



INDUSTRY TOOLKIT 2016

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About this document

This document has been designed to illustrate just a few ways the *One Good Thing After Another* positioning can be integrated into your marketing and communication materials. There's no one right way to do it and we understand that what works for one business, might not work for another. In the end, we hope that sharing these examples will spark ideas of your own that best suit your business, your product and your way of operating. If you want to talk through your ideas, please don't hesitate to contact us.

What is One Good Thing After Another?

One Good Thing After Another is a core brand truth that will underpin VisitCanberra's domestic and international marketing and communication programs and activities for the next several years.

One Good Thing After Another centres around Canberra's great diversity of visitor experiences and their close proximity to one another. It seeks to address a consumer desire to see and experience more in less time.

Canberra's wide range of experiences has long been a key selling point. Highlighting this together with the region's short travel times and ease of access uniquely positions Canberra alongside other destinations competing for the 'short break' traveller.

It's more than a selection of videos and a trip planner app. It's a brand positioning that can unite our destination and surrounding region – our experiences, our venues, our hotels, our attractions.

By collaborating on *One Good Thing After Another* together we will excite potential visitors, drive booking conversions and, ultimately convert these visitors into advocates, thereby increasing the number of visitors to our destination.

FOR FURTHER INFORMATION CONTACT

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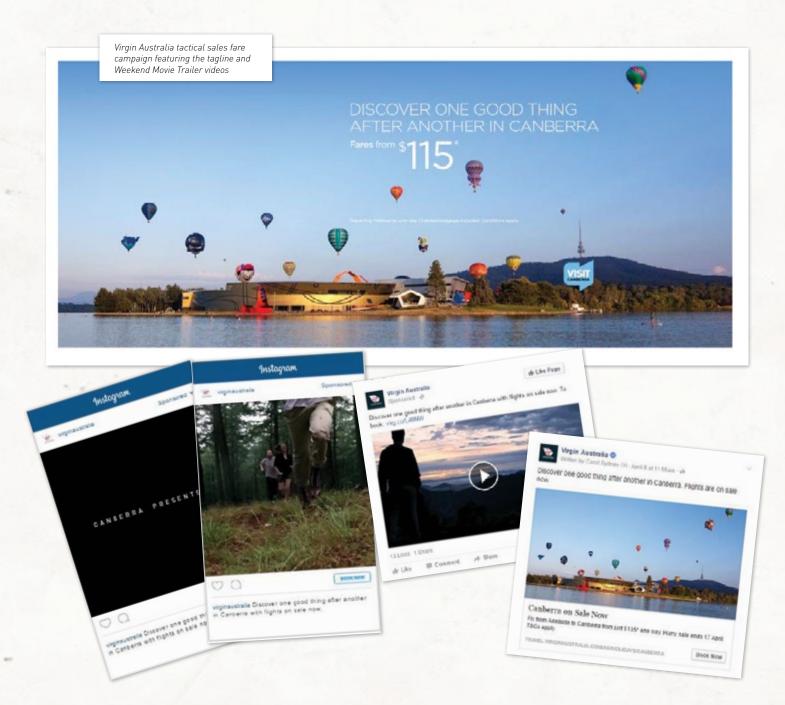
Naomi Fallon Campaign Marketing Manager P 02 6205 3061 E naomi.fallon@act.gov.au

Content

- Reference the new positioning statement, One Good Thing After Another, within your creative execution and support with a selection of experiences within close proximity of your venue/attraction.
- Sprinkle proximity and diversity references throughout your written content when and where appropriate. For examples, refer to the Copy Bank on page 6.
- Develop an itinerary of 'Good Things' to see and do within your attraction/venue and share via your channels. Don't forget to send us the content too, so we can share it on our channels.
- Identify and promote a selection of other experiences within close proximity to your venue/attraction, and consider ways of highlighting these places to your visitors.

Family getaway?

Capital Hotel Group advertisement placed in the Sydney Morning Herald Travel liftout on Saturday 28 May



social Media

The simplest way to share details about your experience with us is to use #visitcanberra

We constantly monitor #visitcanberra. By including this addition in your post, you're ensuring we will see it. Perhaps more importantly though, it also grants us permission to promote and share your post. Plus you'll have access to the followers of the dvisitcanberra social media handles.

A great way to find out more about the national capital is through our social media channels. We're a very social city and we'd love for you to join in the conversation.

VisitCanberra prides itself as being responsive on social media, using engaging content, stunning imagery and humour to change people's perceptions of the nation's capital.

Facebook enables us to showcase the beauty of Canberra through imagery, to engage in conversation with our fans and to inspire them to travel to the capital. The Facebook page features photographers' imagery of the Territory, asks questions, promotes major events, shares stories and involves the tourism industry through regular posts.

Twitter allows us to share content from other social media accounts, engage in conversation, share information about events and attractions, and answer questions.

Instagram is the perfect channel to show the beauty and variety of experiences on offer in the national capital. The account encourages followers to share their own Canberra photos with VisitCanberra using #visitcanberra, which allows the social media team to search for the best images to share with followers. On Instagram, there are now more than over 130,000 images tagged with the #visitcanberra hashtag.

To leverage the proximity and diversity message, use the hashtag #onegoodthingafteranother

- Facebook 68,000 followers
- Instagram @visitcanberra 30,000 followers
- Twitter @visitcanberra 14,000 followers

Below are a few examples of how to promote the proximity and diversity messaging via social media channels, whether it be including #onegoodthingafteranother or listing a selection of experiences.



Websites & edm

- Consider including a section on your website about visiting Canberra. This could include 200-300 words of copy about what there is to see and do, eat and drink and stay in Canberra, as well as a few destination images. You may even wish to embed one, or more, of our short promotional videos. VisitCanberra is happy to help you with this.
- You may also wish to consider including a snapshot of this content within one of your eDM schedule.

Copy example - Visiting Canberra

When you take a trip to Australia's capital, Canberra, prepare to experience one good thing after another. Soar above the city in a hot air balloon, try out world-class mountain biking tracks, see blockbuster art and explore the city's famed museums and galleries. Meander through a million blooms during the annual spring festival, Floriade, sample cool-climate wine, check out the latest foodie hotspots or simply let the kids run wild. When it comes to Canberra, you never know what unexpected wonders are waiting around the corner. For more travel inspiration head to **visitcanberra.com.au**

Visitor services

- Many of you may have Visitor Services teams. Providing them with information to promote the destination more broadly would be an easy integration of *One Good Thing After Another* and of great value to your visitors.
- Download the two VisitCanberra apps (Trip Planner app and Visitor Guide app) and load them onto devices you have available ie iPad.



- Provide your Visitor Services team with the 5 x Weekend Movie Trailer itineraries for useful reference as to what there is to see and do depending on their trip requirements.
- Provide fact sheets about some of the 'good things' nearby.
- Place a flyer promoting the VisitCanberra Trip Planner within your information services racks. See page 44.

RECENT EXAMPLES OF HOW INDUSTRY HAS PROMOTED ONE GOOD THING AFTER ANOTHER



Copy Bank

PROXIMITY & DIVERSITY MESSAGING

Below are just a few examples of how VisitCanberra expresses diversity and proximity in copy, following the launch of *One Good Thing After Another*. The elements are interchangeable, and can be altered to showcase different things at different times. Communicating the time it takes to get from one place to another is a literal way of expressing proximity; below are some creative ways of achieving the same outcome.

You're welcome to use these examples, or create your own, when promoting Canberra and the region more broadly across your channels.

Diversity

- ... slice through the rib eye at Capitol Bar & Grill...
- ...sample the pioneer of Australian shiraz at Clonakilla...
- ... glide on a segway around Lake Burley Griffin...
- ... grab a Yabby jaffle from Monster Kitchen and Bar...
- ... hit the snooze button in The Meandering Room at Hotel Hotel...
- ... experience the magic of the Kubrick Era dessert...
- ... pedal down the slopes at Stromlo Forest Park...
- ... indulge in the Nutella Bronut at Penny University...
- ... pay your respects at The Tomb of the Unknown Soldier...

Proximity

- ... before your favourite song finishes on the radio...
- ... shorter than it takes to find a parking spot in Sydney...
- ... in the time it takes to finish your coffee...
- ... an impressive stone's throw away...
- ... within earshot...
- ... just a few doors down...
- ... closer than you can park the car...
- ... right around the corner...
- ... a hop, skip and a record-breaking long jump away...
- ... quicker than you can put the address into the GPS...

FACEBOOK POSTS

GENERIC POSTS

When you visit Canberra, prepare to experience one good thing after another. Because whether it's fun for all the family, world-class wining and dining, famed national attractions or breathtaking adventures, everything you're after is just moments away. #visitcanberra

What makes Canberra the perfect place for your next trip? It's the diversity of experiences you'll find there and just how close everything is. Simply put, Canberra is filled with one good thing after another and they're all closer than you think. #visitcanberra

FACEBOOK ALBUMS

Canberra's unexpected gems

When it comes to Canberra, you never know what unexpected wonders are waiting around the corner. You may need to dig a bit deeper to unearth Canberra's gems, but you'll be rewarded with a city full of surprises.

Kids' Canberra wish list!

Giant acorns. Tiny villages. Hands-on history. Delicious desserts. Friendly dinosaurs. Let the kids run wilder than their imagination in the one place they can do it all – Canberra. We have shared some awesome fan photos of family friendly experiences tagged with #visitcanberra.

Take it easy in Canberra

When it comes to Canberra, you can do as much or as little as you'd like in a weekend. There's really no other place where so much is all so close. We have shared some awesome fan photos of relaxing experiences tagged with #visitcanberra.

Burn off some energy in the capital

Whether it's a jam-packed calendar of events, endless natural attractions just waiting to be explored or breathtaking adventures that catch your eye, it's one good thing after another in Canberra.

