

# Tourism 2020

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

## TOURISM MINISTERS' MEETING COMMUNIQUÉ 19 October 2012

**Tourism Ministers met in Brisbane** today to advance *Tourism 2020*, a whole of government strategy to increase Australia's overnight annual visitor expenditure to between \$115 billion and up to \$140 billion by 2020.

The key highlights of the meeting were:

- Agreement to release the **Investment and Regulatory Reform Report Card** highlighting jurisdictions' progress in removing tourism investment barriers by no later than 23 November 2012.
- Agreement to promote recently implemented labour and skills initiatives to industry:
  - \$8.2 million **Tourism Hospitality Skills and Workforce Development Project**
  - **Seasonal Workers Program** and
  - **Tourism Employment Plans**.
- Endorsement of the next chair and industry members of the Tourism Quality Council of Australia (TQCA) and the TQCA's annual report.
- Welcoming the release of Tourism Research Australia's (TRA) '**State of Industry 2012 Report**'.

### **Tourism 2020 Progress**

Tourism Ministers reviewed and welcomed progress on the work within the six strategic areas of *Tourism 2020*. The priority actions for the 2012 year are tracking well with thirteen (13) actions completed or being progressed on an ongoing basis and the remaining eight (8) actions on track to be finalised by the end of the financial year to 30 June 2013.

### **State of the Industry 2012 Report**

Tourism Ministers welcomed the release of the annual State of the Industry Report. The '**State of the Industry 2012 Report**' showed the Australian tourism industry's overall performance was much improved over the previous year on most indicators, despite the continuing high value of the Australian dollar and a range of challenges in the macro environment.

Total visitor expenditure in Australia grew by 8.0 per cent during 2011-12 over the previous year with all states and territories demonstrating growth in visitor expenditure. In 2011-12, domestic overnight expenditure increased at its fastest rate (9.1 per cent in nominal terms) to \$50.8 billion since TRA's National Visitor Survey began in 1998. In the two and a half years to June 2012, the *2020 Tourism Industry Potential* has increased by 8.3 per cent to \$77.5 billion.

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## **Encourage Investment and Implement Regulatory Reform Agenda**

Following the 13 April 2012, COAG meeting and subsequent Tourism Ministers' Meeting on 4 May 2012, Tourism Ministers agreed to support First Ministers' commitment to streamlining approval processes and removing **burdensome and unnecessary regulation** to facilitate increased tourism investment.

### a) New Investment and Regulatory Reform Report Card

Tourism Ministers discussed a draft of the **Investment and Regulatory Reform Report Card (report card)**. Ministers agreed to release the report card no later than 23 November 2012. Ministers requested that the IRRWG make some final additions to the report card to ensure consistent reporting of progress across jurisdictions. The report card highlights jurisdictions' progress in removing tourism investment barriers and **shows that overall progress is strong in many areas of reform**. Tourism is now a national investment priority and all levels of government are providing **tourism investment facilitation services**. All governments have committed to **streamline environmental assessment processes** with the aim of reducing duplication while maintaining high environmental standards.

These measures will not only save businesses time and money, but will also make Australia a **more competitive place to develop tourism product in areas of high natural amenity**.

These initiatives will complement the investment attraction role that Austrade is now performing in conjunction with Tourism Australia and the Department of Resources, Energy and Tourism to attract new investment to develop new tourism product. Ministers also discussed Commonwealth Government initiatives to facilitate approvals for major tourism projects.

## **Increase Supply of Labour, Skills and Indigenous Participation**

Tourism Ministers noted the progress of the **Tourism Employment Plans (TEPs)** initiative, and the importance of promoting the **\$8.2 million Tourism and Hospitality Skills and Workforce Development Project** in their jurisdictions as key priorities over the next 12 months to address labour and skills issues in the tourism industry. The TEPs will also have a particular focus on **maximising employment opportunities for Indigenous Australians**. The TEPs are currently in progress in Broome and the Red Centre with Sydney and Victoria's Mornington Peninsula and Philip Island region scheduled to commence later in 2012.

Tourism Ministers agreed to use the outcomes from the TEPs to help fill labour and skills shortages in other regions and to integrate the TEPs with other jurisdiction employment strategies.

