

Tourism 2020

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

NEWSLETTER

March 2012

Welcome to the second edition of Tourism 2020.

*Since Minister Ferguson launched Tourism 2020 on 6 December 2011, a number of results have been achieved including announcement of the **Seasonal Worker Program**, consultation around the development of a **template Labour Agreement** and the launch of the second round of the **T-QUAL Grants Program**.*

*Highlights of this issue include recent initiatives to support industry in the areas of labour and skills through the **National Workforce Development Fund** and resources to build industry productivity and resilience such as **Enterprise Connect** and the **Small Business Factsheet**.*

Matt Moran on the T-QUAL Tick Tour

Matt Moran will launch his T-QUAL Tick Tour of Australia on Thursday 22 March 2012. Mr Moran will visit T-QUAL accredited operators such as the Roar & Snore experience at Taronga Zoo in Sydney.

Roar & Snore is a fully hosted experience that includes architecturally designed tents, a sumptuous roast feast, drinks in the main tent and up-close animal encounters along with beautiful Sydney Harbour views. Hear about Matt's T-QUAL journey via his [online travel log](#).



Wicked Cheese

– a funding recipient under *T-QUAL Grants* in 2011 and a T-QUAL accredited business

BUILDING INDUSTRY PRODUCTIVITY AND QUALITY

T-QUAL Grants funding open for applications

Tourism businesses are invited to apply for *T-QUAL Grants* — *Tourism Quality Projects* under the 2012 round of the program. Applicants can apply for matched funding from \$15,000 (GST excl) up to \$100,000 (GST excl) for projects that refresh, upgrade or develop tourism products or services.

Minister Ferguson while at Wicked Cheese in Tasmania launched the 2012 program on 17 February.

Wicked Cheese is an example of how the program has assisted their business to grow having successfully obtained \$100,000 (GST excl) for the construction of a cheesery and local produce tasting house in the 2011 *T-QUAL Grants* program.

During 2011, nearly \$8.5 million was offered to 117 projects across Australia. The current round will close on 19 April 2012.

Further information on how to apply is available at www.ref.gov.au/tqual.

\$5 Million available for training tourism workers

The tourism industry will benefit from \$5 million in priority funding through the [National Workforce Development Fund](#), providing access to training to improve productivity and business performance.

This money has been directly allocated to address structural adjustment and reform in the tourism sector.

Applicants can apply through Service Skills Australia for funding to support the training of existing and new workers.

Organisations eligible to participate in the program include:

- Enterprises
- Professional associations, industry bodies and other lead agents representing a consortia of enterprises
- Employment Service Providers

Funded projects are required to enroll and commence training prior to the end of April wherever possible and no later than May 2012.

Contact [Service Skills Australia](#) for more details.



Sourcing overseas workers

Industry is invited to comment on the proposed template labour agreement. The agreement will provide increased access to overseas skilled workers in occupations identified by the industry as being in critical shortage.

The discussion paper seeks stakeholders' views on:

- the need for overseas labour in a range of tourism and hospitality occupations;
- minimum requirements to be set in an industry template labour agreement allowing for the sponsorship of these workers; and
- whether employers in metropolitan Australia, as well as regional Australia, should be able to sponsor workers under a template labour agreement.

These views will be used to inform the Minister for Immigration and Citizenship. Any decision to approve an industry template labour agreement for the industry is at the absolute discretion of the Minister.

Comments are required by 16 March 2012. Download the [discussion paper](#).

Enterprise Connect

Over eighty businesses have benefitted from Enterprise Connect services since the program was extended to tourism businesses.

Enterprise Connect offers tailored, independent business advice, market intelligence, industry contacts and funding to help small and medium tourism operators improve and grow their businesses.

For more information visit the [Enterprise Connect website](#).

