

Tourism 2020

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

TOURISM 2020 NEWS

ISSUE 7, JUNE 2013

ROUND 2 – TOURISM INDUSTRY REGIONAL DEVELOPMENT FUND

On 22 June 2013, the Minister Assisting for Tourism, Senator the Hon Don Farrell, announced almost \$10 million of government funding to increase investment in regional tourism products.

Under Round 2 of the Tourism Industry Regional Development Fund (TIRF), businesses can access up to \$250,000 (GST exclusive) to increase regional tourism quality and visitor experiences.

Funding is available across three streams for eligible projects – to improve or upgrade tourism infrastructure, develop innovative tourism projects or, introduced in this round, for labour and skills initiatives.

Applications will be competitively assessed against four criteria – the project's alignment with industry priorities and strategies, individual business capacity to complete the project on time and on budget, how the project will add to the quality and range of visitor experiences and the tourism value generated for the region.

Applications for Round 2 close on **Wednesday 7 August 2013**. Successful applicants are expected to be announced in October 2013.

For more details, including YouTube Presentations, Program Guidelines, information on successful applicants from Round 1 and a link to apply, visit [TIRF Grants](#).



Photo: Minister Farrell touring Seppeltsfield Winery, the location for the launch of Round 2 of TIRF.

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A quarterly tourism newsletter from the Department of Resources, Energy and Tourism

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FEDERAL BUDGET INVESTS IN AUSTRALIAN TOURISM

The 2013–14 Federal Budget was delivered on 14 May 2013, with over \$180 million of continued support to help reach the *Tourism 2020* potential of increasing overnight visitor expenditure to between \$115 billion and \$140 billion by 2020.

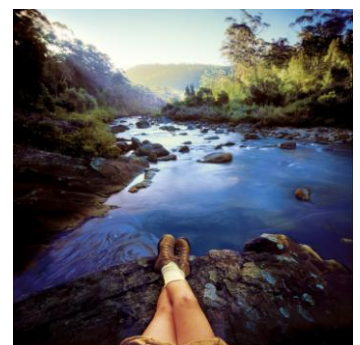
The Tourism Minister, the Hon Gary Gray AO MP, said this funding would promote Australia as a destination of choice and provide local firms with tools to grow their businesses and support jobs, innovation and quality.

Tourism Australia will receive over \$130 million to continue to market Australia to international and domestic audiences and a further \$12.5 million from the Asia Marketing Fund to boost its ability to attract Asian visitors.

Tourism business will be able to access \$18.7 million in matched funding to develop quality tourism products through T-QUAL Grants and the Tourism Industry Regional Development Fund.

Industry investment and innovation will also continue through Tourism Research Australia's research agenda and the Tourism Major Project Facilitation Service.

View the [Media Release](#) on the 2013–14 Budget outcomes for tourism.



Source: DRET

T-QUAL Grants – Tourism Quality Projects

T-QUAL Grants – Tourism Quality Projects are continuing to increase the quality and variety of tourism experiences in Australia through offering grants of up to \$100,000 (GST exclusive).

Applications for the final round of T-QUAL Grants recently closed with 294 applications received. Announcements of successful applicants are expected in late July 2013.

Many projects from previous T-QUAL Grants rounds are nearing completion, with the majority of projects from 2011 now welcoming visitors.

A project recently launched by the Minister Assisting for Tourism, Senator the Hon Don Farrell, is the 'complete whisky experience' at the Redlands Estate Distillery in Tasmania. This Project is just one example of the innovative and high quality projects being delivered under T-QUAL Grants.



Photo: Minister Farrell charring a whisky barrel at Redlands Estate

The Project at Redlands provides visitors with an interesting overview of the production of malt whisky, from the paddock to the bottle. Funding of \$100,000 (GST exclusive) was provided for renovations to a historic building and an upgrade to house the distillery showroom and cellar door.

Another recently completed project is 'The Labyrinth of the Dragon Sorcerer', a new entry experience attraction at Kryal Castle near Ballarat in Victoria. Funding of \$100,000 (GST exclusive) has helped reposition the Kryal Castle tourism product and experience. The walk through, with its high tech special effects, provides an exciting new gateway and first impression of the Castle.