Canberra's ultimate foodie experience

You've earned a little indulgence and Canberra's red-hot food and wine scene is sure to impress. Refuel in the inner-city foodie precincts or spend the day sampling the ACT region's cool climate wines. We have shared some awesome fan photos of Canberra's best foodie experiences tagged with #visitcanberra.

TWEETS

GENERIC TWEETS

- When you visit Canberra, prepare to experience one good thing after another, like our world-class dining experiences. #visitcanberra
- Whether it's famed national attractions or breathtaking adventures, everything you're after is just moments away in Canberra. #visitcanberra
- What makes Canberra the perfect place for your next trip? It's the diversity of experiences and just how close everything is. #visitcanberra
- Canberra is filled with one good thing after another and every experience is closer than you think. #visitcanberra
- Power through mountain biking, paintballing, rock climbing, go-karting, beer brewing... Canberra One Good Thing After Another.
- Indulge in wining and dining, famous vineyards, cocktails, whiskey with a wet shave... Canberra One Good Thing After Another.

FACEBOOK ALBUM TWEETS

- You may need to dig a bit deeper to unearth Canberra's gems, but you'll be rewarded with a city full of surprises #visitcanberra
- Canberra is a lot of things, including fun for all the family. But most of all, Canberra is full of surprises #visitcanberra
- When it comes to Canberra, you can do as much or as little as you'd like in a weekend #visitcanberra
- Canberra's red-hot food and wine scene is sure to impress. Check out our album of the ultimate foodie experience #visitcanberra

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VIDEO POST TWEETS

- Let the kids run wilder than their imagination in the one place they can do it all Canberra. #visitcanberra
- When it comes to Canberra, you never know what unexpected wonders are waiting around the corner. #visitcanberra
- Live a life of luxury and immerse yourself in the decadent side of Australia's capital. #visitcanberra
- Turn your holiday up to eleven in the one place you can do it all Canberra. #visitcanberra
- Have a moment (or two) to yourself and unwind in carefree Canberra. #visitcanberra

SUGGESTED TRIPS



The city full of big surprises is built for the big weekend. Power through mountain biking, paintballing, rock climbing, go-karting and beer brewing on an action-packed weekend in Canberra inspired by the *All In* movie trailer.

STROMLO FOREST PARK

If getting active in the great outdoors is your idea of living it up, you'll love Stromlo Forest Park, just 15 minutes drive from the Canberra city centre. Whatever your passion running, walking, mountain biking, cycling or horse-riding — this world-class facility has you covered. With trails and tracks for all levels, as well as a criterium cycling circuit and event pavilion, Stromlo Forest Park is perfect for professionals and rookies alike. Bring a picnic and make a day of it!

Opening Hours

Daily: 6am-6pm Daylight savings times 6am-9pm Stromlo Forest Park will most likely be closed on days when a total fire ban is in place. Please monitor their website.

Address

Uriarra Road (near intersection of Uriarra Road and Coppins Crossing), Mount Stromlo

Phone & website

02 6256 6700 stromloforestpark.com.au

BRODBURGER

If you're a burger buff, you'll want to wrap your hands around the giant, glorious hamburgers from Brodburger, one of Canberra's favourite burger joints.Whether you're a traditionalist who loves the rich, meaty varieties, or you're into chicken, veg or seafood, Brodburger has the perfect burger for you. Pop into this buzzing little restaurant to get the ultimate burger fix. Brodburger started life in an old red gypsy caravan pumping out flame grilled burgers to locals. It got so popular they now have permanent residency in the historic Canberra Glassworks building.

Opening Hours

Tues-Sat: 11.30am-3pm and 5.30pm-late; Sun: 12pm-4pm; Coffee and cake from 10am every day except Monday Address 11 Wentworth Avenue, Kingston Phone & website 02 6162 0793 brodburger.com.au

VISITCANBERRA.COM.AU



THE CUPPING ROOM

The perfect day starts with the perfect coffee, and the team at The Cupping Room including world champion barista Sasa Sestic — know a thing or two about creating a splendid brew. Canberra's very own place of coffee worship, The Cupping Room is a concept cafe that takes its customers on a flavour journey across a range of coffee blends and delicious (and very photogenic!) meals. Together with its great vibe and fun atmosphere, The Cupping Room is a mandatory experience for all coffee devotees.

Opening Hours

Weekdays: 7am-4pm Weekends: 8am-3pm Address 1/1-3 University Avenue, Canberra City Phone & website 02 6257 6412 thecuppingroom.com.au

WALT & BURLEY

Set on the shores of Canberra's Lake Burley Griffin, Walt & Burley is an ideal bar with a view. Take in the expansive waterfront vista from the outdoor benches, or grab a prime position in front of the fireplace when the weather is chilly. Offering comfort food created from foraged and locally-produced ingredients, as well as a comprehensive drinks list, Walt & Burley is a seamless blend of welcoming atmosphere, picture-perfect views and gastronomic delights.

Opening Hours

Daily: 11am-late Weekend breakfast: 8am-10.30am **Address** 70/17 Eastlakes Parade, Kingston Phone & website 02 6239 6648 waltandburley.com.au

CANBERRA INDOOR ROCK CLIMBING

Gear up for an exhilarating experience at Canberra Indoor Rock Climbing. Whether you're a newbie or an experienced climber, all levels are catered for in this fun adventure sport that challenges the mind and body. Wall heights range from 6.5 to 8.5 metres and with locations in north and south Canberra, there's a Canberra Indoor Rock Climbing gym near you. Grab the ropes, harness up, and climb for as long as you can handle it!

Opening Hours

Mon: 3pm-10pm; Tues-Fri: 12pm-10pm; Weekends: 10am-8pm; Christmas Day and Good Friday: Closed; other Public Holidays: 11am-5pm Address 38-40 Essington Street, Mitchell Phone & website 02 6262 4863 canberrarockclimbing.com.au

MOUNT AINSLIE LOOKOUT

For picture-perfect views of Canberra, you can't go past a visit to Mount Ainslie. Walk, cycle or drive to the lookout and enjoy the impressive scenery, lovely at all times but a particular treat at sunrise and sunset. Take in Lake Burley Griffin and many of Canberra's national attractions, framed by picturesque mountain ranges, and see how Walter Burley Griffin's vision for the city has been brought to life. A hotspot for photographers, the vista is complemented by the abundance of native birds and wildlife.

Opening Hours	Address	Phone & website
Accessible at all times	Mount Ainslie Drive, Ainslie	132 281 tams.act.gov.au

VISITCANBERRA.COM.AU



BALLOON ALOFT

There's no better way to fully appreciate Canberra's charm than from the air with Balloon Aloft, Canberra's original balloon rides operator. Equal parts exhilarating and relaxing, a balloon ride is one of the best ways to see this remarkable planned city and its changing carpet of seasonal colours. Take off with the sunrise and drift gently with the wind. Enjoy a bird's eye view of the city's architectural wonders and design, and finish with a champagne celebration at the Hyatt Hotel. What better way to start the day? Balloon rides operate on demand and are weather dependent.

Opening Hours Bookings required **Address** 19 Kallaroo Road, Pialligo Phone & website 02 6285 1540 canberraballoons.com.au

POWER KART RACEWAY

Adrenaline junkies will love Canberra's Power Kart Raceway, an exhilarating racing experience featuring world class electric go-karts on an F1 style indoor circuit. The Raceway's latest generation OTL Electrokarts are powerful, reliable and consistent, with high torque engines providing a thrilling experience for novice and experienced racers alike. Together with its indoor glow-in-the-dark mini golf course, arcade machines and café, Power Kart Raceway is the perfect destination for those who live life in the fast lane.

Opening Hours

Mon-Fri: 10am-10pm; Sat: 9.30am-10pm; Sun: 9.30am-8pm. Address 125 Canberra Avenue, Griffith Phone & website 02 6239 5599 powerkarts.com.au

THE PADDLE HUB

Join in the latest aquatic craze with The Paddle Hub, Canberra's newest stand-up paddle board and kayak rental service on Lake Burley Griffin. Located at the YMCA Aquatic Recreation Centre in picturesque Yarralumla Bay, The Paddle Hub offers a fantastic way to have fun and get fit on Canberra's iconic lake. See why stand up paddle boarding is one of the fastest growing sports in the country, or simply relax with a coffee and delicious healthy food at The Galley Café. The Paddle Hub operates seasonally during Spring and Summer.

Opening Hours Sat-Sun: 8am-6pm Address 35 Alexandrina Drive, Yarralumla Phone & website 0407 262 975 canberra.ymca.org.a

BENTSPOKE BREWING CO.

For a world-class craft beer experience, 'hops' on over to Bentspoke Brewing Co., Canberra's premier microbrewery and taphouse. With one of the biggest beer fonts in the country, the 18 varieties of beer and cider — with Canberra inspired names such as the Barley Griffin and the Braddon Bitter — are lovingly brewed on the premises by one of Australia's most awarded brewers. Bike aficionados will love the fit out, and the food — a modern take on the classic pub menu — is definitely worth a test ride as well.

Open	ing Hours	
Daily:	11am-midr	nigl

Address 48/38 Mort Street, Braddon

Phone & website 02 6257 5220 bentspokebrewing.com.au

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HOPSCOTCH

Great meals and good times abound at Hopscotch, a welcoming gastropub in the Canberra inner-city suburb of Braddon. Spacious indoors and out, Hopscotch features an expansive beer garden complete with outdoor spit, perfect for casual get-togethers. With the largest range of whiskies in Canberra, coupled with a variety of fine wines and craft beers, you're sure to find the perfect beverage to enjoy with food cooked on their imported wood-fired Argentine Grill. If good vibes, good music and good fare are on your Canberra wish-list, hop over to Hopscotch.

