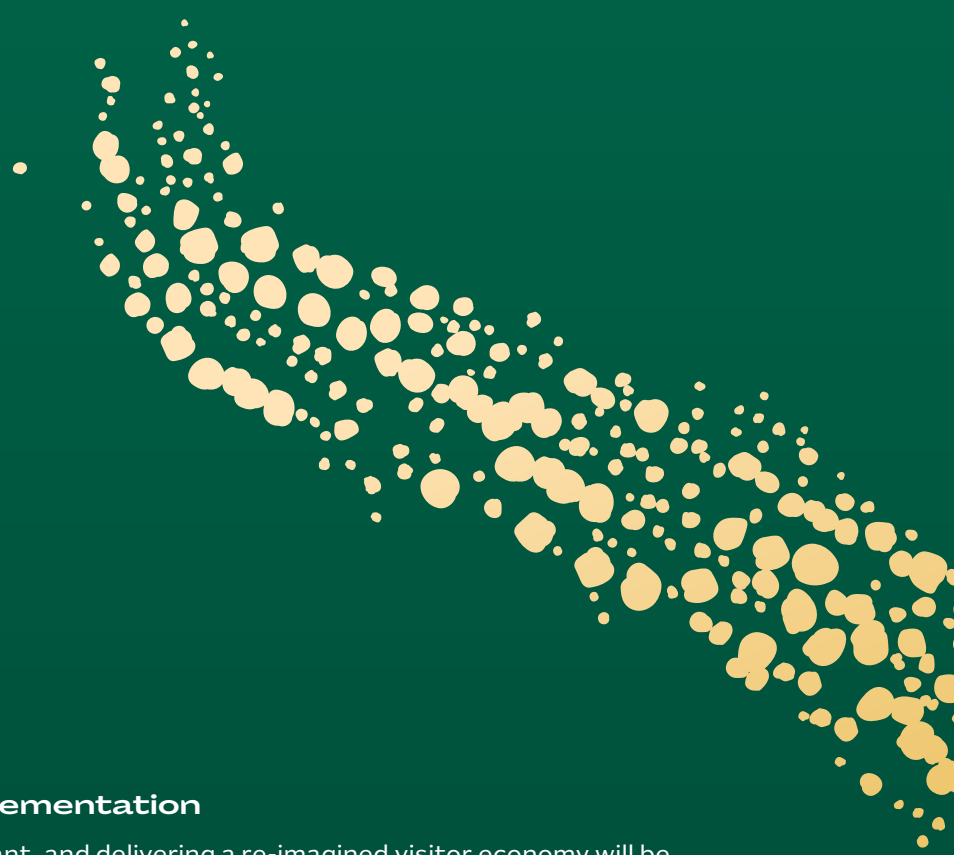




THRIVE
2030

THRIVE 2030 Strategy Action Plan

Phase 1: Recovery 2022–2024



The Strategy in action – implementation

While the challenges ahead are significant, and delivering a re-imagined visitor economy will be demanding, by working together in pursuit of the THRIVE 2030 vision and actions we are confident we can achieve the vibrant, competitive and resilient visitor economy that this Strategy aspires to.

Achieving this in practice will come through working together to deliver on action plans that are aligned to the Strategy's guiding principles and priorities. The Action Plan for Phase 1: Recovery has been prepared and it sets out clearly a series of actions for each Strategy priority and who is responsible to lead each action. We look forward to working on these actions together to achieve our goal to return the visitor economy back to sustainable growth, delivering benefits, prosperity and opportunities for all.

Introduction

The Action Plan for Phase 1: Recovery sets out clear actions for each strategy priority and which entities are responsible for leading those actions. Many actions require multiple entities and jurisdictions working together to return the visitor economy to sustainable growth.