For further information on the latest round of T-QUAL Grants visit the [T-QUAL website](#).



Photo: Inside Labyrinth's chambers at Kryal Castle

Race to promote quality Australian products

T-QUAL Accreditation is a key deliverable of *Tourism 2020*. It aims to build industry resilience, productivity and quality by helping tourism operators grow their profitability and marketability through the delivery of high quality products and services.

In promoting and raising awareness of T-QUAL Accreditation, a T-QUAL Tick Race was run around Australia from 25 March through to 5 April 2013.

During the eight day race, three of Australia's top bloggers from Mummy Smiles, YTravel and A Beach Cottage put their skills to the test while experiencing tourism products endorsed by the Australian Government's national symbol of tourism quality – the T-QUAL Tick.

By solving clues and taking part in fun challenges to win points along the way, the bloggers provided their audiences with a unique insight into some of the great tourism operators around the country that have undergone rigorous assessments to carry the T-QUAL Tick.

Lauren Bath, one of Australia's most followed Instagrammers (@laurenepbath), also documented the race for everyone to enjoy through social media.

The bloggers experienced a wide range of T-QUAL endorsed product including accommodation, transfers, restaurants, attractions and tours. A fun-filled itinerary was created with assistance from T-QUAL Accreditation's Quality Assurance Schemes and from the State and Territory Tourism Organisations.

"It's been a lot of fun, but it has also shown me what the T-QUAL Tick provides; and that's an assurance that the hotel, restaurant or attraction that you're booking for your family holiday will be of the quality that you expect", commented Natalie Birt (Mummy Smiles), winner of the T-QUAL Tick Race.

At the conclusion of the T-QUAL Tick Race, an online survey administered by Inside Story was undertaken and completed by 1,500 consumers who had travelled domestically in the last six months.

The total consumer awareness of activities has risen to 31 per cent for 2012-13, from a base of 15 per cent in 2011-12. The 16 per cent increase is over three times the targeted increase of 5 per cent for 2012-13.

For further information on T-QUAL Accreditation visit [T-QUAL Accreditation](#).



Pictured: (from left) Sarah, Caroline Makepeace, Matt Moran, Natalie Birt and Lauren Bath

Image: Chef Matt Moran hosts the first challenge of the T-QUAL Tick Race at T-QUAL endorsed ARIA Restaurant Sydney. Image courtesy of Dominic Loneragan from DL Photography

Don't get off to a shaky start! – business.gov.au

A good handshake is a must-have for anyone involved in business. Business.gov.au has assembled a list of 10 bad business handshakes, so you can make sure you're making the right impression.

The website is a one-stop shop to plan, start and grow your business. Making it easy to find the tools and information needed, so you don't get off to a shaky start.

Busy business owners are encouraged to take time out to watch a humorous [video on the top 10 bad business handshakes](#).

As well as making viewers laugh, the video is designed to raise awareness of the valuable, time-saving business tools available.

Further information for tourism small businesses can also be found in the [Tourism Business Factsheet](#).

GROW DEMAND FROM ASIA

Australia's iconic locations receive Japanese coverage

As part of the Asia Marketing Fund, a new Japanese travel show has been launched, aimed at enticing more Japanese visitors to Australia.

In 2012, Japan was our sixth largest inbound market and worth \$1.5 billion, up 15 per cent on 2011.

The television show invites Japanese audiences to vote on the top 10 tourism experiences in some of Australia's most iconic destinations.

'Best 10 Experiences in Australia Ranked by Japanese!' features Japanese celebrities experiencing the best of

Sydney, Cairns, the Gold Coast and Uluru, in a four part series produced by BS Asahi, one of Japan's leading multimedia companies.

The Tourism Minister, the Hon Gary Gray AO MP, said the project is designed to increase the impact of Tourism Australia's marketing to Asia consumers and highlighted the focus on revitalising visitor numbers from Japan.

