

National Long-Term
Tourism Strategy

Tourism Ministers' Council

Two-Year Forward Work Program

2011-12 PRIORITIES



Australian Government



Labour and Skills Working Group
(chaired by South Australia)

Priorities	Outputs and Purpose	Timeframe
1. Enhance recruitment and retention for the tourism and hospitality industry	<ul style="list-style-type: none"> ▪ Stock take and gap analysis of current industry and government labour and skills initiatives focused on recruitment, retention, education and training, profiling mobility and expansion of the traditional work force, in order to develop specific recommendations to TMC to support tourism and hospitality industry needs <ul style="list-style-type: none"> - Implementation of recommendations 	<p>May 2011</p> <p>May – December 2011</p>
	<ul style="list-style-type: none"> ▪ Attitudinal survey undertaken to identify successful case studies of long-term tourism hospitality employees and their career paths <ul style="list-style-type: none"> - Dissemination to industry and evaluation 	<p>June 2011</p> <p>July – October 2011</p>
	<ul style="list-style-type: none"> ▪ Work with the National Tourism Alliance on the roll-out of the ‘Discover Tourism’ portal 	<p>March 2011 – July 2011</p>
	<ul style="list-style-type: none"> ▪ Implementation of Careers Promotion Campaign 	<p>July 2011</p>
2. Establish a regional profiling capability to target labour and skills ‘hot spots’	<ul style="list-style-type: none"> ▪ Report identifying regional tourism and hospitality employment hot spots and development of strategies to address identified employment pressures in these hot spots <ul style="list-style-type: none"> - Implementation of recommendations 	<p>April 2011</p> <p>April – December 2011</p>
	<ul style="list-style-type: none"> ▪ Regional labour and skills plans for five pilot regions, with dissemination to relevant key stakeholders <ul style="list-style-type: none"> - Evaluation of pilots to determine case to expand program 	<p>December 2012</p> <p>Early 2013</p>
3. Identify education and training gaps and potential mechanisms to address them	<ul style="list-style-type: none"> ▪ Input provided to Service Skills Australia to review industry training package to ensure tourism and hospitality needs are met <ul style="list-style-type: none"> - Implementation of revised training package 	<p>March 2011</p> <p>May – December 2011</p>
	<ul style="list-style-type: none"> ▪ Liaise with the Ministerial Council for Tertiary Education and Employment (MCTEE) on Australian Qualifications Framework and ongoing Vocational, Education and Training (VET) system reform 	<p>Ongoing</p>
	<ul style="list-style-type: none"> ▪ Recommendations for improving cross-cultural skills in the tourism industry to enable training organisations to better deliver identified skill requirements <ul style="list-style-type: none"> - Facilitate cross-cultural responses to emerging markets - Undertake a scoping study - Identify and implement 	<p>December 2011</p> <p>January – June 2012</p>

Labour and Skills Working Group
(chaired by South Australia)

Priorities	Outputs and Purpose	Timeframe
	<ul style="list-style-type: none"> ▪ Undertake Gap Analysis <ul style="list-style-type: none"> - Identify and implement mechanisms to address education and training gaps 	January – February 2011
4. Facilitate tourism and hospitality workforce mobility and expand traditional workforce	<ul style="list-style-type: none"> ▪ Progress towards national recognition of responsible service of alcohol (RSA) certificate through specific reforms across jurisdictions 	June 2011
	<ul style="list-style-type: none"> ▪ Recommendations on national recognition of responsible service of gaming (RSG) to support reforms across jurisdictions <ul style="list-style-type: none"> - Implementation of recommendations 	December 2011 January – June 2012
	<ul style="list-style-type: none"> ▪ Business case for better attraction and utilisation of seasonal employment in the tourism and hospitality industry to support reforms <ul style="list-style-type: none"> - Implementation of recommendations to achieve reforms 	December 2011 January – June 2012
	<ul style="list-style-type: none"> ▪ Liaise with the Indigenous Working Group on the Pilot program supporting regional Indigenous tourism employment to enable industry to better attract and utilise Indigenous employees 	Ongoing

Investment and Regulatory Reform Working Group
(chaired by Victoria)

