

# Tourism 2020

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

## TOURISM MINISTERS' MEETING COMMUNIQUÉ 11 July 2014

Tourism Ministers met in Melbourne today with tourism industry leaders to discuss *Tourism 2020*, the whole-of-government strategy to double Australia's overnight visitor expenditure to between \$115 billion and \$140 billion by 2020.

Ministers endorsed:

- game changing reform priorities to be developed as part of a *Tourism 2020* Implementation Plan (2015-2020);
- the second Tourism Collaboration Intergovernmental Agreement providing a formal mechanism for intergovernmental cooperation to address tourism issues of national significance through until 2020;
- the funding principles and mechanisms for the \$43 million, four year Tourism Demand-driver Infrastructure Programme; and
- the work-plan for Indigenous tourism.

### **Tourism 2020 Implementation Plan (2015-2020)**

The Chairs of the National Tourism Alliance, Tourism and Transport Forum, Australian Tourism Export Council and the Australian Regional Tourism Network presented proposed game changing reform priorities to achieve the upper range of the *Tourism 2020* Potential. These priorities were developed together with States and Territories, and in consultation with over 160 industry leaders. Tourism Ministers agreed to the development of the future 2015-2020 Plan. The priorities include:

- i. Cross portfolio commitment within all levels of Australian Governments;
- ii. Improved visa arrangements;
- iii. Improved airports experience and aviation capacity; and
- iv. Integration of national and state tourism plans into regional development and local government planning.

Industry representatives highlighted the importance of a more flexible labour system. Ministers agreed some jurisdictions may wish to consider a role for industry to bring forward a case for a more flexible labour system. Ministers also acknowledged that it is appropriate that any issues businesses may have are dealt with through the modern award review process.

Industry representatives also noted the significance and benefit of effective marketing to create a globally competitive tourism industry. Ministers agreed that the Plan should recognise the importance of marketing and that responsibility for this should be shared with Government and industry.

Ministers also agreed that the Australian and State and Territory Governments, and industry would pursue the game changing actions together and bring an implementation plan to the next Tourism Ministers' Meeting.

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## **Tourism Demand-driver Infrastructure Programme**

Ministers agreed on the framework for the new Tourism Demand-driver Infrastructure programme. State and Territory Ministers welcomed the distribution of \$43.1 million over four years to jurisdictions, noting that the programme would fund infrastructure projects that contribute to *Tourism 2020* outcomes by driving demand, improving quality and increasing tourism expenditure.

## **Indigenous Tourism**

Tourism Ministers agreed to four priorities for future work-plans for Indigenous tourism. Aden Ridgeway, Chair of the Indigenous Tourism Group, outlined the connecting Indigenous Tourism Network project, an initiative to support start-up Indigenous tourism businesses, and improve networking and commercial partnerships with mainstream tourism operators.

## **Tourism Collaboration Intergovernmental Agreement**

Tourism Ministers endorsed the second Tourism Collaboration Intergovernmental Agreement (TCIA) covering the period to 31 December 2020. The TCIA provides a framework for cooperation across jurisdictions to address nationally significant tourism issues. The new agreement will provide continuity of the current operational framework enabling Ministers and officials to progress policy reform and achieve the *Tourism 2020* Potential.

## **Survey of Tourist Accommodation**

Tourism Ministers welcomed Australian Government support to fund the Australian Bureau of Statistics' Survey of Tourist Accommodation for the 2013-14 financial year, noting that robust accommodation data is critical for the tourism industry's development. Ministers asked for further work to be done on funding the survey in future years.

## **Other issues**

Tourism Ministers discussed the Tourism Refund Scheme, noting that Australian and State and Territory Governments are working together to review the scheme.

Tourism Ministers also noted the marketing report from Tourism Australia and Tourism New Zealand.

## **Ministerial Attendance:**

The Hon Andrew Robb AO MP (Commonwealth - Chair)

The Hon Louise Asher MP (Victoria)

The Hon Jann Stuckey MP (Queensland)

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The Hon Leon Bignell MP (South Australia)

The Hon Will Hodgman MP (Tasmania)

The Hon Matt Conlan MLA (Northern Territory)

Mr Andrew Barr MLA (Australian Capital Territory)

The Hon Todd McClay (New Zealand)

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