Tourism Australia has partnered with Tourism & Events Queensland, Tourism Tropical North Queensland, Tourism Gold Coast, Destination NSW and Tourism NT as well as industry partners on the television show.

Further information on the project can be read in the [Media Release](#).

Global Youth Campaign – "Best Jobs in the World"

The Minister Assisting for Tourism, Senator the Hon Don Farrell congratulated the six winners of Tourism Australia's global Best Jobs in the World campaign at the announcement on 21 June in Sydney. Tourism Australia teamed up with industry and six state and territory tourism partners on the \$4 million campaign targeting the international youth market.

At the heart of the campaign was a global competition involving six of Australia's State and Territory Tourism Organisations – each offering their own unique "Best Job in the World" as a winning prize.

After receiving entries from 330,000 people from 196 countries around the world, the six lucky winners of Australia's Best Jobs in the World were: Andrew Smith (USA): Chief Funster (New South Wales), Roberto Seba (Brazil): Lifestyle Photographer (Melbourne, Victoria), Allan Dixon (Ireland): Outback Adventurer (Northern Territory), Elisa Detrez (France): Park Ranger (Queensland), Rich Keam (England): Taste Master (Western Australia), Greg Snell (Canada): Wildlife Caretaker (South Australia): A seventh best job as Virgin Australia's new 'High Flyer' was also awarded to Cameron Ernst from the USA.

The global campaign is supported by Destination NSW, Tourism NT, Tourism Victoria, Tourism Western Australia, Tourism & Events Queensland and the South Australian Tourism Commission.

In addition, a number of key commercial partners are supporting the campaign, including Virgin Australia, STA Travel, Citibank, DELL, IKEA, Sony Music and Monster.com, who have created a [free online 'jobs board'](#) for tourism businesses advertising temporary or casual jobs in Australia aimed at travellers visiting the country under Australia's [Working Holiday Maker program](#).

A Tourism Australia survey has revealed that seven out of ten people (72 per cent) who entered its "Best Jobs in the World" competition are planning to apply for an Australian working holiday visa, with four out of ten (39 per cent) seriously considering taking a working holiday within the next six months. Eight out of ten (81 per cent) respondents said that they had already discussed Australia as a working destination with friends and family as a direct result of the "Best Jobs" competition.

You can follow the "Best Jobs in the World" competition on the Tourism Australia [Facebook](#) page or visit [Tourism Australia](#).



Source: Tourism Australia

Tourism investment up 22 per cent

The Tourism Research Australia (TRA) 2013 *Tourism Investment Monitor*, released on 27 May 2013, confirms the Australian tourism investment pipeline grew by 22 per cent to \$44.1 billion in 2012.

“We’ve seen continuing growth in the tourism investment pipeline over the last 12 months, with an additional \$7.9 billion in the pipeline in 2012,” Dr Leo Jago, Chief Economist and General Manager of TRA, said.

On the back of continued strong international visitor arrivals and high accommodation occupancy rates, growth in the investment pipeline further confirms Australia is an attractive environment to invest in tourism infrastructure.

For further information visit [Tourism Investment Monitor 2013](#).

Victoria progressing *Tourism 2020* reforms

The Victorian Government has announced plans to increase tourism in areas of high natural amenity.

The release of guidelines by Victoria will help encourage investment in eco-tourism in Victorian national parks.

The guidelines will open the doors to a new world of opportunity, while also ensuring that tourism facilities are appropriate, sensitive to their surroundings and environmentally friendly.

The Victorian Government has emphasised this is an important step towards investment in regional Victoria, enhancing tourism opportunities and supporting local economies.

This latest development also highlights to potential investors that Australia is open to eco-tourism investment.

These latest developments are just one example of States and Territories progressing *Tourism 2020* investment reforms.

Further information can be read in the [Media Release](#).



Source: Tourism Australia



Source: TRA

TMPF service supporting investment pipeline of over \$2 billion

The Department of Resources, Energy and Tourism’s Tourism Major Project Facilitation (TMPF) service is pleased to support an additional two projects in Queensland.