Priorities	Outputs and Purpose	Timeframe
<p>5. Develop practical recommendations to address investment disincentives for the tourism industry</p> <p>a. Review of structural barriers to investment</p> <p>b. Practical actions to assist investors</p>	<ul style="list-style-type: none"> ▪ Report recommending practical actions to address investment barriers for the tourism industry, including: <ul style="list-style-type: none"> - Impact of age anti-discrimination legislation - Impact of Building Code of Australia, notably analysis of Class 2 and 3 building requirements - Best-practice investment facilitation - Implementation of actions - Evaluation of impact of actions 	<p>October 2011</p> <p>October 2011 – June 2012 December 2012</p>
	<ul style="list-style-type: none"> ▪ Industry dissemination strategy (including Tourism Directions Conferences) to promote key findings and actions to potential investors <ul style="list-style-type: none"> - Implementation of dissemination strategy 	<p>October 2011</p> <p>October 2011 - October 2012</p>
	<ul style="list-style-type: none"> ▪ Undertake Product Experience Gap Audit for the Barossa and the Great Ocean Road <ul style="list-style-type: none"> - Recommendations to TMC 	<p>August 2011 October 2011</p>

Destination Management Planning Working Group
(chaired by Tasmania)

Priorities	Outputs and Purpose	Timeframe
<p>6. Develop an integrated framework to encourage the adoption of destination management planning (DMP)</p>	<ul style="list-style-type: none"> ▪ Report recommending actions and tools to facilitate the adoption of best practice approaches to destination management planning drawing on lessons learnt from two pilot projects <ul style="list-style-type: none"> - Experience Development Strategies (EDS) in two selected pilot areas (Flinders Ranges and Cairns/Townsville) and dissemination of findings to key stakeholders - Finalisation of report - Recommendations to TMC - Implementation of recommendations 	<p>December 2011</p> <p>July 2011</p> <p>December 2011 April 2012 April 2012 – December 2012</p>
<p>7. Build national capacity for delivering destination management planning</p>	<ul style="list-style-type: none"> ▪ Summary and Resource Guide on Destination Management Planning for all levels of government and industry to use in policy and program development, incorporating: <ul style="list-style-type: none"> - Analysis of barriers and gaps in research preventing effective destination management planning - Strategies to build capacity of local champions to deliver strong destination management planning outcomes - Best-practice approaches for aligning government programs and policies with destination management planning - Dissemination of Guide to key stakeholders and agencies 	<p>December 2011</p>

Tourism Access Working Group
(chaired by the Commonwealth)

Priorities	Outputs and Purpose	Timeframe
8. Ensure the economic contribution of tourism is considered in transport infrastructure planning and development	<ul style="list-style-type: none"> ▪ Submissions to tourism-related infrastructure projects and reviews to ensure tourism issues are considered, with projects including, but not limited to: <ul style="list-style-type: none"> - High Speed Rail feasibility study - Joint Study on Aviation Capacity in the Sydney Region - National Urban Policy - COAG strategic planning and cities reforms - South East Queensland Regional Plan - Major metropolitan processes - Liaison with Infrastructure Australia 	July 2011
	<ul style="list-style-type: none"> ▪ Report and enhanced data on cruise shipping to inform policy decisions on the development of the cruise shipping industry 	November 2011
	<ul style="list-style-type: none"> ▪ A guide and workshops on the benefits from cruise shipping to local communities and tourism industries, to encourage industry engagement with the cruise shipping sector <ul style="list-style-type: none"> - Evaluation of take-up and outcomes of the use of the guide 	November 2012 Early 2013
9. Address impediments to increased aviation access	<ul style="list-style-type: none"> ▪ Industry-driven strategies to increase awareness and benefits of the Regional Airports Package (airports, airlines and the tourism industry) and harness the benefits of increased regional dispersal <ul style="list-style-type: none"> - Implementation of strategies - Evaluation of impact of strategies 	March 2011 April 2011 – December 2011; March 2012
	<ul style="list-style-type: none"> ▪ Report and recommendations on tourism aviation access priorities for the medium to long term (building on the Mapping Tourism Aviation Access Priorities Stage 1 project), recognising the role of airports as a critical component to Australia's economic infrastructure and taking into account the strategic importance of hubs to regional connectivity and dispersal <ul style="list-style-type: none"> - Implementation of recommendations - Evaluation of impact of recommendations 	April 2011 May 2011 – December 2011 March 2012
10. Address emerging issues related to passenger processing and facilitation	<ul style="list-style-type: none"> ▪ Strategy and recommendations for increasing customer awareness of the Tourism Refund Scheme, for presentation to relevant agencies <ul style="list-style-type: none"> - Implementation of recommendations with relevant agencies - Evaluation of impact of strategy 	March 2011 March 2011 - September 2011 December 2011

