "The Price of Going Down Under is Down"	<b>\$1,960.00</b>
JUN	05	DAILY PRESS (NEWPORT NEWS, VA) (S-125,000) "Going Under?"	<b>\$660.00</b>

**CANADIAN PRESS RELEASE / INTERVIEWS**

APR	07	CANADIAN TRAVEL PRESS WEEKLY (TORONTO, ONT) (W-14,000) "'Weekend to Weekend' Tours Offered By Qantas"	<b>\$2,544.00</b>
APR	14	TRAVEL COURIER (TORONTO, ONT) (W-7,000) "The Second Annual North American Travel Agent Manuel Released"	<b>\$724.00</b>
APR	21	CANADIAN TRAVEL PRESS WEEKLY (TORONTO, ONT) (W-14,000) "ATC Updates Trade Manuel"	<b>\$1,412.00</b>
APR	23	KITCHENER-WATERLOO RECORD (KITCHENER, ONT) (D-80,000) "Qantas Vacations Offers 10-day Tours to Australia"	<b>\$92.00</b>
APR	23	TIMES-COLONIST (VICTORIA, BC) (D-81,000) "Australia and New Zealand Are Promoting 10-day Vacation Packages"	<b>\$524.00</b>
APR	30	TIMES-COLONIST (VICTORIA, BC) (D-81,000) "Australia, in Brief?"	<b>\$348.00</b>

**CANADIAN PRESS RELEASES / INTERVIEWS (CONTINUED)**

MAY	07	DAILY NEWS (CHATHAM, ONT) (D-17,242) "10-day Vacation Deals Available"	<b>\$200.00</b>
MAY	12	TRAVEL COURIER (TORONTO, ONT) (W-7,000) "One of the Travel Industry's Best Travel Planners"	<b>\$544.00</b>
MAY	14	DAILY FREE PRESS (NANAIMO, BC) (D-14,000) "Destination Australia"	<b>\$60.00</b>
MAY	14	EDMONTON JOURNAL (EDMONTON, AB) (D-164,000) "What's New: Our Weekly Guide to Trends in Travel"	<b>\$28.00</b>
MAY	19	CANADIAN TRAVEL PRESS WEEKLY (TORONTO, ONT) (W-14,000) "Updated Aussie Planner Released"	<b>\$848.00</b>
MAY	21	EXPOSITOR (BRANTFORD, ONT) (D-29,000) "Road-trip-style Package Offered for Baseball Fans"	<b>\$92.00</b>
MAY	21	KITCHENER-WATERLOO RECORD (KITCHENER, ONT) (D-80,000) "Aussie Guide"	<b>\$92.00</b>
MAY	22	EDMONTON SUN (EDMONTON, AB) (D-88,000) "Just Out is 1994-95 Issue of Destination Australia"	<b>\$392.00</b>
MAY	28	TORONTO STAR (TORONTO, ONT) (D-505,000) "Around the World by Concorde"	<b>\$588.00</b>
MAY	29	PROVINCE (VANCOUVER, BC) (D-178,469) "Aussie Guide"	<b>\$432.00</b>
MAY	29	TORONTO SUN (TORONTO, ONT) (D-260,000) "Resort Just for Seniors"	<b>\$328.00</b>
JUN	04	EXAMINER (PETERBOROUGH, ONT) (D-27,927) "Down Under for 10 Days"	<b>\$260.00</b>
JUN	15	TORONTO SUN (TORONTO, ONT) (D-260,000) "Australia Has 3,200 National Parks and Reserves"	<b>\$660.00</b>

**U. S. PHOTO / INFORMATION ASSISTANCE**

JAN	'94	HOLIDAYMAKER	
MAR		"Australia's Sydney-just Super!" by P. Lawson	<b>\$N/A</b>

**U.S. PHOTO / INFORMATION ASSISTANCE (CONTINUED)**

MAY '94	MEETINGS AND CONVENTIONS (DENVER, CO) (MO-80,279) "Global Planner: Austalia"	<b>\$111,460.00</b>
MAY 01	THE NEW YORK TIMES (NEW YORK, NY) (S-1,812,458) "In Australia's Great Cities, Art Deco Gleams On" by Anthony W. Robins	<b>\$302,016.00</b>
MAY 11	WORD FROM DOWN UNDER "The Australian Newsletter"	<b>\$N/A</b>
JUNE '94	WILD BIRD (MISSION VIEJO, CA) (MO) "Australian Cavity Nesting Birds" by James Shields, Ph.D.	<b>\$75,588.00</b>
JUNE 09	ALL THINGS CONSIDERED "Broadcast Excerpt" by Ian Campbell	<b>\$93,800.00</b>

U.S.  
VISITING JOURNALISTS PROGRAM

# Australia

by DeAnne Musolf

*Frontier, more California than California itself. Australia. Founded by renegades with a sense of the exquisite and preposterous as possible. The ideal paradise for lesbian woman or gay man, traveling parties, loners or two tripping toward honeymoon.*

Here in Sydney, I stroll Oxford Street in balmy midnight breezes, mid-January. Lose myself in myriad shops, lights, smells, music flooding the streets from open nightclub doors. Inside the crush of cologne, sweat, muscle, sweet flesh, crowds enfold me. Anywhere in Darlinghurst, I am at home.

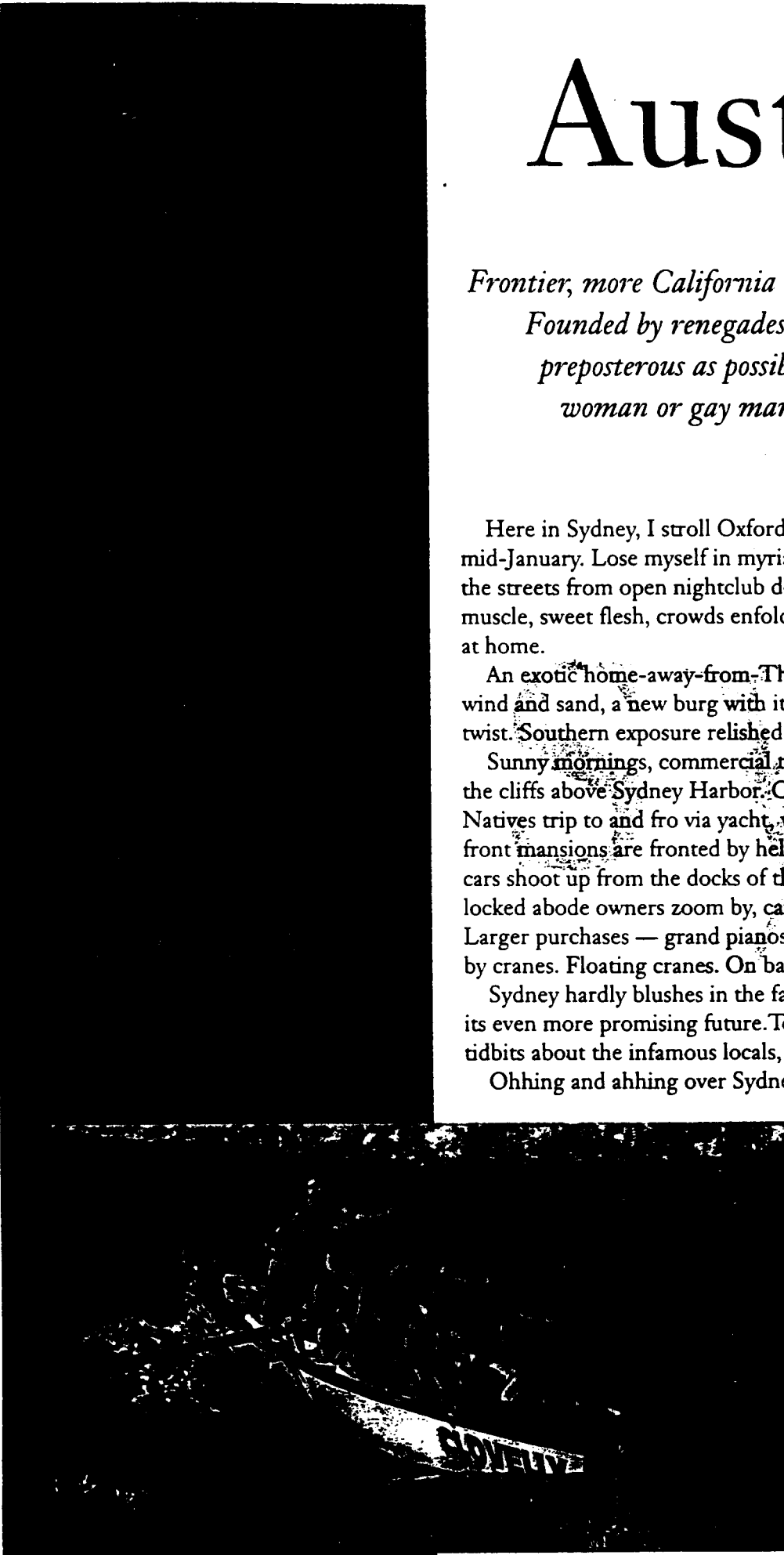
An exotic home-away-from-The-Bay, with a bay of its own. Surf, warm wind and sand, a new burg with its own clever bridge and a South Pacific twist. Southern exposure relished beyond my dreams.

Sunny mornings, commercial tours cruise plush mansions perched on the cliffs above Sydney Harbor. Communities here sport no streets: Natives trip to and fro via yacht, water taxi, dinghy. Resplendent waterfront mansions are fronted by heli-ports and inclinators. Personal cable cars shoot up from the docks of the splashiest Sydney homes. Water-locked abode owners zoom by, carrying groceries up from the yacht. Larger purchases — grand pianos and Italian leather sofas—are swung in by cranes. Floating cranes. On barges, of course.

Sydney hardly blushes in the face of fascinating often derelict past and its even more promising future. Tour guides at the mike offer up gossipy tidbits about the infamous locals, past and present.

Ohhing and ahhing over Sydney's oyster — Opera House. A slice of white beach here, grassy park there, the Clothes Hanger Bridge and brilliant skyline from the water. It woos me to dive in, to the city by day. The Taronga Zoo, the Museum of Contemporary Art, the Wharf Theatre at Pier 4 and highly-righteous Australian National Maritime Museum (complete with its own international fleet) on the western side of newly-revitalized Darling Harbour all await. I call ahead to Taxi Afloat, set a meeting point and begin my urban tasting tour.

By dusk I am ready to meander



# InSide Out

*'Slip, slap, flop.'*

*When out in the sun anywhere in Australia,  
heed this popular Aussie credo:*

*Slip on a shirt, slap on sunscreen,  
flop on a hat.*

along the water at commute hour and watch the harbor come alive with residents from as far as fashionable Pitt Water to the north and Paddington to the east plying their daily commute home from mid-town Sydney aboard ferries, sea planes, water taxis, and personal yachts. Gives a whole new meaning to the term "car pool."

**THE** Saturday, I unearth the most spectacular view point. The 60-acre Royal Botanic Gardens — the site of Australia's first farm. And watch Sydney Harbour explode with a celebration of watercraft. Every bay sports its own yacht club — fourteen in all. Nearly nude Sydneyites — identified by the gleam in their eyes — for they know something the rest of the world does not — loll on glistening Bondi or Manly Beach stretch along gorgeous sandstone cliffs or bask on the decks of sleek sailing vessels glimming past. Ubiquitous sunshine to my bones is a given.

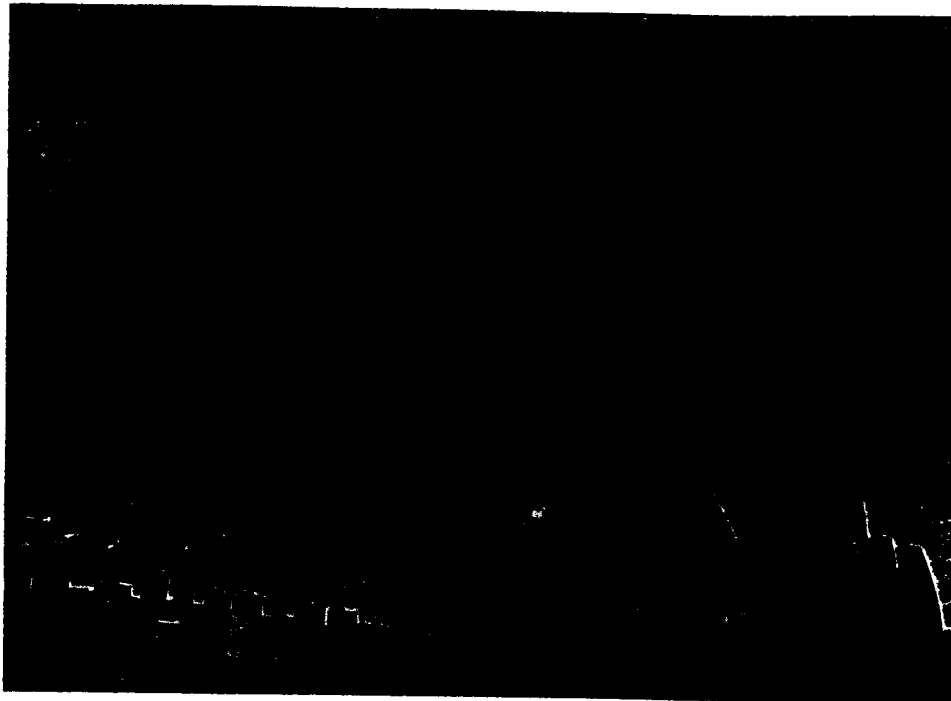
Too long tempted, I rent my own vessel and climb aboard: sail board, jet ski, Zodiac raft, sunfish, speed boat, catamaran, you name it, are all available for hire by the hour, the half-day or the day through companies such as Adventure Day Tours or Waratah Adventures.

'Slip, slap, flop,' I repeat, slathering on the SPF 46. (Yes, 46.) When out in the sun anywhere in Australia, heed this popular Aussie credo: Slip on a shirt, slap on sunscreen, flop on a hat.

I book a sea plane from Aquatic Air. "Where to, mate?" they ask. "Somewhere, anywhere!" (My standard reply.) I am delivered to the waiting plane by sea taxi. We circle the harbour in float, waiting for a swath of harbour clear of boogie boards and kayaks, wind surfers and water skiers. At last there is a break in the water-worshipping furor. The pilot hits the throttle and we lunge for it. At the last possible second, a sunfish skims across our path and we abort. Then try again. Finally, we lift. Dazzling views of the sun-washed city, the candy-blue waters and white sand beaches, the sentry-like sandstone cliffs protecting Sydney Harbour and the great South Pacific beyond leave little to heaven. Flying here, a must. But *not* for the faint of faith.

At night, a cab whisks me through the warm night air to King Street in Newton, flush with women. We sit and sidewalk shop at open-air cafes till dawn. Whispers come in lyrical lilting wafts. Locals and new

(Cont. on page 23)



wallabies grazing along the water's edge snuffle in my pockets, koalas hiding among the high branches of koala-colored gum trees remain invisible. Wandering wombats wander.

TRUE baptism into the Aussie culture, however, cannot happen in a car. Only in water, if you'll excuse the term. I wander, ride a bike, swim the Murray, from Victoria to Queensland. A magical world where ninety percent of its inhabitants live within ten kilometers of waterway, on the Hawkesbury and Murray Rivers, fortunes were made and empires built upon the river trade, in red gums and sheep. Today, these areas become my secret treasure trove, long lost to the outside world. I drive, swim, bike.

By day I trek up the Gold Coast by car. To take in bush scenery, a bit of open road, beaches, do-dads at antique shops. Languishing at last at Cairns, just this side of the Great Barrier Reef.

Then push on to Surfers Paradise. A chap called Peter Turner leases a percentage of rooms in the Islanders Resort high rise here for lesbians and gays on vacation. And what a retreat. Lively scene. A

block from the nation's best beach. I have arrived. I bid my cares "g'day."

From here, there are many lures:

skipper-myself yachts in the Whitsunday Islands from Whitsunday Rent A Yacht or Australian Bareboat Yacht Charters, both out of Shute Harbour, Mackay, Queensland. Daydream Island (for fun lovers). Holding baby koalas at Hamilton Island Resort fauna preserve (where George Harrison of The Beatles has a home). Rolling in pure white silica Whitehaven Beach (used in Coca-cola commercials), snorkeling face to face with a gruber the size of a Toyota, trekking pine-covered islands. I am awed by sea eagles, flocks of wild white cockatoos, sprays of orchids growing wild, and underwater rainbows of brain coral. I dabble in how I might improve upon Australia. Only this: These exquisite extremes could be happening in my own backyard.

For more information: *The g'day guide*, covers accomodation, tours, clubs and more in Australia, New Zealand, and, for 1994, the South Pacific and South East Asia. For the gay or lesbian traveller downunder. Available by order from A Different Light Bookstore

(Cont. from page 11)

friends call from surrounding Bondi (home of the fab nudist day-hangout), Elizabeth Bay, Double Bay, Redfern and Erskineville, or further a-bush, Balmain, Glebe, and women from Leichhardt.