ASCOT Working Groups Update

During the first quarter of 2012, [Working Groups](#) continued progressing Tourism 2020 initiatives. Highlights include:

Labour and Skills

- Regional labour and skills shortages to be eased through the development of Tourism Employment Plans (TEPs) for 8 regional employment hotspots.
- Development of the first two TEPs in Broome and the Red Centre to begin in March 2012.
- The first workers from East Timor are set to arrive in Broome next month as part of the [Pacific Seasonal Workers Pilot Scheme](#) trial in tourism.
- The Department of Immigration and Citizenship hosted '457 Visa information sessions' with close to 200 people attending. View the [information guide](#) for the visa.
- Government will soon undertake consultations on the selection of regions to participate in the Seasonal Workers Program trial for accommodation providers to commence from 1 July 2012.

Industry Resilience

- Tourism Business will soon benefit from a new Industry Resilience Kit. The kit will guide industry on ways to improve their capacity to grow following external shocks experienced through environmental disasters

such as floods, cyclones and bushfires. It will also provide RTOs with ways to support operators preparing for and the recovery after impacts from such incidents.

- Tourism businesses in the Sunshine Coast will benefit from a new climate change adaptation tool, which will help operators plan for the possible impact of climate change on their businesses. The tool is currently under development with the CSIRO and operators in the region with a planned completion date towards the end of 2012.

Tourism Quality Council of Australia

- Accor Hotels is the first large tourism organisation to gain T-QUAL Accreditation and the ability for its hotels to display the T-QUAL Tick.

Indigenous Tourism Working Group

- A pilot under the Savannah Way project is underway in QLD, NT and WA to help emerging Indigenous tourism businesses become leading local enterprises.

- Mainstream tourism SME businesses in Far North QLD will benefit from a current evaluation that will identify models for using training and employment pathways to increase Indigenous employment.

Small Business Factsheet

Easy access to information about Australian Government support for tourism operators is available through the newly updated small tourism business factsheet. Practical tools and advice covers many aspects of operating a small tourism business.

Updated information includes:

- T-QUAL Grants and Accreditation
- Access to the Tourism E-kit
- Enterprise Connect
- Employing overseas staff
- Asset write off and tax reductions for the 2012-2013 income year

The [Factsheet](#) is available on the RET website.

Apply for China Approved Destination Status scheme

Inbound Tour Operators (ITOs) can tap into the growing Chinese tourism market by applying for the China Approved Destination Status (ADS) scheme. ITOs approved under the scheme are able to host tour groups from China travelling as part of the scheme.

The Department of Resources, Energy and Tourism coordinates' administration of the ADS scheme together with the Department of Immigration and Citizenship and Tourism Australia. Tourist visas under the ADS scheme are only available to tourists travelling on tours organised by travel agents approved by Australian Government authorities.

The objectives of the scheme are to restore integrity, competition and fair trading to the Chinese inbound group leisure market and to empower Chinese inbound tourists with knowledge and choice so they can exercise effective consumer power in the market. China ADS operators play a major role in ensuring that Chinese tourists receive a quality Australian tourism experience.

Information on the ADS scheme application process is available [on the RET website](#) or by contacting the Tourism Quality Section of the Tourism Division through ads@ret.gov.au or on 1800 048 155.

Experience Development Strategy pilots released

The Cairns-Townsville region and the Flinders Ranges of South Australia will benefit from two recent studies recommending new approaches to tourism development for the industry.

The [Experience Development Strategies](#) contain targeted ideas on how the regions can more effectively cater to the high-earning, high-spending and influential visitor segment and are the first to focus on the emotional and intellectual benefits of travel for 'experience seekers' – tourists who enjoy engaging with locals and value a variety of travel experiences.

Other destinations can apply the same approach to planning for tourism in their region. Planning at the destination level with a focus on the key experiences on offer is important for staying current and competitive.

TOURISM RESEARCH NEWS

Overseas Arrivals and Departures

- Visitor arrivals to Australia for 2011 were relatively stable compared with 2010.
- Arrivals from China **increased by 19.4%** in 2011, making it Australia's third largest inbound market behind New Zealand and the United Kingdom.
- Arrivals from Singapore and Malaysia **increased 3.4% and 1.8%** respectively.
- Arrivals for business travel **increased 6%** in 2011.

Access December's *Overseas and Arrivals and Departures* at www.abs.gov.au.

Tourism Research Australia's *National Visitor Survey* and *International Visitor Survey* are available at www.ret.gov.au/trq.

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