

BUILD INDUSTRY RESILIENCE, QUALITY & PRODUCTIVITY

High Quality Tourism Projects Receive \$6.7 Million

\$6.7 million has been offered to 77 innovative tourism projects across Australia under the 2012 round of T-QUAL Grants – *Tourism Quality Projects*.

A range of products and experiences will be funded up to \$100,000, from expanded and improved accommodation, to online projects, wine tourism initiatives and a number of studies and strategies.

In total, the 2012 round of grants will stimulate \$21.7 million of investment in tourism across Australia. Queensland has 15 successful applicants, Victoria 14, New South Wales 13, South Australia and Tasmania 12 each, Western Australia seven and the Northern Territory four.

Innovation key to quality tourism

Completed projects from the previous 2011 T-QUAL Grants round show the benefits of high quality tourism for boosting destination appeal and supporting local jobs.

A new guided walk near Cairns in Queensland's World Heritage-listed Barron Gorge National Park now provides a meaningful visitor experience of local Aboriginal culture. The project received \$17,500 in T-QUAL funding to create a



Visitors to Melbourne Aquarium exploring the skeleton of a full-scale shipwreck in the new exhibit space

guided tour through the rainforest past an Indigenous village and has created four new tour guide jobs for the local community.

Another example of innovative thinking in tourism development is Melbourne Aquarium's new Shipwreck Cove exhibit, supported with a \$100,000 T-QUAL Grant. The project created a new underwater attraction with interactive features such as shark-feeding and scuba-dive training.

T-QUAL Grants are about assisting the tourism industry to lift the quality and variety of Australia's tourism products and experiences. The program promotes creative thinking to offer visitors compelling tourism products and experiences.

More information, including a list of successful grant recipients is available at www.ret.gov.au/tqual.

The next round is expected to open for applications in early 2013.

\$74 Million Committed to Develop Regional Tourism

23 tourism related projects across regional Australia will receive \$74.4 million from Round Two of the Regional Development Australia Fund. The funds benefit tourism through upgrades to sport, recreation, arts, urban and transport infrastructure.

Revitalising regional areas stimulates tourism demand, advancing *Tourism 2020* by improving visitor experiences and development of higher quality tourism product.

More information on successful projects and Round Three is [available online](#).

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TOURISM 2020 NEWS

A quarterly newsletter from Tourism Division, Department of Resources, Energy and Tourism

Free subscription:

Tourism2020@ret.gov.au

See page 2 – Coming Soon - New Regional Tourism Funding

BUILD INDUSTRY RESILIENCE, QUALITY & PRODUCTIVITY

New Regional Tourism Funding Coming Soon

In June, Minister Ferguson announced a further \$48.5 million over four years for a new Tourism Industry Regional Development Fund (TIRF), supporting tourism industry development projects in regional Australia through grants of up to \$250,000.

Like T-QUAL Grants, the new Fund will support projects that align with Tourism 2020 and help attract tourists to regional areas encouraging them to stay for longer. Project funding will be matched by successful applicants on a dollar for dollar basis.

An industry panel of regional tourism operators from every state and territory is working with the Department on the guidelines for the program. The Fund will open for business later this year – keep an eye on www.ret.gov.au

Best Practice Guide: Destination Management

Integrating tourism planning within broader regional development plans increases the viability and vibrancy of destinations.

Soon to be released, the *Guide to Best Practice Destination Management* assists collaboration between the

tourism industry and regional authorities and communities towards sustainable growth. Destination Management is about taking a holistic approach to tourism planning, development and marketing. It aims to attract visitors and provide regional economic benefits while at the same time enhancing the character of a destination for locals and visitors alike.

The guide will become available at: <http://www.ret.gov.au/tourism>

Energy Efficiency Workshops Supporting the Bottom Line

Tourism operators can find simple and effective ways to reduce their energy costs through new energy efficient workshops being run by the Australian Tourism Export Council (ATEC) in partnership with EC3 Global.

The training program will support small to medium businesses to make informed decisions on energy management, and successfully navigate the challenges of the new carbon restrained economy.

Training will be delivered in the form of workshops, during which participants will gain an understanding of the carbon economy, how it affects tourism businesses, and how they can tap into the opportunities it presents. Experts

will inform about future sustainability requirements by governments and industry and showcase global best practice.

The program, supported by funding from the Department of Climate Change and Energy Efficiency as part of the Energy Efficiency Information Grants Program, is open to tourism businesses across Australia.