Eventually I make my way to bed. A tough pick. Gay and lesbian-owned and -friendly hotel and bed and breakfast establishments abound: Governors on Fitzroy in Surry Hills; Unicorn Hotel and Paddington Terrace Motel in Paddington; The Barracks, Californian, Pelican Private Hotel and Chelsea Guest House all in Darlinghurst; and Waratah Inn and Hyde Park Plaza closer to downtown Sydney.

Gay and lesbian life are tradition in the biggest cites, Sydney and Melbourne. But budding gay and lesbian communities accent the smaller capital cities and premiere resort areas too. I am hungry to explore.

I putter along, relax long mornings over espresso. Newspapers spread before me. I peruse Australia's answer to Out: Outrage, Campaign, Burn. Fascinating. Each city also offers up its own lesbian and gay press. I feed on the travel sections, local arts and entertainment, weekends away, information guides, personals.

And on Aussie cuisine to rival Alice Waters. "Cafs"[sic] and diners along the way sprout miracles: Tomato soup with Kefir lime leaves, lamb with garlic custard, and all manner of yummy, crusty,

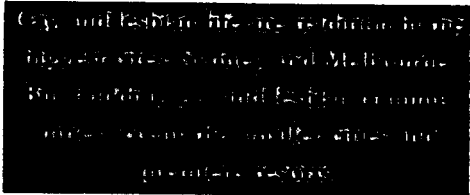
hot baked delicacies. Then Greek, Lebanese, Vietnamese, Thai — with a twist. I begin to catch on: Fresh indigenous fruits, vegetables and seafood are religion here. At one with my trip, I bow to the gods.

Behind the wheel of my own car, comfortable at last with driving on the left side, rumor dares me to keep on driving.

Trip from Perth to Cairns (basically circumnavigating the entire country by car) staying only at gay-owned and gay-friendly establishments for the duration. Everyone says it's possible. Over maps and guides, I ponder Noosa and Surfers Paradise in Queensland; the Blue Mountains and the South Coast in New South Wales; and Daylesford and Hepburn Springs in Victoria. And on and on and on. Who could say no?

I hunt out the favorite weekend retreat for like-minded people from Melbourne: The famous mineral springs area of Daylesford. Here, homosexuality in community thrives. I nest at the Balconies, a country palace with all the elements: fire, water, views of the lake, and possibilites. At night, I join the girls and head for a lesbian dance at the town hall.

Walking along the lake at sunrise, wild crimson and purple parrots are cannily summoned from the trees with tempations of bread; native kangaroos and



# AUSTRALIA: A four-wheel drive to sacred ground

By Jeff Miller  
FOR THE SUNDAY GAZETTE-MAIL

**C**LAMBERING UP into the tuge-four-wheel-drive on the first day of our Australian self-driven desert expedition, we felt like characters in a Mel Gibson road war-movie — nothing between us and the harsh Outback but our machine. With a turn of the key, the diesel throbbed to life, vibrating my wife and me like a "magic finger" bed.

The vehicle would get five grants on television's "Home Improvement." They don't call it a "landcruiser" for nothing — earthmovers have fewer levers; giant tractors have smaller wheels. We were told the "bull bar" bolted to the front was in case we hit any water buffalo. Any what?!

We named it "Tonka" (said in two grunts). Later, deep in the Outback, the jokes died as we grew to appreciate our substantial, hard-working friend. But on the dry, paved roads of Alice Springs, it was hard to imagine we'd ever need such an all-terrain monster.

Heading out

When we decided on a four-wheel-drive ad-

Miller is a free-lance travel writer based in Dequar.

venture into Australia's Red Center, it was obvious Alice Springs (pop. 25,000) in the Northern Territory was the perfect jumping-off point.

Located near the exact center of the country and the only major town for 500 miles in any direction, Alice not only offered a good base for day trips but a major tourist attraction — Ayers Rock — within a day's drive.

While Ayers (Aboriginal name, Uluru) and its companion the Olga (Kata Tjuta) lived up to their advertising, it was our "discovery" of three special places accessible only by 4WD — the lush and prehistoric Palm Valley, the peaceful and sacred Ewings Aboriginal rock carvings, and the astounding formations and dramatic cliffs of Kings Canyon — that made our trip memorable.

We started our 4WD adventure with a bold first stop — Alice's visitors center. It's a must for self-drivers, not just for detailed maps but to learn the current road conditions, which can change quickly and spell disaster for the uninformed.

Our initial foray into the Outback was a day trip to Palm Valley, 100 miles southwest of Alice. Starting on pavement — Aussies call it bitumen (pronounced BITCH-ab-men) — we soon got the hang of driving on the left and shifting with the left hand.

The countryside, with its scrub trees and bushes, distant buttes and multicolored mesas, reminded us of New Mexico and Arizona, but here the palette was a fiery red soil, forged in a landscape furnace that can reach 120 degrees.

Sixty miles from Alice, the pavement faded to a wide, relatively smooth dirt road. At Hermannsburg — an Aboriginal community with traveler facilities — a sign warned "4WDs only."

The road narrowed to what looked like an abandoned animal track and Tonka rarely got out of first or second gear. As he clawed his way over boulders, we hung on rather helplessly, being tossed from side to side like balls in a fierce pinball game.

At one point we came to a narrow, fast-moving stream where a rock ledge submerged in knee-high water was the only way across. Deep water on both sides of this natural bridge made it a tightrope of a fording.

As I slowly pulled out onto the ledge, the water grabbed for the tires — one careless move and Tonka would be a houseboat. I laughed at the thought of the rental car company trying to bill my credit card \$50,000.

See AUSTRALIA Page 3E

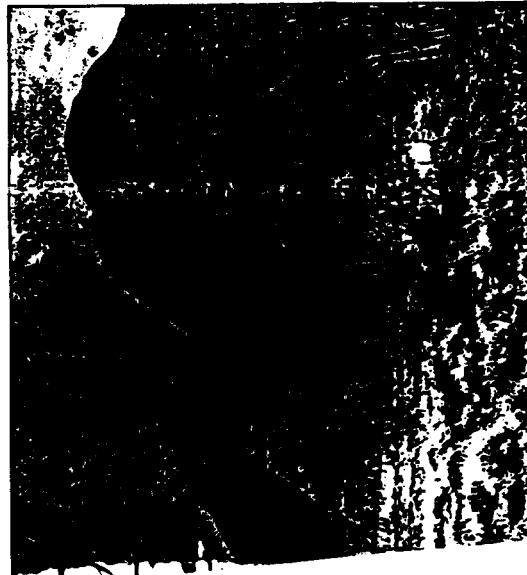


PHOTO BY JEFF MILLER

Aborigines prefer that people not climb Ayers (above) as it is sacred ground known to them.

Continued From Page 1E

When we reached Palm Valley in Finkel National Park, we found it startling — a tropical oasis in the heart of a desert. Permanent underground water and protecting cliffs have nurtured and sheltered remnants of a prehistoric rain forest — most notably the Red Cabbage Palm (the seedlings resemble cabbages) and the palmlike Cycad plant.

A trail with periodic interpretative signs led into the valley. Flat riverbed rock, worn smooth by eons of seasonal flooding, offered natural pathways past reflective pools and through thick stands of palms, ferns and wild grasses.

We hiked until we were tired, had a picnic beside the stream, then drove leisurely back to Alice.

#### Ancient artists

The next day we headed southeast on another 4WD-only track. This time there were no boulders to climb, no rivers to ford, just a wide dirt swath of washboard ruts and mudholes.

Twenty-five miles down the line we found the Ewaninga rock carvings, one of the best surprises of the entire trip.

Here the flat desert was broken by a ring of rock outcropping looking like tired old giants hunched around a fire.

Nearby, a small pond in a "claypan" (a natural water preserver) had become a haven for life. Maroon and yellow wildflowers danced merrily around tufts of prickly spinifex grass. Blue mallee bushes and pine treelike desert oaks shaded small rodents and lizards.

We were greeted by the chattering of swallows, wrens and martins and welcomed by the throb of crickets. Imaginative listeners could have heard the light breeze whisper tales of 300 generations of nomadic Aborigines who had lived and died here. And wrapped around everything was a sense of ageless peace, as solid as the rocks, as ethereal as the clouds.

Scattered among the outcropping were well-preserved works of ancient artists. Abstract, rather than narrative, the carvings included concentric circles, wavy lines and animal tracks. Thousands of year old, these haunting symbols and their peaceful home held us in their magic for nearly half a day.

## Adventures in the Outback

Alice Springs



Back in Alice, we decided that now as "experienced" four-wheel drivers, it was time for a longer trip — a two-day journey to Uluru via Kings Canyon. While the driving — half highway, half dirt road — wasn't as dramatic as the previous two days, Kings Canyon made up for it.

Only about four hours' drive from Alice, the canyon is part of Watarrka National Park and needs at least a day to see. (Just one resort is nearby, but it offers various levels of accommodation.) A scenic and easy hour's walk winds through the canyon, while a truly spectacular but much harder four-hour hike goes to the top and around the rim.

For the longer trek, we heeded numerous warning signs and took hats, sunblock, food and water. The hike was difficult at times (it's not for the old at heart), but needs only average fitness and a relaxed pace. It helps that the rock is in layered formations, which create natural stepping stones.

The hardest going is at the beginning, when the trail snakes up a rugged, rubble-strewn hillside to the top of the canyon. This climb not only gave us great views of the surrounding desert, but constant reminders that we were 40 years old.

We could have spent an entire day wandering around the canyon's sandstone domes or just sitting near the rim and scaring ourselves to death, but it was time to head to Uluru, a half-day's drive south in Uluru National Park.

# Art / Books

THE GAZETTE SATURDAY, APRIL 30, 1994

## Aboriginal art has a problem - it's in demand

PHILIP SZPORER  
SPECIAL TO THE GAZETTE

**A**DELAIDE, Australia - The Western Desert of Australia lives and breathes at 45C. For more than 40,000 years, aboriginal people have inhabited these continental plains covering parts of Western Australia, South Australia and the Northern Territory.

From this vast area springs traditional aboriginal art, the earliest surviving examples being rock engravings and paintings. It celebrates an appreciation of the close links between the people and the natural elements - the land, sky, sea and creatures that inhabit the region.

"These paintings show what kind of life was in the area," said Ronald Williams, artist-in-residence at Perth's Indigenart gallery.

Recently, the traditional images of the past have evolved into more contemporary art forms. The early 1970s signalled the emergence of aboriginal artists from remote, dusty desert communities, like Fitzroy Crossing, Turkey Creek and Balgo Hills. With the introduction of canvas, board and acrylics, senior members were encouraged to transpose aspects of their sacred and ceremonial ground designs and reproduce them into a more permanent form.

The commercial market for these traditional and then, suddenly, contemporary art works blossomed. Aboriginal art became Australia's most sought-after visual-arts commodity, and therein lies its greatest threat.

Surveys show that overseas tourists want to acquire a piece of aboriginal art. But what they're prepared to buy are mass-produced souvenirs, T-shirts and stationery. The problem is that aboriginal producers are not always in a position to actually mass produce in the quantities to satisfy the market. The trade is growing but the demand is being met by non-aboriginal artists doing aboriginal-style work.

It's an alarming trend allowed to go on for too long, said Michael McMahon, director of the Sydney-based Aboriginal Arts Management Association, a support and advocacy association.

"We will have effectively merchandised indigenous cultures out of existence in this country," he said. "(It's) like some type of cultural cleansing process, where you take from people, use what you want to use, leaving (them) with very little."

This year's Adelaide Festival - a month-long celebration of the arts - began with the creation of a Warlpiri ground painting, started by the male elders of the Warlikuangu Artists Association of Yuendumu, a settlement in Australia's Northern Territory.

### Stories are held in trust

The 12-metre by six-metre ephemeral ground painting portrayed four mystic dreamings (stories) - Bush Potato, Snake, Water and Possum. (Dreamtime is that indefinable period of past time which to the aboriginals is the source of all knowledge and all living things). It was worked on over a period of 10 hours, using traditional materials, such as ochres, charcoal and plant fibre.

In creating a dreamtime painting, it's essential to never infringe upon another tribe's sign. The stories are held in trust by individual custodians who have been initiated into these mysteries by their forebears.

On the occasion of the Adelaide ceremonies, the Warlpiri men, together with the women from the community, painted themselves, then sang and danced the stories and steps associated with the completed ground painting.

The history of Australia has been one where aboriginal cultures were not recognized and, indeed, there were policies to ensure the people were separated from their cultural background. The country is currently going through a period in which people are re-establishing their culture. There's been a reconciliation with the past, a turning point that could be described as a basis of a new relationship between indigenous and non-aboriginal Australians.

Aboriginal arts are today considered one of the most vital streams in Australian culture, the key to Australians' understanding of themselves. Greater awareness is spawned by organizations like Tandanya National Aboriginal Cultural Institute, which produced the Adelaide Festival's opening ceremony, galleries like Indigenart and people like Yvonne Koolmatric, a Ngarindjerri traditional weaver, from the southeast region.

### On cultural front burner

At the Adelaide festival, Koolmatric talked and demonstrated her weaving and reflected that this ancestral activity had very nearly died out. "Only two of us carry on the tradition. The culture's almost lost, but we're reviving it."

Places like the Boomali Aboriginal Artists Co-operative are determined that aboriginal art remains on the cultural front burner. Boomali means to strike, to make a mark, to fight. The Sydney-based co-operative started in 1987 because a group of 10 artists, who had mainly gone through the art school system in an urban environment, were frustrated that their work was not being accepted as valid or real aboriginal art.

"From the word go, we'd been intent in having a place where we could work in a supportive environment," said Brenda Croft, a Gurindji artist and co-ordinator at Boomali.

The studio space metamorphosed into a gallery, with exhibitions (seven on the in-house roster this year), not just for the 10 artists, but also for artists

PLEASE SEE ABORIGINAL, PAGE 12

## ABORIGINAL

### *Copiers threaten integrity of art*

CONTINUED FROM PAGE 11

outside the co-operative, from urban areas, state rural regions and traditional communities.

When the co-operative started, the idea wasn't to be in competition with the traditional artists. "We said we're just another facet of what aboriginal culture is about, just as valid. People should look at it as a whole, and realize it's not static. It's always evolving," Croft explains.

"All the work's contemporary because it's being created now. It's changing and developing. It's just that the artists who create that work are based in different environments. The common link is their aboriginality, and different messages come through in that sense."

The lack of recognition of contemporary aboriginal culture is linked with an arts policy that hasn't come to grips with contemporary work as a legitimate expression of indigenous culture. "A lot of funding is still geared on a very traditional concept of what aboriginal culture is all about," McMahon said.

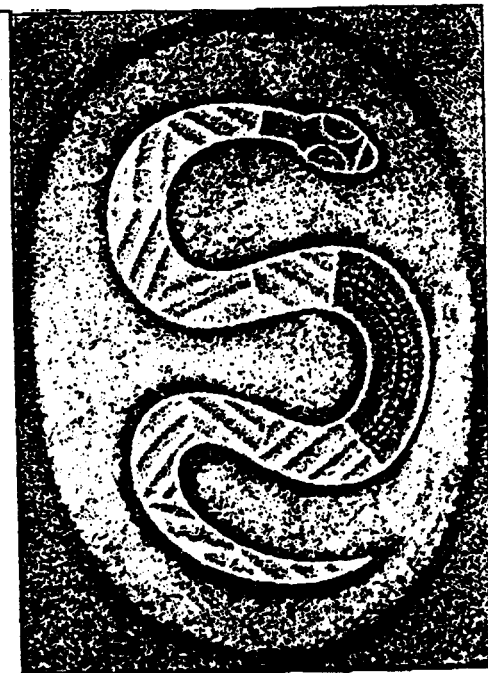
His group centres its work around issues of intellectual and cultural property, as they pertain to the indigenous cultures in Australia, including the application of the Copyright Act.

"At the moment, that is the only piece of Australian law that we've got to protect the indigenous cultures. The customary laws of aboriginal and Torres Strait Island people (who live in an area off the northeastern tip of the continent), in the main, are not recognized in Australia," McMahon said.

With the successful internationalization of aboriginal art, the desire to reproduce the work increased tremendously. The feeling was that aboriginal artists had no copyright protection or that they wouldn't pursue their rights under the act.

In a landmark case, with the help of McMahon's association, an aboriginal artist took to court a company that had been reproducing a particularly important cultural work on T-shirts without permission. The damages awarded to the artist were high. "The message was that aboriginal artists will act to protect their copyright," McMahon said.

The message from all this seems to be that aboriginal artists need to have a more prominent positioning in the art industry. The work may be recognized and respected, particularly overseas, but the struggle, as always, emerges closer to home.



Opal Egg (1993) by aboriginal artist Peg Morgan.

MIRABELLA  
MAY 1994  
P. 1



## Where the Wild Things Are

*If the sharks, crocs and death adders don't get you, the local blokes will.  
Rachel Ward explains the allure of the outback.*

It, at my christening, some vengeful fairy godmother had ordained that, in youth's full flush and with Hollywood stardom beckoning, I was to be dragged off to the other side of the world by a sharp-tongued Aussie in hobnailed boots, not even my consolation gift of a year-round tan could have assuaged my parents' distress. Frankly, when told of this destiny I would have begged, "Shoot me now." In history classes, Australia was dismissed as some faraway colony that did as we told it, and, later, as a place lily-livered English boys were sent to be made into men, my brother included. He subsequently met and fell in love with an Aboriginal girl and returned home with talk of marriage. I remember adding vigorously to the chorus of "Don't be ri-dic-u-lous," until he relented.

