

# Tourism 2020

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

## TOURISM 2020 NEWS

### NEW MINISTER FOR TOURISM



The Minister for Trade and Investment, the Hon Andrew Robb AO MP, is the new Cabinet Minister responsible for Tourism.

Minister Robb has previously held positions as Executive Director for the Cattle Council of Australia and the National Farmers Federation and worked with Publishing and Broadcasting Limited.

In 2003 Minister Robb was awarded the Order of Australia and Centenary Medal for service to agriculture and politics. He was previously the Minister for Vocational Education and Training.

Further information [www.andrewrobb.com.au](http://www.andrewrobb.com.au)

Responsibility for tourism policy, programmes and research has transferred to Austrade from the former Department of Resources, Energy and Tourism.

Tourism Australia remains an independent statutory authority with responsibility for marketing Australia as a tourist destination. It will continue to report directly to Minister Robb.

### TMM HELD IN CANBERRA

Tourism Ministers met in Canberra on 11 October 2013 and agreed to four national policy principles of:

- encouraging high quality tourism experiences, including Indigenous tourism
- limiting the tax, red tape and other regulatory burden industry faces
- undertaking coordinated and effective marketing campaigns to drive demand
- working with industry to support the development of tourism infrastructure that can drive demand.

Ministers also agreed to:

- progress 22 implementation priorities in 2014
- release the Accessible Accommodation Study
- engage with Australian Government Minister for Infrastructure and Regional Development on the impact the Coastal Trading Act is having on the expedition cruise sector.

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## INDIGENOUS TOURISM UPDATE



The Tourism 2020

Indigenous Tourism Group

(ITG) met in Alice Springs prior to the Australian Indigenous Tourism Conference (AITC) on 9 October 2013. The ITG meeting identified new directions for the *Indigenous Tourism Champions Program* and progressed the actions undertaken by four working parties. Actions included:

- assisting operators to deliver Indigenous tourism product
- developing the domestic market for Indigenous tourism
- expanding the availability of Indigenous tourism product in major cities and entry points.

The visit to central Australia was also an opportunity to check progress on two Northern Territory based Strategic Tourism Investment Grants (STIG) – *Indigenous Business Quality and Skills* at Ayers Rock Resort and the *Yolngu Tourism Masterplan* for Arnhem Land. Djawa Burarrwanga, Chairman of Lirrwi Yolngu Tourism, made presentations to the ITG and AITC, providing listeners with an understanding of how the Yolngu people are maintaining a focus on land and culture while developing their tourism venture. Lirrwi Yolngu Tourism are developing their *Tourism Masterplan* to assist them to develop businesses that are compatible with their cultural values and which can help them stay connected to their country. A feature of this STIG project is the extensive participation and investment from the corporate sector, which has enabled Lirrwi Yolngu Tourism to offer cultural awareness tours to the business and schools market.



Tourism Australia has been conducting information briefings around Australia for industry on:

- Tourism Australia's activity
- latest market insights
- business events marketing program
- partnership opportunities.

Stay tuned for the dates of Tourism Australia's briefings in Melbourne, Darwin and Perth in February/March 2014.

For registration and information go to:

[Tourism Australia's free, half-day industry briefings](#)



## TOURISM TRANSPORT

### PASSENGER MOVEMENT CHARGE FREEZE

The Minister for Trade and Investment, the Hon Andrew Robb AO MP, has confirmed that the passenger movement charge (PMC) will be frozen at its current level for the full term of parliament.

"Freezing the PMC will make Australia a more competitive tourist destination for international travelers, which will help to grow the Australian industry. It will also help the industry to reach the *Tourism 2020* potential of doubling overnight visitor expenditure to between \$115 billion and \$140 billion by 2020," Mr Robb said.

The full media release may be found at <http://trademinister.gov.au/>

### SMARTGATE

SmartGate self-processing will soon be offered to more nationalities across Australian airports. With United States and United Kingdom e-passport holders now able to use SmartGate on arrival, a trial of Singaporean and Swiss e-passport holders will commence during November 2013.