Opening Hours Daily: 11am-late

Address 5 Lonsdale Street, Braddon Phone & website 02 6107 3030 hopscotchbar.com.au

NISHI GALLERY

Indulge in a feast for the eyes and the senses at Canberra's Nishi Gallery, located in the exciting New Acton urban precinct. Nestled between Parlour Wine Room, the John Avery Gardens and the intriguing Nishi building, the Nishi Gallery delivers an inspiring range of local, national and international exhibitions and performances, and is well worth a visit for fans of the visual arts.

Opening Hours

Check website for event dates and times

Address 17 Kendall Lane, NewActon Phone & website newacton.com.au/ nishigallery

MANUKA OVAL

A Canberra fixture since the 1920s, Manuka Oval is home to local and national AFL matches, as well as local cricket and the famous Prime Minister's XI. If you're a sports fan of the bat and/or ball variety, don't miss the chance to catch a game at this historic venue. With the precinct retaining much of its original tree plantings from the 1920s, the hustle and bustle of the surrounding suburbs will be all but a distant memory, and you'll be completely absorbed in the game at hand. The local bus service ACTION often run free buses to major events on game days. Check their website for details.

Opening Hours Open on game dates

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Address Manuka Circle, Griffith

Phone & website 02 6228 0300 manukaoval.com.au

FLIP OUT MITCHELL

You'll be bouncing off the walls, literally, with the fun to be had at Flip Out Mitchell, an indoor trampoline arena in Canberra's north.With massive trampolines, foam pits, ball games, events and even more surprises, Flip Out is the ideal entertainment for an active family. No more mums and dads sitting on the side lines — it's time to get up and play! Slip on your socks and get set for some serious jumping action.

Opening Hours

Mon-Thurs: 9am-8pm Fri & Sat: 9am-9pm Sun: 9am-7pm Address 4/45 Dacre Street, Mitchell Phone & website 02 6255 5533 myflipoutparty.net.au

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CAPITAL BAR & GRILL

Say ciao to Capitol Bar & Grill at QT Canberra, an Italian-themed concept restaurant and one of the city's premier dining establishments. Between the antipasto table heaving with delicious morsels, the prime cut steaks cooked to perfection on the wood-fired grill and the desserts renowned for both presentation and taste, Capitol Bar & Grill delivers an inspired dining experience in glamorous surroundings.

Opening Hours

Breakfast 6.30am-10am (until 10.30am weekends) Lunch from 12 noon Dinner from 6pm Address 1/1 London Circuit, Canberra City

Phone & website

02 6247 1488 qthotelsandresorts.com/ canberra/eat-drink/ capitol-bar-grill/

MOLLY

When it comes to Molly, a charming little speakeasy in the heart of Canberra, it's all about who you know. Hidden behind an unassuming door lies a cosy night spot that will take you back in time with expertly mixed drinks, live jazz and a cool, nostalgic vibe. She's a tricky lady to find, but guided by GPS coordinates 35° 16′ 46.45″ S - 149° 7′ 35.23″ E, you'll soon find yourself wandering down the perfect back alley.

Opening Hours	Address	Phone & website
Mon-Sat: 4pm-2am	35° 16' 46.45" S - 149° 7' 35.23" E	molly.net.au

LAKE BURLEY GRIFFIN

The masterful centrepiece of Canberra, the large and lovely Lake Burley Griffin is an ideal water playground, whether you're into rowing, sailing, kayaking, stand-up paddle boarding or fishing. Cyclists and walkers are well catered for along the 40km shoreline, and nothing beats a picnic in its numerous parks and gardens. For those seeking a more leisurely experience, take a cruise, catch a ferry, or simply enjoy the water views from one of the many lake-side cafes and restaurants.

Opening Hours

Accessible all hours

Address Lake Burley Griffin, Acton Phone & website 1300 554 114 nationalcapital.gov.au

DELTA FORCE PAINTBALL

Movie-set scenarios, quality equipment and professional staff are just a few features you can expect on a day out at Canberra's premier paintball centre, Delta Force Paintball. Enjoy playing on quality fields, many of which are new to Australian shores, and experience an action-packed paintball adventure. You won't be disappointed! Minimum paintball age is 16 years old, however MiniBall is paintball specifically designed for those as young as 10 years of age.

Opening Hours Daily: 9am-4pm

Address

Cnr Monaro Highway & Old Tuggeranong Road, Greenway Phone & website 1300 981 437 canberrapaintball.com.au

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SUGGESTED TRIPS

BEST WEEKEND EVVEERRI

Let the kids run wilder than their imagination in the one place they can do it all. They'll discover big balloons, bigger burgers, monstrous milkshakes and dinosaurs, with a trip inspired by the Best Weekend Evveerr! movie trailer.

POD PLAYGROUND AT THE NATIONAL ARBORETUM

Let the kids expend some energy at the magical Pod Playground at National Arboretum Canberra. The kids will have a blast hiding in the acorn cubbies, clambering across the climbing nets, making music in the banksia cubbies and slipping down the tube slides. You'll appreciate the stunning views over Canberra with coffee in hand. Ideal for children of all ages, the Pod Playground is specially designed to both challenge and excite the Arboretum's younger visitors.

Opening Hours

Daily: 7am-5.30pm (6am-8.30pm during daylight savings); Village Centre open daily 9am-4pm Address Forest Drive (off Tuggeranong Parkway), Acton Phone & website nationalarboretum.act.gov.au

NATIONAL DINOSAUR MUSEUM

Dinosaur fans of all ages will completely 'dig' the National Dinosaur Museum, located in Canberra's Gold Creek Village. With one of the largest permanent displays of dinosaurs and prehistoric life in Australia, you'll discover how dinosaurs evolved and interacted amid skulls, skeletons, murals, models and fossils not on display anywhere else in the world. There are even robotic dinosaurs that move, roar, blink and breathe! Wander through the lifelike models in the landscaped Dinosaur Garden, and browse Canberra's largest display of minerals, fossils and crystals for sale.

Opening Hours	Address	Phone & website
Daily: 10am-5pm	6 Gold Creek Road, Nicholls	02 6230 2655 nationaldinosaurmuseum.com.au
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YARRALUMLA PLAY STATION

With mini-golf, a miniature train and a petting zoo, it's fun for the whole family at Yarralumla Play Station in Canberra's Weston Park. Try the 36-hole Canberra-themed miniature golf course where you can putt around Parliament House or tee off towards Telstra Tower. Take a ride on the miniature train 'Bluebell' and get to know the animals in the Petite Park Petting Zoo. There's also a child-friendly café overlooking Lake Burley Griffin. The kids won't want to leave!

Free entry — prices apply for the mini golf and train.

Opening Hours	Address	Phone & website
Wed-Fri: 9.30am-3pm	9 Pescott Lane,	02 6282 2714
Weekends: 9.30am-5.30pm	Yarralumla	westonparkrailway.com.au

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best weekend EVVEER®

QUESTACON — THE NATIONAL SCIENCE AND TECHNOLOGY CENTRE

For hands-on fun with an educational twist you can't go past Questacon — The National Science and Technology Centre, located on the shores of Canberra's Lake Burley Griffin. At Questacon you can free-fall down a six metre slide, experience an earthquake or challenge a robot to a game of air hockey. Little scientists will love Mini Q, a custom-built gallery just for 0-6 year olds, and no visit is complete without watching (or even starring in!) a Spectacular Science Show.

Opening Hours	Address	Phone & website	
Daily: 9am-5pm	King Edward Terrace,	02 6270 2800	
Closed Christmas Day	Parkes	questacon.edu.au	

FLIP OUT MITCHELL

You'll be bouncing off the walls, literally, with the fun to be had at Flip Out Mitchell, an indoor trampoline arena in Canberra's north. With massive trampolines, foam pits, ball games, events and even more surprises, Flip Out is the ideal entertainment for an active family. No more mums and dads sitting on the side lines — it's time to get up and play! Slip on your socks and get set for some serious jumping action.

Opening Hours
Daily till late

Address 4/45 Dacre Street, Mitchell Phone & website 02 6255 5533 myflipoutparty.net.au

STROMLO FOREST PARK

If getting active in the great outdoors is your idea of living it up, you'll love Stromlo Forest Park, just 15 minutes drive from the Canberra city centre. Whatever your passion running, walking, mountain biking, cycling or horse-riding — this world-class facility has you covered. With trails and tracks for all levels, as well as a criterium cycling circuit and event pavilion, Stromlo Forest Park is perfect for professionals and rookies alike. Bring a picnic and make a day of it!

Opening Hours

Daily: 6am-6pm (6am-9pm during daylight savings); Stromlo Forest Park will most likely be closed on days when a total fire ban is in place. Please monitor their website.

Address

Uriarra Road (near intersection of Uriarra Road & Coppins Crossing), Mount Stromlo Phone & website 02 6256 6700 stromloforestpark.com.au

COCKINGTON GREEN GARDENS

Venture into the delightful and fascinating display of meticulously crafted miniature buildings at Cockington Green, located in Canberra's Gold Creek Village. Featuring houses and monuments from more than 30 different countries, from Scotland's Braemer Castle to Peru's Machu Picchu, you'll be captivated by this enchanting world of tiny people and tiny structures. The obvious attention to detail in the constructions and surrounding gardens is remarkable, and the miniature steam train ride is fun for everyone.

Opening Hours

Daily: 9.30am-5pm Last entry permitted at 4.15pm

Address

Gold Creek Village, 11 Gold Creek Road, Nicholls Phone & website 1800 627 273 cockingtongreen.com.au

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best weekend EVVEERR

EAST HOTEL + APARTMENTS

Convenient and contemporary, welcoming and well-equipped, East Hotel is the perfect place to rest your head during a visit to Canberra. Situated between the vibrant hubs of Kingston and Manuka, East Hotel has everything you need to make the most of your stay. The specially appointed kid studios are a particular favourite for those travelling with younger ones in tow. With the perfect blend of designer cool, comfort and top-notch customer service, East has gained an impressive reputation as a hotel of both style and substance.

