

AUSSIE SPECIALIST AMBASSADOR PROGRAM

澳洲旅遊專家大使計劃



Background

- The Aussie Specialist Program (ASP) is Tourism Australia's award-winning training program that provides frontline travel sellers from around the globe with the knowledge and skills to best sell Australia and is supported by all State & Territory tourism partners.
- Today, there are around 48,000 registered frontline travel sellers globally with around 30,000 of these being qualified Aussie Specialists.
- Travel agents are invited to pitch to become their region's Aussie Specialist Ambassador. The Ambassador will be utilised throughout one year term to promote Australia and the Aussie Specialist Program.
- Target Audience: travel agents who work for bona-fide travel agency/company in Hong Kong, in a front-line sales position and must be over 18 years of age.

How to apply

- Details coming soon:

<https://www.aussiespecialist.com/zh-hk.html> (HK Chinese)

<https://www.aussiespecialist.com/en-hk.html> (HK English)

- Trailer: <https://www.youtube.com/watch?v=Y7uxGaTQikY>
- Register for the Aussie Specialist Program and become qualified Aussie Specialist.
- Submit a video pitch on the website of no more than 90 seconds, highlighting the reasons why they believe 'There's nothing like Australia' and why they should be our Ambassador. The theme of the video pitch should include at least 2 of the messages – nature & wildlife, food & wine, aquatic & coastal, people/culture/lifestyle.
- We are looking for fun travel agents who are energetic, adventurous, articulate and not afraid of the camera to share experiences on the famil trip.

Winner & prizes

- There will be 1 Ambassador from Hong Kong.
- The winner will go on an incredible famil trip to Australia where they will be filmed experiencing a range of product.
- Every participant who submits a video will receive an Aussie goodie pack.

Important Dates

- Video submission: 18 Mar – 23 Apr 2019
- Finalist interview: Early May
- Announce winner: May
- Famil: June

CONTACT

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