List of shortened forms	
AAoA	Accommodation Association of Australia
ABF	Australian Border Force
ABS	Australian Bureau of Statistics
Austrade	Australian Trade and Investment Commission
ATO	Australian Taxation Office
DAFF	Department of Agriculture, Fisheries and Forestry
DCCEEW	Department of Climate Change, Energy, the Environment and Water
DoE	Department of Education
DEWR	Department of Employment and Workplace Relations
DFAT	Department of Foreign Affairs and Trade
DITRDCA	Department of Infrastructure, Transport, Regional Development, Communications and the Arts
DoH	Department of Health and Aged Care
DSS	Department of Social Services
FWO	Fair Work Ombudsman
Home Affairs	Department of Home Affairs
LG	Local governments
NEMA	National Emergency Management Agency
NIAA	National Indigenous Australians Agency
RDA	Regional Development Australia
RTOS	Regional tourism organisations
S&TG	State and territory governments
SWA	Safe Work Australia
TA	Tourism Australia
Treasury	Department of the Treasury
VE industry	Visitor economy industry

Priority 1: Comprehensive collaboration

Governments (at all levels) and industry collaborate across and within stakeholder groups to deliver the Strategy and grow a stronger and more resilient visitor economy.

Central to this will be establishing a framework for effective collaboration in which industry leads and governments enable, and equally where different levels of government cooperatively exercise levers available to them to create the conditions in which industry can thrive.

To help deliver this priority, the THRIVE 2030 Implementation Advisory Group has been appointed to oversee implementation of the Strategy and report periodically to the Australian Government Minister for Tourism on progress.

Indicative success measures: Action plans are delivered collaboratively, with efficiency and on time; forums deliver against their terms of reference and follow good governance principles; stakeholders are satisfied with engagement and collaboration.

No	Action	Action lead (Partners)
1.1*	Appoint a THRIVE 2030 Implementation Advisory Group, representing a cross-section of industry, and governments, to guide, oversee and monitor progress of the Strategy.	Austrade
1.2*	Establish advisory working groups to accelerate consideration of complex policy issues.	Austrade
1.3*	Maintain and enhance existing collaboration mechanisms such as the Tourism Ministers' Meeting and the Australian Standing Committee on Tourism.	Austrade, S&TG
1.4*	Establish a cross Australian Government Visitor Economy Taskforce comprising all agencies that contribute to the Strategy that will meet regularly to ensure delivery.	Austrade (all relevant agencies)
1.5	Identify how to use existing cooperative mechanisms better or establish new mechanisms to plan and implement interregional marketing and development activities.	TA (S&TG, RTOs, VE industry)
1.6	Ensure that the visitor economy is considered and integrated into state and local crisis management and recovery plans.	S&TG (LG, NEMA)
1.7	Establish an effective partnership of experienced appropriate parties to support the greater participation of First Nations cultures, interpretation and businesses into the visitor economy.	Austrade, NIAA (VE industry, TA, S&TG)
1.8	Integrate Regional Development Australia, the local government sector and other appropriate existing mechanisms into the Strategy's collaborative architecture to ensure a stronger engagement with the visitor economy at the regional and local level.	DITRDCA (RDA, LG, RTOs)

Actions marked * are complete.

Priority 2: Improve data and insights

Produce relevant, robust and timely data and insights that underpin business improvement, industry growth and investor confidence.

Research and development will be prioritised in the first phase of the Strategy through the creation of an Industry Data and Expert Analysis (IDEA) Working Group. An early action will be the development of visitor economy performance indicators that will be used to monitor and measure the success of this Strategy in revitalising the visitor economy.

Indicative success measures: High stakeholder satisfaction with statistical reports and research in terms of quality and timeliness.

No	Action	Action lead (Partners)
2.1*	Establish an IDEA Working Group to identify the information needs of visitor economy participants which 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 Austrade.	Austrade (S&TG, VE industry)
2.2	Tourism Research Australia (TRA) to provide world-class relevant, robust, granular, and timely data and analytics.	Austrade
2.3	Develop new products aimed at the needs of particular segments of the sector. <ul style="list-style-type: none"> Leverage existing data and ABS integration capabilities to support the production of research products. Leverage new and existing data sets to measure the important economic contribution of business events to the visitor economy. 	Austrade, ABS
2.4	Build a deeper understanding of the supply side requirements of the visitor economy through the development of a Longitudinal Indicators for the Visitor Economy (LIVE) framework to provide a more detailed picture of demand and supply side performance, incorporating leading and lagging performance indicators, and identify emerging challenges and opportunities for the industry (developed in partnership with IDEA Working Group).	Austrade (S&TG, VE industry)
2.5*	Implement a visitor expenditure target specifically for regional Australia to help drive and monitor visitor economy growth in regional Australia.	Austrade
2.6	Conduct a study of the architecture of the visitor economy to better understand its structures, systems and supply chain components, and make recommendations for improvements within industry's and governments' control that will support improved resilience and sustainable growth.	Austrade

Actions marked * are complete.