Opening Hours

Bookings required

Address 69 Canberra Avenue, Kingston Phone & website 02 6295 6925 easthotel.com.au

KPSACE AT THE NATIONAL MUSEUM OF AUSTRALIA

Take a blast into the past at Kspace, the new interactive kids' adventure game at the National Museum of Australia in Canberra. Designed especially for kids aged 5 to 12, this hands-on experience starts in the Design Station where kids create their time-travelling robot. They then enter a Time Pod where they are blasted back to a mystery location in Australia's past, and complete a team mission unique to that time and place. Loads of fun for both kids and adults alike.

Opening Hours	Address	Phone & website
Daily: 9am-5pm	Lawson Crescent, Acton Peninsula	1800 026 132 nma.gov.au

TIDBINBILLA NATURE RESERVE

See koalas, kangaroos, possums, reptiles and more in the natural setting of Tidbinbilla Nature Reserve, just 40-minutes' drive from the Canberra Central Business District. Keep an eye open for wandering wallabies and emus, and you may even catch a glimpse of an elusive platypus. Enjoy a scenic drive, take a hike on one of the walking tracks, or join in a ranger guided walk or activity. The kids will love the Nature Discovery Playground, and you'll love the idyllic picnic spots and fresh open air.

Opening Hours

Visitor Centre: 9am-4.30pm; Reserve Grounds: 7.30am-6pm (7.30am-8pm during daylight savings) Address 141 Paddys River Road, Paddys River Phone & website 02 6205 1233 tidbinbilla.act.gov.au

PATISSEZ

Tempt your tastebuds and satisfy your sweet-tooth with the Canberra milkshakes creating world-wide intrigue and envy at Patissez. With stores in both Manuka and Civic, you won't need to go far to get your hands on one of their fantabulous creations. Piled with brownies, cookies, pretzels and even slabs of cake, Patissez's desserts-in-a-glass look as good as they taste, and their over-the-top presentation has taken social media by storm. If the shakes aren't your thing, be sure to check out this inventive patisserie's spectacular cakes and desserts.

Opening Hours Mon-Sun: 7.30am-5pm

Address 2/21 Bouganville Street, Canberra City Phone & website patissez.com.au

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best weekend EVVEERR

NATIONAL ZOO & AQUARIUM

Get up close and personal with some of the world's most amazing creatures at the National Zoo & Aquarium in Canberra. From lions and tigers and bears (oh my!) to giraffes and penguins and monkeys, the Zoo features a variety of native and exotic animals, as well as the largest inland saltwater tank in Australia. You can even pat a cheetah, feed a bear or become acquainted with a meerkat during some of the most amazing hands-on animal experiences in Australia.

Opening Hours

Daily: 10am-5pm

Address Scrivener Dam, Lady Denman Drive, Canberra Phone & website 02 6287 8400 nationalzoo.com.au

MUSEUM OF AUSTRALIAN DEMOCRACY AT OLD PARLIAMENT HOUSE

A national icon of superb design and historical significance, Old Parliament House in Canberra is home to the Museum of Australian Democracy. As the first and only museum dedicated to telling the story of Australian democracy, the museum offers a range of innovative exhibitions, tours and activities for all ages. Be inspired by amazing stories of ordinary people who actively fought to shape today's society, discover where Australia has come from and get involved in where the country is headed.

Opening Hours

Daily: 9am-5pm

Address 18 King George Terrace, Parkes Phone & website 02 6270 8222 moadoph.gov.au

AUSTRALIAN WAR MEMORIAL

Bringing together a world-class museum, shrine and an extensive archive, the Australian War Memorial in Canberra is a moving and insightful experience for both young and old. Discover the diverse Australian experiences of war and connect with the stories of people and events that shaped Australia. With the purpose of commemorating the sacrifice of Australians who have died in war, the Memorial is a place to pay your respects and discover what it means to be Australian.

Opening Hours	Address	Phone & website
Daily: 10am-5pm	Treloar Crescent (top of Anzac Parade), Campbell	02 6243 4211 awm.gov.au

MERRY-GO-ROUND

Go up and down (and round and round!) on the magical carousel located in Petrie Plaza in the Canberra CBD. This picturesque carousel delights children and adults alike with its air of olde-worlde charm. Most of the horses and elephants have names; even Pharlap has his place on the platform. Beginning life in Melbourne in 1914, the carousel was installed in Canberra in 1974, and has been taking people in circles, and back in time, ever since.

Opening Hours
April till September:
Mon-Thurs: 11.30am-2.30pm;
Fri: 10.30am-6pm;
Weekends: 11am-3pm.

Address Petrie Plaza, Canberra City Phone & website 02 6257 7088

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best weekend EVVEERR

BRODBURGER

If you're a burger buff, you'll want to wrap your hands around the giant, glorious hamburgers from Brodburger, one of Canberra's favourite burger joints. Whether you're a traditionalist who loves the rich, meaty varieties, or you're into chicken, veg or seafood, Brodburger has the perfect burger for you. Pop into this buzzing little restaurant to get the ultimate burger fix. Brodburger started life in an old red gypsy caravan pumping out flame grilled burgers to locals. It got so popular they now have permanent residency in the historic Canberra Glassworks building.

Opening Hours

Tues-Sat: 11.30am-3pm and 5.30pm till late; Sun: 12pm-4pm; Coffee and Cake from 10am every day except Monday Address 11 Wentworth Avenue, Kingston Phone & website 02 6162 0793 brodburger.com.au

NOVOTEL CANBERRA

Novotel Canberra offers premium hotel accommodation and conference facilities in the heart of the central business district. The hotel has 286 rooms with spacious and contemporary design. Rooms feature Foxtel TV, in-house movies, in room yoga channel, internet access, mini bar, tea/coffee facilities and air-conditioning. The hotels leisure facilities include an indoor heated pool, spa / sauna and gymnasium.

Opening Hours Bookings required Address 65 Northbourne Avenue, Canberra City Phone & website 02 6245 5000 novotelcanberra.com.au

POWER KART RACEWAY

Adrenaline junkies will love Canberra's Power Kart Raceway, an exhilarating racing experience featuring world class electric go-karts on an F1 style indoor circuit. The Raceway's latest generation OTL Electrokarts are powerful, reliable and consistent, with high torque engines providing a thrilling experience for novice and experienced racers alike. Together with its indoor glow-in-the-dark mini golf course, arcade machines and café, Power Kart Raceway is the perfect destination for those who live life in the fast lane.

Opening Hours

Weekdays: 10am-10pm Sat: 9.30am-10pm Sun: 9.30am-8pm

Address

125 Canberra Avenue, Griffith Phone & website 02 6239 5599 powerkarts.com.au

AUSTRALIAN INSTITUTE OF SPORT

Go behind the scenes on an award-winning tour of Australia's premier elite sports precinct, the Australian Institute of Sport (AIS), located minutes from the Canberra city centre. Discover where Australia's sporting champions are created and gain an insight into the life of our leading athletes. Included is a visit to Sportex, one of Australia's leading interactive sports exhibits, set amongst a first-class collection of sporting memorabilia. Try wheelchair basketball, virtual downhill skiing, rock climbing, football penalty shootouts and more. Great fun for all ages and athletic abilities.

Opening Hours Daily: 90min public tours at 10am, 11.30am, 1pm and 2.30pm **Address** Leverrier Street, Bruce Phone & website 02 6214 1010 experienceais.com

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SUGGESTED TRIPS



Breathe.

Have a moment or two to yourself and unwind in carefree Canberra. Explore artistic treasures, natural wonders and award-winning vineyards with a trip inspired by the *Breathe* movie trailer.

SCULPTURE GARDEN AT THE NATIONAL GALLERY OF AUSTRALIA

A magical garden with surprises around every corner awaits you in the Sculpture Garden, the National Gallery of Australia's outdoor gallery on the shores of Canberra's Lake Burley Griffin. Displayed in outside rooms are 26 sculptures made by International and Australian artists. The garden, with its network of ponds, paths and native plantings, is the perfect backdrop for the diverse collection of sculptures. Time your visit to coincide with Fujiko Nakaya's fog sculpture (operating 12:30pm – 2pm daily) and enjoy a wander through the mist.

Opening Hours

Fog sculpture is in operation 12.30pm-2pm daily

Address Parkes Place, Parkes **Phone & website** 02 6240 6411 nga.gov.au

BALLOONS ALOFT

There's no better way to fully appreciate Canberra's charm than from the air with Balloon Aloft, Canberra's original balloon rides operator. Equal parts exhilarating and relaxing, a balloon ride is one of the best ways to see this remarkable planned city and its changing carpet of seasonal colours. Take off with the sunrise and drift gently with the wind. Enjoy a bird's eye view of the city's architectural wonders and design, and finish with a champagne celebration at the Hyatt Hotel. What better way to start the day?

Opening Hours	Address	Phone & website
Bookings required	19 Kallaroo Road, Pialligo	02 6285 1540 canberraballoons.com.au

VIBE HOTEL CANBERRA AIRPORT

You're as connected to the city as you are to the sky at Vibe Hotel Canberra Airport, conveniently located less than 10 minutes from the Canberra city centre and 50 metres from the airport terminal. The soaring atrium and large reception area provide a picture-perfect welcome. Make yourself at home in one of their stylish and spacious guest rooms, then enjoy a drink and bite to eat at Helix Bar and Dining, a modern European style bistro. You'll leave Vibe Hotel Canberra Airport relaxed, refreshed and ready to continue your journey.