The first workshop was held in Melbourne on 9 August 2012, the second in Queensland on 4 September, the next will be held in Sydney on 27 November. More information is available at: <https://www.atec.net.au/23253.html>

DON'T RISK IT! Industry Resilience Kit



Download your copy now!

Tourism operators and Regional Tourism Organisations (RTOs) can be better prepared for a crisis with the Tourism Industry Resilience Kit:

Don't Risk It! Follow the Prepare, Respond and Recover approach, the kit includes a series of user templates and checklists.

download your copy now:

<http://www.ret.gov.au/tourism/business/pages/business.aspx>

GROW DEMAND FROM ASIA

New Asian Marketing Push Unveiled

Tourism Australia (TA) is accelerating its marketing activities in Asia, through the new Asia Marketing Fund worth \$48.5 million over the next four years.

In the Fund's first year (2012-13), \$8.5 million will be committed to four strategic projects aimed to generate

greater visitation and economic returns from Australia's fastest growing tourism region:

- (1) Accelerating TA's existing China 2020 Geographic Strategy to target China's secondary emerging cities of Qingdao, Chengdu and Chongqing;
- (2) Strengthening efforts to rebuild the Japanese inbound market showing signs of return to growth;
- (3) Increased aviation cooperative partnerships between TA and airlines serving

Australia from Asia; (4) New research by Tourism Research Australia, designed to help the industry better understand and engage with Asia.

The Fund adds to TA's total annual marketing effort and supports one of the key pillars of Tourism 2020 – growing demand from Asia.

Along side the four strategic projects will be a new initiative, the Approved Destination

Status (ADS) Compliance Taskforce.

The Taskforce will coordinate and orchestrate periodic 'blitz' activity to target undesirable activity in the ADS market and will assist in improving the quality of tour experiences for the China market. More information is available on the [Tourism Australia website](http://www.tourism.gov.au)

INCREASE SUPPLY OF LABOUR, SKILLS AND INDIGENOUS PARTICIPATION

\$ Million Investment Boost for Indigenous Tourism

Australia's unique and ancient indigenous culture received further Strategic Tourism Investment Grant (STIG) funding to develop its tourism potential through the four-year, \$40 million T-Qual Grants program.

Gold Coast theme park Dream World received \$1 million grant to help convert its existing Wildlife Experience into the new *Australian Aboriginal Wildlife Experience*.

The project engages visitors in a uniquely indigenous experience. The theme park has worked closely with local traditional owners and inbound tourism operations, particularly from Asia to ensure the new attraction meets visitor expectations.



Source: Tourism Australia

Aboriginal Hand Prints – Arnhem Land

Lirriwi Yolngu Aboriginal Corporation received \$825,000 grant to enable people to remain connected to culture and build economic development.

The remote Arnhem Land region is preparing to unlock its tourism potential through a new Yolngu Cultural Tourism Masterplan. The project aims to develop up to 50 new businesses over 20 years to create a sustainable local tourism industry with significant social, economic and employment opportunities.

Goolari Media received \$100,000 grant to develop a weekly music, film and theatre production, A Taste of

Broome, an innovative production to be staged during the Broome tourism season. Exploring the town's multiculturalism and artistic flair, it will promote Broome and surrounding communities as the centre of real Indigenous tourism opportunities.

The Centre for Tourism, Leisure and Work, at Southern Cross University received a \$78,000 grant to study investment potential in two key indigenous experiences. 'Songlines: Indigenous Musical Journeys' and Nomads Palace, they will link tourists with indigenous stories, songs, music and culture.

The projects are not only showcasing local indigenous culture and tourism products, even more importantly they provide real job opportunities for local Indigenous Australians as well as the flow on benefits for the whole community.

For more information, visit: [Strategic Tourism Investment Grants](#)

Seasonal Worker Program

The Seasonal Worker Program (SWP) accommodation trial began on 1 July 2012. Eligible accommodation providers in Broome, the Northern Territory, Kangaroo Island (SA), Tropical North Queensland and the Whitsundays can now employ staff from the participating Pacific Island Countries and East Timor to access workers to meet unmet (low-skilled) seasonal demand for labour. Information sessions for accommodation providers in Kangaroo Island will occur in September 2012.

Information on how to become an Approved Employer is at: www.deewr.gov.au/seasonalworker

For upcoming information sessions visit: www.tourism.gov.au/labour

Workforce Package to Boost Tourism Skills

Tourism and hospitality businesses facing labour and skills pressures will be offered direct support through an \$8.2 million national workforce development project. The new Innovative Workforce Development Strategy for Tourism and Hospitality provides practical solutions for businesses and their staff to address labour and skills shortages.