Much later I received a postcard of the Sydney Opera House and, still under the impression that Australia was a country of prehistoric hopping rats and cowboys who chewed sheep's balls for breakfast, I remember being surprised that they'd have need of such a place. Bryan Brown, practically the first Australian male I'd ever seen, only consolidated this opinion. We met on location; he was shearing sheep at the time, smeared with their blood and sweating buckets under a Hollywood sun. His handshake suggested that he'd shortly be having *moi* for breakfast. As it turned out, he got me for lunch and tea as well. Breaking the good news to Mother went down, as they say, like a load of cold vomit. "I had Rachel at twenty-one," Mother explained politely. "That's funny," said Bryan, "I had her at thirty-five."

Yes, like everyone else I read *The Thorn Birds*; I even got to be Meggie Cleary on TV. So I knew Australia as a place where love, death, drought, plague, fire and rain are experienced in biblical proportions. But, hey, Olivia Newton-John was still smiling—Australia couldn't be that bad.

I was further reassured when, after my first Qantas flight to Melbourne, we were spritzed with an insecticidal spray—presumably to keep out the disease and pestilence of less savory worlds. Nice try, Qantas. I was almost complacent as I sauntered past the duty-free fluffy-bummed koalas with not an "Enter at your own risk" sign in sight. Quite shocking then, less than a week later, to find myself fleeing Melbourne's fatal Ash Wednesday bushfires.

Ten years later, with dangerous or venomous creatures lurking in every cranny of Australia's land, sea or suburb, I'm still running for my life. Well, not quite, but with Christmas Day headlines such as "Son watches helplessly as father is dragged into river by man-eating crocodile" and, on page two, "Toddler >

*Rachel Ward with her  
husband of eleven years.*

*actor/surfer Bryan*

*Brown. Above, left:*

*Year-old Joe with Dad;*

*right, Rosie, nine. Mom*

*and Matilda, seven.*

## where the wild things are



Ward in beads; two  
of the feral children—  
Matilda, left, and Rosie.

in critical but stable condition after being bitten by funnel-web spider," one can never exactly relax. Meeting the funnel-web, which just happens to be the world's deadliest spider, is so common in our neck of the woods that when I gamely suggest to my girls that we pop the latest specimen in a jam jar for school, I am told, "Bo-ring. Tommy Snookes brought one in yesterday."

On the positive side, I have been forced to give up jogging. Running around the home paddocks, unless you wear knee-high gum boots, is just too hazardous. You might step on a red-bellied black snake or even a death adder, which happens to be the fourth most venomous snake in the world.

Australia's beaches will spoil you for any other beach in the world: mile upon mile of fine white sand, etched with those unfurling ribbons of turquoise and white—the perfect wave. Beloved by all who swim in them—man, dolphin, shark, sea snake, lethal sea wasp and blue-ringed octopus, puffer fish, barracuda and bluebottle—but not me. I have a turquoise pool, shaded by a canopy of gently rustling papaya and banana trees and that's where I'll be staying.

Needless to say, I've left the most deadly and efficient predator until last. Powerfully built but benign in appearance, he commonly pounces without warning. Where most wild creatures have suffered the effects of urban sprawl, he has thrived on it, and is often to be found around fridges or bars. He tells silly jokes and prefers thongs (rubber sandals). Affectionately known as the Aussie Bloke, he often answers to Bruce, Mate or Drongo.

His pounce tactic is extraordinarily effective. Given the fact that Aussie Blokes don't flirt, the victim is taken completely by surprise and acquiesces in stunned submission. Case in point: a girlfriend of mine came to visit from New York. Having just seen *Crocodile Dundee*, she asked to meet such an Aussie cowboy. I obliged by asking a neighboring farmer to dinner. The meal passed without incident but when I returned from stacking the dishwasher I found him tickling her tonsils with his tongue. She moved in with him the next day and for the rest of her holiday our only communication was when we waved to each other across the stalls at the weekly cattle sales.

As with most evolutionary quirks, the explanation, I believe, for the Aussie Blokes' approach is pure survival. Ironically, in a country where it is purported that "the men are men and the sheep are nervous," it is, in fact, a country where the women are women and the men are nervous. Australian women are a fierce breed—a disposition fostered, I suspect, by two hundred years of hard living, where fools and flirts are not suffered gladly. A bloke game enough to hazard a wink or mutter, "Nice pair of . . . eyes," could risk the humiliation of a retort such as "On ya bike," or, as if he were no better than a funnel-web, "Rack off, hairy legs."

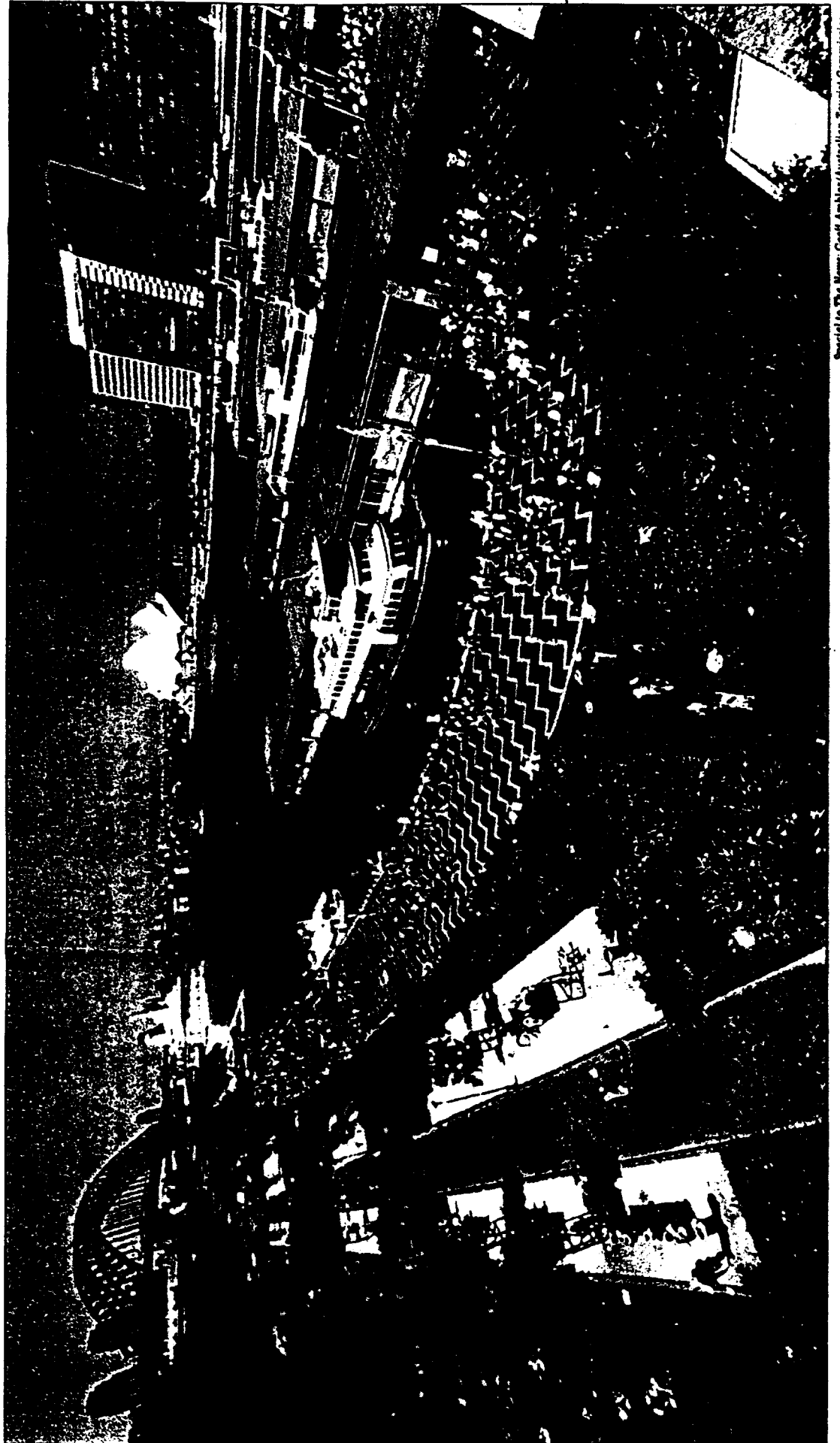
Not even remotely a graduate of the hard-knocks school, I miss a little light flirtation from time to time. A small sacrifice, I suppose, for a life of fresh mangoes for breakfast, kangaroos in the garden and feral children underfoot, of husbands who carry surfboards not briefcases, of barbecues, night-scented jasmine and the cicadas' song. I am often asked if I don't miss England and secretly dream of returning home. "What?" I ask. "To the pretty lanes and hedgerows? To little green fields and quaint church steeples, where the wildest predators are the blackberry bushes and the lily-livered English boy? Don't be ri-dic-u-lous." M

**Where The Wild Things Are** For information on travel to Australia contact the Australian Tourist Commission, 800-333-0262. **128:** Hair, Justin Williams; makeup, Eric Villiger. Rachel Ward and Bryan

Brown wrapped in their own blanket. **129:** Left: **Vest**, \$205, by Emporio Armani, at Emporio Armani Boutiques. **Overalls**, \$125, by Double RL by Ralph Lauren Menswear, at Burdine's; Rich's; Dillard's. **130:** Left: **Shirt**, \$88, and **jeans**, \$78, by Double RL by Ralph Lauren Menswear, at Burdine's; Rich's; Dillard's. **131:** **Shirt**, \$160, by Sportmax, at J. Cornell, FL; Max Mara, San Francisco; D'Ora, Fairlawn, OH.

# A U S T R A L I A

DALLAS MORNING NEWS  
MAY 29, 1994  
P. 1



Special to The News: Geoff Ambler/Australian Tourist Commission

... Circular Quay, where ferries come and go to connect downtown Sydney with the suburbs, the dramatic Opera House breaks the horizon

# Mix some cities with the Outback

WWS  
By Robert W. Bone

Special Contributor to The Dallas Morning News

SYDNEY, Australia — For more than 200 years, Australia was only a theory. Terra Australis Incognita ("unknown land of the south") first appeared as a mysterious blob on globes in the 15th and 16th centuries. European cartographers believed the known world must be "balanced" by something big and impressive in the Southern Hemisphere.

Although the reasoning was faulty, the conclusion was correct. But when the real Australia began to be explored in the 17th and 18th centuries, many of the biggest and most impressive discoveries were denounced back home as hoaxes.

Descriptions and drawings of kangaroos, koalas, platypuses, wombats



Special to The News: Northern Territory Tourist Commission

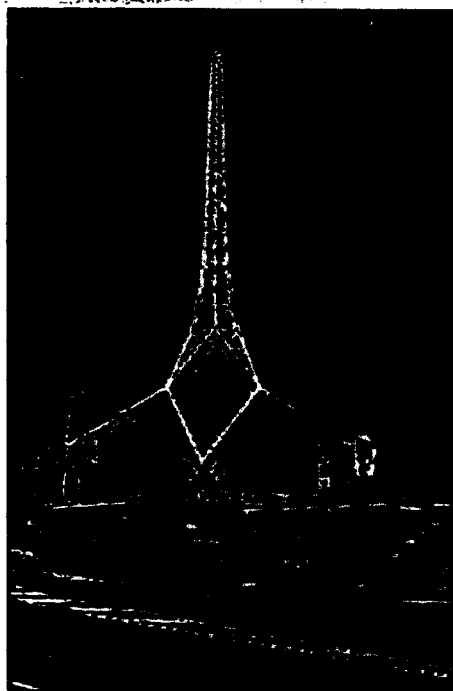
**Kakadu National Park** is known for its scenery — and giant crocodiles.

and goannas simply were not to be believed. Ditto for feathered creatures such as the emu, the cassowary, the lyrebird and the kookaburra. ("Come, now! A bird that laughs like a donkey?")

A stone-age society of aboriginals, proficient in throwing boomerangs and playing an instrument called the didgeridoo, completed this unbelievable, crazy-quilt picture.

What made Australia unique still makes it one of the most exciting travel destinations: This massive island continent, about the size of the continental United States without Alaska, became separated from Asia about 60 million years ago — time enough for many animals and plants there to have evolved in ways previously unimaginable.

As a nation, Australia owes its  
Please see DARWIN on Page 2G. P



Special to The News: Heather Coulter/ATC

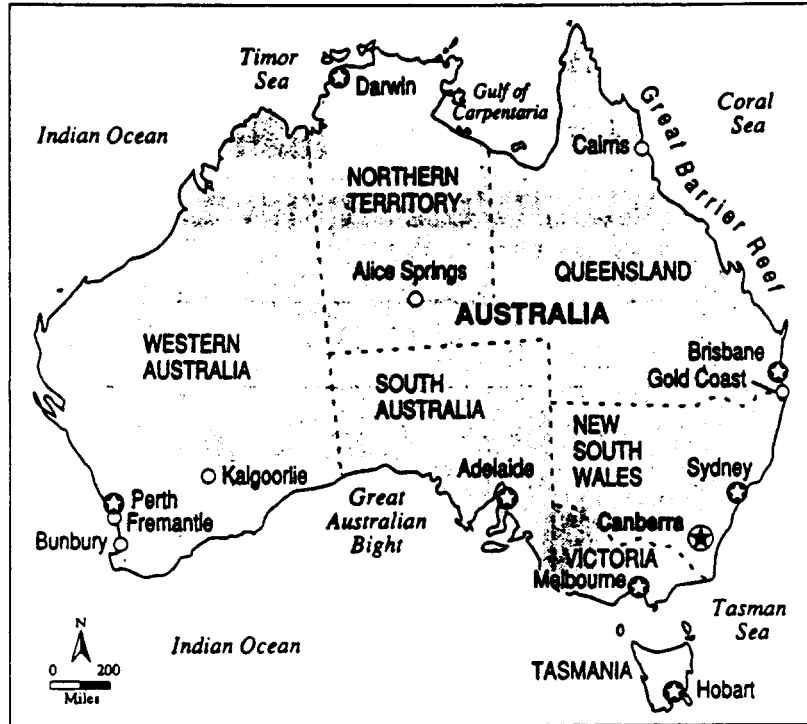
**Melbourne** is Sydney's rival on the commercial and cultural scene.



Special to The News: Jeff Miller

**The caretakers of sacred Ayers Rock** ask visitors not to climb it.

# Darwin to Tasmania: devil of a time seeing it all



The Dallas Morning News



Special to The News: Australian Tourist Commission

From Melbourne, don't miss a tour to Phillip Island to watch hundreds of fairy penguins return from the sea each evening as if they were faithful commuters.

Continued from Page 1G.  
beginnings directly to the American Revolution. When Britain could no longer punish its miscreants by banishing them to places such as Maryland or Georgia, it turned to the new land "Down Under," establishing a penal colony first at Sydney, then at other places in Australia.

Thus the groundwork was laid for a laid-back, anti-authoritarian society reflected today in such breezy Cockney-like expressions as "No worries!" or "She'll be right, mate!" Although the country had no revolution of its own, the Aussies seem to identify more with us "Yanks" than with the British.

### The eastern cities: Sydney, Canberra, Melbourne

Unless you have a month or two, don't try to visit all six states and two territories of Australia on your first trip. Because of the distances involved, most Americans concentrate first on two or three East Coast cities. Nevertheless it would be a mistake not to include at least a brief foray into the Outback (more on that later).

There is no more pleasant way to begin an Australian adventure than a visit to Sydney, the capital of the state of New South Wales. This also is the city that won the bid to host the Summer Olympics in 2000.

Here, on one of the world's most beautiful harbors, is where the country began. In the shadow of some massive outcroppings of sandstone called the Rocks and next to a large natural cove, a company of about 1,500 convicts, soldiers and settlers hacked out the beginnings of a city in 1788.

Today the narrow streets and lanes in the Rocks district of Sydney impart a musty, old-time charm to its shops, pubs and cafes. The adjoining cove is now called Circular Quay, and there scores of ferries come and go throughout the day connecting downtown Sydney to suburban areas. (One of these boats is a wonderful way to get to Sydney's largest zoo.)

Near the quay, the dramatic Sydney Opera House, one of the world's most recognized buildings, breaks the horizon with its sail-like roof. Elsewhere, Sydney has grown into a city of tomorrow with architecturally daring structures springing up among carefully preserved older

buildings. Be sure to take the monorail to Darling Harbor, an attractive waterfront redevelopment project.

While Sydney's luxury establishments get most of the publicity, good hotel rooms can be found in the city for about \$50 — at establishments such as the Country Comfort Motel, the Oxford Towers Motor Inn, the Flag Kingsview Motel, the Roslyn Gardens Motor Inn, the Manly Beach Resort and a few links in the Best Western chain.

About 500 miles to the south, the city of Melbourne, capital of the state of Victoria, is Sydney's perennial rival for dominance of the country's commercial and cultural scene. A dignified metropolis as much of parks and gardens as of steel, stone and glass, Melbourne is bisected by the meandering Yarra River.

To some, its dominant characteristic is a transportation system composed of hundreds of old-fashioned trams clattering along through peaceful, tree-lined avenues. One of these trams has even become a rolling restaurant in recent years.