Opening Hours Bookings required Address 1 Rogan Stre

1 Rogan Street, Canberra International Airport Phone & website 138 642 tfehotels.com

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NATIONAL GALLERY OF AUSTRALIA

Delight in the art and world-class exhibitions on show at the National Gallery of Australia, on the shores of Canberra's Lake Burley Griffin. Art lovers will enjoy meandering through the galleries and admiring the collection, which includes the famous 'Blue Poles' by Jackson Pollock and the Ned Kelly series by Sidney Nolan. The new Australian and International art galleries provide plenty of things to see, following a large-scale rehang of almost every piece. The Aboriginal and Torres Strait Islander art collection comprises over 7500 works and is the largest in the world. Tours and activities are a great way to get more out of your visit.

Opening Hours Daily: 10am-5pm Address Parkes Place, Parkes **Phone & website** 02 6240 6411 nga.gov.au

EIGHTYSIX

If a caramel popcorn sundae with peanut brittle, rich popcorn ice cream and a broken waffle cone sounds right up your alley, then you'll love eightysix — a vibrant, modern restaurant located in the Canberra inner-city suburb of Braddon. The eatery was named after the act of crossing off or '86-ing' a dish from the menu when they've sold out. Its buzzing atmosphere and sensational food have earned it a reputation as a must-do on the Canberra restaurant circuit.

Opening Hours Mon-Thurs: 6pm-11pm Fri: 12pm-2:30pm & 6pm-11pm Sat-Sun: 6pm-11pm Address Cnr Lonsdale & Elouera Street, Braddon Phone & website 02 6161 8686 eightysix.com.au

HELM WINES

Raise your glass to a palate-pleasing experience at Helm Wines, one of the leading wineries in the Canberra district. Established by Ken and Judith Helm in 1973, Helm Wines is known for producing award-winning Rieslings and Cabernet Sauvignons. Located approximately 30km north of Canberra, the rural setting is the perfect backdrop for tasting quality wines and learning about the art of wine making. The winery, which has been given a 5 star rating by James Halliday, is a must-visit for all budding and experienced wine connoisseurs.

Opening	Hours
Thurs-Mo	on: 10am

Address 19 Butts Road, Murrumbateman, NSW

Phone & website 02 6227 5953 helmwines.com.au

OLD BUS DEPOT MARKETS

Lovers of fine hand-crafted wares, clothing collectors, food fanatics and jewellery junkies are just a few of the people who head to Canberra's award winning Old Bus Depot Markets every Sunday. In a fabulous old industrial building you'll experience the endless colour, tastes, sounds and atmosphere that is "Canberra's Sunday Best". Not your average market, each week you'll find over 200 stalls of exceptional quality, featuring items all hand-crafted by local and regional creatives. There's simply no better way to spend your Sunday in Canberra.

Opening Hours Sun: 10am-4pm Address 21 Wentworth Avenue, Kingston Phone & website 02 6295 3331 obdm.com.au

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MUSE CANBERRA AT EAST HOTEL

Good food, great wine and the magic of the written word come together at Muse, an exciting venture in Canberra's hospitality and cultural scene. Nestled between Kingston and Manuka in the East Hotel, Muse is an inspired venue for conversation, ideas and indulgence. Browse their new and second hand books, savour a glass from the all-Australian wine list and settle in for a relaxed, yet sophisticated meal. With a busy calendar of events featuring some of Australia's top writers, thinkers and creatives, you're in for a literary and epicurean treat.

Opening Hours

Mon-Thurs: 6.30am-10pm Fri: 6.30am-midnight Sat: 7am-midnight Sun & Public Holidays: 7am-6pm Address 69 Canberra Avenue, Kingston Phone & website 02 6178 0024 musecanberra.com.au

PIALLIGO ESTATE FARMHOUSE

Relax, sit back and take in the picturesque Pialligo Estate Farmhouse, a sensational food, wine and lifestyle destination on the banks of Canberra's Molonglo River. The Estate incorporates an olive grove, vineyard, orchard, market garden and the award winning Pialligo Smokehouse. The newly-refurbished Farmhouse restaurant is truly a feast for the senses; an award-winning restaurant with a paddock-to-plate ethos, serving delicious fare amongst the rustic warmth and charm of vaulted ceilings, natural stones and recycled timbers, and overlooking a vista of over 12,000 plants.

Rated One Hat in the SMH Good Food Guide 2016.

Opening Hours

Thurs-Sun: 12pm-2.30pm. Wed-Sat: 5.30pm (last orders 9pm) Address 18 Kallaroo Road, Pialligo Phone & website 02 6247 6060 thepialligoestate.com.au

CANBERRA GLASSWORKS

See the beauty and versatility of glass in a new light at the Canberra Glassworks, housed in the historic Kingston Power House. Take a self-guided tour and discover some of Canberra's heritage at this contemporary glass centre, the only one of its kind in Australia. See professional glass artists at work, make your own glass paperweight or take introductory glass courses from experts and see their striking exhibitions.

Bookings required for paperweights and other glass courses.

Opening Hours	Address	Phone & website
Tues-Sun: 10am-4pm	11 Wentworth Avenue, Kingston Foreshore	02 6260 7005 canberraglassworks.com

AUSTRALIAN NATIONAL BOTANIC GARDENS

Escape from the city in this beautiful collection of Australian plants at the Australian National Botanic Gardens, located minutes from the hustle and bustle of the Canberra city centre. Offering a breathtaking array of native plants in a spectacular bushland setting, this is the only place in the world you'll see this diversity of Australian native plants in one location. With year-round events, school holiday programs, exhibitions, guided walks and talks, a cafe, botanical gift shop and even a day spa, this is the perfect way to connect to nature.

Opening Hours Daily: 8.30am-5pm Address Black Mountain, Clunies Ross Street, Acton Phone & website 02 6250 9588 anbg.gov.au

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THE NATIONAL BONSAI AND PENJING COLLECTION AT THE NATIONAL ARBORETUM CANBERRA

Size up tiny trees and pint-sized forests at The National Bonsai and Penjing Collection at the National Arboretum Canberra. With some of the finest miniature trees and forests in the world, created by some of Australia's leading bonsai and penjing artists, the living artworks of this national collection are fascinating for all ages. Wander the purpose built pavilion and enjoy these miniature marvels. About 80 bonsai and penjing trees and forests, both native and exotic, are on display in a variety of traditional and modern styles.

Opening Hours

Daily: 7am-5.30pm (6am-8.30pm during daylight savings); Village Centre open daily 9am-4pm

Address

Forest Drive (off Tuggeranong Parkway), Acton

Phone & website

nationalarboretum.act.gov.au

AUBERGINE

A gastronomic gem in suburban Canberra, Aubergine has earned a reputation for its creative food, elegant decor and award-winning wine list. Rated two hats in the Sydney Morning Herald's 2016 Good Food Guide, the restaurant's intimate and simple interior provides the perfect backdrop for indulging in Chef Ben Willis' inspired use of seasonal produce. The food reflects Canberra's distinct seasons, with a regularly changing and contemporary menu, and delivers a premium dining experience that is as memorable as it is pleasing.

Opening Hours Mon-Sat: 6pm-11pm Address 18 Barker Street, Griffith Phone & website 02 6260 8666 aubergine.com.au

NATIONAL PORTRAIT GALLERY

Look into the eyes of over 400 people who've shaped the nation at the National Portrait Gallery, on the shores of Canberra's Lake Burley Griffin. Gain a greater understanding of the Australian people – their identity, history, creativity and culture – through portraiture. From Howard Arkley's portrait of Nick Cave, to Ned Kelly's death mask, the portraits include a fascinating array of artists, musicians, entertainers, politicians, sports people and royalty. The Portrait Gallery Store and Portrait Cafe are both popular destinations in their own right, and a perfect accompaniment to any visit.

Opening Hours Daily: 10am-5pm Address King Edward Terrace, Parkes Phone & website 1800 700 894 portrait.gov.au

ROLL OF HONOUR AT THE AUSTRALIAN WAR MEMORIAL

Commemorate members of the Australian armed forces who have died in war at the Roll of Honour at the Australian War Memorial in Canberra. Here, inscribed in bronze, visitors will find the names of virtually every Australian who has died in war since 1885 – more than 102,000 people. A visit to the Roll gives an impression of the magnitude of this loss, with many visitors placing a paper poppy in the niches between the panels, next to a name that has significance for them. A moving and illuminating experience.

Opening Hours Daily: 10am-5pm **Address** Treloar Crescent, Campbell Phone & website 02 6243 4211 awm.gov.au

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GRAZING AT GUNDAR00

Graze on delicious food in charming country surroundings at Grazing at Gundaroo, a 25 minute drive from the Canberra city centre. Located in the beautifully refurbished 1865 Royal Hotel, Grazing is an award winning restaurant with a focus on the Canberra district's very best food and wine. With an emphasis on seasonal and organic food, Grazing offers a range of local produce such as yabbies, Bungendore beef or locally farmed silver perch. Wash it down with an extensive wine list of Canberra region labels and Canberra-brewed hand-crafted beers.

Opening Hours

Fri-Sun: 11.30am-3pm Thurs-Sun: 5.30pm-10pm Address Royal Hotel, Corner Cork & Harp Streets, New South Wales Phone & website 02 6236 8777 grazing.com.au

2019년 2월 2019년 1월 2019년 2월 2019년 1월 2019년 2019

PARLIAMENT HOUSE

See democracy in action at Australia's iconic Parliament House high on Capital Hill. During Question Time see the country's elected politicians make the big decisions on behalf of the nation. Take a guided tour, view historic documents and see an impressive collection of Australian art including one of the world's largest tapestries based on an Arthur Boyd design. A visit to the building's roof provides one of the best views of Canberra and the opportunity to get up close to the building's iconic 81-metre high flag mast, one of the world's largest stainless steel structures.

Opening Hours	Address	Phone & website
Daily 9am-5pm	Capital Hill, Canberra	02 6277 5085 aph.gov.au

TIDBINBILLA NATURE RESERVE

See koalas, kangaroos, possums, reptiles and more in the natural setting of Tidbinbilla Nature Reserve, just 40-minutes' drive from the Canberra Central Business District. Keep an eye open for wandering wallabies and emus, and you may even catch a glimpse of an elusive platypus. Enjoy a scenic drive, take a hike on one of the walking tracks, or join in a ranger guided walk or activity. The kids will love the Nature Discovery Playground, and you'll love the idyllic picnic spots and fresh open air.

