

Tourism 2020 - Implementation Plan 2015 – 2020

WHOLE OF GOVERNMENT WORKING WITH INDUSTRY TO ACHIEVE AUSTRALIA'S TOURISM POTENTIAL

WHAT IS THE PROBLEM	KEY REFORMS	GOVERNMENT AGREED ACTIONS	RESPONSIBILITY	TIMEFRAME	THE DIFFERENCE IT MAKES			
LIMIT THE TAX, RED TAPE AND OTHER REGULATORY BURDEN INDUSTRY FACES								
Lack of whole of Government approach and recognition of importance of tourism's contribution to the broader economy	Increase cross portfolio collaboration on tourism issues within all levels of Australian Governments	<ul style="list-style-type: none"> Increase cross portfolio commitment at Australian, State/Territory and Local Government levels to the visitor economy Effective administrative structure to implement Tourism 2020 Develop an Australian Government submission, Visitor Economy Policy statement & action plan 	Australian Government, State, Territory and Local Governments	2015- 2020 2015- 2020 2 nd Qtr. 2015	<ul style="list-style-type: none"> A clear action plan to grow the Australian visitor economy as part of the government's economic growth framework 			
Visitor visa application and processing requirements are not best practice compared to competitor destinations, inhibiting visitor access especially from key growing markets	Improve visa arrangements to make Australia's visitor visas easier, quicker and competitive	<ul style="list-style-type: none"> Simplify visa application and assessment process for non ETA/eVisitor markets Extension of online visa applications to as many nationalities as possible, prioritizing the top ten key tourism markets Allow three-year multiple entry visitor visas Continue to reform the Working Holiday Maker (WHM) visa Investigate the feasibility of applications being completed in languages other than English 	Australian Government	2015- 2020 Dec 2015 2015- 2020 2015- 2020 2015	<ul style="list-style-type: none"> Encourage more people to visit Australia Reduce the burden on visitors applying for visas Improved visitor experience including first impressions Improve-Australia's competitiveness Support short term labour solutions particularly in regional areas with seasonal tourism peaks Increased labour supply to meet capacity constraints Open new sources of culturally and linguistically trained staff for tourism industries catering to Asian visitors Help fill the vacancies in tourism-related jobs across the country. 			
Current visa system, including working holiday visas, does not facilitate temporary migration pathways to address short term tourism labour supply issues		<ul style="list-style-type: none"> Continue to add appropriate tourism occupations that are in demand to the Skilled Occupation List States, Territories and industry work with the Australian Government on labour and skills priorities 		Australian Government, State, Territory Governments and Industry		2015- 2020 2015- 2020		
The tourism industry is suffering from a shortage of skilled workers which is limiting the growth of tourism businesses and the quality of visitor experiences		Develop a skilled tourism workforce		<ul style="list-style-type: none"> Employment, education and skills policies and programs support the development of a skilled tourism workforce 		Australian Government, State, Territory Governments	2015- 2020	<ul style="list-style-type: none"> Reduced barriers to employment and job creation Able to better service the visitor economy Help fill the vacancies in tourism-related jobs across the country. Increased business viability, sustainability and growth Increased quality service and improved visitor experience
WORK WITH INDUSTRY TO SUPPORT THE DEVELOPMENT OF TOURISM INFRASTRUCTURE THAT CAN DRIVE DEMAND								
Aviation capacity will not keep up with future demand	Improve aviation capacity and customer experience	<ul style="list-style-type: none"> Continued negotiations of air services arrangements that enable Australian and foreign airlines to expand services to meet future demand Continue to invest in and expand to all markets the SmartGate and eGate self-service passport technology across all Australian international gateways Consider reform of quarantine checks at airports to allow for rapid exit Investigate the introduction of premium processing on fee-for service basis 	Australian Government	2015- 2020 2015- 2020 2015- 2020 2015- 2020	<ul style="list-style-type: none"> Ensure aviation capacity into Australia remains ahead of demand Removes barriers to growth in the tourism transport environment Make Australia more attractive to foreign airlines through greater flexibility Greater regional dispersal by inbound tourists Create positive first and last impression of Australia by reducing wait times and improving customer service Keep up with international competition Free up border officers to act as customer-service agents Improve border security through greater use of risk analysis Increased retail expenditure through reform of the TRS 			
