



Beyond Tourism 2020 Steering Committee  
Via email: [beyond2020@austrade.com.au](mailto:beyond2020@austrade.com.au)



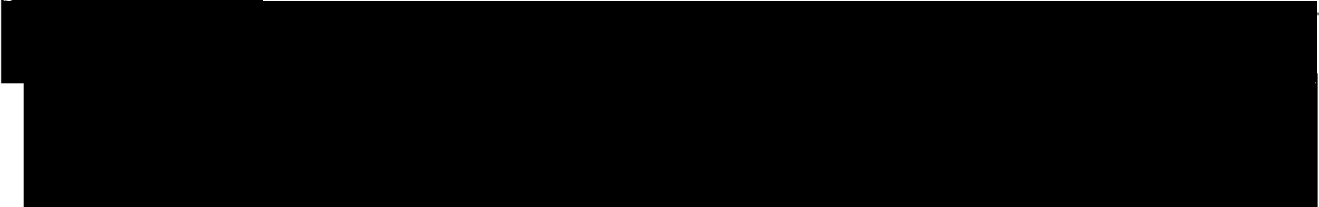
Thank you for the opportunity to provide input into the Beyond Tourism 2020 Steering Committee's Report to Government that will inform the development of the next long term tourism strategy at a national level.

The ACT is experiencing very strong levels of interstate and international overnight visitation and visitor expenditure and is currently on track to achieve its target of \$2.5 billion in overnight expenditure by December 2020. The value of total overnight visitor expenditure is \$2.37 billion at the year ending September 2018, representing 95 per cent of target with just under 2 years to go.

Improved access through increased aviation, destination marketing initiatives, visitor services, investment in major events, and new hotel infrastructure are supporting growth of the visitor economy and progress towards the Tourism 2020 target.

Please find attached our response to the Committee's report in line with the six strategic pillars proposed by the Beyond Tourism 2020 Steering Committee. Our submission emphasises the importance of developing and implementing the new long term tourism strategy in partnership with State and Territory Governments and the tourism industry. It also encourages a whole-of-government approach to implementation of a finalised Strategy at a national and state/territory level. This recognises the significance, value and broad reach of the tourism industry and the levers impacting it which sit across multiple areas of government.

The ACT remains focused on implementing the 2020 Tourism Strategy and is awaiting finalisation of the 2030 framework at the federal level before progressing with development of a locally based Tourism Strategy beyond 2020.



**ACT Government response to the *Beyond Tourism 2020 Steering Committee***  
**Report to Government**

The ACT Government, through VisitCanberra, provides the following feedback and suggestions for the next long term tourism strategy to 2030 in line with the six strategic pillars proposed by the Beyond Tourism 2020 Steering Committee.

VisitCanberra has also been working with the Canberra Region Tourism Leaders Forum to coordinate local industry feedback on the Committee's report which is included in a separate submission.

The success of the current national Tourism 2020 Strategy has been enhanced by support from all State and Territory Governments and also relies on investment in demand and supply initiatives from the Commonwealth, states and territories.

It is expected that State and Territory Governments will continue to be consulted in the finalisation of recommendations of the Beyond Tourism 2020 Strategy.

***Drive demand***

The ACT supports driving demand as the key priority of future strategies, with an ongoing focus on driving awareness and appeal of Australia through continued investment in strategic marketing initiatives and experience development.

The ACT supports Tourism Australia's approach to marketing Australia to key international markets and the co-operative marketing opportunities for states and territories – this is a key component of the ACT's international marketing plan.

Actions that ensure Australia retains its current competitive positioning internationally are paramount. We note the work being done on the development of a Nation Brand for Australia and would like to see how this fits into the Beyond 2020 Strategy and complements the Destination Australia brand.

Noting the importance of new technologies to enable better brand-customer communication, we recommend that it be recognised as a strategic action under this pillar.

Given the forecast domestic growth and contribution to the proposed 2030 targets, we would like to see a greater acknowledgement of the critical role that the states and territories play in leading domestic tourism growth. Getting Australians to take holidays in their own country is fundamental to reaching the stretch targets, and investment in demand-driving activity to achieve this is led by the states and territories. This is particularly relevant for the ACT, where over 92 per cent of overnight visitation is domestic and contributes to 73 per cent of overnight expenditure. We also note the Committee's suggestion for 'greater coordination of domestic marketing' and seek clarification on what this action is proposing, given State and Territory Governments have not been part of the Steering Committee.

We understand that driving sustainable tourism and encouraging visitor dispersal to regional centres will be a focus to drive growth. In line with feedback received from other jurisdictions, the ACT is seeking clarification on the definition of a 'regional' centre for the

purposes of visitor dispersal. This is particularly relevant to our jurisdiction given its size and geographic location.

We support the focus on business events, major sporting events, and international education, noting their capacity to elevate the global profile of Australia and individual states and territories while driving visitor demand.

### ***Invest in aggregated and segmented data analytics capability***

Accurate, timely and consistent data and research are important tools central to measuring the performance of tourism and its contribution to the Australian economy, monitoring tourism trends and informing decision-making by governments and industry. The ACT supports appropriate investment into and management of these capabilities as a key focus of the Strategy.

