

s 22 1(a)(ii)

From: s 22 1(a)(ii) @tourism.australia.com>
Sent: Thursday, 23 October 2014 8:50 PM
To: s 22 1(a)(ii)
Cc: s 22 1(a)(ii) Karen Halbert
Subject: Re: A few updates to the boathouse brief [SEC=UNCLASSIFIED]

You're very welcome.
Busy day for you too no doubt.

Chin up!

--
s 22 1(a)(ii)
Government Communications Executive
Tourism Australia
s 22 1(a)(ii)

On 23 Oct 2014, at 8:28 pm, s 22 1(a)(ii) @dfat.gov.au> wrote:

Thanks for your great work today s 22 1(a)(ii) - much appreciated.

Keep up the good stuff.

s 22 1(a)(ii)
Office of the Minister for Trade and Investment
(02) 6277 s 22 1(a)(ii)
s 22 1(a)(ii) @dfat.gov.au

From: s 22 1(a)(ii) @tourism.australia.com]
Sent: Thursday, 23 October 2014 1:55 PM
To: s 22 1(a)(ii)
Cc: Karen Halbert
Subject: RE: A few updates to the boathouse brief [SEC=UNCLASSIFIED]

Hi s 22 1(a)(ii)
See updated brief attached.

s 22 1(a)(ii)
Government Communications Executive | Corporate Affairs | Tourism Australia

T: +61 2 9361 s 22 1(a)(ii) @tourism.australia.com

Office: Level 29 420 George Street Sydney 2000

Consumer: australia.com | twitter.com/Australia | facebook.com/SeeAustralia
Corporate: tourism.australia.com | twitter.com/TourismAus



From: s 22 1(a)(ii) @dfat.gov.au
 Sent: Thursday, 23 October 2014 1:54 PM
 To: s 22 1(a)(ii)
 Cc: s 22 1(a)(ii)
 Subject: RE: A few updates to the boathouse brief [SEC=UNCLASSIFIED]

Thanks – can we have in word doc please?

s 22 1(a)(ii)
 Office of the Minister for Trade and Investment
 (02) 6277 s 22 1(a)(ii)
 s 22 1(a)(ii) @dfat.gov.au

From: s 22 1(a)(ii) @tourism.australia.com
 Sent: Thursday, 23 October 2014 1:51 PM
 To: s 22 1(a)(ii)
 Cc: Karen Halbert
 Subject: Re: A few updates to the boathouse brief
 s 22 1(a)(ii)

Thanks - changes good to go.

s 22 1(a)(ii) - for you to note: TA will answer: at no stage was the minister or his office in the application process or selection of any businesses that were profiles.

Cheers

s 22 1(a)(ii)

There's nothing like Australia.

On 23 Oct 2014, at 1:39 pm, s 22 1(a)(ii) @tourism.australia.com> wrote:

Of course, sorry. See below.

--

TOURISM AUSTRALIA

RESTAURANT AUSTRALIA – THE BOATHOUSE

Possible Question

Is it appropriate that a Minister's business interests are profiled in a Government agency's marketing campaign?

Talking Points

- From 7 April 2014, all Australian food and wine businesses were invited to share their story by registering online. The best experiences were then given an article page on the Restaurant Australia website and were featured on TA's social media platforms.
- To receive an article page, restaurants/experiences must demonstrate a clear and concise story featuring 'People, Produce and Place'. All

businesses were assessed by Tourism Australia against this criteria of 'People, Produce and Place'.

- The Boathouse submitted their business through this channel and successfully met the criteria of 'People, Produce and Place'. As a result, The Boathouse received an article page and was also mentioned on TA's Facebook and Instagram accounts.