Tourism Ministers also agreed to work with industry to promote uptake of relevant TEP initiatives, the **Tourism and Hospitality Skills and Workforce Development Project** and the newly implemented **Seasonal Workers' Program**.

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## **Ensure Tourism Transport Environment Supports Growth**

Tourism Ministers commended the progress of Stage Three of the Regional Airports Project outlining the challenges Australia's regional airports face in attracting and sustaining international passenger services. A final report will be released at the next Tourism Access Working Group Meeting on 6 December 2012, which will provide recommendations for industry and all levels of Government. Recommendations will be based on lessons learnt from **Canberra, Gold Coast, Sunshine Coast, Darwin, Hobart, Adelaide, Townsville, Broome, Cairns and Queenstown (New Zealand) Airports**.

## **Grow Demand from Asia**

Tourism Ministers welcomed the update on Tourism Australia's launch of the next phase of the '**There's nothing like Australia**' campaign in Shanghai on 4 June 2012. The campaign is a global campaign running in the domestic and business events markets as well as internationally in eighteen of Tourism Australia's key markets by the end of 2012.

Ministers received an update by Tourism Australia on the implementation of the **Asia Marketing Fund** and the four projects approved for the 2012-13 financial year. Collaboration with State Tourism organisations across jurisdictions will feature in their implementation, which include an acceleration of:

- China 2020 Geographic Strategy
- Rebuilding the Japanese market
- Cooperative aviation activity throughout Asia, and
- Research to be conducted by TRA on the China campaigns.

## **Build Industry Resilience, Productivity and Quality**

Tourism Ministers welcomed the completion of several recently completed *Tourism 2020* projects including:

- Completion of the **Destination Management Planning** tool, due for public release in October 2012
- Release of an updated **Tourism e-Kit** in September 2012 including six new modules to help tourism operators make the most of opportunities provided by the internet
- Release of the **Tourism Industry Resilience Kit** in July 2012 that offers practical self-help guides for mitigating risks and improving business continuity for, tourism businesses and Regional Tourism Organisations
- Commencement of a range of **Strategic Tourism Investment Grants** including the **Welcoming Chinese Visitors project**, and support for the **National Indigenous Training Academy at Ayres Rock**, and
- Launch of two more **National Landscapes** "suggested itineraries" – the Wet Tropics National Landscape (August 2012) and the Tasmania's Island Heritage National Landscape (October 2012).

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Ministers welcomed the **Tourism Industry Regional Development Fund (TIRF)** which was announced by the Australian Government in June 2012. The TIRF will provide \$48.5 million over four years to support industry development in regional Australia.

Ministers welcomed the outcomes of the 2012 round of the **T-QUAL Grants - Tourism Quality Projects program** and congratulated the 77 projects that were offered \$6.7 million in funding. More than **83 per cent of grants are to organisations located in regional areas** with 40 per cent possessing T-QUAL Accreditation.

## **The Tourism Ministers' Meeting was attended by:**

The Hon Martin Ferguson AM MP (Commonwealth - Chair)

The Hon Jann Stuckey MP (Queensland)

The Hon Louise Asher MLA (Victoria)

The Hon Scott Bacon MP (Tasmania)

The Hon Gail Gago MLC (South Australia)

The Hon Dr Kim Hames MLA (Western Australia)

Ms Sandra Chipchase Chief Executive Officer, Destination NSW – representing the Hon George Souris MP, New South Wales Minister for Tourism, Major Events, Hospitality and Racing, and Minister for the Arts.

Mr John Fitzgerald Chief Executive Officer Tourism Northern Territory, - representing the Hon Mr Matthew Conlon MLA Minister for Tourism and Major Events, Arts and Museums, Sport and recreation, Racing, Parks and Wildlife in the Northern Territory.

Mr Ian Hill, Director Australian Capital Tourism - representing Mr Andrew Barr MLA, Deputy Chief Minister, Treasurer, Minister for Economic Development and Minister for Tourism, Sport and Recreation for the Australian Capital Territory, noting that the ACT Government is in caretaker mode.

Representatives from Tourism Australia and the Department of Resources, Energy and Tourism were also present.

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