

Tourism 2020

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

TOURISM 2020 NEWS

ISSUE 9, April 2014

MINISTER FOR TOURISM



AUSTRALIA WEEK IN CHINA 2014 Trade, Investment and Tourism Mission

Minister for Trade and Investment Andrew Robb led a delegation of up to 700 business people to China from 8-11 April as part of Australia Week in China (AWIC) in a push to further strengthen Australia's commercial ties with our biggest trading partner.

AWIC is a government initiative aiming to promote Australia as a trade, investment, education and tourism destination. The 2014 program was tailored to major industry sectors with more than

90 events held across multiple cities.

The sector-specific networking events raised understanding of doing business in China and enhanced existing relationships with Chinese businesses. Tourism Australia also launched its new global campaign 'Restaurant Australia' on 11 April in Shanghai.

For more information visit the Austrade site: <http://www.austrade.gov.au/About-Austrade/News/News-topics/Australia-Week-in-China>;

Quarterly Austrade Tourism Newsletter

HIGHLIGHTS

AUSTRALIA WEEK IN CHINA	Pg1
MATCH AUSTRALIA	
TOURISM 2020 update	
TOURISM AUSTRALIA	Pg2
New Managing Director	
LABOUR, SKILLS & INDIGENOUS PARTICIPATION	
Seasonal Workers Plan	
Tourism Employment Plan	
TEP Tools	
TOURISM TRANSPORT	Pg3
Smartgate	
TOURISM RESEARCH	
TRA-Regional Tourism Profiles	
BUILD INDUSTRY RESILIENCE	
The Asian Business Engagement (ABE) Plan 2014	
GROW DEMAND ASIA	Pg4
Chinese visitor rate	
China Approved Destination Status (ADS) scheme	
BUILD INDUSTRY RESILIENCE	
Demand Driver Infrastructure Program	
INDIGENOUS PARTICIPATION	
Dreamworld Corroborree	
To subscribe email	
Tourism2020@austrade.gov.au	

TOURISM TRADE AND INVESTMENT

AFC ASIAN CUP BENEFITS TOURISM, TRADE & INVESTMENT



Match Australia – International Sports Business program is the Australian Government's business networking program which connects Australian businesses with global partners through major sporting events. The program is focused on promoting Australian capabilities and creating business opportunities across trade, investment, education and tourism.

With Australia hosting the AFC Asian Cup 2015, Match Australia will utilise the event as a platform to further promote Australian capabilities across Asia. It's also another opportunity to showcase Australia's [major sporting event specialists](#) who are highly regarded for developing and managing major sporting events.

Austrade will encourage high level government and business delegations to visit Australia during the AFC Asian Cup and meet with Australian companies to do business and network around a leading international sporting event.

TOURISM 2020 STRATEGIC PLAN (2015-2020)

Tourism Ministers have tasked officials with developing a *Tourism 2020* Strategic Plan (2015-2020). The plan will identify the key game changing supply side actions that each of the Australian, State and Territory Governments and Industry could undertake to assist industry meet the *Tourism 2020* Potential.

To inform the development of the plan Austrade is holding roundtable meetings with key industry and government representatives during April and May 2014.

A steering group including key industry representatives will review the roundtable suggestions to develop a priority list of national game changing supply side reforms. These will be considered by Australian and State and Territory Tourism Ministers at the next Tourism Ministers' Meeting.

It is expected that the plan will be finalised in the second half of 2014 and endorsed by Tourism Ministers and key industry associations.

For further information contact your Tourism Industry representatives in your jurisdiction or email Tourism2020@austrade.gov.au

WESTERN AUSTRALIA EXPANSION OF THE SEASONAL WORKER PROGRAM (SWP)

Accommodation trial sees more regions come on board

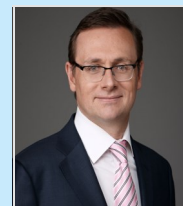
Workers from the Pacific and Timor-Leste are able to work with accommodation providers to meet the challenge and help find workers during periods of seasonal demand. They can be employed for 14 weeks to six months in low skilled positions. The trial is available in: Western Australia; Northern Territory; Tropical North Queensland; the Whitsundays and Kangaroo Island. There are now five accommodation providers and 12 labour hire companies that can recruit seasonal workers into the accommodation sector in eligible regions with additional Approved Employers likely to come on board shortly.