Background

1. In response to growing global demand for food and wine as part of the travel experience, Tourism Australia (TA) has launched *Restaurant Australia*, the latest iteration of the *There's Nothing Like Australia* campaign.
2. The *Restaurant Australia* campaign showcases the country's finest array of produce served in the most stunning Australian locations, aiming to combine People, Produce and Place in promoting Australia's unique tourism destinations and experiences.
3. From 7 April 2014, all Australian food and wine businesses were invited to share their story by registering online. The experiences were then assessed by TA against the criteria of 'People, Produce and Place' and those who met the criteria were given an article page on the Restaurant Australia website and were featured on TA's social media platforms.
4. TA has received over 1,700 business registrations for Restaurant Australia with nearly 800 businesses receiving an article page following an assessment by TA against the criteria of 'People, Produce and Place'.
5. To receive an article page, restaurants/experiences must demonstrate a clear and concise story featuring 'People, Produce and Place'. Instructions on the website mention that businesses should consider including these elements in order to be considered.
6. The Boathouse submitted their business through this channel and successfully met the criteria of 'People, Produce and Place'.
7. As a result, The Boathouse received an article page and was also mentioned on TA's Facebook and Instagram accounts.
8. The Boathouse is also profiled on a number of other food channels including Australian Good Food & Travel Guide and Best Restaurants.
9. All TA's marketing campaigns are developed independently of Government and Ministers' offices. TA seeks approval on funding for campaigns as required under the Tourism Australia Act but not on any content or detail.

Prepared by
s 22 1(a)(ii)
Government Relations Executive
Tourism Australia
02 9361 s 22 1(a)(ii)

Cleared by
s 22 1(a)(ii)
Government & Media Relations Manager
Tourism Australia
02 9361 s 22 1(a)(ii)

Date: 23 October 2014

s 22

Government Communications Executive | Corporate Affairs | Tourism Australia

T: +61 2 9361 s 22 1(a)(ii)

[@tourism.australia.com](mailto:s22@tourism.australia.com)

Office: Level 29 420 George Street Sydney 2000

Consumer: australia.com | twitter.com/Australia | facebook.com/SeeAustralia

Corporate: tourism.australia.com | twitter.com/TourismAus



From: s 22 1(a)(ii)

Sent: Thursday, 23 October 2014 1:38 PM

To: s 22 1(a)(ii)

Cc: Karen Halbert

Subject: Re: A few updates to the boathouse brief

s 22 1(a)(ii)

Hi - sorry to be a pain - can you copy it into the body of the email so can see the highlights?

There's nothing like Australia.

On 23 Oct 2014, at 1:34 pm, s 22 1(a)(ii) [@tourism.australia.com](mailto:s22@tourism.australia.com)> wrote:

Hi s 22 1(a)(ii)

Just had a call from s 22 1(a)(ii)

He would like some further detail around timing of the applications and who assessed the businesses.

I have check in with s 22 1(a)(ii) and made the highlighted changes in the attached.

Please let me know if you're happy with it and I'll flick it back to

s 22 1(a)(ii)

Thanks

s 22 1(a)(ii)

Government Communications Executive | Corporate Affairs | Tourism Australia

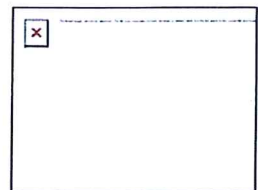
T: +61 2 9361 s 22 1(a)(ii)

[@tourism.australia.com](mailto:s22@tourism.australia.com)

Office: Level 29 420 George Street Sydney 2000

Consumer: australia.com | twitter.com/Australia | facebook.com/SeeAustralia

Corporate: tourism.australia.com | twitter.com/TourismAus



<Restaurant Australia The Boathouse (Estimates Brief style).docx>

attachment omitted as duplicate

s 22 1(a)(ii)

From: Karen Halbert <khalbert@tourism.australia.com>
Sent: Monday, 9 February 2015 11:43 AM
To: s 22 1(a)(ii)
Subject: FW: Boathouse - Minster

Hey s 22 1(a)(ii)

Other than the email chain from Amy re the briefing doc, this is all I have.

JOS and GD did not email the MP on this subject at all.