Australians usually identify Melbourne with elegant shops, high fashion, art galleries and theaters. I saw an excellent production of *Phantom of the Opera* at the refurbished 1886 Princess Theatre. And many in Melbourne are still talking about the new, conical-roofed shopping complex called Melbourne Central, which has opened in the city center.

Out of town, you won't want to miss a tour to Phillip Island to watch hundreds of fairy penguins return from the sea each evening as if they were faithful Melbourne commuters.

In between the two rival cities, Australians built their capital of Canberra, a totally planned lakeside community. It was designed by an American, Walter Burley Griffin, an architect whose name is better known in Australia than it is in the United States.

The city (in the Australian Capital Territory) features one of the world's most dramatic buildings, the Parliament House. Completed in 1988, it was built almost entirely within a natural hill, then topped off with a 270-foot stainless-steel flagpole (tours are free).

Also in Canberra, be sure to see the battle relics and dramatic tableaux at the Australian War Memorial.

### Northern Australia: Brisbane, Cairns, Alice Springs, Darwin

In the Southern Hemisphere, of course, the warmer areas are in the north, so Brisbane is the capital of Australia's tropical state of Queensland. It's a land of sugar cane, pineapples, bananas and some less familiar fruits and veggies.

Off the coast between Brisbane and Cairns are many of the palm-shaded resort islands along the Great Barrier Reef, headquarters for some of the world's best skin and scuba diving and bird-watching.

South of Brisbane, the overbuilt Gold Coast is a popular winter vaca-

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tion venue for Australians, although often compared to the generic Miami Beach experience by Americans.

Most of Australia is composed of desert, and this is best experienced in the vast area named the Northern Territory. Its most famous towns are the Outback community of Alice Springs — look for a tour run by Rod Steinert, who will see that you learn how to throw a boomerang and eat a witchetty grub — and at the northern end of a dusty, thousand-mile highway, the coastal city of Darwin.

If you can make a weeklong drive between these two, with stops at such wildlife-rich places as Katherine Gorge and Kakadu National Park, you'll have made one of Australia's premier adventures. You'll see ant hills taller than people, and some of the world's strangest birds. Kakadu not only features giant crocodiles, it also boasts a hotel built in the shape of a giant crocodile.

Alice Springs also is the traditional jumping-off place for a visit

to Ayers Rock, the massive red sandstone monolith sacred to the Aborigines, and a nearby lesser-known geographic feature, Mount Olga. Both are now part of a national park, and excellent hotel facilities are available at the adjoining Yulara Tourist Resort.

There's plenty to see and do for a day or two in the immediate neighborhood. Any first-time Down Under visitor who does not make at least a brief visit to the Outback, whether to Ayers Rock, Kakadu National Park or something similar, has yet to see the best that Australia has to offer.

### **Southern Australia: Adelaide, Hobart**

Many travelers catch the famous train in Alice Springs called The Ghan, a name inspired by the Afghan camel train drivers who traveled the sandy Outback 100 years ago. You can take this train overnight from Alice to the cool and green city of Adelaide, capital of the state of South Australia.

A charming example of 19th-century city planning, Adelaide was also once known as the city of churches. There are fewer today (I recently saw a disco made out of one ex-church), and currently the much more lively community likes to be known as the "Festival City." Adelaide also borders the Barossa Valley, one of the country's richest wine-producing areas.

Australia's only offshore state, Tasmania, is reached either by air or a 14-hour, overnight ferry ride from Melbourne. About the size of

West Virginia, the heart-shaped island remains partly unexplored, and the debate continues as to whether the Tasmanian tiger that once roamed there is extinct or not. It was last spotted for sure in the 1930s.

Hobart, the atmospheric capital of Tasmania, always seems like the ideal hometown to me. Invariably, visitors travel about 60 miles from the city to visit Port Arthur, the ghostly ruins of a prison that once held as many as 12,000 convicts sent from England. It's now a national park.

### **Western Australia**

Much of the state of Western Australia, the country's largest state, is uninhabitable and includes famous deserts known by names such as the Great Sandy, the Gibson and the Great Victoria.

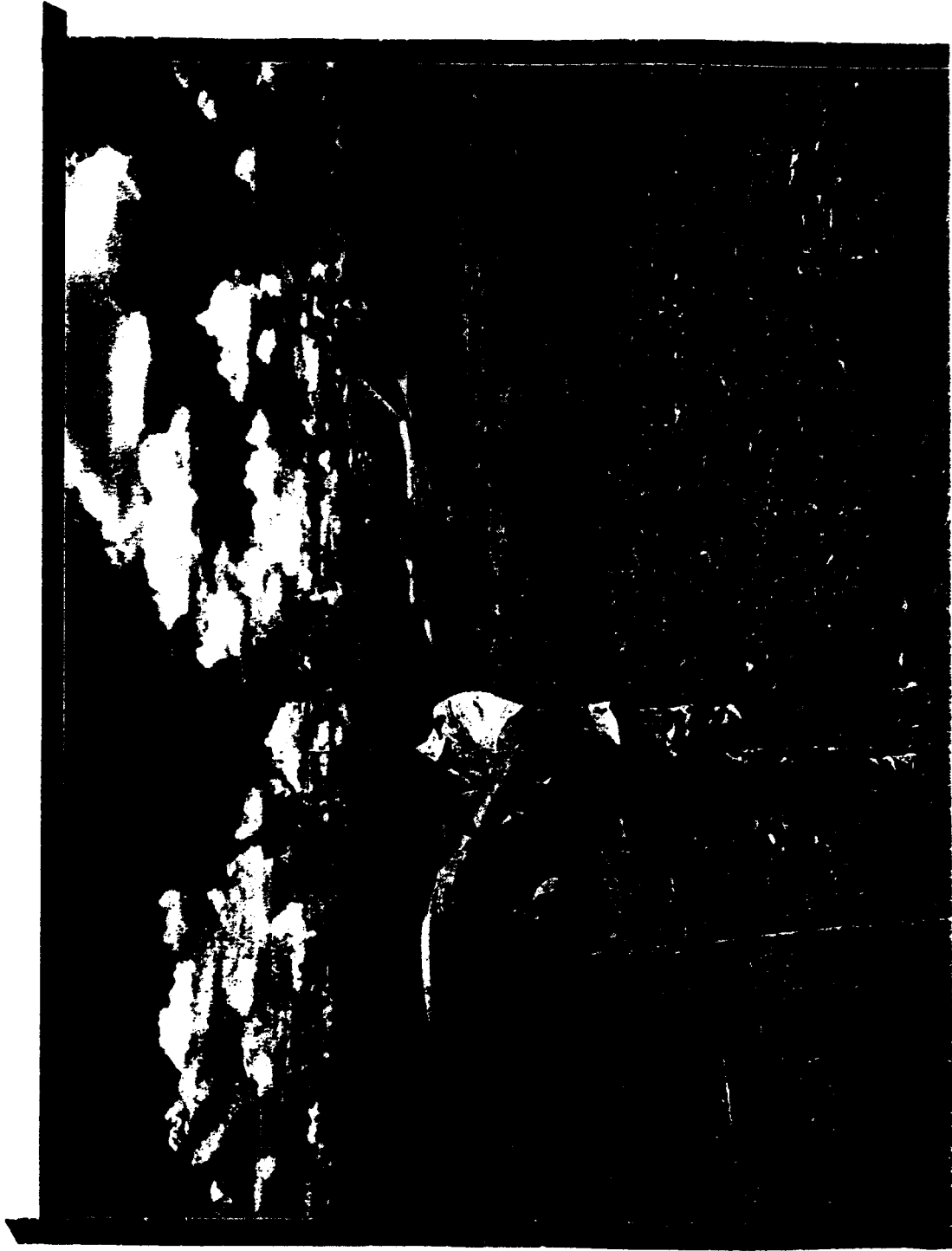
But the capital, Perth, is marked by a wide river estuary with grassy banks, and it is a clean, modern city, liked by almost everyone who makes it this far west. A fascinating way to travel to Perth is to take the train from Adelaide across the treeless Nullarbor Desert.

If you do get to Perth, don't miss nearby Fremantle, site of the 1987 America's Cup yacht races. And farther inland, the old gold mining town of Kalgoorlie still comes up with a nugget every now and then. South of Perth, Bunbury and other towns are famous for their spring wildflowers in September and October.

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*Honolulu-based Robert W. Bone is the author of several guidebooks, including the Maverick Guide to Australia.*

# Into the Outback



World's  
longest mail  
route  
requires  
special  
delivery

John Ramsden puts mail  
into a tin can at the  
Kendal River cattle station

By MIKE NICHOLS  
FORT WORTH STAR-TELEGRAM

CAPE YORK, Australia — Neither snow, nor rain, nor heat, nor crocodiles, nor giant termite mounds, nor kangaroos on the runway shall stay John Ramsden from the swift completion of his appointed rounds.

Ramsden is a postman Outback style: He flies the mail to isolated small towns and vast cattle stations (ranches) on the Cape York peninsula — one of the remotest corners of a remote land. The peninsula forms the northeast corner of Australia and lies closer to New Guinea (less than 100 miles) than to Sydney and the rest of the country.

Seven such mail runs are made each week over Cape York and are billed as the world's longest. Passengers can tag along at fares starting at about \$100.

Ramsden's route begins at Cairns — a coastal town of 100,000. He tosses some canvas mailbags into the rear of the mail plane at the airport and climbs into the cramped cockpit. The plane is small — two engines, 10 seats. Inside it seems like a Volkswagen with wings.

Ramsden, wearing khaki shirt and shorts, has the face of Sam Waterston and the soul of a Wright brother. His is grass-roots, tree-top flying: There is no co-pilot, no lavatory, no pre-flight demonstration of emergency procedures. Before taking off, Ramsden merely hands out earplugs to passengers. In the seat pockets are Sic Sacs for air sickness. The Sic Sacs are not needed, the earplugs are.

As Ramsden coaxes the plane up over the Great Dividing Range — the Australian Rockies that crowd Cairns against the sea — the engines bite into cotton-candy clouds. After he reaches his cruising altitude, he steers with one hand while admiring the scenery below, as if seeing it all for the first time. He drinks a cup of coffee, eats an apple, peels a banana. Below, the jagged peaks are blunted by thick, green rain forest. Waterfalls drain the mountains to the Coral Sea.

His first stop as he zigzags up the cape is Laura — a town of 100 people near an Aboriginal reserve. The air strip is typical — its only improvements are a windsock and some white-washed tires that mark the edges of the dirt runway. An Aboriginal woman named Topsy meets the plane. She smiles shyly as she talks with Ramsden.

Ramsden may be the first "outsider" the people on his mail route have seen since his last delivery a week ago. Such isolation is a way of life in the Outback. To compensate, the Royal Flying Doctor Service provides medical care, and the School of the Air teaches the three Rs by two-way radio to children, some of whom live hundreds of miles from the nearest school.

Australia has only 17 million people spread

over a land the size of the contiguous United States. Thus Ramsden's plane passes over few towns, fewer roads and still fewer vehicles on those roads. In the Outback there are more sheep, more cattle, more kangaroos than people. And more termites than all the above. Termite mounds cover the Outback, dozens to an acre. Pointed and thin-edged and often taller than a man, from the air they resemble stalagmites or shark teeth.

As Ramsden and Topsy chat, a nurse from the area's small clinic arrives with pathology samples to be flown back to the hospital lab at Cairns.

After only five minutes on the ground, Ramsden is back in the air.

Much of the time he flies at an altitude of 1,000 feet, but sometimes he dips lower. *Much* lower. As he heads north to the next stop, he skims the seashore, giving passengers a gull's-eye view of the beach, startling cranes and pelicans below. Now and then he points out saltwater crocodiles. Australians, with their penchant for the diminutive, call them "salties."

Thirty minutes later he lands at Silver Plains cattle station — 1,000 square miles of coastal savanna. At the homestead (ranch house) the flight is joined by Jim — an amateur prospector who is returning to Cairns after a month on the station digging for gold with pick and shovel. Did he find any, he is asked. "A bit," he says, offering

More on MAIL on Page 7

# Mail

Continued from Page 1 *Q*  
no details.

Back in the air, Ramsden heads west, away from the coast. He shouts above the roar of the engines, pointing out coffee plantations, sugar and tobacco fields. Soon the terrain changes — the vast Outback becomes a flat tablecloth embroidered with green rivers.

The plane passes over billabongs (water holes) that shimmer in the sunlight like emerald eyes. Passengers look out the windows to see kangaroos, wallabies or emu drinking.

The next stop is the Archer River Roadhouse. The humble roadhouse provides food and beverage and — just as important — the last-chance gas pump for anyone driving north toward the tip of the cape on the unpaved Developmental Road.

This part of Australia is tropical, has just two seasons — the Wet and the Dry. Both are capitalized, both are referred to with respect.

During the Wet, rain is relentless on the cape. Rivers such as the Archer River flow out of their banks, flooding the lowlands, rendering the few roads impassable. Even during the best of conditions, the recommended way to drive north up the cape is with two four-wheel-drives — one in tow to pull the other out if it gets stuck.

During the Dry, the only problem is the scarcity of rain. And the abundance of dust. Every vehicle moving on the dirt roads is trailed by a roiling comet tail of dust. Bull dust, it is called.

Heading back south now, Ramsden lands at remote Rokeby National Park at noon — just in time for tea. He is greeted, as he is each Tuesday, by Jean Shaw — wife of the park ranger. "The lone ranger," she said jokingly of her husband's solitary post.

Shaw is waiting with hot water, tea bags and cookies in the back of her four-wheel-drive truck.

As everyone visits over a cup, she talks about the crocodiles in the

park — mostly freshies (freshwater crocodiles) in the Coen River. "During the Wet they come up quickly to get out of the wetness. I wouldn't put my big toe in that water. They're very timid, actually. They don't come looking for you."

Much more conspicuous are the termite mounds. Even in this national park, the upright monoliths are almost as common as trees. Shaw kicks the base of one mound to dislodge it, tilts it over to show the activity inside.

"They look like tombstones," she says of the mounds.

And indeed, any given acre that has a hundred or more does look like an etymologic cemetery.

The next stop is the Kendal River cattle station — a ranch of 1,200 square miles. It is fenced to keep the cattle safe from crocodiles.

No one meets the plane, so Ramsden stuffs the mail into a rusty 5-gallon tin bucket mounted on a fence post beside the airstrip.

Another takeoff, another landing. Southwell cattle station is a 520-square-mile spread that is 250 miles from the nearest town. Before Ramsden lands, he buzzes the homestead to let those on the ground know that the mail has come. Sometimes he also has to buzz an airstrip to frighten off kangaroos before he lands.

No kangaroos this time. And no cattle. Where's the beef? Passengers ask, noting that they have seen very few cattle on the cattle stations. The explanation: The stations are so large that the cattle may be miles away from the airstrip. Stockmen (ranchers) use four-wheel-drives, motorcycles, even helicopters to muster (round up) cattle. In Australia, the "40" in "north 40" is more likely to mean miles, not acres.

Southwell's Richard Price drives out to the plane in a well-worn Land Rover. On the dash a rifle is mounted and on the front bumper a bull catcher — a platform that stockmen stand in while mustering by four-wheel-drive. Three cattle dogs accompany him.

Price is a typical Outback stockman: His hands are calloused and tanned, his fingers thick. His face is

a relief map of crow's feet and creases. He wears a brown beard under a sweat-stained Akubra hat (the Australian answer to the Stetson).

Price hugs his mailbag to his chest possessively as he talks with Ramsden. For those who live on cattle stations, Ramsden is their weekly link with the outside world, bringing newspapers, bills, birthday cards, letters, and, yes, junk mail (not even the Outback is too remote for "Occupant").

But mail pilots bring more than the mail to the cattle stations — they bring brief diversion and companionship. They also check on the health of the isolated people, sometimes finding them sick or injured.

Then comes Strathgordon cattle station, near Mistake Creek. A woman in cutoff shorts greets the plane. Like all the Outback cattle stations, Strathgordon is unassuming, betraying no hint of the wealth that such vast holdings require. The homestead is small, modest, surrounded by cannibalized vehicles, a satellite dish, a few fruit trees.

Ramsden's final stop of the day is the Imooya cattle station. Stockman Ken Duffy greets Ramsden, apologizes for the rough condition of his airstrip. "I don't have a bulldozer," he says as he takes the bag of mail.

Duffy is an outgoing man who is eager to chat. Understandably: "My nearest neighbors are 20 miles away."

As Ramsden takes off for Cairns, the sun is low, the termite mounds are casting long shadows across the Outback. After 650 miles, eight hours and one cup of tea, John Ramsden has completed his appointed rounds. But he has delivered more than just the mail — he has delivered an intimate glimpse of one of Australia's most remote ZIP codes.

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## If you go

For more information on the Cape York mail run, contact the Australian Tourist Commission, 2121 Avenue of the Stars, Suite 1200, Los Angeles, Calif. 90067; (310) 552-1988.

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CANADIAN  
VISITING JOURNALISTS PROGRAM

TravelAge AsiaPacific

## Cosmopolitan Melbourne Boasts Comfortable Ambience

By DAVID WISHART

MELBOURNE, Australia — Though Melbourne is often eclipsed by Sydney, its long-time rival, clients who venture here will discover a city of fine architecture, a cosmopolitan checkerboard of cultures and above all, a comfortable, welcoming ambience.

