

Tourism 2020

Whole of government working with industry to achieve Australia's tourism potential

TOURISM MINISTERS' MEETING COMMUNIQUÉ **14 October 2016**

The Hon Steven Ciobo MP, Federal Minister for Trade, Tourism and Investment, and the Hon Will Hodgman MP, Tasmanian Premier and Minister for Tourism welcomed Australia's Tourism Ministers to Hobart today for the Tourism Ministers' Meeting.

Strong growth in domestic overnight expenditure, coupled with record growth in international expenditure, means overnight visitor expenditure reached \$97.1 billion in 2015-16, up 9.3 per cent and tracking above the lower bound of the \$115 billion Tourism 2020 target.

However, government and industry cannot take this success for granted. While visitor spending continues to grow, meeting the upper bound of the industry's Tourism 2020 \$140 billion overnight expenditure target will require significant and challenging reforms across all levels of government.

Accordingly, Tourism Ministers discussed a range of issues at today's meeting:

Collaborative Economy – The collaborative (sharing) economy is changing the way we live, work and communicate. Ministers discussed how Australia can be at the forefront of integrating providers into the market place. Ministers agreed to consider draft principles on engaging with the collaborative economy and consult with relevant colleagues prior to the next Tourism Ministers' Meeting.

Regional Tourism Infrastructure Investment Attraction Strategy – Ministers agreed to support a Regional Tourism Infrastructure Investment Attraction Strategy that has been developed to attract foreign direct investment. This will assist in overcoming regulatory barriers to investment and complement work already being undertaken by Austrade and Tourism Australia.

Australia-China Tourism Relationship – Ministers discussed plans to capitalise on the stunning growth of the Chinese market, including the 2017 Australia-China Year of Tourism. To enhance the Australia-China Tourism Relationship, Ministers agreed in principle to a Tourism Trade Mission to China. All State and Territory Ministers will support the Trade Mission which will be coordinated by Tourism Australia and led by the Minister for Trade, Tourism and Investment.

Major Events – Ministers endorsed a list of baseline protocols for major sporting events and a list of principles for hosting major sporting events. The protocols and principles had previously been endorsed at the Meeting of Sport and Recreation Ministers. The principles and protocols have been developed to formalise processes for major events, including contractual, service, rights and communication arrangements.

Investment and Regulatory Reform – Ministers agreed to release the 2016 Investment and Regulatory Reform Report Card. The Report Card highlights good progress, with a number of recommendations now marked as fully implemented by most jurisdictions. Releasing the report card will provide transparency for governments and industry, and clarity around regulations that have changed since the last update.

Working Holiday Maker visa review – Ministers noted the outcomes of the WHM visa review, including several positive outcomes for tourism: extending the age of eligibility from 30 to 35 years; reducing the application fee for working holiday maker visas by \$50 to \$390; allowing working holiday makers to stay with one employer for up to 12 months (as long as the second six months is worked in a different location).

Tourism Australia – In addition to the outcomes above, Tourism Australia will receive \$10 million over three years for a global youth targeted advertising campaign. Ministers heard from Tourism Australia on their upcoming campaign focused on attracting the working holiday maker market to Australia. The campaign is expected to launch in early 2017 and target key Tourism 2020 markets.

New Zealand Government Tourism update – Ministers received an update on the state of the tourism industry in New Zealand. Recognising the breadth and scope of opportunities, challenges and pressures relating to growth, a Chief Executives Group has been established to help coordinate the delivery of the tourism strategy. The government's strategy is intended to support and align with Tourism Industry Aotearoa's Tourism 2025 growth framework.

Ministerial attendance:

The Hon Steven Ciobo MP (Federal Minister, Chair)

The Hon Will Hodgman MP (Tasmania)

The Hon Kate Jones MP (Queensland)

The Hon Philip Dalidakis MP (Victoria)

The Hon Leon Bignell MP (South Australia)

Apologies (senior officials in attendance):

The Hon Colin Barnett MLA (Western Australia)

Mr Andrew Barr MLA (Australian Capital Territory)

The Hon Stuart Ayres MP (New South Wales)

The Hon Lauren Moss MLA (Northern Territory)

Rt Hon John Key, Prime Minister, Minister of Tourism (New Zealand)

The Hon Paula Bennett, Associate Minister of Tourism (New Zealand)

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