K

Karen Halbert
Executive General Manager | Corporate Affairs, Government and Industry | Tourism Australia

T: +61 2 9361 1319 s 22 1(a)(ii) E: khalbert@tourism.australia.com

Office: Level 29 420 George Street Sydney 2000

Consumer: australia.com | twitter.com/Australia | facebook.com/SeeAustralia
Corporate: tourism.australia.com | twitter.com/TourismAus



From: Karen Halbert
Sent: Wednesday, 22 October 2014 4:26 PM
To: s 22 1(a)(ii)
Subject: FW: Boathouse - Minster

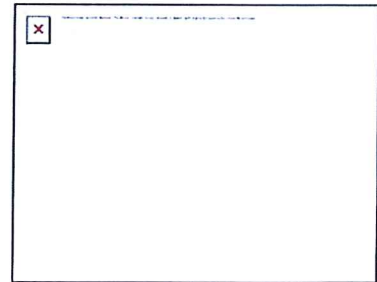
In case this is also useful

Karen Halbert
Executive General Manager | Corporate Affairs, Government and Industry | Tourism Australia

T: +61 2 9361 1319 | s 22 1(a)(ii) | E: khalbert@tourism.australia.com

Office: Level 29 420 George Street Sydney 2000

Consumer: australia.com | twitter.com/Australia | facebook.com/SeeAustralia
Corporate: tourism.australia.com | twitter.com/TourismAus



From: s 22 1(a)(ii)
Sent: Wednesday, 22 October 2014 4:25 PM
To: s 22 1(a)(ii) Karen Halbert; s 22 1(a)(ii)
Subject: RE: Boathouse - Minster

Further to [s 22 1\(a\)\(ii\)](#) note here are some of the listings...

Visit NSW:

<http://www.sydney.com/destinations/sydney/sydney-north/palm-beach/restaurants/the-boathouse-palm-beach>

Best Restaurants:

<https://www.bestrestaurants.com.au/nsw/sydney/palm-beach/restaurant/the-boathouse-palm-beach>

TripAdvisor:

http://www.tripadvisor.com.au/Restaurant_Review-g1093749-d2395478-Reviews-The_Boathouse_Palm_Beach-Palm_Beach_Pittwater_Greater_Sydney_New_South_Wales.html

http://www.tripadvisor.com.au/ShowUserReviews-g1093749-d2395478-r220427744-The_Boathouse_Palm_Beach-Palm_Beach_Pittwater_Greater_Sydney_New_South_Wales.html

Australian Traveller:

<http://www.australiantraveller.com/sydney/this-is-palm-beach/#>

Australian Good Food and Travel Guide:

<http://www.agfg.com.au/guide/25465/nsw/sydney/northern-beaches/palm-beach/restaurants-dining/the-boathouse-palm-beach>

SMG Good Food:

<http://www.smh.com.au/entertainment/restaurants-and-bars/review/restaurant/the-boathouse-palm-beach-20110104-19ed5.html>

Sydney Cool:

<http://www.sydneycool.com.au/2012/12/the-boathouse-palm-beach/>

Restaurant and Catering Australia:

<http://www.restaurantcater.asn.au/index.php?tgtPage=diningguide&id=view,37426>,

From: s 22 1(a)(ii)

Sent: Wednesday, October 22, 2014 4:23 PM

To: Karen Halbert; s 22 1(a)(ii)

Subject: RE: Boathouse - Minster

I'd additionally make the point how widely the Boat House is already featured on other tourism, food guides and restaurant review websites.

Not to feature it would have been most odd.

s 22 1(a)(ii)

Corporate Media Relations Manager | Corporate Affairs Corporate Communications | Tourism Australia

T: +61 2 9361 s 22 1(a)(ii)

[@tourism.australia.com](mailto:s221a@tourism.australia.com)

Office: Level 29 420 George Street Sydney 2000

Consumer: australia.com | twitter.com/Australia | facebook.com/SeeAustralia

Corporate: tourism.australia.com | twitter.com/TourismAus

From: Karen Halbert

Sent: Wednesday, 22 October 2014 4:20 PM

To: s 22 1(a)(ii)

Subject: FW: Boathouse - Minster



Provided to s 22 1(a)(ii)