Customs (now part of the Department of Immigration and Border Protection) is undertaking a technical assessment of existing e-passports to determine which nationalities are compatible with Australia's SmartGate technology. A timetable for 2014 trials is in development. Customs' forecasts suggests that, by 2020, 95% of international travellers will be able to use self-service border processing, and that 90% of those will take up the option. As more nationalities become eligible for automated border clearance, a simpler and more convenient facilitation process will benefit Australia's competitiveness and the tourism industry. More than 40 million international passenger movements are expected to occur at Australian airports by 2020. SmartGate enhancements that support fast and efficient processing of arriving and departing passengers are becoming increasingly important as international passenger volumes increase.

### Tourism Employment Plans continue to achieve milestones

After the successful completion of the two initial Tourism Employment Plans (TEP's) in Red Centre (NT) and Broome (WA), work is underway on the Sydney (NSW), Mornington Peninsula-Phillip Island (VIC), Kangaroo Island (SA) and Tropical North Queensland (QLD) TEPs.

The Sydney TEP has held the final round of industry workshops with around 250 people attending. Strategies for the TEP are being finalised with the TEP scheduled for completion in the coming months. The Mornington Peninsula-Phillip Island TEP is progressing well, with the last set of strategies being finalised to support these regions in meeting their labour and skills needs. Development of the Kangaroo Island TEP began in July 2013. Five short term solutions were developed, one of these includes a new online forum through LinkedIn.



For more information, contact

Mark Olsen from EC3Global [mark.olsen@ec3global.com](mailto:mark.olsen@ec3global.com)

Development of the Tropical North QLD TEP has just begun with the first round of workshops in Cairns, Port Douglas and the Atherton Tablelands to occur 3-5 December 2013.

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

### Launch of Tourism Employment Plan Guide

The new "Guide to developing Tourism Employment Plans" (TEP) was launched at the Tourism Directions Conference on 29 October, 2013. The Guide leads tourism planners through the essential steps to developing their own TEP; from defining the region and pin-pointing its labour and skills issues, to developing unique solutions to address these. It draws upon the experience of the existing TEP's, which are being rolled out in eight labour and skills 'hotspot' regions across Australia. The TEP's are improving capacity to recruit, train and retain tourism workers in regions – ensuring that we have the right number of workers, with the right skills, at the right time. A free Tourism Employment Plan Advisory Service is also available.



To find out more about how a Tourism Employment Plan could be implemented in your region, visit [www.tourism.gov.au/labour](http://www.tourism.gov.au/labour)

### Seasonal Worker Program accommodation trial to all of Western Australia

In August 2013 the Seasonal Worker Program was expanded to accommodation businesses across Western Australia (WA).

Now all eligible accommodation businesses throughout WA will be able to benefit from the productivity and reliability of the skillset that seasonal workers provide. Seasonal workers will also be given the opportunity to earn money and learn valuable competencies in the industry.

Accommodation businesses across WA the Northern Territory, Kangaroo Island, Tropical North Queensland and the Whitsundays can employ seasonal labour from eight Pacific Island countries and Timor-Leste.

Seasonal workers can work as bar attendants, baristas, food and beverage attendants/waiters, café workers, garden labourers, housekeepers, kitchen hands and public area cleaners in the accommodation sector.

To learn more about the program call the Seasonal Worker Program information line on (02) 6240 5234, or visit the [Seasonal Worker Program](#) website.



### T-QUAL Tourism Grants

Approximately 90 businesses will share in more than \$8.5 million (GST inclusive) in grants under the 2013 round of the *T-QUAL Grants – Tourism Quality Project (TQP) Program*. The Minister for Trade and Investment, the Hon Andrew Robb AO MP, confirmed on 11 November 2013 that TQP grants offered earlier this year would proceed, following a delay occasioned by a review of discretionary grants across federal government. The 2013 round is the final round of the TQP program.

Round 2 of the *Tourism Industry Regional Development Fund (TIRF) Program* was also considered as part of the discretionary grants review, and it was decided that this round would not proceed. Funds allocated to TIRF will be refocused to support demand-driver infrastructure for the industry. The Australian government will work with state and territory governments to deliver the new grant program.