Priority 3: Grow a secure and resilient workforce

The sector has a world-class workforce with the right skills to address visitor needs and grow the sector’s competitiveness, while maintaining a stable supply pipeline that can withstand changing market forces.

Addressing workforce challenges will be an early priority. Building on the Government’s Employment White Paper, a Visitor Economy Workforce and Skills Strategy will strike the right balance between an expanded domestic workforce and an internationally sourced workforce.

A range of actions pursued in the Strategy will aim to increase job opportunities, enhance skills and create opportunities for First Nations peoples. These will help drive and reinforce relevant aims of the *National Agreement on Closing the Gap*. Immediate steps can also be taken by attracting workers from underrepresented cohorts on the local side, while prioritising the return of temporary workers such as working holiday makers and international students on the international side.

Indicative success measures: Workforce numbers; increase in workers from specific demographics (First Nations, apprentices, older Australians etc.); visitor and business operator satisfaction with workforce skill levels.

No	Action	Action lead (Partners)
3.1*	Establish a Workforce and Skills Working Group comprising key policy agencies, industry experts and relevant representatives to identify gaps and provide practical immediate solutions to address the current workforce challenges, and support the development of the future needs of the visitor economy workforce.	Austrade (S&TG, VE industry)
3.2	<p>Develop a Visitor Economy Workforce and Skills strategy in response to ongoing workforce pressures exacerbated by the COVID-19 pandemic to strengthen the visitor economy’s workforce, drawing on research to better understand the gaps, barriers and future needs of the visitor economy workforce, and related initiatives being implemented by state and territory governments.</p> <ul style="list-style-type: none"> • ABS will deliver a comprehensive update to the <i>Australian and New Zealand Standard Classification of Occupations</i> by December 2024, and then commence a rolling program of work to maintain the currency of this classification. Over time this will assist in better identifying visitor economy occupations and their skill levels and assist training products and visa settings to better meet needs of the visitor economy. • Australian Chamber – Tourism, in conjunction with Tourism Training Australia, will continue to implement a Workforce Development Strategy that sets out the industry priorities for workforce development. 	<p>Austrade (S&TG), ABS</p> <p>ABS</p> <p>Australian Chamber – Tourism</p>

Actions marked * are complete.

No	Action	Action lead (Partners)
3.3	<p>Increase workforce participation from under-participating cohorts, including mature workers, First Nations peoples, people with disability, youth, and women, especially in regional areas.</p> <ul style="list-style-type: none"> • Leverage Government employment programs to support pathways to employment for First Nations Australians. • Support people living with disability with employment opportunities in the visitor economy, including through a pilot program to facilitate people with disability into the visitor economy workforce. • Supports eligible job seekers with tailored assistance to find sustainable employment including through Workforce Australia Services, <i>Transition to Work</i>, and <i>Launch into Work</i> employment programs. • Maintain services that connect people wishing to work in regions with job vacancies, reskilling support, and relocation advice including through the <i>Local Jobs Program</i>. • Encourage local job creation through business start-up and self-employment advisory services for new and existing small businesses through the <i>Entrepreneurship Facilitators</i> and <i>Self-Employment Assistance</i> program. • Support tourism and hospitality employers to develop long-lasting workforce solutions through the Accommodation Association of Australia's 'The Hub' and the Government's <i>Employer Liaison Officer</i>. • Ensure policy settings are right and improve awareness of the Pension Work Bonus to encourage more retired workers to undertake part-time work in the visitor economy. • Leverage the Fee Free TAFE initiative, which includes hospitality and tourism as an area of national priority for skills and development. • Ensure access to the National Careers Institute, which assists people with careers information and support, whatever their age or career stage. 	<p>DEWR, DSS, Austrade (S&TG, NIAA, VE industry including AAoA)</p> <p>NIAA</p> <p>DSS (Austrade, DEWR), Clubs Australia</p> <p>DEWR</p> <p>DEWR</p> <p>DEWR</p> <p>VE industry, including AAoA and Clubs Australia</p> <p>DSS</p> <p>DEWR</p> <p>DEWR</p>
3.4	<p>Review the Working Holiday Maker scheme to increase the pool of potential workers.</p> <ul style="list-style-type: none"> • Undertake a promotional campaign to coordinate Australian employers to refund Working Holiday Maker Visa fees. • Increase the number of working holiday makers through age increases in the uncapped Working Holiday (subclass 417) visa program and through new partner country arrangements and cap increases in the capped Work and Holiday (subclass 462) program. 	<p>Home Affairs</p> <p>VE industry, including Australian Chamber – Tourism</p> <p>Home Affairs</p>

