

Tourism 2020

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

TOURISM MINISTERS' MEETING COMMUNIQUÉ **24 February 2017**

The Hon Steven Ciobo MP, Federal Minister for Trade, Tourism and Investment, and the Hon Lauren Moss MLA, Northern Territory Minister for Tourism and Culture welcomed Australia's Tourism Ministers to Darwin today for the Tourism Ministers' Meeting.

International tourist arrivals are at record highs, with 8.2 million visitors to the year ending November 2016. This resulted in record spending of \$38.8 billion in the year to September 2016. Domestic overnight visitor expenditure also reached a record high of \$59.8 billion in the year to September 2016. Overnight visitor expenditure is now at \$98.6 billion for the year ending September 2016, up 7.5 per cent and tracking above the lower bound of the \$115 billion by 2020 target.

Governments and industry are not taking this success for granted. While visitor spending continues to grow, meeting the upper bound of the industry's Tourism 2020 \$140 billion overnight expenditure target continues to require reforms and collaboration across all levels of government.

Accordingly, Tourism Ministers discussed a range of issues at today's meeting:

China-Australia Year of Tourism – Ministers noted progress on key events associated with the 2017 China-Australia Year of Tourism, including the official launch, Guest of Government visit, and planning for a tourism trade mission later in 2017. Ministers agreed to encourage Australian tourism events and business owners to participate in the Year of Tourism.

Regional Tourism Infrastructure Investment Attraction Strategy – Ministers agreed to work with Australian, State, Territory and Local Governments and key industry stakeholders to deliver facilitation and reform measures as outlined in the finalised implementation plans.

Develop a skilled tourism workforce – Ministers considered industry's recommendations from the Tourism and Hospitality Labour and Skills Roundtable to address key industry challenges, including:

- enhance Vocational Education and Training and Higher Education outcomes;
- improve career perceptions and pathways;
- enhance uptake of government programs;
- develop regional approaches; and
- build the pipeline of foreign workers.

Ministers agreed to raise relevant recommendations in their jurisdictions as appropriate.

Beyond Tourism 2020 – Ministers agreed to the development of the next long term tourism strategy. The next long term tourism strategy will be developed in consultation with government and industry and endorsed by tourism ministers. Proposed timing for development is between July 2017 and December 2018.

Commonwealth Games – the Hon Kate Jones MP, Queensland Minister for Tourism, Major Events and the Commonwealth Games, presented on the tourism, trade, and investment opportunities the April 2018 Gold Coast Commonwealth Games offer for all jurisdictions.

Tourism Australia – Ministers received an update from Tourism Australia on aviation development, including specific insights into the China aviation market. In addition, an update was provided on performance and industry feedback following Chinese New Year 2017.

New Zealand Government Tourism update – Ministers received an update on recent trends and issues. New Zealand continues to focus on addressing tourism infrastructure pressures and encouraging regional dispersal of visitors. People and skills is an ongoing area of focus with government continuing to work with industry on strengthening pathways for New Zealanders into tourism careers and focusing on seasonality.

Ministerial attendance:

The Hon Steven Ciobo MP (Federal Minister, Chair)

The Hon Lauren Moss MLA (Northern Territory)

The Hon Will Hodgman MP (Tasmania)

Mr Andrew Barr MLA (Australian Capital Territory)

The Hon John Eren MP (Victoria)

The Hon Kate Jones MP (Queensland)

The Hon Leon Bignell MP (South Australia)

Apologies (senior officials in attendance):

The Hon Colin Barnett MLA (Western Australia)

The Hon Adam Marshall MP (New South Wales)

Hon Paula Bennett (New Zealand)

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