Karen Halbert

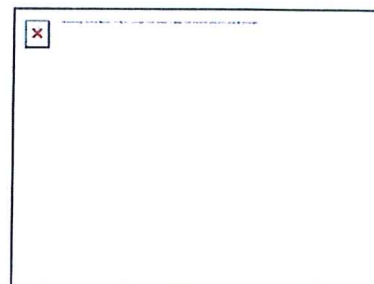
Executive General Manager | Corporate Affairs, Government and Industry | Tourism Australia

T: +61 2 9361 1319 | s 22 1(a)(ii) | E: khalbert@tourism.australia.com

Office: Level 29 420 George Street Sydney 2000

Consumer: australia.com | twitter.com/Australia | facebook.com/SeeAustralia

Corporate: tourism.australia.com | twitter.com/TourismAus



From: s 22 1(a)(ii)

Sent: Wednesday, 22 October 2014 4:14 PM

To: Karen Halbert

Cc: s 22 1(a)(ii)

Subject: Boathouse - Minster

Hi Karen,

As discussed we have only featured the Boathouse on Restaurant Australia.

We have had over 1,700 business register for Restaurant Australia with nearly 800 Business receiving an article page. To receive a Business article, restaurants/ experiences must demonstrate a clear and concise story featuring 'People, Produce and Place'. Instructions on the website mention that Businesses should consider including the following in order to be considered. I have pulled quotes and paragraphs out of their submission to demonstrate why they did get selected.

The Boathouse Palm Beach has an article on the Restaurant Australia hub - <http://restaurant.australia.com/en/experiences/t/the-boathouse-palm-beach.html>

The Landmarks

"The Boathouse at Palm Beach has a casually chic, 'rustic Hamptons' style that's proven wildly popular with everyone from locals, to international tourists keen to kick back after tackling the bush track up to the nearby historic lighthouse, to happy kids gurgling milkshakes through old-fashioned striped paper straws."

The Produce

"The menu favours standards with a tasty twist; a zesty pesto may enliven avocado on toast or a chunky relish may lift a cheeseburger to new heights, while the enduring popularity of fish and chips on the wharf gets a solid workout here."

The Beauty

"The setting is sublime: with picnic tables filling the wharf, perched atop Station Beach and overlooking peerless Pittwater views, everyone gets a point-blank eyeful of untouched natural splendour."

The People

"Baristas earn their beans turning out notably good cups; the steady stream of takeaway orders has meant a smart solution: a dedicated coffee bar opening amidst the garden seating. Open for breakfast and lunch, and available for special evening events, the Boathouse epitomises Australian casual cafe dining."

Facebook:

Boat House Balmoral Beach – What Australia ate this Weekend



Australik
 Posted by
 Liked See

Weekends are made for
 sunshine with friends
 Beach has a fabulous view
 serves fresh modern
 views over the harbor
 Photo @jamesbilli

Tag Photo

Like Comment Share

Heavena Цонева
 Poletu, Asmaa A
 1,457 others like

99 shares

Keda Smith
 have enough
 nice hotel and
 time limit) (sic
 Like Reply

Giselle Elian
 gorgeous.
 Like Reply

Andreza Mel
 Albertini essa
 See Translate
 Like Reply

Eda Kuqi Er
 Write a comment



Australia
Posted by
Liked Jul

Making the most of Boathouse Balmor day on a weekend newspapers and vi National Park? We @thegoodgirls_co Instagram)

Tag Photo

Like Comment Share

Elena Elena, Lisa Martino and 1,57

110 shares

Australia.co @theboathou



Write a comment

Kind regards

s 22 1(a)(ii)

s 22 1(a)(ii)

Food & Wine Social Editor | Consumer Marketing Global Public Relations | Tourism Australia

T: +61 2 9361 s 22 1(a)(ii)

[@tourism.australia.com](http://tourism.australia.com)

Office: Level 29 420 George Street Sydney 2000
Postal address: GPO 2721 Sydney NSW 1006 Australia

Consumer: australia.com | twitter.com/Australia | facebook.com/SeeAustralia
Corporate: tourism.australia.com | twitter.com/TourismAus

THERE'S NOTHING
LIKE AUSTRALIA