The program will help businesses identify needs and develop tailored workforce solutions.

As part of the package at least 2,000 predominantly small businesses will be offered tailored one-on-one help with their future workforce skills planning through the \$4.4 million advisory service. The initiative will be rolled out in the final quarter of 2012 and during 2013 by Service Skills Australia.

For more information, visit www.serviceskills.com.au or email sollerenshaw@serviceskills.com.au

Working Holiday Maker – Greece

Greece and Australia are negotiating work and holiday visa arrangements which would allow young Greeks and Australians aged 18 to 30 years old to enjoy an extended holiday in the guest country. Visitors would be able to stay for up to 12 months and be engaged in short term work and study during that time.

More information is available at: [Department of Immigration & Citizenship website](#)

TOURISM RESEARCH AUSTRALIA

Recent Releases:

- **International Visitor Survey**
June quarter results
(5th September)
- **National Visitor Survey**
June quarter results
(12th September)

Statistics Highlights:

From January to June 2012, short term arrivals increased by 3.8% compared with the same period in 2011, with 2.9 million visitors to Australia.

Travel for both *convention/conference* and *employment* increased 13.4%. *Visiting friends and relatives* travel increased 6.2%, *holiday* travel increased 4.3% and *Business* travel slightly increased by 0.4%. *Education* travel declined 2.9%.
Source: ABS Overseas Arrivals and Departures, June 2012.

In the year ending March 2012, China was Australia's leading inbound market by value with Chinese visitors spending \$3.5 billion. The second largest inbound market by value was the United Kingdom, with visitors spending \$2.6 billion (down by 3.0%).

Australian domestic travel continues to grow, predominantly in the *business* and the *visiting friends and relatives* (VFR) sectors (combined overnight and day trips), which increased 15.8% and 6.3% respectively in the year ending March 2012.



New Survey for Small Accommodation Businesses

Small accommodation businesses will be surveyed on revenue and occupancy rates to fill a research gap for this important segment of the accommodation market.

Beginning January 2013, over two years approximately 6,000 businesses will provide their data on a monthly basis, including hotels, motels and serviced apartments with up to 14 rooms, visitor hostels and caravan parks.

An initiative of *Tourism 2020*, the 'Small Scale Accommodation Survey' (SSAS) will be developed by STR Global Limited, contracted by Tourism Research Australia (TRA) on behalf of the Australian, State and Territory Governments.

The SSAS is a web-based survey measuring the performance of small accommodation businesses not covered by the Australian Bureau of Statistics' tourist accommodation survey.



Source: Tourism Australia

For the survey to realise its potential, a large number of small accommodation businesses will be required to provide their data on a monthly basis. Support from within the industry is crucial to achieve this outcome.

A webpage about the survey is currently in development.

Further information on how to get involved will be uploaded to www.ret.gov.au/tra in coming weeks.

For all enquiries contact TRA at tourism.research@ret.gov.au

Tourism Directions Conference

The 2012 Australian Tourism Directions Conference will be held in the Great Hall at Parliament House in Canberra on 1 November 2012.

Hear the latest thinking from senior industry and government leaders

The morning plenary session includes keynote speeches from Tourism Minister the Hon. Martin Ferguson; Bank of America Merrill Lynch Economist, Saul Eslake; Tourism Australia Chairman, Geoff Dixon; and leading travel industry journalist Siew Hoon Yeow.

Across the workshops and plenary sessions there will be an impressive line up of 30 senior government, industry and business speakers moderated by respected journalist Helen Dalley.

Network with the leaders of the Australian tourism industry

Directions 2012 attracts leaders and decision makers from industry as well as senior Australian Government officials, academics and media.

Participate in workshops on key issues affecting Australian tourism

This year we welcome a new format for *Directions 2012* with six workshop streams focusing on strategic areas critical to the long-term growth and sustainability of the Australian tourism industry under ***Tourism 2020***.

To find out more and register: www.tourism.australia.com/directions



TOURISM AUSTRALIA – INDUSTRY BRIEFINGS

Workshops are to be held in:

Canberra	10 Sep 12	Cairns	21 Nov 12
Hobart	9 Nov 12	Adelaide	23 Nov 12
Gold Coast	20 Nov 12	Sydney	27 Nov 12

Visit: www.tourism.australia.com/industrybriefings