One new attraction visitors will be sure to notice is Melbourne's handsome Southgate Center, built on the banks of the Yarra River. The AS650-million development is an arts, leisure, office and shopping complex anchored by the 25-story Sheraton Towers Southgate.

The center boasts some 100 shops and numerous restaurants where visitors can enjoy a cup of coffee or a top Italian meal. Outdoor cafes, wine bars and a food market attract crowds of locals, who like to take advantage of the center's riverside views.

At the 388-room Sheraton Towers Southgate, rack rates start at AS232, including butler service and full breakfast. Contact 800-325-3535.

From the Southgate Center, it takes just five minutes to stroll over the elegant new bridge to the main Flinders Street railway station and downtown area.

Visitors can hop on a streetcar in the city center and arrive at Brunswick Street, Fitzroy — a bohemian section worth more than a browse — in less than 10 minutes. There are many inexpensive restaurants here, including the Original Aussie Wine Bar, whose menu includes bush tucker such as kangaroo prosciutto and crocodile quenelles.

Sporting events are big in Melbourne, home of the country's most popular horse race: the Melbourne Cup. Golf also is catching the eye of an increasing number of international visitors because of the number, quality and good value of the famous "sand belt" courses that run south of Melbourne down the Mornington Peninsula. Greens fees on top-quality links range from \$20 to \$30.

One operator, Koala Golf, can give clients access to exclusive clubs



Sheraton Towers Southgate

such as the Royal Melbourne.

Contact the company in Melbourne at 61-3598-2574 or fax 61-3598-8172.

Outdoor recreation aside, Melbourne is proud of its arts, and even claims to be the country's cultural capital. Melbourne natives include opera singer Dame Nellie Melba, Olivia Newton-John and Barry Humphries. In any given week there are some 30 stage plays, 20 classical concerts, 50 rock performances and numerous appearances by international stars (Madonna recently was here).

For day or overnight excursions from Melbourne, clients should be encouraged to rent a car to explore the Mornington Peninsula, a narrow strip of land along the east side of Port Phillip Bay. The peninsula

has calm swimming beaches on one side and ocean surf on the other; a narrow gap known as "The Rip" leads to the sea.

Along the peninsula, the scenery changes from bushland to stud ranches, vineyards, stands of gum trees and glimpses of the sea.

In just two hours, clients can reach Portsea or Sorrento, neighboring hamlets such as those they might come across on Canada's Vancouver Island. Longtime favorites of the Melbourne establishment, they are delightful places for weary travelers to rest up, play golf, try a variety of watersports or meet Australians in a host of friendly pubs.

For clients who are seeking a weekend getaway from Melbourne,

*Continued on page 69*

## Excursions from Melbourne Offer Scenery, History

Continued from page 66

Delgany Country House Hotel in Portsea, a limestone building not unlike a castle, offers upmarket accommodations and an acclaimed dining room. Rooms and suites are spacious and well-equipped, and some have ocean views. The property also features a heated pool, tennis courts and 12 acres of gardens. Rates start at A\$185. Contact 61-5984-4000.

Three-year-old Portsea Village offers 31 luxury apartments with kitchens and one, two or three bedrooms. It is a gated development with security access. Facilities include tennis courts, a heated indoor pool and a restaurant. Rates start at A\$170 for a one-bedroom apartment. Contact 61-5984-8484.

Every two hours, a new ferry takes cars and passengers from

Sorrento to Queenscliff, a historic town that was popular during the gold-rush days. The old fort here, once the British Empire's biggest in the southern hemisphere, is worth a visit.

The area features a wildlife park as well as good ocean fishing, and the foreshore provides a live aquarium for snorkelers at low tide. Torquay also has a famous surfing beach, home of a surf classic every Easter.

Several historic hotels remain from the gold-rush era, and one of them, the Vue Grand, has a restaurant long on ambience and fine food. Built in the 1880s, the 32-room hotel has a century-old billiards table and an indoor pool. Rates start at A\$180 per night, double, including breakfast. Contact 61-5252-1544.



Paula R. Hastings

Bushman John Rudd rides through the Australian high country near his homestead in New South Wales.

# *Snowey River*

Spectacular scenery awaits  
visitor on horseback safari

**MOUNTAIN MAGIC:** We arrived at one of the highest peaks in Australia and drank in the majesty of the landscape. A 360-degree view of mountains and hills and thousands of acres of wilderness engaged our senses.

By **PAULA R. HASTINGS**  
Special

**T**he area around New South Wales, Australia Kosciusko National Park in southeastern Australia is "The Man From Snowy River" country. In this untamed land are boggy marshes and eucalyptus forests, wild kangaroos and flocks of parrots. Cattle and sheep roam the land alongside brumbies (wild horses).

Snowy River extends from beneath Mount Kosciusko, snaking lazily through the countryside to its tributaries, the Eucumbens, Murray and Murrumbidgee rivers.

I visited in April, autumn in Australia. Leaves were beginning to turn color, and warm days gave way to cool, crisp evenings. I spent a day riding in the Kosciusko National Park with a group of 15 riders who were in the second day of a six-day alpine horseback safari. They ranged in age from 12 to over 60, and came from many countries and backgrounds.

I arrived at a temporary campsite, set up for breakfast, where I met bushman John Rudd and his wife, Roslyn. The couple runs safaris into the Australian wilderness, and operates a country homestead called Reynella. They wore bush hats and much-used clothing.

Roslyn served breakfast from a chuck wagon: delicious cold pancakes with whipped cream and jam, and a pot of billy tea — an aluminum can with water and tea leaves buried in campfire coals.

John introduced me to the horse I would ride, a solidly-built spotted grey beauty that I prayed wasn't named something like Lightning. The beast eyed me with minimal interest. I wondered if he could tell I was feeling insecure.

The other riders ranged from novice to expert. I hadn't ridden in 15 years, and even then I had no trail experience, only indoor jumping and feeble attempts at dressage.

I needed help to get on the animal, and felt suddenly embarrassed that I couldn't remember some basics. Setting my feet in the stirrups, heels down, toes in, as I have been taught, felt uncomfortable, of course; it's an unnatural position at best.

Becoming aware of the once-familiar smell of the animals, and the leather of the tack, I swelled with happiness.

We began the trek up an incline in light woods. Roslyn, a fortysomething woman who appeared to mold onto a horse as if it were part of her, matter-of-factly admitted she doesn't particularly like horses. "Oh, god," I thought, "and she's leading us!"

We traveled through fields and over fallen trees, there being no trail.

I was astonished that the air had no smell. We were in eucalypt country all right, but there had been a five-month dry spell. Eucalyptus (gum) trees are more fragrant when there is dampness in the air.

Occasionally my horse stumbled on the rocky terrain; it surprised me. I knew my legs and thighs were tiring quickly, and I worried that I could be thrown if he faltered too badly.

We began to trot. I posted as I have been taught to do, and occasionally I felt my body in complete, blissful harmony with the horse.

I tried to stay near Roslyn so I could hear her instructions. She told us when we climbed particularly steep areas, to stand up in the stirrups and grab the horse's mane firmly to help him climb.

We laughed as we dismounted for lunch — it was nearly impossible to walk for a minute or so. For lunch, Roslyn's crew had roasted a turkey. Sitting on a blanket she offered us slices of fragrant, warm meat and traditional bush bread called damper, and more smoky-tasting billy tea.

After polishing off some homemade cake, and relaxing for a few minutes, we slathered on sunscreen. It was time to resume the ride. Through a miracle, or sheer determination, I was able to get back on the horse without help.

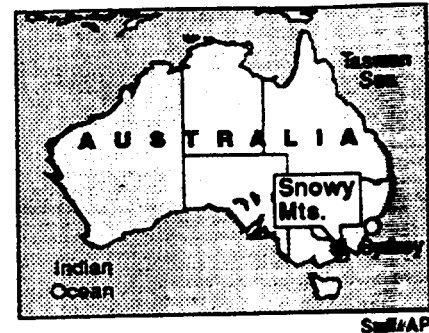
We experimented with a little cantering in the more open areas. My horse did well; I didn't.

In the coming hours, we would pass near places with colorful names like Blue Water Holes, the Currango Plain, Tantangara Creek and Mount Tantangara. The scenery in Snowy River country changes quickly.

We approached a mountain top and John suggested that we walk beside the horses for awhile; it sounded good, but some of us felt too pained to get off. Summoning up all my will,

I dismounted, and limped for awhile, pretending to lead my horse. In reality, he was doing the leading — from behind.

After remounting and passing an area of huge granite rocks, we came to a clearing. We had arrived at one of the highest peaks in Australia, nearly as high as 2,100-metre Mount Kosciusko itself. We drank in the majesty of the landscape, and the



breeze cooled our skin. A 360-degree view of mountains and hills and thousands of acres of wilderness engaged our senses. The sky was clear, with only a few puffy clouds. It was glorious.

The horses snorted and whinnied softly as they nibbled on the sparse brush, oblivious to the beauty surrounding them.

After a time, we wended our way through areas of high vegetation on our slow descent, with only our heads visible to each other as the animals negotiated the rocky terrain.

We continued to make our way down the mountain gradually. "Look straight ahead, not down, or the horses will trot," instructed John. My horse stumbled on a loose stone; I felt sorry for him, frightened for myself.

We approached a stream, and like many of the other riders, I invited my horse to pause for a drink. He wasn't interested.

Suddenly, in the distance we spied several kangaroos. We watched them quietly for several moments. They spotted us and bounded away.

I was at the rear of the group as we came upon a dry dirt road on a flat plain, and we took up a trot. Just like John Wayne, I thought. It was so dusty ... why did I pick now to be last in line?

In a quick succession of changes, we rode through meadows, over rolling hills and small gullies.

The sun fell lower in the sky and the air began to cool off. By now, it was after six o'clock. The hills were surrendering to a purple cast, and a soft red sunset was forming.

We made a gradual decline on the mountain's backside. Striking snow-white gum trees leaned precariously

against one another beside the path.

We crossed a stream leading to a meadow of rippling, soft brown grass. This time my horse eagerly sipped the cool running water. John announced that we must ride the horses at a walk so they'd cool off before arriving at camp. No more trotting, I thought. Thank god. We had traveled 20 miles.

Back at camp, I crawled off my mount. My quivering arms were too exhausted to move all the tack. Roslyn helped me and led my horse to safety. I never got to say goodbye to him, not that he cared. I tottered to where the others were gathering.

We sat around a splendid campfire and drank the best beer I've ever tasted.

For information about alpine horseback safaris in Kosciusko National Park, contact John and Roslyn Rudd, Reynella, Adaminaby, NSW 2530 Australia.



Paula R Hastings

Bushman John Rudd rides through the Australian high country near his homestead in New South Wales.

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I needed help to get on the animal, and felt suddenly embarrassed that I couldn't remember some basics. Setting my feet in the stirrups, heels down, toes in, as I have been taught, felt uncomfortable, of course; it's an unnatural position at best.

Becoming aware of the once-familiar smell of the animals, and the leather of the tack, I swelled with happiness.

We began the trek up an incline in light woods. Roslyn, a fortysomething woman who appeared to mold onto a horse as if it were part of her, matter-of-factly admitted she doesn't particularly like horses. "Oh, god," I thought, "and she's leading us!"

We traveled through fields and over fallen trees, there being no trail.

I was astonished that the air had no smell. We were in eucalypt country all right, but there had been a five-month dry spell. Eucalyptus (gum) trees are more fragrant when there is dampness in the air.

Occasionally my horse stumbled on the rocky terrain; it surprised me. I knew my legs and thighs were tiring quickly, and I worried that I could be thrown if he faltered too badly.

We began to trot. I posted as I have been taught to do, and occasionally I felt my body in complete, blissful harmony with the horse.

I tried to stay near Roslyn so I could hear her instructions. She told us when we climbed particularly steep areas, to stand up in the stirrups and grab the horse's mane firmly to help him climb.

We laughed as we dismounted for lunch — it was nearly impossible to walk for a minute or so. For lunch, Roslyn's crew had roasted a turkey. Sitting on a blanket she offered us slices of fragrant, warm meat and traditional bush bread called damper, and more smoky-tasting billy tea.

After polishing off some homemade cake, and relaxing for a few minutes, we slathered on sunscreen. It was time to resume the ride. Through a miracle, or sheer determination, I was able to get back on the horse without help.

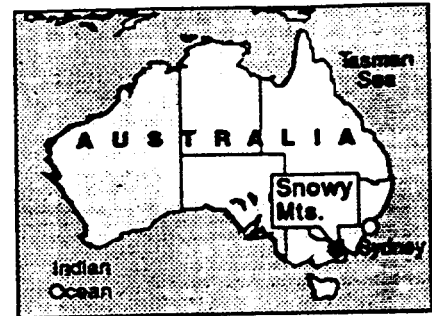
We experimented with a little cantering in the more open areas. My horse did well; I didn't.

In the coming hours, we would pass near places with colorful names like Blue Water Holes, the Currango Plain, Tantangara Creek and Mount Tantangara. The scenery in Snowy River country changes quickly.

We approached a mountain top and John suggested that we walk beside the horses for awhile; it sounded good, but some of us felt too pained to get off. Summoning up all my will,

I dismounted, and limped for awhile, pretending to lead my horse. In reality, he was doing the leading — from behind.

After remounting and passing an area of huge granite rocks, we came to a clearing. We had arrived at one of the highest peaks in Australia, nearly as high as 2,100-metre Mount Kosciusko itself. We drank in the majesty of the landscape, and the



breeze cooled our skin. A 360-degree view of mountains and hills and thousands of acres of wilderness engaged our senses. The sky was clear, with only a few puffy clouds. It was glorious.

The horses snorted and whinnied softly as they nibbled on the sparse brush, oblivious to the beauty surrounding them.

After a time, we wended our way through areas of high vegetation on our slow descent, with only our heads visible to each other as the animals negotiated the rocky terrain.

We continued to make our way down the mountain gradually. "Look straight ahead, not down, or the horses will trot," instructed John. My horse stumbled on a loose stone; I felt sorry for him, frightened for myself.

We approached a stream, and like many of the other riders, I invited my horse to pause for a drink. He wasn't interested.

Suddenly, in the distance we spied several kangaroos. We watched them quietly for several moments. They spotted us and bounded away.

I was at the rear of the group as we came upon a dry dirt road on a flat plain, and we took up a trot. Just like John Wayne, I thought. It was so dusty ... why did I pick now to be last in line?

In a quick succession of changes, we rode through meadows, over rolling hills and small gullies.

The sun fell lower in the sky and the air began to cool off. By now, it was after six o'clock. The hills were surrendering to a purple cast, and a soft red sunset was forming.

We made a gradual decline on the mountain's backside. Striking snow-white gum trees leaned precariously

against one another beside the path.

We crossed a stream leading to a meadow of rippling, soft brown grass. This time my horse eagerly sipped the cool running water. John announced that we must ride the horses at a walk so they'd cool off before arriving at camp. No more trotting, I thought. Thank god. We had traveled 20 miles.

Back at camp, I crawled off my mount. My quivering arms were too exhausted to move all the tack. Roslyn helped me and led my horse to safety. I never got to say goodbye to him, not that he cared. I tottered to where the others were gathering.

We sat around a splendid campfire and drank the best beer I've ever tasted.

For information about alpine horseback safaris in Kosciusko National Park, contact John and Roslyn Rudd, Reynella, Adaminaby, NSW 2530 Australia.

U.S.  
PRESS RELEASES / INTERVIEWS

## From Sydney to the bush...

It's been an interesting few weeks politically, culminating in the resignation of the Minister for the Environment, Sport and Territories, Mrs Ros Kelly, over allegations she had mishandled sports grant allocations. This has led to yet another Cabinet reshuffle, albeit minor, with Mrs Kelly's major duties being taken over by Senator Graham Richardson, in addition to his health portfolio, while the Prime Minister, Mr Paul Keating, will assume Mrs Kelly's duties on the status of women.

Senator John Faulkner will be Senator Richardson's Junior Minister for Sport and Territories on top of his duties as Minister for Veteran's Affairs and Defence Science and Personnel. These arrangements are expected to be fairly short-term with the anticipated arrival of the former Premier of Western Australia, Carmen Lawrence, who is expected to win the by-election for the seat of Fremantle (being held following the resignation of the former Treasurer, John Dawkins).

And while on the subject of by-elections, nominations have closed for the seats of Mackellar and Warringah, both in New South Wales, formerly held respectively by Liberal Party stalwarts Jim Carlton and Michael MacKellar. Voting will take place on Saturday 26 March.

January 1994 preliminary balance of payments estimates by the Australian statistician have indicated a seasonally adjusted current account deficit of \$A1.265 billion. This result was within market expectations, and \$A335 million lower than that for December according to the Treasurer, Mr Ralph Willis. He said the figures were consistent with the economic recovery gathering momentum and the revised forecasts for the 1993-94 current account released on 1 February. The Treasurer also noted that Australia's merchandise trade balance turned from a deficit to a surplus, with exports rising four per cent while imports fell by five per cent despite the importation of a Qantas civil aircraft for \$A50 million.