The Ella Bay development near Innisfail and the Pacificus Tourism Project near Gladstone are the latest investments to obtain TMPF status, bringing the total value of projects under facilitation to over \$2 billion.

Both projects have been allocated a case manager to work closely with Australian Government and Queensland Government agencies to help identify which Australian Government approvals are required, help facilitate meetings with Federal agencies in applying for those approvals, and identify Australian Government programs that can support the projects.

Additionally, if a project wishes to seek investment partners, the facilitation service can provide access to the national investment facilitation service with Austrade, Tourism Australia and the states and territories’ investment attraction units.

For further information visit [Tourism Major Project Facilitation service](#).

TOURISM TRANSPORT

Tourist Refund Scheme claims made easier

New changes to the Tourist Refund Scheme (TRS) will now make shopping more affordable and attractive to visitors to Australia.

Changes to the requirements for making a claim under the Australian Government’s TRS came into effect in April 2013.

The TRS regulation changes now allow passengers to claim a refund on the Goods and Services Tax (GST) and the Wine Equalisation Tax (WET) on purchases made up to 60 days before leaving Australia; previously it was 30 days.

Passengers can now also submit more than one tax invoice from the one retailer to make their claim, provided the total purchase from that retailer amounts to \$300 or more (including GST).

For further information about the TRS visit [Customs and Border Protection](#).

Labour and Skills Enhance

Labour & Skills Enhance is the new \$4.3 million funding stream within the Tourism Industry Regional Development Fund (TIRF) Grants Program, designed to improve the capacity of regional Australia to increase tourism labour supply and provide high quality service.

It offers competitive grants from \$50,000 - \$250,000 (GST exclusive) with matched funding from the grant recipient to assist businesses, regions and industry more broadly in addressing labour and skills constraints.

Projects that could be supported through *Labour & Skills Enhance* include:

- Development of labour and skills-related infrastructure, such as tourism training centres of excellence, staff accommodation, or transportation services to bring workers to and from the workplace.
- Development and/or implementation of a regional Tourism Employment Plan, to deliver targeted and practical measures to address labour and skills needs in regions.
- Innovative labour and skills initiatives that may address the need for greater mobility of the workforce, up-skilling workers, supporting Indigenous employment and expansion of the traditional workforce, and building more productive workplaces.

As with TIRF, eligible projects must be located in regions outside the Sydney, Melbourne and Brisbane tourism regions as defined by the Australian Bureau of Statistics.

Labour & Skills Enhance aims to be inclusive and open to allow industry to best identify its needs. Applicants may wish to combine a number of initiatives as a 'package' to address labour and skills needs, to service an individual business or to service a region/s more broadly.

To find out more, visit [TIRF Grants](#) or call the Tourism Grants Information Line on (02) 62437604.

Tourism Employment Plans continue to assist regional tourism

Tourism Employment Plans (TEPs) continue to assist regional tourism by delivering targeted solutions to ease labour and skills shortages.



Source: DRET

The first two plans, in the Red Centre (NT) and Broome (WA), are being finalised. The strategies developed, offer an extensive range of practical labour and skills measures, including:

- A careers and jobs expo to encourage high school students and their families to consider a career in tourism and hospitality.
- An employment industry of choice campaign.
- Topic specific workshops to increase the uptake of government programs to assist with labour and skills issues.
- A labour exchange program between regions with differing peak seasons.

Consultations for the Tropical North Queensland TEP took place from 27-30 May 2013. A contractor will soon commence working with industry to implement solutions to help ease the labour and skills issues being experienced as the region moves into the peak season.

The Morning Peninsula-Phillip Island (VIC) TEP is progressing. Industry workshops were well attended and the first Regional Steering Committee meeting will take place on 27 June 2013. The Committee will work closely with the industry to develop local strategies to relieve workforce issues.

The Sydney Steering Committee, chaired by Mr John Hart, held its first meeting on 22 May 2013. The second meeting is scheduled for 30 July 2013. Short-term solutions are being developed to alleviate immediate labour and skills pressures in the Sydney region.

To keep up to date and learn more about the plans visit [Tourism Employment Plans](#).