In addition, the ACT recommends the following around the development and subsequent measurement of future goals attached to the Beyond Tourism 2020 strategy:

- Allocating realistic but ambitious goals in consultation with states and territories, with the ability for states and territories to conduct independent research (if necessary) to confirm or define these goals.
- Ensuring State and Territory goals add to the net national target, or close to a national range target, set for Beyond 2020 so all States/Territories feel a part of a common national goal.
- To ensure goals also include annual targets for the following key measures: visitation, visitor nights as well as visitor expenditure.
- To ensure goals are based against nationally consistent criteria, including the presence or omission of Day Trip visitors.
- Developing a consistent framework for measuring goals at both a national and State/Territory level, with a commitment to maintaining consistent and quality data sources.
- Coordinating a national approach to providing annual updates on performance against goals.
- Establishing sub-targets for supply side elements (commercial accommodation rooms, aviation seats etc.).

The ACT also recommends continual investigation into how analysis of complementary data sources (CDS) can build on our understanding of visitors and their movement. Given the increasing importance of regional dispersal, particularly for international visitors, exploring different CDS to assist in capturing trip information into and within Australia offers many useful benefits (e.g. utilising passport details to track visitor movement.)

### ***Address capacity constraints***

The ACT calls for a greater emphasis on the need to address capacity constraints at Sydney Airport. Sydney Airport handles more flights, more passengers and more freight than any other port in the Australasian region and demand for access to Sydney continues to grow strongly.

The strict regulations on Sydney Airport place constraints on aviation capacity, cause significant flow-on effects to the rest of the national aviation network and disadvantage other destinations when slots are missed or flights are cancelled (for example due to severe weather events or other significant incidents). This impacts on everything from passenger experience, flights being cancelled altogether, passengers not travelling to destinations and the associated economic impact that result from these issues.

The way Sydney Airport is regulated has not evolved to keep pace with and support the significant growth in aircraft movements and passenger numbers. Meeting a new 2030 target requires a real commitment to solve Sydney Airport capacity issues.

The ACT also supports the focus on maintaining appropriate investment in commercial accommodation, supporting infrastructure, attractions and experiences that meet the needs and expectations of visitors.

While the ACT is on track to achieving its supply 2020 targets in relation to accommodation and aviation, the diversity of accommodation options and continued growth in aviation access from key markets will remain a priority.

The ACT calls for a stronger focus on actions that support the following:

- More thorough research to assist both public and private sector operators plan for future demand growth.
- Further development of experiences that meet consumer demand including dedicated Federal and State Government funding sources.
- Forward-planning of (and investment in) future infrastructure to support access to, and development of, tourism attractions and experiences.

Additional considerations relating to capacity constraints for the ACT include:

- Maintaining the commitment to reduce regulatory burdens and encourage investment.
- A better understanding of the effect of different sharing economy accommodation platforms (e.g. Airbnb etc.) on the traditional accommodation market.
- A greater focus on visa reform, to make Australia easier to visit.
- More initiatives that encourage private infrastructure investment, such as the former Tourism Demand Driving Infrastructure (TDDI) program.
- Greater focus on rail and road infrastructure requirements to improve access to regions and maintain intercity connector roads and public transport.

### ***Harness Technology to enhance visitor experiences***

The ACT agrees that technology will continue to play an important role in building an accessible and productive tourism industry. This includes, but not limited to, providing access to digital booking/purchasing platforms, flexible payment options, new forms of transportation and virtual/augmented reality experiences.

The goals in the report are centred on *informing* industry and *encouraging* uptake in technology advancements. More robust 'actions' are needed in this space to enable businesses to invest in and adopt technology to increase service standards across all sectors of the tourism industry to a minimum standard level.

A potential opportunity could be investing in more national digital platforms that benefit tourism operators and distributors (i.e. the ATDW model). This would help close the gap between small industry operators and federally funded attractions, ensuring visitors can easily access information and plan, book, enjoy and share their travel experience wherever they are in Australia.

In addition, ensuring goals and actions evolve and address technological advancements (relevant to our industry) is critical to ensuring we can meet the changing demands and needs of our consumers and remain competitive.

### ***Establish a suitably skilled and available workforce***

The ACT agrees that elevating the profile and potential of tourism careers, coupled with better collaboration between industry and education/training institutions, will facilitate high quality outcomes for Australia's tourism service economy.

The ACT supports a greater focus on developing tourism career pathways and promoting them as long term career options. Initiatives such as Victoria University's new School for the Visitor Economy – that aims to rejuvenate the tourism, hospitality, and event management industries in Australia and around the world – are supported.

As too is investment in retention initiatives to retain quality staff and investigating innovative ways to increase productivity of the existing tourism labour force. Deloitte Access Economics, in its *Tourism 2030: Supply side requirements to support the development of the 2030 tourism strategy*, identified that increasing productivity rates across industries will slow the need for more labour and ensure provision of quality tourism services.