No	Action	Action lead (Partners)
3.5	Home Affairs is prioritising the processing of student visa applications, along with other priority economic migrants, particularly from those who are offshore to enable them to enter Australia and contribute to Australia's economic recovery.	Home Affairs
3.6	<p>Improve access by SMEs to existing migration schemes such as the Pacific Australia Labour Mobility (PALM) scheme.</p> <ul style="list-style-type: none"> Implement the Migrant Worker Taskforce report recommendations and refinements to the PALM scheme, including improving working conditions for PALM participants. 	DFAT, DEWR, Home Affairs, Jobs and Skills Australia
3.7	<p>Progress the <i>Government's Skills Reform</i> agenda for a high-quality, relevant and accessible vocational education and training sector in which funding arrangements improve consistency and are linked to skills needs; micro-credentials are supported; and apprenticeships and other forms of work-based training are promoted.</p> <ul style="list-style-type: none"> Jobs and Skills Australia has been established as a statutory body to provide independent advice on current, emerging and future workforce, skills and training needs. Industry clusters will be established from January 2023 to identify and respond to current and emerging skills needs and workforce challenges, including for those in the visitor economy. Provide on-the-job-training opportunities for people by connecting them with tour operators, and a pathway to accreditation as a professional tour guide, through Tour Guides Australia's micro-credential training course. 	<p>DEWR (S&TG, VE industry)</p> <p>Jobs and Skills Australia</p> <p>Tour Guides Australia</p>
3.8	Promote the visitor economy as an attractive career choice including through communication strategies, incentives and awards to promote best practice by employers.	Austrade, S&TG, VE industry
3.9	Encourage the uptake of training programs for First Nations peoples that create opportunities for participants to further enhance industry knowledge, equip participants to advance their careers and to develop new products or experiences in the sector.	NIAA, VE industry, (S&TG)
3.10	<p>Encourage mutual recognition for foundational credentials (such as the <i>Responsible Service of Alcohol (RSA)</i>) to support mobility of workers across jurisdictions, especially in relation to seasonal hospitality work.</p> <ul style="list-style-type: none"> Increase acceptance across all states and territories of micro-credentialing as a recognised and valued form of training and accreditation in visitor economy occupations, including for tour guides. 	S&TG

No	Action	Action lead (Partners)
3.11	<p>Promote employment standards of employers including compliance with workplace obligations such as modern awards and superannuation requirements, including through the Fair Work Ombudsman’s education tools and advice services.</p> <p>Promote understanding and awareness of work, health and safety duties through Safe Work Australia’s education and communication tools.</p>	FWO, ATO, S&TG, SWA, VE industry, (DEWR)
3.12	<p>Encourage larger industry operators to implement formal in-house training and diversity programs.</p> <ul style="list-style-type: none"> • Tourism Training Australia (in conjunction with the travel, tourism, hospitality, accommodation and events sector groups) has a project supported by the Victorian Government, to develop micro-credential training that is linked to the formal training system. 	<p>VE industry</p> <p>VE industry, including Australian Chamber – Tourism</p>

Priority 4: Embrace leading-edge business practices

Improve business capability to create competitive, resilient and sustainable businesses which deliver high-quality products and services. Optimise uptake of technology to improve service delivery and business efficiency.

Governments will work closely with industry to deliver capability support to those who need it most and in a manner that suits the micro and SME make-up of the visitor economy. This includes more effective promotion of existing support measures, industry championing the adoption of quality standards, reducing emissions and improving energy efficiency, and participation in quality and sustainability accreditation schemes. Support should also include practical assistance for resilience planning and implementing sustainability practices in response to climate change as these are two significant contemporary challenges.

Aligning closely with collaboration, effective delivery of this priority cannot happen in isolation. Quality programs and operator success stories can be leveraged in industry, government and business product promotion that simultaneously inspire best practice for all the industry.

Indicative success measures: Level of innovation in visitor economy businesses, which could include measures of technology adaptation, new product development, business process improvement, and participation in and compliance with quality accreditation programs.