Poor first and last impression of Australia due to unsatisfactory and slow passenger arrival and departure experience		<ul style="list-style-type: none"> Continue to reform the Tourism Refund Scheme (TRS) to make it easier to claim back the GST States and Territories support airlines to maintain or increase inbound air capacity by growing demand through continued cooperative partnerships States and Territories Implement aviation actions from State/Territory Tourism and Visitor Economy Plans 		Australian Government, State, Territory Governments		2015- 2020 2015- 2020 2015- 2020		
Visitors to Australia face a number of taxes and charges, increasing overall cost of travel to Australia		<ul style="list-style-type: none"> Australian and NSW Governments enable airlines that are delayed into Sydney Airport due to exceptional circumstances to seek dispensation to land post/pre curfew times Governments work with industry partners to undertake detailed planning for an airport at Badgerys Creek 		Australian Government and NSW		2015- 2020 2015 - ongoing		
		<ul style="list-style-type: none"> Improve public transport access and safety to airports/sea port passenger terminals in major gateway destinations Work with industry partners to ensure border and other airport staff, signage and checkpoint layouts are welcoming to foreign visitors and returning residents including better foreign language skills and signage 		Australian Government and State, Territory Governments Australian Government and industry		2015- 2020 2015 - ongoing		
ENCOURAGE HIGH QUALITY TOURISM EXPERIENCES, INCLUDING INDIGENOUS TOURISM								
Local Government planning does not integrate tourism resulting in lack of appropriate local infrastructure		Integrate national and state tourism plans into regional development and local government planning	<ul style="list-style-type: none"> Governments working with industry seek to optimise the integration and implementation of destination management planning processes and actions into local government planning to stimulate infrastructure development and investment to meet the needs of the visitor economy 	State, Territory Governments with industry		2015- 2020	<ul style="list-style-type: none"> Effective infrastructure to service regional communities and services to the visitor economy Efficient distribution of funding for projects that better leverage the competitive advantages of a destination and align with the needs of visitors/communities More efficient strategic planning and development assistance will encourage private sector investment 	
UNDERTAKE COORDINATED AND EFFECTIVE MARKETING CAMPAIGNS TO DRIVE DEMAND								
The global tourism market is becoming increasingly competitive. Australia's competitors are investing in tourism as an economic development strategy. They are starting to outpace us in key markets		Identify partnerships, efficiencies and opportunities to increase marketing spend to drive demand for travel to Australia and improve conversion.	<ul style="list-style-type: none"> Continue to identify and investigate opportunities to leverage Tourism Australia Campaigns and initiatives to increase visitation Measure and report on the effectiveness of tourism marketing Continue to identify opportunities to increase government, industry and private sector marketing partnerships to drive demand and increase conversion Work with trade partners to target high priority growth markets and sectors, utilizing innovative digital marketing and promotion tools 	Australian Government and State, Territory Governments Australian Government and State, Territory Governments Australian Government, State, Territory Governments and Industry Australian Government and State, Territory Governments		2015- 2020 2015-2020 2015- 2020 2015- 2020	<ul style="list-style-type: none"> Increased levels of visitation Increased tourism marketing return Increase in targeted government, industry and private sector marketing Improved quality of marketing content and expanded consumer reach 	