The report also identified a multi-faceted approach, which the ACT supports, to addressing supply constraints – covering initiatives such as:

- Use of alternative labour streams such as mature age, youth and overseas worker to fill workforce gaps.
- Appropriate targeted training to help ensure workers are appropriately skilled.
- Tailored state/territory and sector solutions, including workforce planning at a regional level.

### ***Build a sustainable tourism industry***

The ACT agrees with the approach to focus on growing the industry in a sustainable manner, ensuring tourism continues to be positively perceived by local communities and does not negatively impact the natural environment, social fabric, culture and supporting infrastructure around which it occurs.

A number of organisations have developed plans and guidelines on sustainable tourism – most notably Parks Australia, Ecotourism Australia and the Department of Environment and Energy, which should be considered and integrated into Beyond Tourism 2020 proposed strategic actions. Achieving sustainable tourism requires motivation, determination and a systematic approach.

The ACT's approach is reflected in its nature-based tourism strategy, which is currently in development and aligns with a number of goals and actions identified in the Committee's report. The strategy has been developed in partnership with ACT Parks and Conservation to:

- Include 'sustainability' as a guiding principle for experience development.
- Consider integrated planning policies to minimise negative impacts on the environment.
- Support development of Indigenous cultural tourism experiences.
- Include the views of the local community and inform tourism decision-making.

The ACT also supports improving business sustainability and productivity through innovation, investment, and capacity-building – ensuring support for local start-ups as well as business, with a focus on attracting international visitation and trade across tourism, events and education sectors.

### **Other Considerations**

#### ***National 2030 Proposed Goals***

The ACT supports the identification of a stretch target at the national level as recommended by BDA. The current national stretch target ('peak share') is set at \$250b, with the lower range target ('hold share') at \$181b. The lower range target assumes roughly equal spend contribution from domestic and international markets (\$92b domestic, \$89b international).

However, further discussion and potential research is recommended before agreeing to a finalised target for the ACT. The current upper demand scenario ('peak share' of \$4.8b) is an ambitious target given the size of the Territory, and a proportional reliance on domestic visitation.

A single final target which falls between the lower demand scenario and peak scenario (e.g. \$4.0-4.3b) is more in line with Tourism Research Australia's forecast growth.

The ACT supports a single T2030 expenditure goal identified for the destination, following robust consultation between Government and industry. In line with the expenditure goal, goals for visitation and visitor nights will also be developed, alongside yearly targets for all three key measures to assess progress.

#### ***Indigenous tourism***

The importance of supporting growth in indigenous tourism is well referenced in the strategy and relevant to each of the pillars. The ACT calls on the Steering Committee to consider including specific actions that support indigenous tourism growth, from marketing Australia to international audiences to business development and skills development.

Tourism is an industry that has the potential to support high participation rates from indigenous communities and create strong pathways for career development. It is also a unique aspect of Australia's tourism offering, enabling indigenous communities to share their culture with domestic and international audiences.

### ***Creation of a Growth Centre for Tourism***

Following a review of the Australian Tourism Export Council (ATEC) submission on the Committee's report, the ACT Government notes and supports ATEC's recommendation for the establishment of a Growth Centre for Tourism within the Department of Industry to drive cultural change and overcome barriers to innovation, productivity and growth.

The Department of Industry, Innovation and Science established the creation of Growth Centres for six sectors. They focus on:

- Increasing collaboration and commercialisation.
- Improving international opportunities and market access.
- Enhancing management and workforce skills.
- Identifying opportunities for regulatory reform.

The creation of a Growth Centre for Tourism would reflect the industry's significant growth potential, address a variety of challenges and opportunities and ensure the realisation of goals.

### ***Review and application of best practice principles in strategic planning***

Diversity leads to a better strategy. Noting the current representation on the Beyond 2020 Steering Committee is sector specific, we recommend the establishment of six small sub committees for each of the pillars proposed in the Committee's report.

The sub committees would have a cross section of industry experts in related fields – i.e. Marketing, Technology, Data Analytics, etc. to test and refine the strategic directions proposed.

The sub committees would remain involved in the process moving forward – providing updates on tourism trends, analysing competitors, and monitoring consumers' changing needs and expectations, to ensure the plan remains fluid and adaptable to changes in the marketplace.

Ensuring the plan is actionable and measurable and identifies who is responsible and accountable is also key. Getting commitment from the Commonwealth, states, territories and broader industry will ensure successful implementation of the strategic plan.

### ***The inclusion of Accessible Tourism***

The ACT Government is committed to supporting the needs of visitors travelling with accessibility challenges. The ACT is working to ensure accessible tourism requirements are included as guiding principles across its sector strategy development, and encourages the local industry to do the same – noting accessibility is a whole of government responsibility which reaches beyond just tourism as a sector.

**Concluding Statement**

The success of the current national Tourism 2020 Strategy has been enhanced by support from all State and Territory Governments and investment in demand and supply initiatives from the Commonwealth, states and territories, and the private sector. Continuing with this coordinated approach will ensure Australia can maintain and grow its market share.

Thank you for the opportunity to present this submission and provide feedback on the next long term tourism strategy.