No	Action	Action lead (Partners)
4.1	<p>Build business capability programs that help drive product innovation, diversification and product quality to deliver world-class visitor experiences including micro-credentialing and accreditation for tour guiding.</p> <ul style="list-style-type: none"> Enhance the Quality Tourism Framework, in partnership with the Australian Tourism Industry Council (ATIC), to help small tourism businesses. Promote the adoption of sustainable tourism practices and pathways to certification with the new <i>Strive 4 Sustainability Scorecard</i> program, founded in partnership with Tourism Australia, a new entry level program for all tourism businesses wishing to start their sustainability journey in an efficient and affordable way. 	<p>VE industry, DEWR, S&TG</p> <p>ATIC (VE industry, Austrade, NIAA)</p> <p>EcoTourism Australia</p>
4.2	<p>Streamline and target information about government resources assisting businesses to modernise and diversify, and to build resilience and capability, including through programs such as:</p> <ul style="list-style-type: none"> The <i>Digital Solutions – Australian Small Business Advisory Services (ASBAS)</i> Program to assist small businesses to improve their digital capability and adopt digital tools and processes. eInvoicing – to assist small businesses to digitise their processes, widen trade connectivity and improve productivity. 	<p>Treasury, ATO, S&TG, LG, VE industry</p> <p>Treasury</p> <p>ATO</p>

No	Action	Action lead (Partners)
4.3	<p>Encourage businesses to implement resilience and crisis management plans.</p> <ul style="list-style-type: none"> • Work with Australian travel and tourism stakeholders to upskill travel industry personnel on crisis management, risk planning and mitigation and resilience. • Develop an updated <i>Destination Management Planning – Best Practice Guide</i>, in collaboration with local council work units, that will include advice on crisis management, crisis communications for visitors and resilience to align with THRIVE 2030. 	<p>VE industry, S&TG, (NEMA)</p> <p>Council of Australia Tour Operators</p> <p>Australian Regional Tourism</p>
4.4	<p>Implement an industry sustainability framework and education tools to assist businesses to implement and further improve sustainability practices.</p>	<p>Austrade, DCCEEW, VE industry, S&TG</p>
4.5	<p>Develop, promote and encourage businesses to improve quality through industry-led programs and celebrate exceptional visitor economy businesses.</p>	<p>VE industry, Austrade, TA, S&TG</p>
4.6	<p>Monitor the accessibility and affordability of public liability insurance for visitor economy businesses and continue to support improved access and affordability including through Government and industry cooperation.</p> <ul style="list-style-type: none"> • Australian Chamber – Tourism is working with Business NSW, the Insurance Council of Australia and the Australian Small Business and Family Enterprise Ombudsman on insurance solutions for the tourism and hospitality industries. 	<p>Treasury, VE industry</p> <p>Australian Chamber – Tourism</p>
4.7	<p>Ensure that visitor economy businesses, especially those in the regions, have access to suitable internet products, services and infrastructure, including through:</p> <ul style="list-style-type: none"> • the <i>Better Connectivity Plan for Regional and Rural Australia</i> • the <i>Regional Connectivity Program</i> • the <i>Mobile Black Spot Program</i> • access to the National Broadband Network which is being enhanced by initiatives including upgrades providing full-fibre access, fixed wireless and satellite upgrades, the <i>Regional Co-Investment Fund</i> and the <i>Business Fibre Initiative</i>. 	<p>DITRDCA, VE industry</p>
4.8	<p>Implement measures to deliver on Australia’s international commitments to achieve net zero emissions by 2050, and to halt and reverse biodiversity loss by 2030.</p> <ul style="list-style-type: none"> • Improve sustainability practices in visitor economy businesses in line with international commitments, including by making use of available government programs and through industry-led initiatives. 	<p>DCCEEW, S&TG, VE industry</p>

No	Action	Action lead (Partners)
4.9	Examine the impacts on the travel distribution system brought about by the COVID-19 pandemic, including how businesses and consumers will respond to new and different travelling arrangements, and provide suggestions as to how travel and tourism businesses can change and adapt their sales, marketing and business practices to cater to and embrace the new environment. (To be conducted in association with Action 2.6 to study the architecture of the visitor economy.)	TA, Austrade (S&TG, VE industry)
4.10	Support tourism and accommodation providers to set their own prices when guests contact them directly to book.	Austrade, Treasury, VE industry

Priority 5: Enhance visitor infrastructure

Deliver the right amount and quality of infrastructure to satisfy visitor needs, including accessibility requirements, and ensure it is developed and managed sustainably.

