



**Please provide your response :** mobile and digital channels will continue to shape the sector. The demand for investment in capability building, new payment systems and crypto security will prevail.

**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 :** In cities the museum and art sectors are best place to coordinate and support indigenous tourism. At a local level indigenous business should be part of the profiling of our heritage

**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 :** An interpretation plan for key icons that outlines key themes, messages and stories for the different seasons will change the language and marketing. Improved road access.

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

**Please provide your response :** We need a pilot program in the primary education sector that builds ambassadorships around local tourism. Casual work in Tourism should attract RPL points in tertiary education

**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 :** Continue international education, focus on health and wellness sector, grow food and wine exports

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

**Please provide your response :** Professional management of regional airports.

**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 :** Communication style is critical today. As a beginning this strategy should meet a better standard of communication if it is to be widely used and respected. See the South Australian Regional Visitor Strategy as an example [tourism.sa.gov.au](http://tourism.sa.gov.au)

**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 :** Clear priorities, focussed united effort, capability building, resourcing and outstanding collaboration across all sectors, Innovation and adaptability will be key.

**Title:** What is the appropriate title for the strategy?

**Please provide your response :** Tourism is Everyone's Business

**General:** Any other comments

**Please provide your response :** As Individual per capita GDP declines Domestic and regional tourism must be supported with destination development, public financing and support.

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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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