Tourism Access Working Group
(chaired by the Commonwealth)

Priorities	Outputs and Purpose	Timeframe
	<ul style="list-style-type: none"> ▪ Report and recommendations for capturing the benefits of simplified border arrangements for Trans-Tasman travel (including enhanced passenger processing and facilitation), in cooperation with the New Zealand Government and industry, for presentation to relevant agencies <ul style="list-style-type: none"> - Implementation of recommendations with relevant agencies - Evaluation of impact of recommendations ▪ Investigation of opportunities and recommendations for collaboration with New Zealand 	<p>July 2011</p> <p>July - December 2011</p> <p>March 2012</p> <p>April 2011</p>

Industry Resilience Working Group
(chaired by Queensland)

Priorities	Outputs and Purpose	Timeframe
11. Build the tourism industry's capacity to mitigate and adapt to climate change and major incidents	<ul style="list-style-type: none"> ▪ Strategy for dissemination of key messages from economic impact report to increase industry awareness of the economic impacts of climate change <ul style="list-style-type: none"> - Implementation of strategy - Evaluation of impact of strategy 	July 2011 August 2011 – December 2012 March 2012
	<ul style="list-style-type: none"> ▪ Recommendations to TMC on how to increase small business adoption of climate change mitigation programs <ul style="list-style-type: none"> - Implementation of recommendations - Evaluation of impact of recommendations 	July 2011 August 2011 – December 2012 March 2012
	<ul style="list-style-type: none"> ▪ Strategies and recommendations to TMC to assist the tourism industry's uptake of business continuity planning <ul style="list-style-type: none"> - Implementation of strategies - Evaluation of impact of strategies 	November 2011 December 2011 – June 2012 October 2012
	<ul style="list-style-type: none"> ▪ Evaluation of implementation of the recommendations from the National Tourism Incidence Response Plan (NTIRP) review 	September 2011

Tourism Quality Council of Australia
(Independent Chair)

Priorities	Outputs and Purpose	Timeframe
12. Roll out the National Tourism Accreditation Framework (NTAF)	<ul style="list-style-type: none"> ▪ Launch of the NTAF to industry at the Australian Tourism Exchange and ongoing implementation across tourism operators, unifying disparate quality assurance schemes under a single national system of benchmarks and mark ▪ Marketing campaign to promote industry adoption, incorporating a review of uptake 	<p>April 2011 – December 2011</p> <p>April 2011 – December 2011</p>
	<ul style="list-style-type: none"> ▪ Extension of the roll-out of the NTAF to large corporations (hotel chains, airlines) 	<p>July – December 2011</p>
	<ul style="list-style-type: none"> ▪ Launch and marketing of the TQUAL brand to consumers to raise the level of consumer awareness and support for NTAF both domestically and internationally 	<p>September 2011 - June 2012</p>
13. Build consumer confidence in the quality of tourism product offerings		

Indigenous Tourism Development Working Group
(chaired by the Northern Territory)