Australia’s capacity to service domestic and international visitors is determined, in part, by transport infrastructure including airports, seaports, roads and rail stock. It is equally important that assets be high-quality and maintained so that they deliver a positive visitor experience.

Infrastructure supporting visitors upon arrival (i.e. airports and ports), facilitating transit to and at destinations, must be planned and implemented ahead of demand to ensure that we have the scale of assets that meet demand. In addition, asset development and management must align with broader destination development principles and be conducted in a sustainable way that takes into account community expectations, environmental concerns and the wishes and priorities of Traditional Owners.

Indicative success measures: Increase in volume and quality of relevant visitor economy assets and infrastructure, including monitoring for particular features such as accessibility, environmental friendliness, and use of sustainable development practices; number of airline routes/seats; communications connectivity levels and quality.

No	Action	Action lead (Partners)
5.1	<p>The Commonwealth, state and territory governments and industry will work together to ensure that infrastructure best meets the needs of the visitor economy. This includes the well-planned delivery of safe land transport infrastructure to support the wellbeing of communities and visitors.</p> <ul style="list-style-type: none"> Stimulate domestic accommodation, travel and attractions for both regions and metropolitan visitor economies through voucher programs in partnership with state and territory governments. 	<p>DITRDCA, Austrade, S&TG, LG, VE industry</p> <p>VE industry, including Tourism Accommodation Australia and the Australian Hotels Association</p>
5.2	<p>Facilitate investment, including through appropriate foreign direct investment programs, to create new and refreshed offerings, for example by governments working to reduce regulatory barriers to appropriate development of visitor infrastructure such as luxury accommodation in natural environments.</p> <ul style="list-style-type: none"> Support upgrades to caravan parks, which deliver affordable accommodation options for travellers, particularly families. 	<p>VE industry, Austrade, S&TG, LG, DCCEEW</p>
5.3	<p>Develop assets, infrastructure and experiences that are accessible to all people, regardless of physical limitations, disability or age.</p>	<p>VE industry, Austrade, S&TG, LG</p>

No	Action	Action lead (Partners)
5.4	Prioritise new destination development through use of holistic destination development plans, community and stakeholder collaboration, and streamlined regulatory approvals.	VE industry, S&TG, LG
5.5	<p>Improve tourism infrastructure in regional areas, including through the rollout of regional infrastructure programs, noting the importance of good-quality roads to connect visitors and communities to attractions and services.</p> <ul style="list-style-type: none"> • <i>City Deals</i> with Darwin, Hobart, Perth, Townsville and Geelong, and <i>Regional Deals</i> with Hinkler and Barkly, will continue to deliver improved visitor economy infrastructure, including sporting and cultural facilities, airports, attractions and public realm amenity. • The \$2.5 billion <i>Local Roads and Community Infrastructure Program</i> will support local councils across Australia to deliver priority local infrastructure projects to support local communities including roads, parks and sports facilities, and bike paths. 	DITRDCA, S&TG, LG (NEMA)
5.6	<p>Improve and maintain public infrastructure in national parks and World Heritage Areas, according to master planning and destination management planning developed alongside Traditional Owners, including through the following programs:</p> <ul style="list-style-type: none"> • \$233 million investment in infrastructure updates across Commonwealth-managed national parks. • \$216 million to grow tourism in Kakadu National Park, including through improved road access, new visitor infrastructure and improved telecommunications. 	Director of National Parks (DCCEEW), Traditional Owners, S&TG
5.7	Identify and deliver improved visitor assets and resources at culturally significant sites.	VE industry, Traditional Owners, NIAA, Director of National Parks (DCCEEW), S&TG, LG
5.8	<p>Ensure that regional airport facilities meet the needs of visitors and communities.</p> <ul style="list-style-type: none"> • Continue to support regional and remote aviation, for example, through the <i>Remote Airstrip Upgrade Program</i> (RAU), which supports improved aviation safety and accessibility at remote aerodromes. 	DITRDCA, LG, VE industry
5.9	Continue to upgrade passenger facilitation methods and infrastructure consistent with approaches to modernise traveller facilitation and border clearance.	ABF, VE industry
5.10	Deliver an Aviation White Paper to set the long-term policies to guide the next generation of growth and innovation in the aviation sector.	DITRDCA (VE industry)
5.11	Work cooperatively to maximise the return of inbound aviation capacity.	S&TG, Tourism Australia, Austrade, VE industry

