# THRIVE 2030

## Industry Data and Expert Analysis (IDEA) Working Group

**Terms of Reference**

#### Background and context

1. The Australian Government, in consultation with states and territories and industry, is implementing a national long-term strategy for the visitor economy, titled *THRIVE 2030* (THe Re-Imagined Visitor Economy 2030)*,* following on from the *Reimagining the Visitor Economy Expert Panel Report*.
2. The THRIVE Implementation 2030 Advisory Group (Advisory Group) monitors implementation of the Strategy and provides advice to the Australian Government Minister with responsibility for tourism.
3. *THRIVE 2030* also recommends the establishment of an Industry Data and Expert Analysis Working Group (IDEA Working Group) to provide national leadership on identifying and recommending solutions to government and industry on data needs and data sharing.
4. The IDEA Working Group will investigate and make suggestions regarding improved methods and activities to deliver data-driven insights that will underpin business improvement, inform government policy, and build investor confidence. The group will report to Austrade. The Advisory Group will consider and incorporate the IDEA Working Group’s advice as part of its advice to the Minister for Tourism on implementation of *THRIVE 2030*.

#### Purpose and structure

1. The IDEA Working Group’s purpose is to identify information needs of visitor economy participants that are not being met and potential methods to respond to those needs, assess those methods according to cost, contribution, capability, and potential yield, and, based on that analysis, make recommendations to the Advisory Group. The IDEA Working Group will also explore funding options to acquire relevant data and consider options for how statistics, data, insights and research is best disseminated within the visitor economy.
2. The IDEA Working Group will be established for a maximum of twelve months, and comprise government, research sector, academic and industry experts.
3. The IDEA Working Group is a non-statutory, independent, skills-based committee. It is not a decision-making body and has no governing legislation.

#### Responsibilities

1. The IDEA Working Group provides advice and recommendations that identify:

* prioritised data that would be useful to assist recovery of the visitor economy from the COVID-19 pandemic;
* ongoing data sets needed to inform decision making by visitor economy businesses, investors and government policy makers. This could include enhancements to existing data sets and/or completely new data;
* a list of indicators that could be used to monitor the progress of the Strategy and the visitor economy’s performance over time (comprising leading and lagging measures, and encompassing social and environmental indicators as well as the economic performance of the industry);
* distribution mechanisms and approaches for the most efficient dissemination, interrogation and local application of data and research;
* privacy and other data sensitivity issues to be considered and managed; and
* options regarding different models or approaches for experimental data and other data, insights and research on an ongoing basis.

1. The IDEA Working Group considers:

* the needs and interests of users both of demand side (visitor/customer) and supply side (e.g. labour, transport, investment) data;
* proposals and models for how the cost of data collection, data acquisition, data analysis and production, and research could be contributed to and shared by users.

1. The IDEA Working Group provides advice on its progress at six months and its final advice at 12 months after its establishment.

#### Appointment and composition

1. Members are appointed by Austrade’s Chief Executive Officer (CEO).
2. Appointments are for a fixed term of 12 months and the Working Group will be dissolved 12 months from its establishment, or at another time confirmed by written notice of the CEO.
3. The IDEA Working Group may have up to 13 members, including a Chair. The Chair will be an Austrade representative.

* One member will be appointed from Austrade (Tourism Research Australia), Tourism Australia, Data 61, and the Australian Bureau of Statistics and will be selected by the CEO on advice from those entities.
* Three state or territory representatives will be nominated by the Australian Standing Committee on Tourism.
* The remaining positions will be appointed by the CEO, seeking representation from business operators, industry associations, the finance community, independent data or research professionals, and academia.

1. Appointments will consider the government’s diversity targets and endeavour to represent a cross-section of states and territories.
2. The users of visitor economy data are varied so it is important that the IDEA Working Group has a diverse membership which can represent the views of different stakeholders, including business operators, investors, industry bodies, governments at all levels, and independent data and research professionals.

#### GOVERNANCE

#### Meetings

1. A quorum for meetings is at least half of the appointed members.
2. Austrade provides secretariat support for the Working Group.

#### Remuneration and travel expenses

1. Members of the IDEA Working Group are not remunerated for their participation. Travel and other incidental expenses are reimbursed for in-person attendance at Working Group meetings.

#### Leave of absence of members

1. The Chair may grant leave of absence to Working Group members.

#### Replacement or termination of appointment of members

1. A member can resign from the IDEA Working Group via a written statement to the Chair. If any member is unable to continue in their role on the Group, a replacement may be appointed.
2. Certain members are appointed as a direct consequence of their employment/duties. Austrade will inform such members of their appointment status and those members may have their membership withdrawn if their employment changes.
3. A member’s appointment may also be terminated in accordance with their appointment conditions or where the member fails to comply with conflict of interest and disclosure requirements.

#### Conduct and disclosure of interests

1. IDEA Working Group members are expected to uphold the values of honesty and integrity and commit to the highest standards of governance and probity.
2. All members are required to disclose their interests and complete conflict of interest declarations as well as flagging any specific potential conflicts associated with each area of IDEA Working Group business. Members are asked to declare any actual, potential or perceived conflicts of interest at each meeting.
3. Members are required to maintain confidentiality in relation to any information provided as part of their membership unless explicitly advised otherwise.

#### Amendment, modification or variation of this Terms of Reference

1. The IDEA Working Group Terms of Reference may be amended, modified or varied after consultation with members, and upon approval by the Chair.

#### Dissolution of the IDEA Working Group

1. The Austrade CEO may dissolve the IDEA Working Group at any time by notice in writing to members.