Australian company CSR has taken steps to become one of China's major cement and quarrying companies. It will invest \$A45 million in a joint venture with the Chinese Government in the northern city of Tianjin, to operate one of Asia's largest quarries, supplying more than 750,000 cubic meters of cement a year.

And finally, it's not just foreign investment going to Australia (see story back page). According to the Australian Bureau of Statistics, more than 2.6 million visitors arrived in the first 11 months of 1993, a 15 per cent increase over the previous year.



Tony Miller, Consul,  
Public Affairs, New York

ATLANTA DAILY WORLD  
MARCH 24, 1994

1994 AUSTRALIAN  
FESTIVALS TRAVEL  
PLANNER GUIDE

Although Australia is known for its natural beauty, mild climate and friendly people, it can also be considered the celebration capital of the world. Acclaimed festivals and sporting events are part of the Australian culture and can be found in cities and small towns throughout the year.

Visitors are invited to join in the spirit and help residents celebrate these historic, cultural and whimsical events. Following is a selection of 1994 festivals Down Under. For more information on the festivals and a copy of the 136-page Australian travel planner, call the Australian Tourist Commission at (800) 333-0262.

-7601

**SOUTH PACIFIC / ORIENT**

# Qantas Vacations And ATC Team On Tours

*Airline, Australian Tourist Commission Launch 10-Day Tour Series*

BY MARK ROBERTI

EL SEGUNDO, Calif. — Qantas Vacations, the in-house tour wholesaler of Qantas Airways, and the Australian Tourist Commission have teamed up to introduce a new series of 10-day tours.

The "Weekend to Weekend Australia" itineraries are designed to attract younger, working Americans who are probably more price-conscious than older Americans visiting Australia.

Prices for the five itineraries start at \$1,159 per person, based on double occupancy, and include roundtrip airfare from the West Coast on Qantas, hotels and scheduled touring or a Hertz rental car for a portion of the trip, as well as some meals.

The tours combine visits to Australia's major tourist cities with a range of rustic experiences. There are five itineraries. A fly/drive package is available



Melbourne (above) is one of the destinations featured in the new Qantas Vacations "Weekend to Weekend" itineraries.

to Cairns, Brisbane, Melbourne, or Sydney from \$1,159.

The "Sydney and Wine Country Explorer" covers Sydney, the Blue Mountains and the Hunter Valley in New South Wales from \$1,599. "Host Farm and B&B Getaway" visits Melbourne, the wineries of the Mor-

ington Peninsula, a sheep station, "Gold Rush" country and Sydney. Prices start at \$1,599.

"The Outback & Back" includes Sydney, Ayers Rock, the outback and Cairns in northern Queensland. Prices start at \$1,729. "Where the Rainforest Meets the Reef" is a tour of

Cairns, the Great Barrier Reef and Daintree National Rainforest. Prices are from \$1,329.

The ATC and individual Australian states and territories are working with Qantas Vacations to promote the package in the U.S. Jon Hutchison, managing director of the ATC, said the program addresses many of the problems Australia has:

wider American

"We hope the perception is enough to draw you to Australia," he said. "It is sensitive to the market, and involvement with Bill Baker, Americas for ATC has done cooperative marketing with other wholesalers, including ATS Tours of Burbank,

\$11,022

Calif., Swain Australia Tours of Ardmore, Pa., Austravel of New York City, and others. But this is the most sophisticated marketing project attempted so far.

"This is really the prototype of the integrated marketing approach we want to take," he said. "It incorporates advertising, direct mail, public relations, travel agent incentive programs—all in one marketing project with the industry involved."

He said that 200,000 "Weekend" brochures would be distributed for distribution to travel agents and consumers. Tactical advertising will be done in specific markets.

ATC has been trying to get Americans to go to Australia for shorter stays, rather than until they retire to take a tour.

Qantas Vacations:  
(800) 523-5272

APRIL 24, 1994

**WORLDWIDE**

By BARBARA ANN CURCIO

**ON  
TOURS**

Australia, in brief?

No, you don't need a month off: "Weekend to Weekend

Australia," Qantas Vacations' new series of seven-, nine- and 10-day tours, covers

big cities, natural wonders and exotic wildlife, with 11

different itineraries.

Cost is \$1,159 to

\$2,159 per person

through June,

including air fare

from Los Angeles

(add on \$330 from

Washington),

accommodations,

sightseeing and

some car rentals.

Information:

800-523-5272.

JAX FAX  
MAY 1994

## Australian Tourist Commission releases 1994 travel agent manual

The second annual edition of the Australian Tourist Commission's North American Travel Agent Manual has just been released. The four-color, 128-page easy-to-use format gives travel professionals the information they need to sell Australia.

"The first edition of the manual was met with great enthusiasm from travel agents throughout the U.S. and Canada," said Lyndel Gray, *marketing manager, trade* of the Australian Tourist Commission. "Based on the success of our first guide, we've increased the print run of the 1994 edition."

The manual is indexed to help agents quickly locate relevant facts

on Australia, ranging from temperature and mileage charts, to details on special events, accommodations, transportation and attractions. For ease of itinerary planning, the guide includes a fold-out map, sample itineraries, sightseeing suggestions and a comprehensive 800 number directory of Australian product suppliers.

"The Travel Agent Manual, in combination with the Aussie Helpline 800 number, provides agents with the facts they need when they need them," continued Gray.

The manual also describes how agents can participate in the "Aussie Specialist" membership program. By completing a self-administered train-

ing program produced by the Australian Tourist Commission, agents can earn the designation of "Certified Aussie Specialist." These agents are then given consumer leads for follow up in their geographic areas.

To request copies of the manual, call (800) 888-3002. For assistance with itinerary planning, call the Aussie Helpline at (800) 433-AUSIE.

For more information on Australia, contact the Australian Tourist Commission, 2121 Avenue of the Stars, Suite 1200, Los Angeles, CA 90067, tel. (310) 552-1988; in New York, 489 Fifth Ave., 31st Floor, New York, NY 10017, tel. (212) 687-6300. □

### **Doings Down Under**

Festivals the Australian way include the July 3 Darwin Beer Can Regatta, with races of boats made of beer cans. The fun at Darwin, Northern Territory, also will feature bottomless boats with crews jogging under the surf.

Then there's the Aug. 6-21 Whale Festival in Hervey Bay, Queensland, to watch mother whales bringing their newborn calves into calm waters of the bay before going on to the Antarctic.

Wildflower festivals in Western Australia go on from August to October, a peak flowering period which fills this part of the country with color. The largest is the Kings Park Wildflower Festival in Perth, Sept. 23-Oct. 4.

For information call the Australian Tourist

DAILY LEDGER POST  
DISPATCH  
MAY 1, 1994

□□□

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For information, call the Australian Tourist Commission at 1-800-333-0262.

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DAILY NEWS  
MAY 1, 1994

12610  
■ **AUSTRALIA, IN BRIEF? NO, YOU DON'T NEED**  
a month off. "Weekend to Weekend Australia," Qantas Vacations' new series of seven-, nine- and 10-day tours, covers big cities, natural wonders and exotic wildlife, with 11 itineraries. Explore Sydney and its wine country; stay on farms and at B&Bs, visiting a sheep station, Gold Rush country, Melbourne and Sydney; or do the Outback, plus Cairns and Sydney. Cost is \$1,159 to \$2,159 per person through June, including air fare from Los Angeles, accommodations, sightseeing and car rentals, in some cases. Information: (800) 523-5272.

STAR-FREE PRESS

MAY 1, 1994

#### TRIPS & TOURS

**GOING DOWN UNDER:** Ten-day vacations in Australia for less than \$1,200 per person, including air fare, are offered through Qantas Vacations' "Weekend to Weekend" tour packages. A large selection of options is available; itineraries take in both major cities and rural destinations. Prices start at \$1,159 per person, double occupancy, including round-trip air fare from the United States. Travel agents have details.

## On tours 6675

Australia, in brief? No, you don't need a month off: "Weekend to Weekend Australia," Qantas Vacations' new series of seven-, nine- and 10-day tours, covers big cities, natural wonders and exotic wildlife, with 11 different itineraries.

Explore Sydney and its wine country; stay on farms and at B&Bs; visiting a sheep station, Gold Rush country, Melbourne and Sydney; or do the Outback, plus Cairns and Sydney. Cost is \$1,159 to \$2,159 per person through June, including air fare from Los Angeles (add on \$330 from Washington), accommodations, sightseeing and car rentals, in some cases. Information: (800) 523-5272.

TIMES-MAIL  
MAY 5, 1994

#### Doings Down Under

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For information call the Australian Tourist Commission at 1 (800) 333-0262.

SUDBURY STAR  
MAY 7, 1994

## **10-day trips to Down Under**

<sup>66751</sup>  
Australia and New Zealand are promoting 10-day vacation packages. Qantas Vacations is offering a variety of Australian itineraries, including a trip to Sydney and the Hunter Valley wine country, another to the Great Barrier Reef, a third combining Sydney and the Outback, and so on. Prices begin at \$1,974 a person from Vancouver and \$2,129 from Toronto. That covers round-trip airfare, accommodation and touring or a rental car. Goway Travel and Air New Zealand are offering an assortment of packages to New Zealand. For example, prices for round-trip air from Vancouver and a 10-day vacation in a six-berth motorhome begin at \$1,346 a person, while rates for an airfare-and-rental-car package start at \$1,308 a person from Vancouver. See a travel agent.

MAY 9, 1994

#### Doings Down Under

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For information call the Australian Tourist Commission at 1 (800) 333-0262. ✓

# International attractions include tall ships, beer can regatta

## Doings down under

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MAY 12, 1994

### **Doings Down Under**

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For information call the Australian Tourist Commission at 1 (800) 333-0262.

JOURNAL INQUIRER

MAY 12, 1994

**Down under**

The 1994-95 version of the popular travel planner, **Destination Australia**, is now available to travelers. The free 136-page magazine is a guide to understanding where to go, what to do, and how to get around Australia.

For more information about travel to Australia and a free copy of the 1994-95 **Destination Australia** guide, contact the Australian Tourist Commission at 1-800-333-0262.

SENTINEL-TRIBUNE  
MAY 13, 1974

#### **Doings Down Under**

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LOS ANGELES TIMES  
MAY 15, 1994

## Australia

One of most unusual celebrations of Queen Elizabeth's birthday is held half-way around the world in Barunga, Northern Territory. On June 10-13, Aboriginal groups gather for a festival of sports and culture. There are soccer, softball and basketball games, traditional dancing, music, spear-throwing and boomerang contests, and an arts and crafts show. Barunga is about 50 miles northeast of Katherine; the only overnight accommodations are in campgrounds. For this weekend, no permit is needed to enter aboriginal land. For more information, contact the Australian Tourist Commission, 2121 Avenue of the Stars, Suite 1200, Los Angeles 90067; tel. (708) 296-4900 or (310) 552-1988.

MORNING CALL

MAY 15, 1994

■ Destination Australia, a 136-page magazine, is available free by calling Australian Tourist Commission: 800-333-0262.

SAN DIEGO UNION-TRIBUNE  
MAY 15, 1994

■ **Australia** — Information on accommodations, dining, special events, climate and transportation is included in the 1994-95 version of the Australian Travel Commission's "Destination Australia." The 136-page booklet also offers a "traveler's notebook" section, with recommendations regarding travel in each state or territory in Australia and suggested itineraries.

Details: (800) 333-0262.

SHELBY STAR  
MAY 15, 1994

### **Doings Down Under celebrate nature**

Festivals the Australian way include the July 3 Darwin Beer Can Regatta, with races of boats made of beer cans. The fun at Darwin, Northern Territory, also will feature bottomless boats with crews jogging under the surf.

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Queensland, to watch mother whales bringing their newborn calves into calm waters of the bay before going on to the Antarctic.

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TRAVELAGE WEST

MAY 16, 1994



**AUSSIE TRADING POST** — Annette Wells (left) of Adventure Center Travel in Emeryville, Calif., meets up with Todd Parker of the Palm Royale Cairns Hotel in Cairns, Australia, and Lyndel Gray of the Australian Tourist Commission at the recent sixth annual Aussie Trading Post in San Francisco.

### Doings Down Under

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SEATTLE POST-INTELLIGENCER

MAY 19, 1994

■ For a copy of the Australia  
Tourist Commission's travel plan-  
ner, "Destination Australia," call  
(800) 333-0262. The 136-page full-  
color magazine is a guide to  
understanding where to go, what  
to do and how to get around in  
Australia.

# Take a quick trip to Australia

Special to the Times-Call

6675

Now, even travelers with only 10-day vacation time can seriously consider a full-fledged Australian holiday experience.

Qantas Vacations is offering a new series of 10-day tours, including roundtrip airfare, hotels and the best of Australia's cities, natural attractions and exotic wildlife, priced from \$1,159 per person, based on double occupancy.

The new "Weekend to Weekend" itineraries are designed to provide travelers with a range of authentic Australian experiences and scenic diversity. They combine visits to Australia's favorite cities with the charm and hospitality of a wine country or a working sheep station stay; diving the marvels of the Great Barrier Reef with exploring the Daintree Rainforest; and experiencing Aboriginal culture and the Outback with four-wheel driving to Australia's remote tropical wetlands.

"Similar to a European or even Asian vacation, Australia offers a diverse experience in a short vacation stay," said J. Patrick Clark, Jr., president of Qantas Vacations, operators of the "Weekend to Weekend Australia" program.

"These Australia packages are as affordable as Europe and Asia, plus they offer the added benefit of a favorable exchange rate once travelers arrive."

"Weekend to Weekend" tours include roundtrip economy class air transportation from Los Angeles to Sydney, Melbourne, Darwin or Cairns and all flights within Australia on Qantas Airways, Australia's award-winning national carrier. The itineraries also include all hotel accommodations, scheduled touring or a Hertz rental car for a portion of the trip, and some meals.

"The tours build in great value for first-time or repeat travelers to Australia," said Clark. Top-of-the-line accommodations, excellent touring and

the opportunity for travelers to get to know the land Down Under like Australians know it, even in the short period of 10 days, are primary benefits.

Qantas offers attractive add-on fares from major cities on the East Coast, Midwest, South and West, ranging from \$90 to \$330 roundtrip, depending on the distance from Los Angeles. The packages also offer the ability to accrue miles in one of several outstanding frequent flyer mileage programs.

Itinerary selections include:

- "Fly/Drive Australia" to either Cairns, Brisbane, Melbourne or Sydney, priced from \$1,159.

- "Sydney and Wine Country Explorer" to Sydney, the Blue Mountains and the Hunter Valley wine country, priced from \$1,599.

- "Host Farm & B&B Getaway" to historic Melbourne, the wineries of the Morrongton Peninsula, a sheep station, "Gold Rush" country and Sydney.

priced from \$1,599.

- "The Outback & Back" to Sydney, Ayers Rock, spectacular Outback territory, and tropical Cairns, priced from \$1,729.

- "Where the Rainforest meets the Reef" to Cairns for diving the Great Barrier Reef and exploring the beauties of the Daintree national Rainforest, priced from \$1,329.

Package prices will rise slightly beginning with departures in July. Single traveler rates are available. Additional nights may be added to any of the packages. Tours may be combined with programs to other regions of Australia.

Qantas Vacations is operated by Jetabout, one of the world's largest tour operators. It is wholly owned subsidiary of Qantas Airways.

For more information about "Weekend to Weekend Australia," contact any travel planner or call Qantas Vacations at (800) 523-5272.

MAY 22, 1994

## **TRAVEL NOTES**

Knigh-Ridder Tribune News Service

Toronto will host a tall ships festival June 29 to July 4 that's being promoted as the largest gathering of sailing ships ever assembled on the Great Lakes. Twenty-five sailing ships will be docked and open for tours. The city's Harbourfront Centre is the focal point of the event, which encompasses national holidays of two countries — Canada Day on July 1 and U.S. Independence Day. Information: 800-363-1990.

▶ Princess Cruises has announced plans to build the largest cruise ship afloat, with a displacement of 100,000 tons and a passenger capacity of 2,600. The ship, scheduled for delivery in 1997, would be larger than the Norway, which comes in at about 76,000 tons and can carry 2,370 passengers.

▶ Australia's tourmeisters face two big problems in attracting Americans: cost and distance. Especially from the East Coast, Sydney is a long way to go for a one-week vacation. But Qantas has come up with an economical compromise: 10-day "weekend to weekend" tours priced from \$1,159, including economy airfare from Los Angeles, lodging and transfers, and some meals and car rental or land tours. Among packages are "Fly/Drive Australia," "Sydney and Wine Country Explorer" and "Host Farm & B&B Getaway." For details, call Qantas Vacations at 800-523-5272. } 3

MISSISSIPPI PRESS

MAY 22, 1994

#### **Doings Down Under**

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For information call the Australian Tourist Commission at 1 (800) 333-0262.

STATE  
MAY 22, 1994

**Down under trips** *4/7/94*

■ Australia, in brief? No, you don't need a month off: "Week-end to Weekend Australia," Qantas Vacations' new series of seven-, nine- and 10-day tours, covers big cities, natural wonders and exotic wildlife, with 11 different itineraries. Explore Sydney and its wine country; stay on farms and at B&Bs with visits to a sheep station, Gold

Rush country, Melbourne and Sydney; or do the Outback, plus Cairns and Sydney. Cost is \$1,159 to \$2,159 per person through June, including air fare from Los Angeles (add on \$330 from Washington), accommodations, sightseeing and car rentals, in some cases. Information: (800) 523-5272.