No	Action	Action lead (Partners)
5.12	<p>Work collaboratively to address barriers to maximising the contribution from the cruise sector and managing associated community expectations.</p> <ul style="list-style-type: none"> • Grow the cruise market in Australia with the goal of converting cruise participation into domestic spend, including through the tripartite MOU between TA, Cruise Lines International Association (CLIA) and Australian Cruise Association (ACA). • Collaborate to ensure consistent and effective border management. • Improve port infrastructure. • Increase benefit to regional communities from cruise visitation. 	<p>Austrade, Home Affairs, TA, S&TG, VE industry</p>

Priority 6: Build markets and attract visitors

Attract high-value visitors through coordinated, innovative, focused and personalised visitor attraction strategies that are targeted at a re-balanced mix of domestic and international markets.

Unique circumstances mean we must adopt a unique and targeted approach to market development. Targeted and nuanced marketing appropriate for different markets, and developing appropriate product, will be needed. In the longer term, improved data and market research will support a strategy to build a diversified portfolio of core markets, balanced by new and emerging markets.

Indicative success measures: Increase in visitor spend (yield) from selected geographic markets and visitor segments; increase in visitor dispersal; changes in market share; return on investment from new marketing strategies.

No	Action	Action lead (Partners)
6.1	<p>Implement health measures to protect visitors and communities and which will provide traveller confidence and community protection.</p> <p>Implement health and safety measures to provide visitors, workers and the community with a safe environment and to provide consumers with the confidence to travel.</p>	DoH, S&TG, SWA, VE industry
6.2	<p>Encourage Australians to spend on the domestic visitor economy as they would overseas, including through targeted offerings and marketing.</p> <p>Apply behavioural economic research to develop product and marketing approaches to attract greater domestic visitation and spend.</p> <p>Attract domestic and international visitors to Australia's regional events and heritage offerings noting that potential funding mechanisms already exist such as the <i>Regional Arts Fund</i>, <i>Festivals Australia</i> and the <i>Indigenous Visual Arts Industry Support Program</i>.</p> <p>Targeted offerings and marketing to visitors should include disclosure about the impact of purchasing First Nations 'style' arts and crafts (or inauthentic First Nations arts and crafts), as these products have no connection with and provide no economic benefit to First Nations peoples.</p>	Austrade, DITRDCA, TA, S&TG, VE industry

No	Action	Action lead (Partners)
6.3	<p>Develop an International Diversification Strategy for the visitor economy to identify emerging markets for travel and education; and strengthen key bilateral relationships in the Indo-Pacific region and beyond through the growth of people-to-people links and Brand Australia marketing.</p> <ul style="list-style-type: none"> The diversification strategy will also look at attraction of certain growing (and higher yield) traveller cohorts including people seeking luxury, nature and cultural experiences. 	Austrade, TA (S&TG)
6.4	Implement a coordinated marketing strategy to re-establish core markets and grow emerging international markets.	TA, S&TG
6.5	Develop and implement a coordinated approach for direct and affordable long-haul flights to Australia.	VE industry
6.6	Ensure Australia has a safe, affordable and competitive visitor visa system to maintain and grow market share.	Home Affairs
6.7	<p>Continue to support Australia’s international education sector to attract students from diverse markets, grow offshore and online delivery and help meet Australia’s future workforce needs, including through competitive policy and visa settings. The review of Australia’s migration system will help inform the next steps to supporting the international education sector.</p> <ul style="list-style-type: none"> Support diversification of international student cohorts, including by identifying new and emerging markets. Increase the duration of post-study work rights for certain international students eligible for a Temporary Graduate (subclass 485) visa, in select fields of study. 	DoE, Home Affairs, Austrade
6.8	<p>Help tourism businesses to get back into the international market and attract more international visitors to Australia. Develop and implement innovative marketing approaches including partnership marketing, extending reach of marketing and conversion, greater personalisation and effective trade marketing.</p> <ul style="list-style-type: none"> Drive growth in international visitation to Tropical North Queensland and the Great Barrier Reef region. Support tourism businesses through the Accommodation Association of Australia’s ‘The Hub’ to attract and upskill workers and the Australian Tourism Export Council’s Tourism Training Hub. 	<p>TA, S&TG, VE industry</p> <p>Tourism Tropical North Queensland</p> <p>Australian Tourism Export Council, AAoA</p>
6.9	Improve promotion, marketing and provision of information about accessible infrastructure available at destinations, accommodation, venues and experiences and business sustainability practices.	VE industry

