

18 June 2022

# Distribution Panel

Facilitator:  
Michael Sommer  
Tourism and Events Queensland

Queensland  
AUSTRALIA





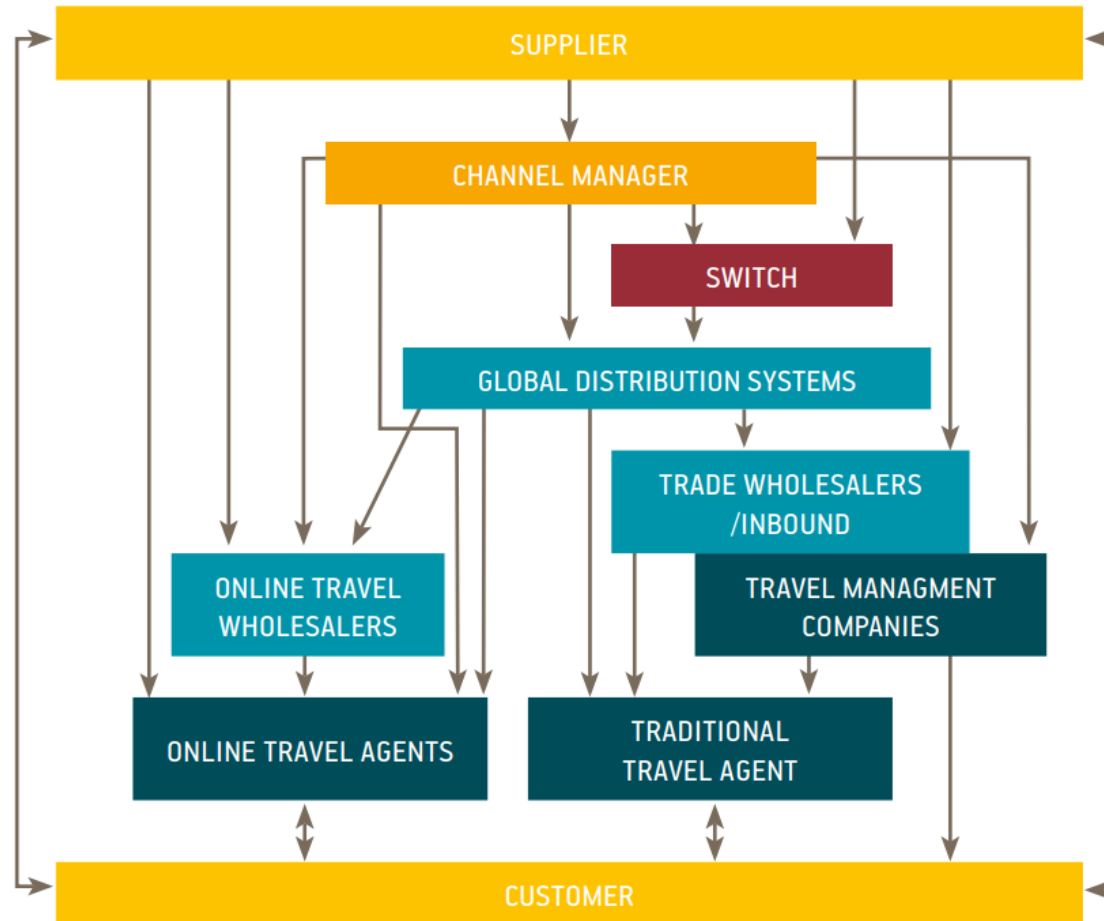
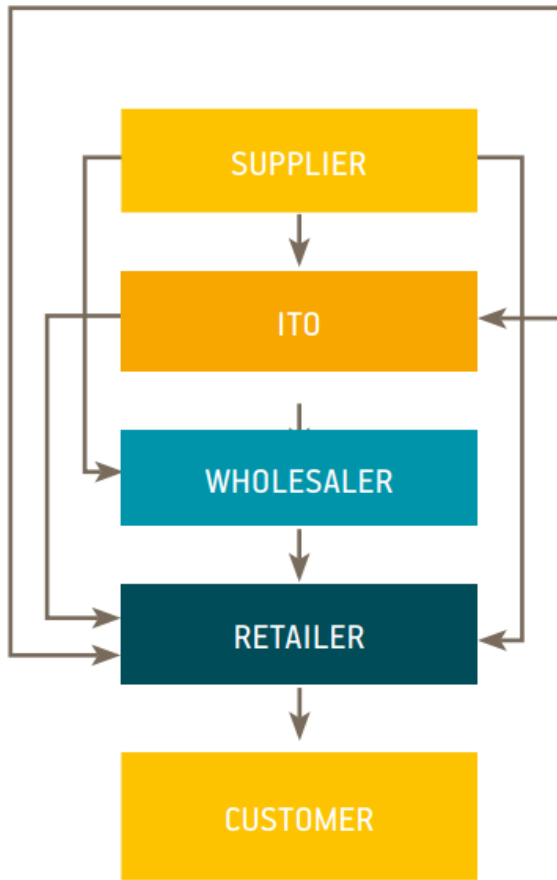
Tourism and Events Queensland acknowledges the Traditional Owners of Country and recognise their continuing connection to land, waters, culture and community. We pay our respects to Elders past, present and future.



# Introduction

'The benefits and opportunities of becoming distribution ready for emerging and current indigenous businesses'

# The Distribution Landscape





# Panel Members

**Nicole  
Mitchell**

Tourism  
Australia

**Dave  
Atherton**

Australian  
Tourism Export  
Council

**Caroline  
Densley**

Diverse Travel  
Australia

**Marcus  
Brady**

Mandingalbay  
Ancient  
Indigenous  
Tours



# Benefits of Distribution

Build Relationships,  
& Brand

Increased  
Visibility &  
Sales

Access New  
Markets &  
Customers

Manage  
Seasonality



# Opportunities of Distribution



Trade Shows,  
Workshops &  
Missions

Training,  
Toolkits &  
Assets

Sales Calls &  
B2B Meetings

Experiencing  
Products First  
Hand



**Any Questions?**

*Queensland*  
AUSTRALIA



# Thank you



DISCOVER  
ABORIGINAL  
EXPERIENCES