SUNDAY DENVER POST  
MAY 22, 1994

### **Far, but possible**

<sup>6675</sup>  
Australia, in brief? No, you don't need a month off.

"Weekend to Weekend Australia," Qantas Vacations' new series of seven-, nine- and 10-day tours, covers big cities, natural wonders and exotic wildlife, with 11 itineraries. Explore Sydney and its wine country; stay on farms and at B&Bs, visiting a sheep station, Gold Rush country, Melbourne and Sydney; or do the outback, plus Cairns and Sydney.

Cost is \$1,159 to \$2,159 per person (higher after July 1), including air fare from Los Angeles (add \$290 from Denver), lodging, sightseeing and car rentals, in some cases.

For more information, see your travel agent or call 1-800-523-5272.

MAY 22, 1994

■ ■ ■  
Australia's tourmeisters face two big problems in attracting Americans: cost and distance. Especially from the East Coast, Sydney is a long way to go for a one-week vacation. But Qantas has come up with an economical compromise: 10-day "weekend to weekend" tours priced from \$1,159, including economy airfare from Los Angeles, lodging and transfers, and some meals and car rental or land tours. Among packages are "Fly/Drive Australia," "Sydney and Wine Country Explorer" and "Host Farm & B&B Getaway." For details, call 800-523-5272.

# Australia Works To Turn U.S. Interest Into Bookings

2675  
BY MARK ROBERT

NEW YORK — For the past year, the Australian Tourist Commission has been introducing innovative marketing techniques in the United States. This year, it should begin to reap the benefits of those programs, said Jon Hutchison, ATC managing director.

"We've been getting ourselves into gear to make a bigger impact," he said. "There was a lot of shaping up this past year, getting our structure right, getting systems in place, building up our inquiries system. I think we're well placed now to reap strong results." The ATC's research shows that Americans would like to visit. For two years, the ATC has been working with wholesalers and retailers to improve the rate at which interest is converted into actual bookings. It introduced the Aussie Specialist Program to train travel agents to be experts in selling Australia. It introduced a toll-free number for agents to get information on the destination, and it began referring consumers who inquired about Australia to the Aussie Specialists.

The ATC has been working with major South Pacific wholesalers to promote packages. Last month, ads introduced a toll-free number for consumers to call. Those that do are referred to Aussie Specialists.

The result are impressive. Last year,

American arrivals in Australia jumped 7 percent to 280,784, the highest level since the peak year of 1988. The ATC is looking for 9 percent growth in arrivals this year and another 10 percent next year.

The true test of success of the programs is if the conversion rate goes up, but Hutchison conceded it is very difficult to measure the conversion rate. Instead, he points to the popularity of the programs. The number of agents joining the Aussie Specialist program jumped from fewer than 500 at the start of last year to more than 2,000 by December. The agent hotline receives 140 calls a day.

Hutchison is now looking for new ways to boost arrivals. He was recently in Spain to ask tourism officials there how best to take advantage of the 2000 Olympics in Sydney. Although the ATC cannot use any Olympic logos until after the Atlanta games in 1996, it hopes to capitalize on the event now.

In the U.S., the ATC's goal is to try to overcome misperceptions people have about Australia. One is that it is too big and you have to take a long vacation after you retire and see it all at once. The ATC is trying to attract younger, working Americans and show them there is a lot to do in specific areas that can be seen during a shorter trip. The ATC

## ATC Hopes Marketing Will Start To Pay Off This Year

recently teamed up with Qantas Vacations to introduce a "Weekend to Weekend" series of 10-day tours (*Tour & Travel News*, April 11). Hutchison hopes such programs will show Americans that there is a lot to do in a one- or two-week vacation Down Under.

Another misperception is that Australia is too far away for a 10-day vacation. Hutchison notes many people go to Hong Kong for five days of shopping, and Hong Kong is farther away than Sydney. But he said correcting the misperception is not simple. "You need to expand the amount of tourism product in the marketplace and to expand the knowledge of what to see and do in Australia through such programs as the special-interest theme years," he said.

Hutchison said the ATC is creating better systems to handle inquiries, mail regional material and get information to consumers so they can see what they'll find in Australia.

"That is the best thing we can do to shorten the distance," he said. "Making that real by putting product out with a price encourages some action."

One problem the ATC might have this year in achieving its arrivals target is overcoming a shortage of airline capacity between the U.S. and Australia. The South Pa-

cific market has lost more than 4,000 seats per week in the last two years (*Tour & Travel News*, Nov. 22, 1993). "We're hoping that the three carriers on the route will add capacity that is needed not just to maintain the status quo, but to cope with growth," he said. "That's the important part."

TRAVELAGE WEST  
MAY 23, 1994

**Aussie Glossy** 6475  
The 1994/95 Destination  
Australia planner, published by  
the Australian Tourist Commis-

sion, features travel recommenda-  
tions for each state, suggested  
itineraries, a Traveler's Notebook  
section and a series of photo-  
graphic spreads on Australia's  
gateway cities and natural  
attractions. The 136-page, full-  
color guide also features  
information on hotels, camp-  
grounds, rail passes, car rentals,  
restaurants and festivals.  
Agents can order up to 25  
copies of the guide. Contact  
800-888-3002.

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## *Australian travel planners for 1994-95 now available*

6675  
The 1994-95 version of the Australian Tourist Commission's popular travel planner, *Destination Australia*, is now available to travelers.

The complimentary 136-page, full-color magazine is a prospective traveler's guide to understanding where to go, what to do and how to get around Australia.

New features in this year's edition are the Traveler's Notebook sections, a compendium of recommendations on traveling in each state or territory in Australia; suggested itineraries for making the most of limited vacation time; and a series of photographic spreads of Australia's gateway cities and natural attractions.

"We've designed the new *Destination Australia* book to help travelers visualize the many experiences Australia has to offer," said Bill Baker, regional director for the Americas of the Australian Tourist Commission (ATC).

"The book has a detailed index and is divided into regional areas," Baker explained, "making it easier for travelers to quickly locate information on

Australia's major cities and attractions."

With information ranging from hotels to campgrounds, rail passes to car rentals, and restaurants to festivals, the guide gives a comprehensive look at the diversity of Australia's travel options.

In addition, the planner includes details on year-round climate, travel tips, transportation, accommodations, cuisine, shopping and the necessary steps for obtaining a visa.

The guide is divided into regional sections, highlighting things to see and do in all the major cities and surrounding areas.

Travelers interested in visiting Melbourne, Victoria, for instance, are informed about landmarks such as the Victorian Arts Center and the National Gallery of Victoria, hiking trails through the Dandenong Ranges and the Fairy Penguin Parade at Phillip Island.

For more information about travel to Australia and a free copy of the 1994-95 *Destination Australia* guide, contact your travel planner or call the ATC toll-free at (1-800) 333-0262.

WESTLAKER TIMES  
MAY 26, 1994

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EAGLE  
MAY 29, 1994

■  
**THE AUSTRALIAN Tourist**  
**Commission** has published its 136-  
page, full-color magazine,  
"Destination Australia."

The booklet is available free by  
contacting the commission at 1-800-  
333-0262.

HARTFORD DOURANT  
MAY 29, 1994

**Australia beckons**

"1994-1995 Destination Australia" is a 136-page guide to the wonder down under. The photos alone are enough to inspire a call to your travel agent, but the guide also includes suggested itineraries for visitors with limited time and recommended destinations in each of Australia's states.

6675  
All the details on visas, climate, travel tips, cuisine and shopping are also inside. For a free copy, call the Australian Tourist Commission, (800) 333-0262.

### Publications

<sup>NOTE</sup>  
The fall/winter 1994-95 Interhostel catalog of study and travel programs for adults age 50 and older is available from the University of New Hampshire Continuing Education. Nineteen programs are described, including new offerings in France and Vienna. For a free copy, call (800) 733-9753.

The Australian Tourist Commission has released its 1994-95 "Destination Australia" travel guide. For a free copy of the 136-page magazine, call (800) 888-3002.

# Free Color Guide To Australia Available

The 1994-1995 version of the Australian Tourist Commission's popular travel planner, Destination Australia, is now available to travelers.

The complimentary 136-page, full-color magazine is a prospective traveler's guide to understanding where to go, what to do and how to get around Australia. New features in this year's edition

are the "Traveler's Notebook" sections, a compendium of recommendations on traveling in each state or territory in Australia; suggested itineraries for making the most of limited vacation time; and a series of photographic spreads of Australia's gateway cities and natural attractions.

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SUN - HERALD  
MAY 29, 1994

### **Qantas lowers prices on trips to Australia**

■ Australia's <sup>6675</sup>tourmeisters face two big problems in attracting Americans: cost and distance.

Especially from the East Coast, Sydney is a long way to go for a one-week vacation. But Qantas has come up with an economical compromise: 10-day "weekend to weekend" tours, priced from \$1,159, including economy airfare from Los Angeles, lodging and transfers, and some meals and car rental or land tours.

Among packages are "Fly/Drive Australia," "Sydney and Wine Country Explorer" and "Host Farm & B&B Getaway."

Details: Qantas Vacations, 800-523-5272.

SUNDAY POST - CRESENT  
MAY 29, 1994

**AUSTRALIA:** Destination Australia, the 136-page travel planner that is a prospective traveler's guide to Australia, is now available for 1994-95. Included are such things as recommendations on traveling in each state or territory, suggested itineraries for making the most of limited vacation time, and a series of photographs of Australia's gateway cities and natural attractions. In addition, information is provided on accommodations, rail passes, restaurants, festivals, and more. For a free copy, contact your travel agent or call the Australian Tourist Commission, (800) 333-0262.

TIMES  
MAY 29. 1994

AUSTRALIA

Melbourne Symphony Master Series,  
Melbourne, June 2-4.  
Bougainvillea Festival, Darwin, June  
3-20. Flower show.  
Manly Food & Wine Festival, Manly,  
June 4-5.  
Melbourne International Film Festival,  
Melbourne, June 4-19.  
Melbourne Marathon, Melbourne, June  
5.  
Sydney Film Festival, Sydney, June  
10-25.  
Finke Desert Race, Alice Springs, June  
12-13. Car racing.

■ The Australian Tourist  
Commission has released its  
1994-95 "**Destination Australia**"  
travel guide. For a free  
copy of the 136-page maga-  
zine, call (800) 888-3002.

TIMES HERALD  
MAY 29, 1994

**DOWN UNDER:** North American visitors to Australia were up 9% last year, according to figures from the Australian Tourist Commission. Australia welcomed 280,784 visitors from the United States and 50,482 from Canada. 6675

EN ROUTE TO: AUSTRALIA

# 'Aussie Helpline' Averages 140 Calls A Day From Agents

6675  
BY MARK ROBERTI

CHICAGO — Since the Australian Tourism Commission introduced its "Aussie Helpline," a toll-free information service for travel agents, on Sept. 1, 1992, it has helped travel agents to better serve clients going to Australia.

The line has received an average of 140 calls a day, or 35,000 a year, from agents looking for information on everything from the weather to special events in Sydney, Melbourne, and many other cities.

## HOW TO GET AROUND

"Agents ask about transportation schedules, air passes, and getting around the country," said Karen Stotz, operations manager for the help line here. "They ask about the weather, or itinerary suggestions. Sometimes we get specific inquiries for the fax number of a hotel, or which tour operator to book through."

The help line operates Monday to Friday from 8 a.m. to 7 p.m. central standard time. The service is contracted out to a telemarketing company based in Chicago, but it is staffed with three operators and a supervisor who are Australians who have completed a three-year course in tourism and

travel at Australian universities.

"Having an Australian staff helps," said Stotz. "It's more of a selling tool when you have operators who can talk about the country with experience."

The ATC initially publicized the service through trade advertising and direct mailings to travel agents in its database. Wholesalers have gotten behind the service, according to Lyndell Gray, marketing manager/trade for the ATC, and are encouraging agents to call the helpline.

"When wholesalers run seminars for Aussie Specialists and other agents, they incorporate the helpline into their presentation," she said.

When travel agents ask which wholesaler to book through, the operators give three recommendations.

"We only give out one wholesaler's number when that wholesaler is the exclusive general sales agent for a property," Gray said. "Usually, we put agents in touch with a handful of operators."

Occasionally, the telephone operators get a very specific request that they can't answer, such

as the dates for an Aussie Rules football match. In that case, they fax the ATC's headquarters in Sydney, which turns around the request within 24 hours.

## AGENT SURVEY PLANNED

"Having a toll-free helpline for agents to get information helps them to be less intimidated about selling a destination they have never been to," said Stotz.

It is difficult to measure the success of the helpline because there is no information available on the number of bookings that result from calls to it, but the ATC plans to survey agents to find out how it contributes to bookings.

"I would say that 90 percent of agents who call have a booking they are working on," said Stotz. "Many times, the client is sitting across the desk."

She added that about 70 percent of the questions agents have are for clients who have already made a booking, and are looking at what there is to do in Australia. Another 30 percent are questions for clients who are still in the planning stage.

TRAVEL AGENT  
MAY 30, 1994  
P. 1

SOUTH PACIFIC

# Devil of a Good Time



*Little-known Tasmania is rugged, rough and ready  
for the right kind of client*

BY JAMES RUGGIA

► **NEW YORK**—A voyage to what was then known as Van Dieman's Land was the worst fate to befall a convict in Georgian England, but modern Tasmania is a recommended destination for nature lovers and travelers with special interests.

Some tour operators include Tasmania as a modular add-on, but it rarely makes its way into prepackaged itineraries. According to Bill Baker, the Australian Tourism Commission's regional director for the Americas, "It doesn't compete with the dominant Australian images among U.S. travelers. And yet, it has an intrigue for some Americans. Its history is fascinating, if some-

**Cradle Mountain typifies the rugged beauty of Tasmania.**

what painful for Australians, and I believe the Tasmanian devil, because of the cartoon character, intrigues some U.S. travelers."

Travcoa (800-992-2003) has been offering tours of Tasmania for years. "We can't get the same quality of hotels we normally go for (except for the five-star Sheraton in Hobart), but the sheer beauty of the place makes the trade off worthwhile," says Evelyn Held, manager of South Pacific Tours for Travcoa.

Baker adds, "Tasmania's infrastructure isn't massive, but that's an asset for them. Their kind of tourists aren't looking for a slick luxury product. It's a destination for discovering little towns and national parks on self drives. There are many small hotels, motels, and bed and breakfasts."

J. Patrick Clark, president of Qantas Vacations, says Tasmania typically is sold as an add-on segment of longer itineraries. "It's only rarely sold as a single destination and then it's sold to special interest travelers, such as fly fishermen."

Cradle Mountain Lodge, though not a luxury property, has a rustic character perfectly in tune with the idyllic region. Located just outside Cradle Mountain-Lake St. Clair National Park, the lodge is made up of 77 simple cabins with wood stoves and a central structure where hearty food such as rainbow trout and beef pie are served by an unpretentious, friendly staff.

## ACTIVE VACATION

Hiking, canoeing, fishing and horseback riding through the park's rain forest make up the days at Cradle Mountain. After dinner, many guests repair to the back porch to watch the animals come in for a feed. Tasmanian devils come in most nights and scatter the wallabies and other native creatures.

Historic Tasmania centers on Port Arthur, the ruins of the notorious former prison colony. Begun in 1830, at its peak Port Arthur was home to 1,200 convicts. Designed to be the harshest, cruelest possible experience for its inmates, Port Arthur's prison population was also used to produce timber, mine coal, cut stone and perform other backbreaking labors.

The site is made up of about 15 restored buildings and nearly 25 ruins spread over about one square mile wrapped around

**S O U T H P A C I F I C**

Mason's Cove. The most dramatic way to explore the site is to take an evening ghost tour conducted by lantern from December to March. The ghost tour is not a ghoulish-oriented walk, but rather a retelling of the histories of several individuals at the site.

Qantas Vacations (800-641-8772) has dedicated a page to Tasmania in its Australia, New Zealand and Fiji brochure. The company sells a four-night package that includes several categories of accommodations, motorcoach transport, sightseeing and seven meals; land-only prices begin at \$553.

**SELF-DRIVE PROGRAM**


The company's self-drive program "by far is the most popular package in our brochure," according to Clark. It offers a choice of five vehicle categories—ranging from a Ford Laser Hatch to a Toyota Taroga GLi with eight seats—and vouchers for Flag Hotels. The vouchers come in five classes and begin at \$24 per night per person. Car hires begin at \$42 per day for trips of one to six days and come with unlimited mileage.

Australia figures prominently in 11 of Travcoa's 16 tours and serves as a short stay and gateway in two more. The brochure's most extensive tour is the 25-day "Australia

and Tasmania" program. Mount Cook Line (800-468-2665 or 800-262-0248) sells Tasmania on a four-night program, beginning at \$430 land only, and on its FIT 12-day Australia Tour (four nights in Tasmania) that begins at \$1,321.

Tasmania is separated from the Australian mainland by the 300-mile-wide

Bass Strait. The eastern side of the island is characterized by a gently rolling countryside that contrasts with the rugged mountains that cover the western side.