Opening Hours

Visitor Centre: 9am-4.30pm; Reserve Grounds: 7.30am-6pm (7.30am-8pm during daylight savings)

Address

141 Paddys River Road, Paddys River Phone & website 02 6205 1233 tidbinbilla.act.gov.au

BURNELEE EXCURSIONS ON HORSEBACK

Saddle up for an adventure in the Australian countryside with Burnelee Excursions on Horseback, located just thirty minutes from Canberra between Murrumbateman and Gundaroo. At Burnelee, a fully operational grazing property of 3,500 acres, you can enjoy the thrill of mustering sheep and cattle, or simply spot the native wildlife in the vast areas of natural bushland. Horses are available for all levels of rider, including beginners, with each ride accompanied by an experienced instructor. Regular two-hour rides are held most Saturdays, with day rides available on request.

Opening Hours Bookings required

Address 320 Dicks Cr

320 Dicks Creek Road, Murrumbateman, New South Wales Phone & website 02 6227 5850 burnelee.com.au

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SUGGESTED TRIPS





When it comes to Canberra, you never know what unexpected wonders are waiting around the corner. Discover cheetah cuddles, food truck feasts, warm bronuts, hot air balloon selfies and more, with a trip inspired by the *Chance Encounters* movie trailer.

GROOMED

Groomed is an oasis of gentlemanly calm in Canberra's inner-city Braddon, a haven amid the incessant distraction of modern life. Half-gentleman's club, half-psychiatrist's couch, 100% self-indulgent. Recharge your chivalry and emerge afterwards as a slightly better you, with a dapper haircut or hot towel shave, smelling good, feeling tingly and ready to face your beckoning life once more.

Opening Hours

Mon-Wed: 9am-5.30pm Tues & Fri: 9am-7pm Sat: 9am-4pm Address 30 Lonsdale Street, Braddon

Phone & website 02 6181 4310

groomedonlonsdale.com.au

HOTEL HOTEL

The epitome of designer cool, Hotel Hotel delivers award winning sustainability, style and sociability from its prime position within Canberra's NewActon precinct. A place of collaborative craftsmanship conceived of and made by artists, makers, designers and fantasists, Hotel Hotel is a firm favourite for locals and travellers alike. Its 68 rooms are elegantly dressed with salvaged and restored 20th century Australian furniture, original artworks and artisan-made furniture. The lovely locale provides a wide range of foodie options and things to see and do.

Opening Hours

Bookings required

Address

25 Edinburgh Avenue, Canberra City Phone & website 02 6287 6287 hotel-hotel.com.au

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Chance Encounteris

HYATT HOTEL CANBERRA

Fans of art deco design and 1920s glamour will want to fox trot to the Hyatt Hotel Canberra. This international self-rated 5 star heritage hotel has been restored to its former glory, bringing together luxurious accommodation and modern facilities in a heritage-inspired setting. You'll love the traditional furniture, perfectly manicured gardens and the good old-fashioned style and service. The glamorous drinking and dining options are a perfect complement to any stay.

Opening Hours	Address	Phone & website
Bookings required	120 Commonwealth Avenue, Yarralumla	131 234 canberra.park.hyatt.com

MOXOM & WHITNEY

With its sweet scented bouquets and one-of-a-kind terrariums, Moxom & Whitney is a not-to-be-missed destination for those who relish the lovely things in life. Located in Canberra's inner-city suburb of Braddon, this eclectic florist-with-a-difference offers beautiful bunches and custom-made terrariums; fascinating miniature worlds of lush green moss, ferns and indoor plants. Treat yourself, or a friend, to some whimsy of the botanical variety, or enrol in one of their classes to create your very own masterpiece.

Opening Hours Mon-Fri: 9am-5.30pm Sat-Sun: 10am-3pm Address Shop 55, 28-30 Lonsdale Street, Braddon Phone & website 0477 888 805 moxomandwhitney.com.au

THE NATIONAL ARBORETUM CANBERRA

See the forest for the trees at the National Arboretum Canberra, with its 94 forests of rare, endangered and symbolic trees from Australia and around the world. Walk, drive, cycle or even horse-ride around the 250 hectare site. You'll be struck by the range of botanical beauty, including the living artworks in the National Bonsai and Penjing Collection. Enjoy free guided and self-guided tours, interactive displays, outdoor sculptures, Pod Playground, a café and shop, as well as picnic areas boasting some of Canberra's most spectacular views.

Opening Hours

Daily: 7am-5.30pm (6am-8.30pm during daylight savings); Village Centre open daily 9am-4pm

Address

Forest Drive (off Tuggeranong Parkway), Weston Creek

Phone & website

nationalarboretum.act.gov.au

HOPSCOTCH

Great meals and good times abound at Hopscotch, a welcoming gastropub in the Canberra inner-city suburb of Braddon. Spacious indoors and out, Hopscotch features an expansive beer garden complete with outdoor spit, perfect for casual get-togethers. With the largest range of whiskies in Canberra, coupled with a variety of fine wines and craft beers, you're sure to find the perfect beverage to enjoy with food cooked on their imported wood-fired Argentine Grill. If good vibes, good music and good fare are on your Canberra wish-list, hop over to Hopscotch.

Opening Hours Daily: 11am-late **Address** 5 Lonsdale Street, Braddon Phone & website 02 6107 3030 hopscotchbar.com.au

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Chance Encounters

GRAZING AT GUNDAR00

Graze on delicious food in charming country surroundings at Grazing at Gundaroo, a 25 minute drive from the Canberra city centre. Located in the beautifully refurbished 1865 Royal Hotel, Grazing is an award winning restaurant with a focus on the Canberra district's very best food and wine. With an emphasis on seasonal and organic food, Grazing offers a range of local produce such as yabbies, Bungendore beef or locally farmed silver perch. Wash it down with an extensive wine list of Canberra region labels and Canberra-brewed hand-crafted beers.

Opening Hours	Address	Phone & website
Fri-Sun: 11.30am-3pm Thurs-Sun: 5.30pm-10pm	Royal Hotel, Corner Cork & Harp Streets, NSW	02 6236 8777 grazing.com.au

NATIONAL LIBRARY OF AUSTRALIA

See the beautiful, the rare and the unexpected at the National Library of Australia on the shores of Canberra's Lake Burley Griffin. Enjoy unparalleled access to Australia's documentary heritage including books, serials, maps, newspapers, music and ephemera. Search for online publications and unpublished material such as manuscripts, pictures and oral history. Take in an exhibition, join a tour, browse the bookshop, or enjoy a bite to eat at the café and take in the lake-side views.

Opening Hours

Exhibition Gallery: 10am-5pm daily; Bookshop: 9am-5pm daily; Check the website for reading room times. **Address** Parkes Place, Parkes Phone & website 02 6262 1111 nla.gov.au

STROMLO FOREST PARK

If getting active in the great outdoors is your idea of living it up, you'll love Stromlo Forest Park, just 15 minutes drive from the Canberra city centre. Whatever your passion running, walking, mountain biking, cycling or horse-riding — this world-class facility has you covered. With trails and tracks for all levels, as well as a criterium cycling circuit and event pavilion, Stromlo Forest Park is perfect for professionals and rookies alike. Bring a picnic and make a day of it!

Opening Hours

Daily: 6am-6pm (6am-9pm during daylight savings); Stromlo Forest Park will most likely be closed on days when a total fire ban is in place. Please monitor their website. Address Uriarra Road (near intersection of Uriarra Road & Coppins Crossing), Mount Stromlo Phone & website 02 6256 6700 stromloforestpark.com.au

REBEL MUSE

The masterful centrepiece of Canberra, the large and lovely Lake Burley Griffin is an ideal water playground, whether you're into rowing, sailing, kayaking, stand-up paddle boarding or fishing. Cyclists and walkers are well catered for along the 40km shoreline, and nothing beats a picnic in its numerous parks and gardens. For those seeking a more leisurely experience, take a cruise, catch a ferry, or simply enjoy the water views from one of the many lake-side cafes and restaurants.

Opening Hours

Mon-Wed: 10am-6pm Thurs: 10am-7pm Fri: 10am-6pm Sat: 10am-5pm Sun: 10am-3pm Address 30 Lonsdale Street, Braddon Phone & website 02 6262 5719 rebelmuse.com.au

VISITCANBERRA.COM.AU





NATIONAL GALLERY OF AUSTRALIA

Delight in the art and world-class exhibitions on show at the National Gallery of Australia, on the shores of Canberra's Lake Burley Griffin. Art lovers will enjoy meandering through the galleries and admiring the collection, which includes the famous 'Blue Poles' by Jackson Pollock and the Ned Kelly series by Sidney Nolan. The new Australian and International art galleries provide plenty of things to see, following a large-scale rehang of almost every piece. The Aboriginal and Torres Strait Islander art collection comprises over 7500 works and is the largest in the world. Tours and activities are a great way to get more out of your visit.

Opening Hours	Address	Phone & website
Daily: 10am-5pm	Parkes Place,	02 6240 6411
	Parkes	nga.gov.au

LAKE BURLEY GRIFFIN

The masterful centrepiece of Canberra, the large and lovely Lake Burley Griffin is an ideal water playground, whether you're into rowing, sailing, kayaking, stand-up paddle boarding or fishing. Cyclists and walkers are well catered for along the 40km shoreline, and nothing beats a picnic in its numerous parks and gardens. For those seeking a more leisurely experience, take a cruise, catch a ferry, or simply enjoy the water views from one of the many lake-side cafes and restaurants.