Priorities	Outputs and Purpose	Timeframe
14. Facilitate an increase in Indigenous tourism employment	<ul style="list-style-type: none"> ▪ With labour 'hot spots' identified, develop and implement pilot programs in NT and QLD to bolster Indigenous tourism employment <ul style="list-style-type: none"> - Identification of hot spots - Development of pilot - Implementation of pilot - Evaluation of pilot to determine the case to expand the program 	February 2011 June 2011 June 2011 – December 2011 October 2012
	<ul style="list-style-type: none"> ▪ In collaboration with the Indigenous Land Corporation, identify practical training opportunities for Indigenous youth and tourism businesses <ul style="list-style-type: none"> - Recommendations to TMC for consideration - Implementation of recommendations 	June 2011 July – September 2011
15. Build capacity of Indigenous tourism businesses	<ul style="list-style-type: none"> ▪ Report and recommendations on using accreditation to enhance Indigenous tourism businesses <ul style="list-style-type: none"> - Implementation of recommendations 	May 2011 May 2011 – October 2011
	<ul style="list-style-type: none"> ▪ National tool kit to assist the development of Indigenous tourism business skills <ul style="list-style-type: none"> - Development of tool kit - Dissemination of tool kit 	August 2011 August 2011 – December 2012
	<ul style="list-style-type: none"> ▪ Pilot program to facilitate the transfer of skills between Indigenous and non-Indigenous businesses <ul style="list-style-type: none"> - Development of pilot - Implementation of pilot - Evaluation of pilot to determine the case for further expansion of the program 	December 2011 January 2012 – September 2012 December 2012
16. Enhance Indigenous tourism product offerings	<ul style="list-style-type: none"> ▪ Collaborative approach with industry to broker business partnerships and /or joint ventures for the development of Indigenous tourism product <ul style="list-style-type: none"> - Recommendations to TMC - Implementation of recommendations 	October 2011 October – December 2011
	<ul style="list-style-type: none"> ▪ Presentation of Australia's Indigenous culture at key visitor arrival points <ul style="list-style-type: none"> - Consultations with airports/airlines for placement of signage/welcome to country material - Engagement with local councils to expand this initiative 	June 2011 December 2012

Digital Distribution Working Group
(chaired by New South Wales)

Priorities	Outputs and Purpose	Timeframe
17. Enhance the online presence and capability of the Australian tourism industry	<ul style="list-style-type: none"> ▪ Multiple outputs include: <ul style="list-style-type: none"> - Launch of the tourism e-kit into the course of formal education providers – evaluation of impact completed June 2012 - New partnerships with commercial technology providers to assist industry training and development and online uptake - New partnerships with industry associations to increase online tourism product - Development of a consistent approach to increasing online education and training (in collaboration with the Labour and Skills Working Group) 	July 2011 – June 2013
	<ul style="list-style-type: none"> ▪ Launch of an integrated National Online Strategy for Tourism (NOST) Specific components include: <ul style="list-style-type: none"> - New partnerships to facilitate industry uptake - Industry and trade education initiatives - Consumer marketing - Research and innovation to keep ahead of technology changes - Evaluation and impact of program benefits 	June 2011 - June 2012
18. Increase opportunities for consumers to purchase tourism product online	<ul style="list-style-type: none"> ▪ Scoping report on tracking consumer online behaviour and trends (national and international) with recommendations to TMC <ul style="list-style-type: none"> - Implementation of recommendations 	June 2011 June 2011 – October 2011
	<ul style="list-style-type: none"> ▪ Development of a robust and reliable survey tool to collect consumer online behaviour and trends (in consultation with the Research Advisory Board) <ul style="list-style-type: none"> - Collection of consumer behaviour data using tool 	December 2011 January – June 2012

Research Advisory Board
(chaired by the Commonwealth)

Priorities	Outputs and Purpose	Timeframe
19. Deliver the Tourism Direction Conference	<ul style="list-style-type: none"> ▪ Annual Tourism Directions Conference: <ul style="list-style-type: none"> - Industry and government policy makers to review the current performance of the industry and identify key issues and challenges that must be addressed 	October 2011 October 2012
	<ul style="list-style-type: none"> ▪ Annual State of the Industry report: <ul style="list-style-type: none"> - Provide an assessment of industry performance including tracking against the 2020 Tourism Industry Potential and forecasts of tourism activity 	October 2011 October 2012
20. Deliver a National Tourism Research Agenda	<ul style="list-style-type: none"> ▪ Implement a National Tourism Research Agenda to identify and deliver key research priorities for industry and governments 	March 2011 – December 2012
	<ul style="list-style-type: none"> ▪ Report on Tourism Industry Communications Pathways <ul style="list-style-type: none"> - Recommendations and implementation plan developed to maximise the dissemination of tourism statistics and research to stakeholders - Implementation of recommendations 	March 2011 April 2011 – October 2011
	<ul style="list-style-type: none"> ▪ Dissemination of tourism research reports and data on the Sustainable Tourism Online Portal 	February 2011 and then ongoing