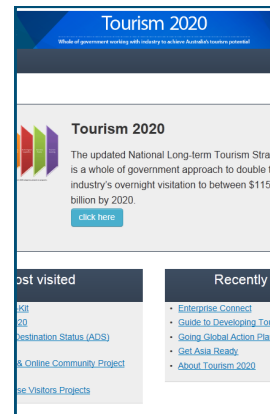
### Launch of Tourism 2020 Website

On the 22 July 2013 the Tourism 2020 website was officially launched, which provides information on the updated National Long-term Tourism Strategy *Tourism 2020*.

The website provides information and links on:

- investment in Tourism
- tourism labour and skills market
- Indigenous tourism employment
- tools and tips for business
- lifting quality standards
- building digital capability
- Asian markets
- tourism statistics.

The website can be found at [www.tourism2020.gov.au](http://www.tourism2020.gov.au)



### 2013 Australian Tourism Directions Conference

The Australian Tourism Directions Conference was held in Canberra on 29 October 2013. The annual peak tourism industry conference was opened by the Minister for Trade and Investment the Hon Andrew Robb AO MP, and attended by representatives from industry, government and academia.

Highlights of the Conference were:

- the launch of Tourism Research Australia's *State of the Industry* report, showing that the industry is on track to meet the lower end of the Tourism 2020 Potential
- the launch of the Tourism Employment Plan Guide and Advisory Service
- Tourism Australia Managing Director, Andrew McEvoy, outlining Tourism Australia's latest marketing activities including the next phase of There's Nothing Like Australia campaign that will focus on food and wine



- Ian Harper, Professor Emeritus Melbourne Business School and Clint Laurent, Managing Director Global Demographic provided a global economic outlook and highlighted the growth opportunities for Australian Tourism
- Ken Morrison, Chief Executive Tourism & Transport Forum discussed the challenges facing the Tourism Transport Industry
- Angelica Cheung, Editor-in-chief Vogue China discussed the rise of China Vogue, how Chinese consumers are changing and what this means for companies worldwide
- David Murray AO the Former Chairman of Future Fund discussed Australia's place in the world economy and the actions that need to be taken to increase the tourism industry's competitiveness.

### TOURISM INVESTMENT ATTRACTION SUCCESS STORIES - CHUANG YUANG GROUP AND KCC

In September 2013 the Chinese investment company KCC, acquired the Willow Creek Vineyard in the Mornington Peninsula, Victoria. KCC will spend \$10 million dollars to re-develop the 12-hectare vineyard with a 40-room, upmarket boutique hotel. This investment is the company's first investment outside of China and the company plans to export wine produced at the vineyard to China. The Government of Victoria facilitated this investment, supported by Austrade.

The Chang Yuang Group, a private Chinese Investment company purchased the Double Island Boutique Resort in November 2012, near Cairns in Queensland. This is another example of the success of the Australian Tourism Investment Attraction Partnership.

The Australian Tourism Investment Attraction Partnership works with the states and territories to assist and inform overseas and domestic investors regarding opportunities in the Australian tourism industry. The Government of Queensland facilitated this investment with Austrade introducing opportunities in the Australian tourism industry to the investor and supporting site visits. The Chang Yuang Group is expected to develop the facility including the construction of another 10 villas and adding eco-tourism attractions on the island. The company has been so pleased with the first investment it has since purchased another Cairns property which it intends to upgrade and extend and is actively considering other opportunities in the Cairns region.

These projects represent more than \$65 million in committed foreign direct investment. This has resulted in enhanced capacity for the Australian tourist accommodation sector as well as the infusion of new management cultures and practices.



### ACCESSIBLE ACCOMMODATION REPORT

#### An Assessment of Accessible Accommodation in Australia: Supply and Demand

In 2011, Tourism Ministers decided to investigate accessible room requirements for new buildings under Class 2 and Class 3 of the Building Code of Australia and to examine if these requirements constituted a barrier to investment in new short term accommodation. Subsequently, PricewaterhouseCoopers (PwC) was commissioned to undertake a study into supply and demand for accessible accommodation in Australia.