The SWP accommodation trial has continued to prove successful in Broome with the Cable Beach Resort increasing their intake each year. The successful expansion of the accommodation trial to all of Western Australia in August 2013, has seen an accommodation provider from a Community in the remote Kimberley begin the process of recruiting four seasonal workers. In Hamilton Island, Queensland there are currently two seasonal workers. More approved employers are also expected to come on board in the coming months. To become an approved employer and keep up to date on the program, call the Seasonal Worker Program information line on (02) 6240 5234, or visit the [Seasonal Worker Program](#) website



John O'Sullivan

has commenced in his new role as managing director of Tourism



Australia following the departure of Andrew McEvoy to take up a new position at Fairfax. Mr O'Sullivan joins Tourism Australia from Fox Sports where he is currently employed as Chief Operating Officer. Previously he held executive positions with Events Queensland (Chief Executive from 2010 to 2012), and Football Federation Australia (Chief Commercial Officer from 2004 to 2010) as well as the Sydney 2000 Olympic and Paralympic Organising Committee the 1995 Rugby World Cup and 1994 World Masters Games. He is also a current member of the Tourism & Transport Forum Advisory Board.

TWO MORE TOURISM EMPLOYMENT PLANS (TEPs) NEARING COMPLETION

After successful completion of the initial two TEPs, Red Centre (NT) and Broome (WA) in 2013, TEPs in Sydney and the Mornington Peninsula & Phillip Island (VIC) region are both due to be launched shortly. The final TEPs, Kangaroo Island (SA) and Tropical North Queensland, are progressing well and due for launch in mid-2014, consultations for the Canberra and Tasmania TEPs will also commence shortly.

The Mornington Peninsula & Phillip Island (MPPI) TEP and the Sydney TEP have both produced short and long term strategies to address their regions labour and skills issues. MPPI's long term strategies aim to better engage potential labour sources such as mature aged, youth/students and the unemployed through career pathways and training outcomes. These include the promotion of current government and industry programs to raise operator awareness of what resources are available to help through the use of program guides, factsheets and best practice case studies. The Sydney TEP contains approximately 16 targeted strategies to be driven by three industry led implementation groups focusing on enhancing workforce and skills development, careers promotion and Indigenous employment outcomes.

The Kangaroo Island and Tropical North Queensland TEPs are both working on lead projects to improve service quality. The on-line training modules "Welcome to Kangaroo Island" and "Welcome to Cairns" will be available to businesses training new or existing staff on the region's highlights and quality customer service. These projects have gained good support from industry and implementation is underway. Recently workshops were held in Cairns and Port Douglas with Kangaroo Island scheduled for May 2014. To register your interest contact Mark Olsen from EC3 Global at Mark.Olsen@ec3global.com. To keep up to date and learn more about the plans visit [Tourism Employment Plans](#)

TEP TOOLS: New web page to provide tips and tools to small businesses and regions interested in creating their own Tourism Employment Plans

TEP Tools is the most recent edition to Austrade's tourism webpages (www.tourism.gov.au/labour) providing advice and support materials to operators to ease access to labour and skills for tourism and hospitality businesses. The new webpage contains a number of 'tools' in the form of factsheets, human resource tools, and case studies that have been created as a part of the existing TEPs. The webpage includes tips on how to create a region of choice as well as a variety of factsheets on how to employ mature age workers; people with a disability; the long-term unemployed; Indigenous workers and overseas workers. Please email the team at tourismemploymentplans@austrade.gov.au for more information.

TOURISM TRANSPORT

SmartGate NOW AVAILABLE TO SINGAPORE TRAVELLERS

In February Minister for Trade and Investment, the Hon Andrew Robb MP and Assistant Minister for Immigration and Border Protection, Senator the Hon Michaelia Cash, announced the extension of SmartGate to all eligible Singapore nationals.

“Customs and Border Protection is launching a trial to allow Singaporean e-passport holders to use SmartGate self-processing facilities in Australia’s eight major airports,” Minister Robb said.

“The extension to Singaporean travellers will make them the sixth nation to use this state-of-the-art technology.”

SmartGate is currently available to Australian, New Zealand and UK citizens on a permanent basis and to US and Swiss electronic passport holders under trial arrangements. Customs and Border Protection also plans to trial additional nationalities over the next 12 months, with priority being given to countries that have the most regular visitors to Australia. Minister Cash said during the financial year 2012-13, over four million people self-processed through SmartGate Australia-wide, which is an increase of 38 per cent on the previous year.

“By 2018 over 80 per cent of all travellers into and out of Australia will hold an ePassport,” Minister Cash said.

“As more travellers use SmartGate, Customs and Border Protection officers can focus their attention on people who pose a risk to the border, while legitimate, law-abiding travellers can pass through with ease.”

SmartGate is a self-service processing option for eligible travellers entering Australia. The key benefit is its speed. Rather than having to queue to see a Customs and Border Protection Officer, SmartGate travellers can self-process through passport control. This can be much quicker, particularly during busy periods.



TOURISM RESEARCH AUSTRALIA

Tourism is a major contributor to Australia’s regional communities and over 45 cents in every tourism dollar spent in Australia is spent in regional areas. Tourism Research Australia (TRA) has just released its *Regional Tourism Profiles* via an easily accessible [interactive map](#) on its website.

