

Heading down under...

# Australia as a tourist attraction is no Croc

Watch out, traveller - Crocodile Dundee wants you.

The people who promote Australian tourism have done their research and decided that we are to be their prime target. And so they have enlisted the help of actor Paul Hogan, the Aussie who played the colorful Crocodile Dundee in a couple of hit movies in recent years.

His raffish charm will soon be exhibited on your TV screen, seeking to persuade you that Australia is a sophisticated and accessible vacation land, and to set aside any apprehensions about it that you may have.

Even without such commercials to beckon them, plenty of Canadians seem to have been persuaded already. Final returns aren't in yet, but it appears that some 73,000 Canadians travelled Down Under in 1988 - an increase of more than 38 per cent over 1987's total of 52,700 Canadians.

The big attraction last year was the World Expo held in Brisbane, Queensland, from April 30 to Oct. 30. Tourism statistics for the four months from July to October inclusive showed that the year-to-year percentage increase in the number of Canadian visitors - as much as 122 per cent in July - was greater than from any other area of the world.

## Travel Outlook

### STILL GROWING

It would be natural to expect a slowdown in the year following such a big jump, but further gains are expected this year, according to John King, head of the Australian Tourist Commission for the Americas.

King forecasts that by the turn of the century, 280,000 Canadians will be travelling to Australia each year, out of a projected total of five million international visitors.

How are the Aussies doing it? By spending big bucks, wisely.

In 1983, when the Labor (socialist) government took power, the tourism portfolio went to a successful entrepreneur named John Brown, who sold his cabinet colleagues on the need to double the government's annual tourism-promotion budget (to \$20 million Australian).

Brown forcefully demonstrated tourism's power to create jobs and stimulate the economy - a lesson that our federal government has yet to learn fully.

And some of the Australian government's tourism budget was channelled into research concern-

ing the ideas and attitudes about Australia that are held by people in overseas markets.

### WELL DISPOSED

So how does the average Canadian feel about Australia?

"We found a very positive leaning, or disposition, toward Australia," King said in an interview. The continent Down Under ranked second (after Europe) when Canadians were asked to nominate their ideal travel destination.

But - there's always a "but" - Australia slipped well down the list when it came to places that Canadians actually intended to visit.

Many respondents indicated that they felt that they ought to spend five or six weeks in Australia if they went there at all - and that length of time was more than they could afford to take.

Another finding: A substantial number of Canadians seem to believe that Australia means rugged terrain, heat and dry, open spaces. (Understandable, considering that so much of the population and so many of the major cities are in the south-east section of the continent.)

In its forthcoming Canadian advertising blitz, the tourism commission "will emphasize that Australia has very cosmopolitan cities, a colorful lifestyle, very good food and wines, excellent nightlife," says John King.

**35-TO-45 GROUP**  
Primary target will be ordinary Canadians in the age group of 35 to 45. (King explains that youthful backpackers, and older people visiting friends and relatives,

already come to Australia in large numbers, and don't need persuading.)

"In two or three weeks, you can have a very diverse experience in Australia, the sort of holiday that most of our potential visitors want," King added.

**Example:** Sydney, a cosmopolitan city of more than three million people, with an ocean harbor, a world-famous opera house, 33 beaches - and, of course, an international airport served by several direct flights from Canada every week.

On that point, says King, travel between Canada and Australia is becoming easier. The state-owned airline, Qantas, holds landing rights in Canada that it can take up, and Australian authorities have removed legal obstacles to foreign charter flights into Australia.

Canadian Airlines International and Qantas both operate flights between Vancouver and Sydney, while British Airways flies in the other direction from Toronto via London to Perth (Western Australia), Melbourne and Sydney.

Visitors need to obtain a visa from the Australian High Commission before leaving Canada. An airport tax of \$10 (equivalent to about \$10.50 Canadian) is levied upon departure from Australia.

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## ASK KATHY

### THE MEAT OF THE MATTER

**Q:** My husband is a meat-and-potato man. He just doesn't believe that a meal is a meal without red meat. I'm afraid that it isn't very good for his health, but he won't believe me. Who's right?

**A:** Canadians now eat record amounts of red meats. Unfortunately, along with meat comes large amounts of hidden fats, and fats contain more calories per gram than any other food. A combination of animal and vegetable fats comprise nearly half of the calories in an average Canadian's diet.

For example, a 16-ounce sirloin steak contains 1,316 calories, 71 grams protein and 112 grams fat. The same 16 ounces of halibut have approximately half the calories, 30 percent more



KATHY HAJAS  
Diet Center Counselor

protein and two-thirds less total fats! To lower consumption of animal fats, switch to lean sources of protein, such as fish, chicken breasts and tofu.

For more tips on how to reduce the fat in your diet, contact your local Diet Center at 877-2900.

## BRIDGE



JAMES JACOBY

### First the meat, then the gravy

By James Jacoby

If you've been following these deals all week, you may be wondering by now why bridge books bother to teach beginners how to take finesse. The key, of course, is that making the contract is always crucial, and if the best way to do that is by refusing to finesse, for whatever reason, then that is the right play. So, now that you have been regaled with that bit of bridge logic, cover up the East and West hands and decide how you might go about playing four spades after the lead of the queen of clubs.

Obviously, you could try either the diamond finesse or the heart finesse. If you wanted to give yourself the best chance for overtricks, you would undoubtedly go to dummy with the spade ace and lead the queen of hearts. If that finesse worked, you would still be in dummy and could then try the diamond finesse. So on a good day you would make 11 tricks. However, on a not so good day, West would win the king-of-hearts. You would then not be able to get back to dummy, and down you would go. I think you see the best play. Take no finessses. Win the ace of clubs and lead a low heart to the Q-J in dummy. Should West win the king, cash your ace of hearts before playing

<b>NORTH 3-4-85</b>			
♦ A 6			
♥ Q J 9			
♦ 7 6 4 3 2			
♠ 9 5 2			
<b>WEST</b>			
♦ 5 4 3			
♥ K 8 4			
♦ K 10 5			
♠ Q J 10 6			
<b>EAST</b>			
♦ 7 2			
♥ 10 7 6 5 3			
♦ J 9 8			
♠ K 8 7			
<b>SOUTH</b>			
♦ K Q J 10 9 8			
♥ A 2			
♦ A Q			
♠ A 4 3			
Vulnerable: Neither Dealer: South			
West	North	East	South
Pass	1 NT	Pass	1 ♠
Pass	Pass	Pass	4 ♠
Opening lead: ♠ Q			

the spade king and a spade to dummy's ace. You can now cash the good heart in dummy for a safe 10 tricks, barring a really bizarre heart distribution that would enable either defender to ruff the third round of hearts.

*James Jacoby's books "Jacoby on Bridge" and "Jacoby on Card Games" (written with his father, the late Oswald Jacoby), are now available at bookstores. Both are published by Pitman Books.*

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