Opening Hours Accessible all hours

Address Lake Burley Griffin, Acton

Phone & website 1300 554 114 nationalcapital.gov.au

FOUR WINDS VINEYARD CELLAR DOOR

Four Winds Vineyard cellar door is a perfect place to pull up a chair over-looking the vines, glass of hand-crafted wine in one hand and slice of wood-fired pizza in the other. Settle in amongst the scenic vineyards, an easy 30 minute drive from the Canberra city centre. If you're looking for a perfect blend of tasty wine and food against an Instagram-worthy backdrop, this is it.

Opening Hours

Weekends and public holidays: 10am-5pm **Address** 9 Patemans Lane, Murrumbateman,

NSW

Phone & website 0402 278 371 fourwindsvineyard.com.au

CANBERRA DEEP SPACE COMMUNICATION COMPLEX

Take a leap into outer space at the Canberra Deep Space Communication Complex, a 45-minute drive from the heart of Canberra. Here you'll discover NASA's Deep Space Network, an international network of antennas that support interplanetary spacecraft missions. The impressively sized antenna dishes at the complex send and receive data from spacecraft exploring the solar system and beyond. For a great view of the dishes, as well as an insightful exhibit about Australia's role in space exploration, head to the Canberra Space Centre on the complex grounds.

Opening Hours Daily: 9am-5pm Address 421 Discovery Drive, Paddys River Phone & website 02 6201 7880 cdscc.nasa.gov

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THE HAMLET

A paradise for foodies and market buffs, The Hamlet is an urban village in the heart of the Canberra inner city suburb of Braddon. Uber cool with a decidedly friendly vibe, The Hamlet is a dynamic self-styled space that has earned itself a loyal following for its buzzing atmosphere, one-of-a-kind wares and amazing street food. Devour a donut, chow down a chanchito, or go old school with a traditional pie. Add live music into the mix and you'll be ready to plan your next visit to this funky little village.

Chance Encounteris

Opening Hours	Address	Phone & website
Wed-Sat: 12pm-9pm Sun: 12pm-3pm	16 Lonsdale Street, Braddon	0407 283 218

NATIONAL MUSEUM OF AUSTRALIA

Australia's stories come alive at the National Museum of Australia, on the shores of Canberra's Lake Burley Griffin. The Museum's stunning architecture provides an extraordinary place to explore the rich and diverse stories of Australia and its people. Take a guided tour or wander solo through the many exhibitions. Get to know the real, the treasured, the surprising and the inspirational objects from Australian history. At Kspace, the Museum's new interactive kids' adventure game played in teams of 4, kids design a time-travelling robot and enter a Time Pod blasting them back to a mystery location in Australia's past. With its waterfront café and quality gift shop, a visit to the Museum is a great way to learn about Australia's land, nation and people. For a treat, why not book The Ultimate Museum Experience with a personalised tour, a meal and refreshments overlooking Lake Burley Griffin and more!

Opening Hours

Daily: 9am-5pm

Address Lawson Crescent, Acton Peninsula **Phone & website** 1800 026 132 nma.gov.au

MÔCAN & GREEN GROUT

Get cosy and comfortable at Mocan & Green Grout, an ethical and eco-friendly café located in the arts and cultural hub of Canberra's NewActon precinct. They serve fair trade coffee, source produce from local farmers, and grow their herbs in a planter at the front door. The diverse and innovative menu reflects Canberra's seasons, and the homely fitout is warm and welcoming. And if making great coffee and food wasn't enough, they also make bikes under the label Goodspeed Bicycle Co.

Opening Hours

Mon: 7am-6pm Tues-Fri: 7am-9pm Sat: 7am-6pm Sun: 8am-4pm

Address

1/19 Marcus Clarke Street, NewActon

Phone & website 02 6162 2909

mocanandgreengrout.com

SEG GLIDE RIDE

Strap on your helmet and get set for a tour-with-a-difference thanks to SegGlideRide, Canberra's Segway tour provider at Lake Burley Griffin. Discover Lake Burley Griffin's foreshore, famous landmarks and iconic buildings in a fun and memorable way. These selfbalancing personal transporters are easy to master – simply lean forwards to go forward, lean backwards to stop. After your personalised lesson in Segway skills, you'll quickly find yourself gliding like an expert. Minimum age is 12 years old. Tours leave throughout the day. Tours leave throughout the day. 15 minute tours: 12pm and 12.45pm. 30 minute tours: 9.30am,10.30am, 12pm, 2pm, 3.30pm. 1 hour tours: 10.30am, 2pm, 3.30pm.

Opening Hours

Tours leave periodically throughout the day from 10am

Address West Kiosk, Parkes Place, Parkes Phone & website 0406 379 518 segglideride.com.au

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SUGGESTED TRIPS



Live a life of luxury and immerse yourself in the decadent side of Australia's capital. Indulge in wining and dining, famous vineyards, cocktails and whiskey with a wet shave on a trip inspired by *The Treat* movie trailer.

BALLOON ALOFT

There's no better way to fully appreciate Canberra's charm than from the air with Balloon Aloft, Canberra's original balloon rides operator. Equal parts exhilarating and relaxing, a balloon ride is one of the best ways to see this remarkable planned city and its changing carpet of seasonal colours. Take off with the sunrise and drift gently with the wind. Enjoy a bird's eye view of the city's architectural wonders and design, and finish with a champagne celebration at the Hyatt Hotel. What better way to start the day?

Opening Hours Bookings required **Address** 19 Kallaroo Road, Pialligo

Phone & website 02 6285 1540 canberraballoons.com.au

CANBERRA THEATRE CENTRE

Whether you're into comedy or circus, drama or dance, there's a performance to suit your fancy at the Canberra Theatre Centre. With a jam-packed schedule of shows for all ages, the Canberra Theatre, The Playhouse and The Courtyard Studio are perfect venues for your performance arts fix. See Bell Shakespeare, Sydney Theatre Company, The Australian Ballet and other respected national and international theatre, dance and music ensembles. Nothing beats a live show, so check out what's coming up at the Canberra Theatre Centre.

Opening Hours	Address	Phone & website
Weekdays: 9am-5pm Sat: 10am-2pm	Civic Square, London Circuit, Canberra City	02 6275 2700 canberratheatrecentre.com.au

HYATT HOTEL CANBERRA

Fans of art deco design and 1920s glamour will want to fox trot to the Hyatt Hotel Canberra. This international self-rated 5 star heritage hotel has been restored to its former glory, bringing together luxurious accommodation and modern facilities in a heritage-inspired setting. You'll love the traditional furniture, perfectly manicured gardens and the good old-fashioned style and service. The glamorous drinking and dining options are a perfect complement to any stay.

 Opening Hours	Address	Phone & website
Bookings required	120 Commonwealth Avenue, Yarralumla	131 234 canberra.park.hyatt.com

VISITCANBERRA.COM.AU



MOLLY

When it comes to Molly, a charming little speakeasy in the heart of Canberra, it's all about who you know. Hidden behind an unassuming door lies a cosy night spot that will take you back in time with expertly mixed drinks, live jazz and a cool, nostalgic vibe. She's a tricky lady to find, but guided by GPS coordinates 35° 16' 46.45" S - 149° 7' 35.23" E, you'll soon find yourself wandering down the perfect back alley.

eat,

Opening Hours	Address	Phone & website
Mon-Sat: 4pm-2am	35-37 London Circuit, Canberra City	molly.net.au

LUCKY'S SPEAKEASY

A private hideaway ideal for taking the edge off a long day in the trenches, Lucky's Speakeasy is an intimate bar nestled within the glamorous aesthetic of QT Canberra. With a fully stocked bar and a fully loaded snack menu, it also just happens to be the perfect setting for you to get sauced in secret. Carefully curated lists of DJ sets and classic cocktails means this is the Goldilocks of bars — not too hot and not too cold. Just right.

Opening Hours	Address	Phone & website
Wed-Sat: 5pm-late	1 London Circuit, Canberra City	02 6267 1270 qtcanberra.com.au

VIBE HOTEL CANBERRA AIRPORT

You're as connected to the city as you are to the sky at Vibe Hotel Canberra Airport, conveniently located less than 10 minutes from the Canberra city centre and 50 metres from the airport terminal. The soaring atrium and large reception area provide a picture-perfect welcome. Make yourself at home in one of their stylish and spacious guest rooms, then enjoy a drink and bite to eat at Helix Bar and Dining, a modern European style bistro. You'll leave Vibe Hotel Canberra Airport relaxed, refreshed and ready to continue your journey.

Opening Hours	Address	Phone & website	
Bookings required	1 Rogan Street, Canberra International Airport	138 642 tfehotels.com	

JAMALA WILDLIFE LODGE

Experience the ultimate overnight safari right here in Canberra at Jamala Wildlife Lodge, luxury accommodation with a difference at the National Zoo and Aquarium. Australia's first all-inclusive wildlife lodge experience of its kind, you'll get up close and personal with some of the Zoo's remarkable residents. Bathe beside a bear, eat with a lion, or feed a giraffe from your own balcony. Choose from Jungle Bungalows, Giraffe Treehouses or your own room or suite within the uShaka Lodge, and get set for a world of adventure, luxury and excitement. Rates include afternoon tea, an exclusive afternoon tour, a three course dinner party, drinks, then a light breakfast and another exclusive tour the following morning.

Opening Hours Bookings required Address

999 Lady Denman Drive, Canberra City Phone & website 02 6287 8444 jamalawildlifelodge.com.au

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MUSE CANBERRA AT EAST HOTEL

Good food, great wine and the magic of the written word come together at Muse, an exciting venture in Canberra's hospitality and cultural scene. Nestled between Kingston and Manuka in the East Hotel, Muse is an inspired venue for conversation, ideas and indulgence. Browse their new and second hand books, savour a glass from the all-Australian wine list and settle in for a relaxed, yet sophisticated meal. With a busy calendar of events featuring some of Australia's top writers, thinkers and creatives, you're in for a literary and epicurean treat.