Profiles are available for each state/territory and 77 tourism regions providing information ranging from domestic and

international visitor characteristics and travel behaviour to economic performance data. The information contained in these profiles provides valuable insights as to how tourism is performing in different regions around Australia.

For regional operators, these profiles provide essential information to underpin business, planning and marketing decisions.

Access TRA’s *Regional Tourism Profiles* at <http://tra.gov.au/statistics/Regional-overview.html>



GROW DEMAND FROM ASIA

THE ASIAN-BUSINESS ENGAGEMENT(ABE) PLAN 2014

The Asian Business Engagement (ABE) Plan 2014 grant round has commenced. The Plan was established to assist Australian member-based business organisations to harness the opportunities emerging in Asia and is focused on facilitating new initiatives to improve Australian business links into Asia through these groups. Under the scheme, grants of between \$20,000 and \$300,000 will be awarded on merit after a competitive application process.

The [ABE Plan Guidelines](#) provide further information for applicants.

Enquiries can be directed to abe@austrade.gov.au or by phoning 1300 136 014.

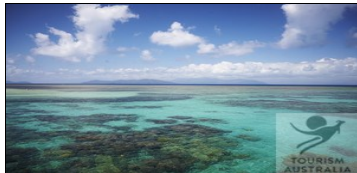
DEMAND-DRIVER INFRASTRUCTURE PROGRAMME

Austrade has been asked to refocus uncommitted tourism grants funding to a new programme that will deliver demand-driver infrastructure (DDI) for the tourism Industry.

States and territories will be responsible for implementing DDI projects that best meet their tourism infrastructure needs. Austrade has released a discussion paper, and would like to gain an industry-wide perspective of tourism infrastructure priorities that could be served by the DDI programme.

It is also seeking feedback to inform the development of a definition of demand-driver infrastructure.

Further information can be found at:
<http://www.austrade.gov.au/Tourism/Tourism-and-business/TIRF>



DREAMWORLD CORROBOREE

Funded through the T-QUAL/*Strategic Tourism Investment Grant program*, Dreamworld Corroboree, is an interactive walk-through experience celebrating Aboriginal and Torres Strait Islander culture, wildlife and stories. Formally opened in February, the exhibition allows visitors to one of Australia's major tourism attractions to learn about traditional stories associated with key animal exhibits.

The exhibition was created with invaluable assistance and approval from members of many Indigenous language groups.

GROW DEMAND FROM ASIA



REVIEW OF CHINA APPROVED DESTINATION STATUS

In the first half of 2014, Austrade will lead a review of the China Approved Destination Status (ADS) scheme.

ADS exists under an agreement between the Australian and Chinese governments and allows Australia to host group leisure tour groups from China and permits the Australian Government, through [Tourism Australia](http://www.tourism.australia.gov.au), to promote Australia as a leisure travel destination in China. Australia was the first western country, along with New Zealand, to be granted ADS status in 1999. The scheme has been at the core of fostering and generating the growth of the inbound tourists from China.

To maintain the strength of the Australia-China tourism relationship and to improve tourism quality standards for inbound Chinese visitors, the Australian Government will undertake a review and redesign of the ADS Code of Business Standards and Ethics (the Code). The Code governs the rules and standards which allow entry and ongoing participation in the ADS scheme by inbound tourism operators (ITOs). The redesign will ensure that the scheme remains relevant in managing a changing environment, while ensuring sustained growth and increased quality.

Austrade has released a discussion paper on the review and invites submissions from interested parties. Particular issues that will be canvassed in the review include tourist shopping arrangements, supply of quality tour guide services, and prudential rules for ITOs. Austrade will also aim to improve readability of the Code to make it more user-friendly.

The discussion paper is available at <http://www.austrade.gov.au/Tourism/Tourism-and-business/ADS>. More information on ADS can also be found at this web address.

CHINESE VISITORS RATE AUSTRALIA'S NATURAL LANDSCAPE AND EXPERIENCE TOURISM AS DRAWCARD

Chinese visitors continue to rate Australia highly as a tourism destination, according to new research by Tourism Research Australia based on a survey of 3,600 Chinese visitors upon their departure from Australia last year.

Minister for Trade and Investment Andrew Robb said the survey findings demonstrated the quality of the Australian tourism industry and were encouraging to all operators as the industry seeks to attract further tourism from China.

"The Coalition Government has a firm agenda to capture a greater share of the Chinese tourism market, and we are strongly promoting Australia as a tourism destination in China. In 2012/13 there were 685,000 Chinese visitors to Australia who spent \$4.4 billion in this country, and this visitation figure was an 18 per cent increase from the previous year," Mr Robb said.

"We are also committed to seeking further Foreign Direct Investment into the Australian tourism industry so we can develop high-yield luxury tourism accommodation that leverages our natural advantages".