

SUBMISSION NO 35 R – rec'd 8.03.19 – Accessible Arts

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Future trends: What do you see as the future trends which will shape and change the industry over the next 10 years?

Please provide your response : Research in Australia last year put the value of Accessible Tourism to the Australian Visitor Economy at \$10.8 Billion which was \$600 million more than Chinese Inbound tourism for the same period.

This should be a priority focus for the future.

Regional dispersal: Given that growth in tourism beyond 2020 will mainly come from inbound visitors, particularly those from the Asian region, how can we achieve greater dispersal into our regions for longer periods of time? Should there be specific targets set for international visitation to regional Australia?

Please provide your response : Our regional natural areas are what many international visitors come to see, targets can be set, but they must be supported by appropriate levels of focused marketing.

Data: What role do you see data analytics and segmentation playing now and into the future?

Please provide your response : Essential, particularly on who you are not reaching and understanding why they are not engaging.

Technology: What technological advances do you think will shape the sector over the next 10 years? What legislative and regulatory amendments are needed to better facilitate the adoption of new technology to meet the diverse needs of the future traveller?

Please provide your response :

Indigenous tourism: How can industry and Australian and state and territory governments better coordinate and support the development and continuation of Indigenous tourism businesses, experiences and offerings on a national basis?

Please provide your response : Allow for community initiatives to drive the development of product, with strong support from government to allow for growth and sustainability over time.

Infrastructure/seasonality: What kind of tourism infrastructure investment should be prioritised to encourage all-year-round visitation to Australian tourism icons affected by seasonality?

Please provide your response :

Employment: How can the tourism industry improve career perceptions and create career pathways to attract new workers into the industry?

Please provide your response : Important to ensure diversity of staff, to focus on developing training programs that are inclusive e.g.

include those from different cultures and specific programs for those with disability.

Australian expertise: Looking beyond tourism demand and supply, how can the next long term strategy seek to leverage the export capability of Australian tourism businesses?

Please provide your response :

Aviation: What are the missing links in Australia's aviation network, including 'secondary' international hubs and domestic regional locations?

Please provide your response :

Social licence: How do we better message the social and economic benefits of the tourism industry to the Australian community to ensure ongoing social licence to operate?

Please provide your response :

Resilience: How can the Australian tourism industry ensure it is resilient to the impact of global shocks beyond 2020 (economic, political and environmental)?

Please provide your response :

Title: What is the appropriate title for the strategy?

Please provide your response :

General: Any other comments

Please provide your response :

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Updated 22 February 2019

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2. Our organisation maintains business ethics and fulfils its legal obligations, including those arising from anti-bribery laws in Australia and overseas;
3. Our organisation warrants that all the information and content provided herein is true and correct and there is no breach of confidentiality in disclosing this information to Austrade;
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