éat,

Opening Hours

Mon-Thurs: 6.30am-10pm Fri: 6.30am-midnight Sat: 7am-midnight Sun & Public Holidays: 7am-6pm

Address 69 Canberra Ave

69 Canberra Avenue, Kingston

Phone & website 02 6178 0024 musecanberra.com.au

FRUGII

You can't buy happiness, but you can buy ice-cream, and the ice-cream at Frugii Dessert Laboratory in the Canberra suburb of Braddon has to be tasted to be believed. Ice-cream alchemist John Marshal has made quite a name for himself with his ice-creams, sorbets and gelatos. With flavours such as Tim Tam, salted butter caramel, and even peanut butter and bacon, the difficulty will be in the choosing, not in the eating. There are also organic fruit and nut flavours and they are even experimenting with Paleo and herb varieties.

Opening Hours Wed-Sun: 12pm-11pm Address 30 Lonsdale Street Braddon Phone & website frugii.com

AKIBA

Voted Australia's favourite restaurant in 2016, AKIBA brings the informal and exciting atmosphere of East-Asia's great food halls and dining rooms to Canberra. The buzzing ambience of this restaurant and bar perfectly matches the food, which features a dazzling array of fresh flavours and an exotic cocktail and drinks list. Devour the many styles of Asian barbecue, raw bar and modern day Dim Sum, and see why AKIBA was awarded the Australian Financial Review Top Restaurants People's Choice Award for 2016.

Opening Hours

Mon-Wed: 11.30am-12am Tues-Sat: 11.30am-2am Sun: 11.30am-12am

Address

40 Bunda St, Canberra City Phone & website akiba.com.au

38 ESPRESSO

Waterfront views, great coffee and delicious eats are on the menu at 38 Espresso, a character-filled cafe perfectly located along Canberra's Kingston Foreshore. This charming coffee bar is the perfect spot to start (or make) your day. Catch up with friends, enjoy a pastry or two, or simply indulge in some people-watching as they wander the picturesque foreshore.

Opening Hours Mon-Sat: 7am-3pm Sun: 8am-3pm Address 4 of 2 Trevillian Quay, Kingston Foreshore Phone & website facebook.com/38espresso

VISITCANBERRA.COM.AU



PARLOUR WINE ROOM

Wine-lovers and gourmet grazers alike will feel right at home at the Parlour Wine Room, a dining and drinking experience like no other in Canberra. Set amongst the historic New Acton precinct, Parlour Wine Room serves Spanish share plates and up-scaled boutique wine in an elegant art deco dining hall. Open until late, Parlour is the perfect setting for a nightcap and one of their classic-yet-obscure cocktails. Pull up a seat and savour the sublime surroundings at Parlour.

éal,

Opening Hours

Tues-Sun: 12pm till late

Address 16 Kendall Lane, NewActon Pavilion, Canberra City Phone & website 02 6257 7325 parlour.net.au

MONSTER KITCHEN AND BAR

You'll find the perfect blend of simple, quality and artisan luxe at the hatted Monster Kitchen and Bar, a welcome intruder of the ground floor of Canberra's Hotel Hotel. Monster's menu charts the seasons and uses ingredients from nearby producers — oysters from Batemans Bay, truffles from Sutton, and honey from the hotel's beehives. This is food that's great to share, and with the restaurant earning the Regional Wine List of the Year in the 2016 SMH Good Food Guide, it's easy to have a drink with too.

Opening HoursAddressPhone & websiteDaily: 6.30am-1amNishi, 25 Edinburgh
Avenue, NewActon02 6287 6287
hotel-hotel.com.au

AUBERGINE

A gastronomic gem in suburban Canberra, Aubergine has earned a reputation for its creative food, elegant decor and award-winning wine list. Rated two hats in the Sydney Morning Herald's 2016 Good Food Guide, the restaurant's intimate and simple interior provides the perfect backdrop for indulging in Chef Ben Willis' inspired use of seasonal produce. The food reflects Canberra's distinct seasons, with a regularly changing and contemporary menu, and delivers a premium dining experience that is as memorable as it is pleasing.

Opening Hours

Mon-Sat: 6pm-11pm. Available for private lunch functions Address 18 Barker Street, Griffith

Phone & website 02 6260 8666 aubergine.com.au

CLONAKILLA WINES

Celebrated as one of the best wineries in Australia, Clonakilla is a small, family business dedicated to producing distinctive, handcrafted Canberra region wines in limited quantities. Their wines have earned critical acclaim, with Tim Kirk named *Gourmet Traveller Wines' Winemaker of the Year* in 2013. Established by the Kirk family at Murrumbateman in 1971, Clonakilla is a 30 minute drive from the Canberra city centre. Visit their Cellar Door for tastings and perhaps a sneaky bottle or two to take home.

Opening Hours Daily: 10am-5pm

Address

3 Crisps Lane, (off Murrumbateman Road), Murrumbateman, New South Wales Phone & website 02 6227 5877 clonakilla.com.au

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LOGO GUIDE



VISITCANBERRA LOCKUP: HERO

Positioning, Spacing And Proportion This lockup is the preffered version when displaying the logo in large formats/placements



SPACING

The distance (x) between the VisitCanberra Logo and the base of the 2nd diagonal on the "A" from "ANOTHER" equals the height of the "T" from "Visit".

POSITIONING

The VC Logo should be center aligned on the y axis with the OGT logo.

PROPORTION

The width (x) of the VisitCanberra logo equals the width of "OTH" from "ANOTHER" in the OGT logo.

MINIMUM WIDTH: VISITCANBERRA = 64PX

The logo should not be resized so that the VisitCanberra logo has a width less thn 64px.



CANBERRA

VISITCANBERRA LOCKUP: HERO

Reversed Colour



VISITCANBERRA LOCKUP: VERTICAL

Positioning, Spacing And Proportion



SPACING AND CLEARANCE AREA

The distance between the VisitCanberra Logo and the "One Good Thing" logo (x) equals the height of the "T" from "Visit".

POSITIONING

The tip of the VC Logo should align with the tip of the flourish that underlines "One" in the OGT logo.



PROPORTION

The height (x) of the VisitCanberra logo equals the height measured from the top of the "d" down to the base the "T" in "Good Thing".

MINIMUM WIDTH: VISITCANBERRA = 64PX The logo should not be resized so that the VisitCanberra logo has a width less thn 64px.











VISITCANBERRA LOCKUP: HORIZONTAL

Positioning, Spacing And Proportion



SPACING

The distance between the VisitCanberra Logo and the "O" from the OGT logo (x) equals the height of the "T" from "Visit".

POSITIONING

The tip of the VC Logo should align with the tip of the "G" from the OGT logo.



PROPORTION

The height (x) of the VisitCanberra logo equals the height measured from the top of the "d" from "Good" down to the base the "N" in "ONE".

MINIMUM WIDTH: VISITCANBERRA = 64PX

The logo should not be resized so that the VisitCanberra logo has a width less thn 64px.





VISITCANBERRA LOCKUP: TALL VERTICAL

Positioning, Spacing And Proportion



SPACING

The distance (x) between the VisitCanberra Logo and the base of the 2nd diagonal on the "A" from "ANOTHER" equals the height of the "T" from "Visit".

POSITIONING

The VC Logo should be center aligned on the y axis with the OGT logo.







PROPORTION

The height (x) of the VisitCanberra logo equals the height measured from the top of the "d" down to the base the "T" in "Good Thing".

MINIMUM WIDTH: VISITCANBERRA = 64PX

The logo should not be resized so that the VisitCanberra logo has a width less thn 64px.







VISITCANBERRA LOCKUPS

Reversed Colour and Mono











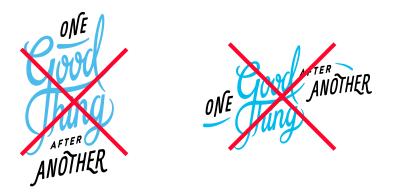






INCORRECT USES OF THE LOGO

Do not do the following...



Do not stretch or scale the logo disproportionately.



Do not change the colour of the logo.

Do not resize the logo smaller than recommended. The minimum width for the VisitCanberra logo is 64px.



Do not change proportions of the lockup.



Do not rotate the logo.



Do not place items too close to the logo. You must adhere to the minimum clearance space.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam aliquet elementum elit ac sollicitudin. Vestibulum ante ipsum primis in faucibus orcituctus et ultrices posuere odbilia Curae; Maecenas viverra ante ante, at suscipit ex ultrices a. Pellentesque pellentesque sapien risus, ac tristique ex pharetra eu.

COLOUR PALETTE

Breakdown of colours used in the logo



VISITCANBERRA BLUE

CMYK 61 7 0 61 RGB 75 187 235 HEX #∨

BLACK CMYK 90 0 0 100 RGB 0 0 0 HEX #000000



WHITE CMYK 0 0 0 0 RGB 255 255 255 HEX #FFFFFF

LOGO USAGE ON BACKGROUNDS



OTH



BLACK BACKGROUND

COLOUR BACKGROUND

If the logo must be applied to a colour background, the mono versions should be used.



IMAGE BACKGROUND

If the logo must be applied to an image background, the image should have the contrast and lighting adjusted so the logo is legible and the imagery is not too busy.



VISITCANBERRA BLUE BACKGROUND

A specific execution has been included if a colour logo needs to be applied to a Canberra Blue background. Otherwise a mono version should be used.

LOGO PLACEMENTS IN BANNERS

When applying the logo to banners, this is how they should appear in the end-frame.









300x250 Pixels

160x600 Pixels

300x600 Pixels



728x90 Pixels



Prior to publishing any works containing the VisitCanberra logo or One Good Thing After Another logo please send examples to **tourism.advertising@act.gov.au** for approval.

TRIP PLANNER PROMOTIONAL FLYER EXAMPLE

