

July
2023

ONE MOB ONE FUTURE



WALKABOUT
AUSTRALIA



Contents

- Giveaways & promotions
- Event Tickets * Discount Coupons
- * Rock Art
- * Music Downloads * Dance Performances
- * Books * Art & Craft
- * Videos and gaming
- * interviews * Australian History and more!

Become a member today & show your support



Publisher - National Indigenous Cultural Center ICN: 9051 ABN: 33 633 321 472

ONE MOB



WALKABOUT
AUSTRALIA

ONE FUTURE

OUR
STORY

The Walkabout Australia Foundation was established by the National Indigenous Cultural Centre (NICC) to ensure indigenous culture is understood within Australia's local communities. Working with metropolitan and regional shows Walkabout Australia aims to promote local indigenous culture, bush tucker, fashion, art, craft, dance, music, literature & our 7D Cinema at participating Royal and Regional shows and raise funds for the National Indigenous Cultural Centre's primary education indigenous language programs.

OUR
JOURNEY

Walkabout Australia's vision is to engage with local indigenous communities and assist them to promote their culture in a positive, educational and engaging way at all Regional and Metro shows.

OUR
LOVE

Our commitment and drive for Walkabout Australia comes from a place of love. A love for culture, country, community, family, friends, food, fashion, music, performance, experiences, nature and all that makes Australia one of the most beautiful and inspiring places on earth.



ONE MOB



ONE FUTURE



1,000,000 Reasons

We understand that to raise funds for primary education and language programs we need to deliver something different, tangible, interactive, fun, useful and rewarding for Australians and the global market. The Walkabout Australia Multimedia Events platform aims to deliver just that.

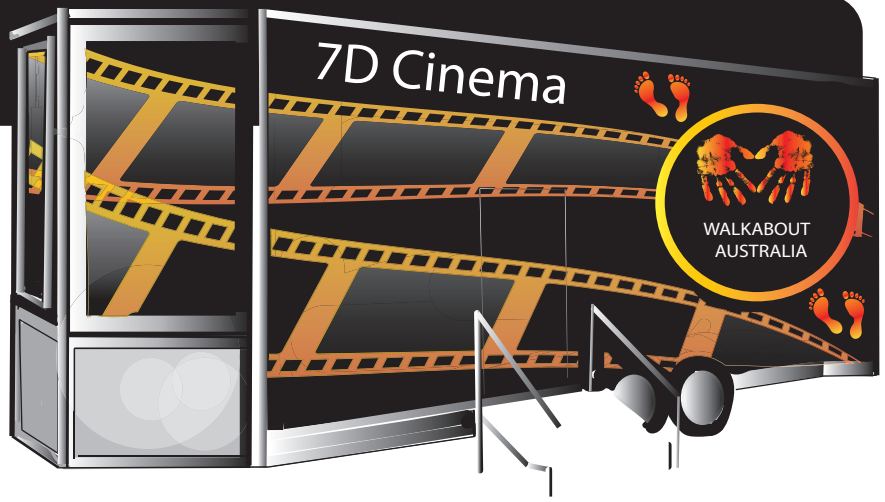
Working with metropolitan and regional shows and the National Indigenous Cultural Centre, Walkabout Australia aims to promote local indigenous culture, bush tucker, fashion, art, craft, dance and our 7D cinema at participating Royal shows to help raise funds for the National Indigenous Cultural Centre's education programs.

We will deliver your brand directly to in excess of 1,000,000 Australians via multiple platforms with engagement, accountability and measured results

| | Digital (\$10,000 pa) | Print & Digital (\$25,000 pa) | Major Sponsor (\$50,000 pa) |
|-------------------------------------|--------------------------|----------------------------------|--------------------------------|
| Walkabout Corporate Membership | x | x | x |
| NICC Corporate Membership | x | x | x |
| Use of "Corporate Sponsor" logo | | x | x |
| Logo on Walkabout Australia: | | | x |
| 1. Letterhead | | | x |
| 2. Website | x | x | x |
| 3. Promotional material | | | x |
| 4. Printed material | | x | x |
| 5. Merchandise Tent | | x | x |
| Company profile in magazine | | | x |
| Company profile in e-news | x | x | x |
| Full Page ad in National Magazine | | x | |
| Material included in Free Show Bag | | x | x |
| DPS ad in National Magazine | | | x |
| Ad at start & Finish of 7D movie | | | x |
| 100 copies of National Magazine | x | | |
| 500 copies of National Magazine | | x | |
| 1500 copies of National Magazine | | | x |

7D Cinema

Support gained for the Walkabout Australia Foundation will enable the development of an indigenous 7D Cinema experience that will be delivered by a 7D mobile cinema trailer. The 7D experience delivers next-level entertainment that will excite all of the senses using 3D imagery, seated moving platforms, wind, water, vibrations, snow, bubbles and a few other surprise elements.



Merchandise Tent

The Walkabout Australia Merchandise tent includes our own merchandise, such as; tshirts, hats, magazine subscriptions and items from Indigenous Enterprise such as; music, fashion, food, art and craft and more.

A % of all sales will go towards the National Indigenous Cultural Centre primary school language program.

**GOODS
FOR SALE**

Bush Tucker Cafe

Food is not rational. Food is culture, habit, craving and an important component of our identity. We understand that to share our food with someone we are sharing a part of our culture.

The Walkabout Australia Bush Tucker Cafe brings life. It will deliver opportunities, for communities and help raise funds for National Indigenous Cultural Centre approved primary school language education programs.



Walkabout Australia Magazines!

Local - FREE

National - PAID



Walkabout Australia's interactive printed magazines are an innovative and environmentally sustainable platform that has been designed to provide value for our subscribers, support and promote Indigenous culture and enterprise, Australian business, tourism, entertainment, events and more.

The National edition will be available at all shows. The free magazine will be printed and handed out at shows.

Content in both our paid and free publications will be updated via the QR code website links to provide ongoing benefits and engagement opportunities for advertisers and consumers.

The combination of our free and paid publications will ensure your brand will be exposed to in excess of 1,000,000 Australians, and that is just at the shows we attend and via these platforms.

Walkabout Australia Magazine Advertising

Local

price per 10,000 copies

FULL PAGE.....\$2,500

QUARTER PAGE\$550

(All prices inc GST)

National

1/3 PAGE\$4,000

FULL PAGE\$10,000

DPS\$15,000

(All prices inc GST)



WALKABOUT AUSTRALIA 2023

Contact Us

L1 397 Chapel Street, South Yarra, 3141

Ph: 1800 995 007

www.walkaboutaustralia.org

kelly@nicc.org.au

Ph: 0431 699 205



tony@nicc.org.au

Ph: 0419 431 649

Walkabout Australia is an initiative of the National Indigenous Cultural Centre

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