DIGITAL CAPACITY

Tourism e-kit – new tutorials now online

Version 10 of the Tourism e-kit has been released by the Australian Tourism Data Warehouse. Four new tutorials are available in the latest release to assist businesses with getting online and promoting their product to global audiences.

New tutorials include:

- Online etiquette – *best practice for maintaining a professional online presence.*
- Mobile technology for tourism – *practical advice on incorporating this vital aspect of marketing into your business.*
- Responsive design for web and mobile – *a must read for anyone considering a new website or website redesign.*
- Online in China – next steps – *understand some of the options available to you when looking to implement an online strategy for China.*

Having been downloaded in excess of 250,000 times, the Tourism e-kit has shown to be a valuable resource for the Australian tourism industry, containing more than 50 tutorials to keep industry up to date with the latest in digital distribution.

To view the renewed Tourism e-kit visit [Tourism e-kit](#).

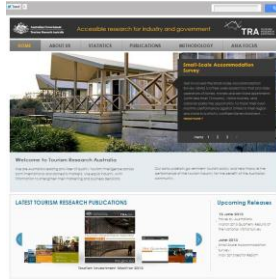


Source: ATDW

New stand-alone website for Tourism Research Australia

Tourism Research Australia (TRA) has launched a new website to house high quality tourism intelligence across both international and domestic markets.

The new website makes it easier to navigate to the latest data, publications and media releases as well as provides comprehensive information about TRA's customised data services.



Source: TRA

For more information visit Tourism Research Australia.

Research agenda review leads to new priorities and new projects

After extensive consultation with a wide range of stakeholders from industry, government and academia, TRA has updated the National Tourism Research Agenda (the Agenda).

This update of the Agenda, which was undertaken on behalf of the Tourism Research Advisory Board, was to ensure the tourism industry's research efforts are focussed on the key issues that will prevent the industry from realising its full potential.

At its June 2013 meeting, the Advisory Board approved an update to Tourism Productivity in Australia, which TRA will undertake. TRA is also scoping and costing three other projects that seek to address key priorities on the updated Agenda. These projects relate to, labour market issues, taxation/subsidies and transport and will be considered by the Advisory Board when it next meets in September 2013.

Australian Tourism Directions Conference 2013

Tourism Australia's 2013 *Australian Tourism Directions* conference will be held in the Great Hall at Parliament House Canberra on 29 October 2013.

The annual conference is the peak industry meeting looking at the long term opportunities for tourism, its high and growing economic value, whilst addressing key issues. The conference also reports on the state of the Australian tourism industry and delivers research and insights.

Source: Tourism Australia

Directions attracts leaders and decision makers from the tourism industry as well as senior Australian Government officials, academics and media and plays an important role in overseeing the progress of the Australian tourism industry under *Tourism 2020*.

Registration will officially open in July 2013. Further information on key note speakers and the format for 2013 will feature in the next e-newsletter to be released in September 2013.

For further information you can also visit Tourism Directions Australia.

Tourism showing strong growth

Tourism contributed \$41 billion to Australia's economy in 2011–12, an increase of 5.3 per cent; the latest Tourism Satellite Account (TSA) has shown.

The data, released by the Australian Bureau of Statistics, shows the growth in tourism gross domestic product was primarily driven by solid growth in the domestic sector and supported by growth in the international sector.

Direct tourism gross domestic product increased by 5.3 per cent from \$39 billion to \$41 billion in 2011–12. Tourism's share of total gross domestic product remained unchanged at 2.8 per cent from 2010–11.

There was the 8.3 per cent increase in domestic visitor consumption, with domestic tourism alone contributing to around 2.0 per cent of the Australian economy.

The Minister Assisting for Tourism, Senator the Hon Don Farrell, said these results are proof that the Australian tourism industry continues to be an important contributor to the Australian economy, despite the uncertain global economic environment.

"Higher spending from international visitors – especially from Asian markets – supports industry and governments working together to enhance quality, boost our export performance and ultimately to support more than half a million jobs that directly rely on tourism."

For more information visit Tourism Satellite Account.



Source: TRA