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LIMIT THE TAX, RED TAPE AND OTHER REGULATORY BURDEN INDUSTRY FACES					
Lack of whole of Government approach and recognition of importance of tourism’s contribution to the broader economy	Increase cross portfolio collaboration on tourism issues within all levels of Australian Governments	<ul style="list-style-type: none"> Governments to implement joint Ministerial Committees with industry representation to champion key actions 	Australian Government and State, Territory Governments	2015- 2020	<ul style="list-style-type: none"> A clear action plan to grow the Australian visitor economy as part of the government’s economic growth framework
Visitor visa application and processing requirements are not best practice compared to competitor destinations, inhibiting visitor access especially from key growing markets Current visa system, including working holiday visas, does not facilitate temporary migration pathways to address short term tourism labour supply issues	Improve visa arrangements to make Australia’s visitor visas easier, quicker and competitive	<ul style="list-style-type: none"> Visa-free travel for ETA countries Continue to review countries for inclusion in ETA categorisation Reverse all recent visa application fee increases and reduce visa application fees for key visitor markets, especially China Reverse the recent decision to remove the eligibility of working holiday makers to qualify for the tax-free threshold to restore Australia as an attractive destination for working holidays Merge WHM classes 417 and 462 to remove duplication Review and reduce documentary requirements for visa applications Build on the Cricket World Cup single visa initiative to move towards common visitor visas for Australia and New Zealand Develop an international benchmarking tool for visitor visa policy to measure competitiveness 	Australian Government	2015-2020	<ul style="list-style-type: none"> Encourage more people to visit Australia Reduce the burden on visitors applying for visas Improved visitor experience including first impressions Improve-Australia’s competitiveness Support short term labour solutions particularly in regional areas with seasonal tourism peaks Increased labour supply to meet capacity constraints Open new sources of culturally and linguistically trained staff for tourism industries catering to Asian visitors Help fill the estimated 56,000 vacancies in tourism-related jobs across the country.
Industrial relations system does not recognise the environment in which the industry operates and penalises operators from providing services at times consumers want to access these services	[Develop a more productive labour system]	<ul style="list-style-type: none"> The government to develop and implement a more flexible labour system that recognises the 24/7 nature of the tourism and hospitality industry 	State, Territory Governments	Nov 2015	<ul style="list-style-type: none"> Reduced barriers to employment and job creation Able to better service the visitor economy Increased business viability, sustainability and growth Increased quality service and improved visitor experience
WORK WITH INDUSTRY TO SUPPORT THE DEVELOPMENT OF TOURISM INFRASTRUCTURE THAT CAN DRIVE DEMAND					
Aviation capacity will not keep up with future demand Poor first and last impression of Australia due to unsatisfactory and slow passenger arrival and departure experience Visitors to Australia face a number of taxes and charges, increasing overall cost of travel to Australia	Improve aviation capacity and customer experience	<ul style="list-style-type: none"> Governments to implement measures that reduce capacity constraints at our busiest airports Increase the movement cap at Sydney Airport from 80 to 85 movements per hour during peak periods Remove the 15 minute application of the movement cap at Sydney Airport Review the international airport regulations to open regional cities to direct inbound air links Reduce the taxes levied on international visitors including the PMC Implement holistic approach to passenger border fees 	Australian Government and State, Territory Governments	2015- 2020	<ul style="list-style-type: none"> Ensure aviation capacity into Australia remains ahead of demand Removes barriers to growth in the tourism transport environment Make Australia more attractive to foreign airlines through greater flexibility Greater regional dispersal by inbound tourists Create positive first and last impression of Australia by reducing wait times and improving customer service Keep up with international competition Free up border officers to act as customer-service agents Improve border security through greater use of risk analysis Increased retail expenditure through reform of the TRS
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UNDERTAKE COORDINATED AND EFFECTIVE MARKETING CAMPAIGNS TO DRIVE DEMAND					
The global tourism market is becoming increasingly competitive. Australia’s competitors are investing in tourism as an economic development strategy. They are starting to outpace us in key markets	Increase funding for tourism marketing activities which drive demand for travel to Australia	<ul style="list-style-type: none"> Governments to increase tourism marketing funding as part of budget process Governments to recognise the positive return on investment it generates for GDP, jobs and taxation receipts. Industry and government to leverage opportunities of collaborative marketing through public/private partnerships. Investment in research tools that measure return on marketing investment (factors driving conversion) 	Australian Government and State, Territory Governments	2015- 2020	<ul style="list-style-type: none"> Increased levels of visitation Increased tourism marketing return Increase in targeted government, industry and private sector marketing Improved quality of marketing content and expanded consumer reach Drive growth towards reaching the expenditure and overnight visitation targets under Tourism 2020 Effectively compete with other countries’ destination marketing effort in key and emerging markets Elevated funding provides ability to hedge against currency fluctuations

NOTE: Government Agreed Actions in Blue table, Industry Recommendations in Green table