The study shows that the current and future supply for accessible accommodation exceeds both current and future demand, but also that there are information failures that affect demand for accessible accommodation.

The [study is available](#) on the website of Tourism Research Australia.

Spread sheets summarising the results of surveys conducted among travellers and accommodation providers as part of the study are available upon request. Queries should be directed to the ASCOT-TMM mailbox [ASCOT-TMM@ret.gov.au](mailto:ASCOT-TMM@ret.gov.au)

## TOURISM RESEARCH

### TOURISM RESEARCH AUSTRALIA RELEASE NEW PHONE APP

Tourism Research Australia's (TRA) has released its new mobile app called "TRA Statistics" making TRA data and research more accessible.



The range of TRA Statistics available includes data on:

- international markets and purpose of visitation
- domestic overnight trips by destination states and purpose
- domestic day trips by purpose
- tourism and the Australian economy.

To install the app go to the itunes link below <https://itunes.apple.com/au/app/tra-statistics/id733497572?mt=8>

You can simply search for "TRA Statistics" on your device.

### TOURISM RESEARCH AUSTRALIA STATE OF THE INDUSTRY REPORT

Tourism Research Australia's *State of the Industry* report was released at the 2013 Tourism Directions Conference in Canberra on 29 October 2013. The industry's performance improved in 2012–13 on most indicators, despite the continuing high value of the Australian dollar and a moderate economic backdrop for Australia and other leading economies. Key results for the industry in 2012–13 include:

- total visitor expenditure increased 3.9% to \$97.7 billion
- international visitor expenditure increased 5.9% to \$28.2 billion
- domestic overnight visitor expenditure increased 3.2% to \$51.4 billion
- domestic day visitor expenditure increased 3.0% to \$18.1 billion.

A summary of the report, along with the full report, and the Tourism Industry Performance Scorecard, can be accessed at [www.tra.gov.au](http://www.tra.gov.au), and for further information Tourism Research Australia can be contacted at [tourism.research@tra.gov.au](mailto:tourism.research@tra.gov.au) or (02) 6243 7745.



### TOURISM RELATED BUSINESSES IN AUSTRALIA



Tourism Research Australia published its report on *Tourism Businesses in Australia June 2010 to June 2012* in October 2013. This report outlines the stock of all actively trading tourism businesses in Australia in terms of their counts, employment size, legal organisation, type, location (state, territory and tourism regions) and financial performance.

In June 2012, there were approximately 280,088 tourism businesses in Australia, representing over 13% of the total 2.1 million businesses in Australia. The tourism industry is dominated (91%) by small businesses, which include non-employing, micro, and small businesses and employ less than 19 persons. Medium sized businesses (employing 20 to 199 persons) shared approximately 9% and less than 1% of total tourism businesses were large businesses (employing 200 or more people).

Approximately 36% of Australian tourism industry businesses are incorporated companies, with a further 27% structured as sole proprietors. Most tourism businesses were located in the capital cities and the Gold Coast with the remainder in regional areas. For further information from the report go to [www.TRA.gov.au](http://www.TRA.gov.au)

### TOURISM FORECAST REPORT

On 25 October 2013, Tourism Research Australia released updates on tourism forecasts for the Australian inbound, domestic and outbound tourism sectors. Some key messages from this release are:

- strong growth is forecast for international visitor arrivals, up 5.8% in 2013–14 and up 5.6% in 2014–15
- expenditure by international visitors is also forecast to increase strongly this year, up 5.2% in real terms, to \$29 billion
- after increasing strongly in the past two years, growth in domestic visitor nights is forecast to increase by 2% in 2013–14
- real total visitor expenditure (in real terms) is forecast to increase by 2.7% to \$98 billion in 2013-14 and by 2.6% in 2014-15
- growth in Australian resident departures (outbound) is forecast to ease to 4.9% in 2013–14 and by 2.9% in 2014-15, primarily due to an assumed lower Australian dollar.

For further information go to [www.TRA.gov.au](http://www.TRA.gov.au)