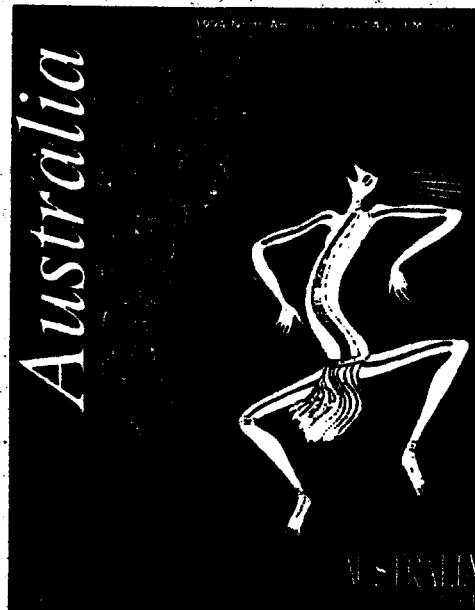
For more information on Tasmania, call the Australian Tourist Commission at 310-552-1988 (Los Angeles), 312-781-5150 (Chicago) or 212-687-6300 (New York). 

TRAVEL AGENT  
MAY 30, 1994

S O U T H P A C I F I C

6675  
**MARKETWATCH**

Southern Pacific Hotels has opened the 101-room and villa Nouvata Travelodge in Noumea, New Caledonia. The property, which is the first to open in Noumea in more than a decade, overlooks Anse Vata Beach. Southern Pacific is also taking over Sydney's Century Radisson and renaming it the Parkroyal Plaza Hotel...North American arrivals to Tahiti in 1993 were up 26 percent over 1992, to 49,157...Papua New Guinea is extending visa lengths to 60 days from 30. The visas are purchased on arrival for about \$11. Visitors must show roundtrip air tickets and valid passports...The Australian Tourist Commission (ATC), which has designated 1994 as the Year of the Great Outdoors, is delighted with the selection of Sydney as the site of the Summer Olympic Games in 2000. Says ATC director Jon Hutchison: "The Great Outdoors [campaign] and the Olympics send a message about Australia as an active holiday destina-



The ATC has issued a manual for agents (above) and a "Destination Australia" book.

tion." The ATC's new *Destination Australia* book is putting the "Great Outdoors" up front with beautiful photographs and plenty of information. The new *North American Travel Agent Manual* is also available (800-888-3002)...The Fourth Annual Congress on Adventure Travel and Eco-tourism is scheduled for Nov. 6-10 in Hobart, Tasmania. The congress also will feature an Eco- and Adventure Travel Expo with exhibits and booths displaying green travel products. Some 600 participants from around the world are expected. Pre- and post-congress trips to various parts of Australia are available. Call the Adventure Travel Society at 303-649-9016...Tourism to Australia from the U.S. was up 6.8 percent in 1993, to 280,784. Among those arrivals 153,525 of them were on vacation (up 3.7 percent), 44,237 on business (up 5.9 percent) and 12,854 were for conventions (up 126 percent).

MAY 30, 1994

**NEWSMAKER MONDAY****Operator's New Product Offerings Reflect Changing Consumer Tastes**

By LYN HIKIDA

EL SEGUNDO, Calif. — When Patrick Clark first ventured into the travel industry — by running spring break charters to France and the Caribbean during his senior year at the University of Wisconsin — he gave little thought to pursuing a career in tourism.

Intent on garnering sales and marketing experience en route to joining a brokerage firm or the oil industry, Clark, an economics major, headed to Chicago. The airlines happened to be hiring, and Qantas made him a tempting offer.

**'Work Hard, Play Hard'**

According to Clark, a mentor from the spring break charters (a regional manager for Hilton) said: "You'll work hard [if you join Qantas], but they play hard." This lifestyle evidently appealed to Clark. Twenty-five years later, he is neither a stock analyst nor a petroleum executive, but the general manager of Qantas Vacations, the airline's tour division, which offers FIT packages and escorted tours to the South Pacific and Asia. In addition to holding down his Qantas Vacations post, Clark was elected chairman of the IATAN board last month.

Among Clark's early experiences with Qantas was a total immersion in Australian culture: He was sent down under as a management trainee — the first American to work for Qantas in its Sydney headquarters.

Clark worked his way up to

the position of marketing manager-South Pacific, based in Sydney, where his choice territory included Fiji, Tahiti, New Zealand and New Caledonia. In 1990, after slightly less exotic stints in Chicago, New York, San Francisco and Los Angeles, Clark settled in as general manager of Qantas Jetabout Holidays, based in El Segundo, Calif.

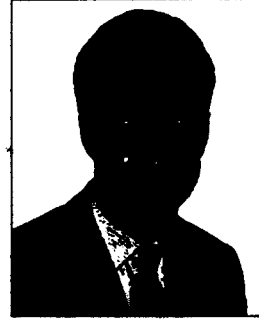
One of the first things Clark did was to change the tour operation's name to Qantas Vacations. "I thought we should take advantage of Qantas' brand recognition," he said.

"A good portion of our clients are more sophisticated, experienced travelers," said Clark. "But in the last few years, we've seen increasing numbers of younger clients, teachers, couples with double income and no kids, and more special interest travelers."

These changing tastes are reflected in some of the firm's new offerings for 1994, such as its Eco-Adventure day tours and a safari camping program.

In addition, the company recently launched its newest product line — Weekend to Weekend Vacations. According to 1993 research conducted by the Australian Tourist Commission, said Clark, consumers rated Australia very high on their list of desired destinations. There is, however, a prevalent perception that Australia is too far away, too expensive and too difficult to visit on limited vacation time.

"It was time to diminish those



*'In the last few years, we've seen increasing numbers of younger clients, teachers, couples with double income and no kids, and more special interest travelers.'*

—Patrick Clark,  
general manager, Qantas Vacations

perceptions," said Clark, with a product such as Weekend to Weekend Vacations.

The one-week packages depart Friday or Saturday and return Saturday or Sunday. Rates, which start at \$1,159 per person, are "comparable to Hong Kong or Bangkok prices," said Clark. And the Weekend to Weekend brochure contains a chart of flying times "to overcome the time-distance perception," he said.

The basic Weekend to Weekend fly/drive program includes roundtrip economy air from Los Angeles to Sydney, Melbourne, Cairns or Brisbane; an accommodations pass for seven nights at Flag properties; and a four-day Hertz car rental.

Ten other Weekend to Weekend packages are offered, including the Sydney & Wine Country Explorer, the Outback & Back and Where the Rainforest Meets the Reef.

**Flexibility Factor**

The programs have been very popular so far, said Clark, in part because consumers like the flexibility of the programs.

Besides trade and consumer advertising campaigns to promote the Weekend to Weekend packages, Qantas Vacations has created an incentive sweepstakes

exclusively for Aussie Specialist — agents who have completed the ATC's rigorous destination training course.

Aussie Specialists who sell the Weekend to Weekend packages are eligible to win cash prizes of \$10,000, \$7,000 and \$3,000. To enter the contest, agents submit a sweepstakes entry with the final payment for each Weekend to Weekend booking they make through Dec. 1; the drawing will be held on or about Jan. 31, 1995.

To further support the agency community, Qantas Vacations periodically holds Specific Pacific destination and marketing workshops.

"We give agents tools to help create business," said Clark. For example, the workshops teach agents about direct mail marketing, consumer nights and co-op advertising. Finally, agents who complete the Specific Pacific program are the first to learn about Qantas Vacations' new products, said Clark.

While the company does not offer many fam trips, it occasionally invites selected agents on fams — agents who have attended a Specific Pacific workshop and have demonstrated a commitment to promoting and selling Qantas Vacations. "That way," said Clark, "everybody benefits."

9 6675  
**Qantas Vacations' Clark Champions Changing Tastes**

By LYN HIKIDA

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**Total Immersion**

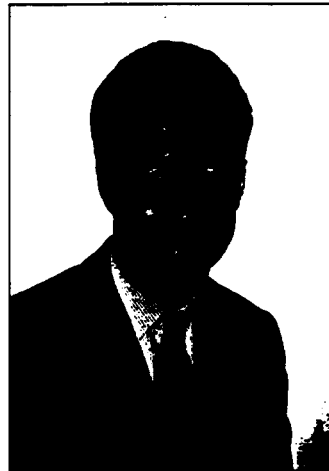
Among Clark's early experiences with Qantas was a total immersion in Australian culture: He was sent down under as a management trainee — the first American to work for Qantas in its Sydney headquarters.

"It was a very exciting, rewarding experience," he said. "I learned an awful lot about the company and the airline industry."

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**NEWSMAKER MONDAY**

*'In the last few years, we've seen increasing numbers of ... special-interest travelers.'*



Patrick Clark

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"A good portion of our clients are more sophisticated, experienced travelers," said Clark. "But in the last few years, we've seen increasing numbers of younger clients, teachers, couples with double income and no kids, and more special-interest travelers," who participate in activities such as bicycling, snorkeling and trekking. These changing tastes are reflected in some of the firm's new offerings for 1994, such as its Eco-Adventure day tours and a safari camping program.

**Changing Perceptions**

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Rainforest Meets the Reef. These packages include roundtrip air from Los Angeles, some meals and scheduled touring or a Hertz rental car for a portion of the trip.

**Consumer Popularity**

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To further support the agency community, Qantas Vacations periodically holds Specific Pacific destination and marketing workshops.

"We give agents tools to help create business," said Clark. For example, the workshops teach agents about direct-mail marketing, consumer nights and co-op advertising. Finally, agents who complete the Specific Pacific program are the first to learn about Qantas Vacations' new products, said Clark.

While the company does not offer many fam trips, it occasionally invites selected agents on fams — agents who have attended a Specific Pacific workshop and have demonstrated a commitment to promoting and selling Qantas Vacations. "That way," said Clark, "everybody benefits."

lent perception that Australia is too far away, too expensive and too difficult to visit on limited vacation time.

"It was time to diminish those perceptions," said Clark, with a product such as Weekend to Weekend Vacations.

The one-week packages depart Friday or Saturday and return Saturday or Sunday. Rates, which start at \$1,159 per person, are "comparable to Hong Kong or Bangkok prices," said Clark. And the Weekend to Weekend brochure contains a chart of flying times "to overcome the time-distance perception," he said.

The basic Weekend to Weekend fly/drive program includes roundtrip economy air from Los Angeles to Sydney, Melbourne, Cairns or Brisbane; an accommodations pass for seven nights at Flag properties; and a four-day Hertz car rental.

Ten other Weekend to Weekend packages are offered, including the Sydney & Wine Country Explorer, the Outback & Back and Where the

TRAVEL MANAGEMENT  
DAILY  
MAY 31, 1994

<sup>U.S. / C.</sup>  
**NORTH AMERICANS FLOCKED** to Australia in record numbers last year, according to Australian Tourist Commission figures. Visitor arrivals in 1993 were up 9% over 1992 as Australia welcomed 280,784 tourists from the U.S. and 50,482 from Canada. Visa applications in the first few months of 1994 are still strong, indicating continued growth. /

SKIN DIVER  
JUNE 1994


## WEEKEND TO WEEKEND AUSTRALIA TOURS

Now, even travelers with only ten days' vacation time can seriously consider a full-fledged Australian holiday experience. Throughout 1994, Qantas Vacations is offering a new series of ten day tours, including roundtrip air fare, hotel accommodations and the best of Australia's cities, natural attractions and exotic wildlife.

The new Weekend to Weekend itineraries are designed to provide travelers with a range of authentic Australian experiences and scenic diversity. They combine visits to Australia's favorite cities with the charm and hospitality of a wine country or a working sheep station stay; diving the marvels of the Great Barrier Reef with exploring the Daintree Rainforest; and experiencing Aboriginal culture and the Outback with four wheel driving to Australia's remote tropical wetlands.

Weekend to Weekend tours include roundtrip economy class air transportation from Los Angeles to Sydney, Melbourne, Darwin or Cairns and flights within Australia on Qantas Airways. The itineraries also include all hotel accommodations, scheduled touring or a Hertz rental car for a portion of the trip—and some meals.

Qantas offers attractive add-on fares from major cities on the East Coast, in the Midwest, South and West. The packages also offer the ability to accrue miles in one of several outstanding frequent flyer mileage programs. Single traveler rates are available. Additional nights may be added to any of the packages. Tours may be combined with programs to other regions of Australia.

Qantas Vacations is operated by Jetabout, one of the world's largest tour operators. It is a wholly owned subsidiary of Qantas Airways. For more information about Weekend to Weekend Australia, contact any travel planner or call Qantas Vacations at (800) 523-5272. 

BOSTON SUNDAY GLOBE  
JUNE 5, 1994

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**ASIA, PACIFIC**

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**AUSTRALIA**

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Bougainvillea Festival, Darwin,  
June 3-20. Flower show.

# 'The price of going Down Under is down

6675  
Daily News staff and wire services

Australia's tourmeisters face two big problems in attracting Americans: cost and distance. Sydney is a long way to go for a one-week vacation.

But Qantas has come up with an economical compromise: 10-day "weekend to weekend" tours priced from \$1,159, including economy air fare from Los Angeles, lodging, transfers, some meals and car rental or land tours. Among packages are "Fly/Drive Australia," "Sydney and Wine Country Explorer" and "Host Farm & B&B Getaway." For details, call Qantas Vacations at (800) 523-5272.

**Italian connection:** Through Oct. 31, Alitalia airlines has "Italy Loves You" touring and hotel packages. Some examples: "Roman

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## TRAVEL BARGAINS

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Escapade," starting at \$295, includes five nights' lodging, breakfast, airport shuttle and sightseeing tour of Rome; and "Treasures of Sicily," a seven-night package from \$669. Air fare is not included. Phone: (800) 237-0517.

**Ship-shape savings:** The SSC Radisson Diamond has a discount of \$1,000 per person for Radisson Hotels guests in the United States and Canada who book a seven- or eight-night Mediterranean cruise within 30 days of check-in. The package is good through July 31 on sailings between Friday and Nov. 5.

Phone: (800) 333-3333.

**Vermont lore:** "Ride With Me to Smugglers' Notch" is a 90-minute audio cassette that you can play en route to the resort or other Vermont destinations to learn more about the Green Mountain State. Among the topics are Ethan Allen and the Green Mountain Boys, where the rivers flow east, and which Vermont river flows west. Riders also get a chance to guess which famous actor skis at Smugglers'. For a free copy, call (800) 451-8752.

And speaking of Smugglers' Notch: Rum Runners' Hideaway is the name of the new 13-acre natural water playground for families at Smugglers' Notch. The hideaway opens this summer.

**Eco-savings:** Vacation Center Inc. of Monterey, Calif., has developed a number of "eco-sports" packages to the peninsula. A one-night package for two, priced at \$129 weekdays, \$159 on weekends, includes lodging, tickets to the Monterey Bay Aquarium and a choice of kayaking or an underwater trip in a semisubmersible submarine. A "Big Sur Prize" package includes horseback riding and a lecture at Ventana Wilderness Center (\$159 and \$189 for two). Other packages take participants hang gliding or race-car driving. Phone: (800) 466-6283.

DAILY PRESS  
JUNE 5, 1994

**GOING UNDER?** Australia's tourmeisters face two problems in attracting Americans: cost and distance. Especially from the East



Coast, Sydney is a long journey for a vacation. But Qantas has come up with a compromise: 10-day "weekend to weekend" tours priced from \$1,159, including airfare from Los Angeles, lodging and some meals and car rental.

Packages include "Fly/Drive Australia," "Sydney and Wine Country Explorer" and "Host Farm & B&B Getaway." For details: (800) 523-5272.

**CANADIAN  
PRESS RELEASES / INTERVIEWS**

APRIL 7, 1994

*Canadian  
Press  
Release*

## **'Weekend To Weekend' Tours Offered By Qantas**

Qantas Vacations has put together a new series of 10-day tours that combine airfare, hotels, natural attractions and exotic wildlife.

The "Weekend to Weekend" itineraries are aimed at providing travellers with a range of Australian experiences and scenery, and include round-trip economy air from Toronto or Vancouver to Sydney, Melbourne, Darwin or Cairns, plus all flights within Australia. Also included are hotel accommodations, scheduled touring or a rental car for part of the trip and some meals.

The packages also let customers accrue miles in frequent-flier programs.

The packages include "Fly/Drive Australia" to either Cairns, Brisbane, Melbourne or Sydney. It is priced from \$2,114 from Vancouver and \$2,269 from Toronto.

"Sydney and Wine Country Explorer" goes to Sydney, the Blue Mountains and the Hunter Valley wine country and is priced from \$2,354 from Vancouver and \$2,509 from Toronto.

The "Host Fam & B&B Getaway" visits historic Melbourne, the wineries of the Murrumbidgee Peninsula, gold rush country and Sydney. It is priced from \$2,374 from Vancouver and \$2,529 from Toronto.

"The Outback & Back" itinerary takes people to Sydney, Ayers Rock, the Outback and tropical Cairns. It is priced from \$2,624 from Vancouver and \$2,779 from Toronto.

"Where the Rain Forest Meets the Reef" goes to Cairns for diving along the Great Barrier Reef, and explores Daintree National Rainforest. It is priced from \$1,974 from Vancouver and \$2,129 from Toronto.

Package prices will rise slightly starting with departures in July. Additional nights may be added to any of the packages and tours may be combined with programs to other Australian regions.