Priority 7: Grow unique and high-quality products, including First Nations experiences

Provide high-quality products and services that leverage Australia’s competitive advantages such as our natural, built and cultural attributes, including our First Nations cultures, vibrant cities and authentic regions.

THRIVE 2030 will drive the respectful embedding of First Nations cultures into Australia’s brand positioning and support related product development. Through a range of actions, developed in collaboration with First Nations peoples, the Strategy will help drive and reinforce relevant aims of the *National Agreement on Closing the Gap*, including Target 8 on economic participation.

Tailored approaches will be required to champion the unique reasons to visit both city/metropolitan and regional destinations. This will involve destination development, growing and fostering events and developing high-quality products and experiences that both cater for and attract current, new and emerging markets.

Indicative success measures: Number of new visitor economy businesses/experiences; increase in businesses participating in quality accreditation schemes; visitor satisfaction/quality measure indexes.

No	Action	Action lead (Partners)
7.1	Expand target market offerings including for high yield/luxury visitors and business travellers.	VE industry
7.2	Respectfully embed First Nations cultures into the visitor economy and Australia’s brand positioning, supporting prioritised product development.	VE industry (NIAA, Austrade, TA, S&TG)
7.3	Support return of events, including business, cultural and arts, regional and major events, and implement an annual coordinated calendar of events to encourage new and return visitors, including: <ul style="list-style-type: none"> • Leverage and support the <i>Green and Gold Decade</i> of major sporting events, culminating in the Brisbane 2032 Olympics and Paralympics. • Governments and industry to collaborate to optimise the impact of the many existing event promotion and support programs including the <i>Business Events Australia Bid Fund Program</i>. • Incorporate creative/cultural assets into destination marketing to maximise contribution of the creative economy, including to support the delivery of <i>Revive: a place for every story, a story for every place</i>, Australia’s National Cultural Policy. 	VE industry, DoH, DITRDCA, NIAA, Australia Council for the Arts, (TA, S&TG, LG)

No	Action	Action lead (Partners)
7.3 cont.	<ul style="list-style-type: none"> Establish new mass participation events including in regional areas to encourage visitor dispersal, noting that potential funding mechanisms already exist such as the Australia Council for the Arts' <i>Major Festivals</i> initiative fund for 7 major international arts festivals, supporting regional festivals through the <i>Festivals Australia</i> program and supporting regional collecting institutions through programs such as <i>Visions of Australia</i>, the <i>National Collecting Institutions Touring and Outreach Program</i>, the <i>Australian Government International Exhibitions Insurance Program</i>, and the <i>National Cultural Heritage Account</i>. 	
7.4	Cities develop and offer a compelling differentiated offering for both the domestic and international markets to revitalise visitation.	S&TG, LG
7.5	<p>Grow and develop high-quality products and experiences around unique Australian locations and themes, including approaches which integrate sustainable nature tourism with economic opportunities in collaboration with Traditional Owners, and capitalising on emerging tourism trends such as geotourism.</p> <ul style="list-style-type: none"> Leverage the \$10 million annual <i>Wine Tourism and Cellar Door Grants Program</i> to boost wine tourism and attract visitors to wine regions. Produce and promote suites of products that will assist tourism businesses to develop high-quality, distinctly Australian agritourism experiences and build business capability programs that drive innovation, diversification and regional product development. Encourage the industry to operate in ways that respect and reinforce Indigenous cultural heritage and the living cultures of First Nations communities through Ecotourism Australia's <i>Respecting our Culture</i> program. 	<p>VE industry</p> <p>DAFF</p> <p>Australian Regional Tourism</p> <p>EcoTourism Australia</p>
7.6	Encourage the creation of new and expansion of existing First Nations-owned and operated tourism enterprises.	VE industry, NIAA (Austrade, S&TG)
7.7	Enhance the visitor experience through use and availability of technology.	VE industry

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Version 2, 2023



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