

TOURISM 2020 PRIORITIES FOR 2013

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

Demand from Asia – delivering increased market penetration and focus into the Asia region	Build competitive digital capability – deliver tools for tourism businesses to embrace digital opportunities	Encourage investment and implement regulatory reform agenda – deliver more investment into world class tourism product for Australia	Ensure tourism transport environment supports growth – better leverage tourism opportunities from transport infrastructure and regulation	Increase supply of labour, skills & indigenous participation – deliver a bigger and better trained workforce to service industry growth	Build industry resilience, productivity and quality – deliver stronger tourism businesses that provide better visitor experiences
<ul style="list-style-type: none"> Deliver Asia Marketing Fund, including: <ul style="list-style-type: none"> China: Tourism Australia China 2020 Geographic Strategy targeting three of China's "second tier" cities. Japan: strengthen efforts to rebuild the Japanese inbound market. Across Asia: increase aviation cooperative partnerships between Tourism Australia, State Tourism Organisations, airlines, and airports serving Australia from Asia. Research: undertake new research assisting industry's understanding and engagement with Asia. Implement expanded online Tourist visa application system. 	<ul style="list-style-type: none"> Deliver further initiatives of the National Online Strategy for Tourism Going Global Action Plan, including: <ul style="list-style-type: none"> A digital information storage facility and online "knowledge base" community improving information sharing for digital marketing and distribution. Updates to Tourism e-Kit - new tutorials on technology developments. Deliver online 'booking widget' enabling businesses to set up 'real-time' online booking and payment facilities. Launch of new Tourism Australia China website - www.Australia.cn. Translate the Australian Tourism Data Warehouse database into Mandarin (and other Asian languages). 	<ul style="list-style-type: none"> Continue to enhance the RET/ Tourism Australia/Austrade Tourism Investment Attraction program. Promote and implement the Tourism Major Project Facilitation service. Progress recommendations in the Investment and Regulatory Reform Report Card including delivery of the Accessible Accommodation Project. 	<ul style="list-style-type: none"> Continue negotiation of air service agreements ahead of demand. Facilitate greater cruise ship access. Passenger facilitation (trans-Tasman, Smartgate beyond New Zealand) and improved movement of inbound passengers on arrival (including benchmarking). 	<ul style="list-style-type: none"> Working Holiday Maker reforms. Tourism Employment Plans. The Seasonal Worker Program trial. Roll out of Workforce Futures Fund by Service Skills Australia. Rollout of the Careers Promotional Campaign. Continue to advocate for the development a Template Labour Agreement that is used by industry. Improved coordination and delivery of indigenous programs, including through the <i>Indigenous Tourism Business Leader</i>. 	<ul style="list-style-type: none"> Improved quality through increased T-QUAL Tick take up and sustainable T-QUAL Accreditation. Tourism Industry Regional Development Fund and T-QUAL Grants (including Strategic Tourism Investment Grants) programs. Greater industry sustainability practices including through the Australia's National Landscapes program.

RESEARCH - PROVISION OF HIGH QUALITY TOURISM RESEARCH

<ul style="list-style-type: none"> Dedicated China market research (Asia Marketing Fund). Conduct consumer research on India market. 	<ul style="list-style-type: none"> Benchmark and track digital capabilities of the Australian tourism sector. Mobile online capability of Australian tourism operators. Monitor digital uptake of Australian tourism businesses. 	<ul style="list-style-type: none"> Tourism Investment Monitor 2013. Small-scale accommodation survey. 	<ul style="list-style-type: none"> Benchmarking study of international passenger facilitation experience at airports. 	<ul style="list-style-type: none"> Initial scoping of Indigenous supply (businesses and labour). 	<ul style="list-style-type: none"> Track tourism labour productivity growth.
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- State of the Industry Report 2013.
- Ongoing Tourism Research Australia **surveys and forecasting** program.