

Tourism 2020

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

TOURISM 2020 NEWS

TOURISM MINISTERS' MEETING

Australia's State and Territory Ministers met in Brisbane on 19 October 2012. The Ministers reiterated their continued commitment to the delivery of the 6 priority strategies within **Tourism 2020** to advance tourism growth and excellence.

Tourism 2020 will help tourism businesses with tools to better compete in the global market and take advantage of the Asian century. It is about lifting productivity, innovation and quality.

By 2020 it will:

- grow overnight visitor expenditure to between \$115-140 billion
- fill 36,000 immediate job vacancies and another 56,000 – 152,000
- increase accommodation capacity with 40,000 - 70,000 new rooms
- expand aviation capacity by 40-50% for international and 23-30% for domestic air services.

Key highlights of the meeting were:

- Agreement to release the **Investment and Regulatory Reform Report Card** highlighting the jurisdictions' progress in

removing tourism investment barriers.

- Agreement to promote recently implemented labour and skills initiatives to industry including the \$8.2 million **Workforce Futures Project, the Seasonal Workers Program** and **Tourism Employment Plans**.
- Endorsement of a 12 month extension for Simon Currant (Tasmania) to continue as chair of the **Tourism Quality Council of Australia** (TQCA).
- Endorsement of the TQCA's annual report.
- Welcoming the release of Tourism Research Australia's '**State of Industry 2012 Report**' which highlighted record growth in visitor arrivals and strongest growth in domestic overnight visitor expenditure since 1998 (refer to page 5).

For more information on the Tourism 2020 progress report visit: [Tourism Ministers' Meeting 19 October 2012](#).

The meeting communiqué is available at: www.ret.gov.au/TOURISM

ISSUE 5, DECEMBER 2012

HIGHLIGHTS

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

TOURISM MINISTERS' MEETING Pg 1

BUILD INDUSTRY RESILIENCE
Tourism Grants Pg 2
Flinders Ranges Pg 2
Climate Change
Adaptation Web Tool Pg 2
Destination Guide Pg 2
Enterprise Connect Pg 2
National Award Pg 3
TQUAL Tick Pg 3

GROW DEMAND FROM ASIA
Australia in the Asian Century . Pg 3

LABOUR, SKILLS & INDIGENOUS PARTICIPATION
Indigenous Tourism Pg 3
Indigenous Trainees Pg 4
Working Holiday -Visas Pg 4
Seasonal Workers Program Pg 4
Tourism Employment Plans Pg 4
Workforce Futures Pg 4

TOURISM TRANSPORT Pg 5

ENCOURAGE INVESTMENT AND IMPLEMENT REGULATORY REFORM
Reform Report Card Pg 5
Pricing Changes (Rest/Cafes) ... Pg 5
Fast Tracking Investment Pg 5

TOURISM RESEARCH
State of Industry Report Pg 6
Tourism Directions
Conference Pg 6
Accommodation Survey Pg 6

Free subscription:
Tourism2020@ret.gov.au



Source: Tourism Australia

Above: Flinders Ranges - Wilpena Pound. TQUAL funding is supporting the development of new tourism products in the Flinders Ranges. (See page 2)

MERRY CHRISTMAS
*Our best wishes for a safe, joyous
Christmas and a prosperous
New Year*



From Tourism 2020
Department Resources, Energy and Tourism

Tourism Grants, Creating Business and Growth

Australia's \$35 billion tourism industry has been enhanced through a wide range of tourism grants offered by the Australian Government since 2009. Grants include the *TQUAL Grants – Tourism Quality Projects*, which has delivered over 20 million to tourism operators, including \$6.68 million *TQUAL Grants* offered to 77 successful applicants in August 2012.

Martin Ferguson AM MP, Minister for Tourism, also announced a new \$48.5 million *Tourism Industry Regional Development Fund* in October 2012. This industry-matching fund assists regional businesses to upgrade their accommodation and build new tourism attractions.

Further information is available at www.ret.gov.au/tirfgrants, or by email tqualgrants@ret.gov.au

New Attractions for Flinders Ranges

Adventure tourism and geotourism will be the focus of new tourism products to be developed for the Flinders Ranges, through Australian Government TQUAL Grants funding. Workshops will occur to help tourism operators in the Flinders Ranges develop new experiences with a focus on adventure/geotourism.

For more information:
[Media Release - Flinders Ranges](#)

Climate Change Adaptation Web Tool

How will climate change impact on my tourism business? CSIRO have developed a *Climate Futures Business Resilience Tool* for Sunshine Coast tourism. This is a web based tool that will give practical guidance on the impact of climate change and to plan for future business needs for Sunshine Coast tourism.

The tool will assist Sunshine Coast tourism operators to understand the range of impacts and opportunities that different climate futures may bring. Four climate future scenarios have been developed to highlight the potential climate changes relevant to Sunshine



Coast tourism and help businesses to identify a range of adaptation actions.

The tool will be accessible online at: www.ret.gov.au/tourism2020

Guide to help delivery of quality tourism product and visitor experiences

The guide was released at the Australian Regional Tourism Network Convention held in Launceston Tasmania on the 22 October 2012. The Tourism 2020 project was coordinated through Australian Standing Committee on Tourism and the Australian Regional Tourism Network.

The guide will help meet the expectations of visitors and gives practical guidance to assist industry's understanding of the importance for communities and regional authorities to work together towards continued growth in regional tourism sectors.

The guide is available at: [Guide to Best Practice Destination Management](#) or [Tourism 2020 DMP Guide](#)

Enterprise Connect

Enterprise Connect - helping tourism businesses reduce costs and generate new business.

On 6 October 2011, the Prime Minister announced the Enterprise Connect (EC) program would be extended to tourism businesses nationally.

In the past 12 months, over 123 eligible tourism businesses around Australia have taken advantage of the free service and received comprehensive business reviews. Examples of EC tourism success stories to date include:

- The [Waltzing Matilda Centre](#) in Winton QLD, which has received tailored advice on how to reduce costs and attract more visitors.
- [Wildlife Management International](#) in Karama NT, which is exploring new ways to beat aggressive competition and grow its business ([see video](#)).
- [Rawnsley Park Station](#) in the Flinders Ranges National Park SA, which attracts over 20,000 visitors per year and is developing ways to strengthen its business management systems and processes.

For more information, visit enterpriseconnect.gov.au or call 131 791.



Cultural Walks

Source: Tourism Australia

BUILD INDUSTRY RESILIENCE, QUALITY AND PRODUCTIVITY

National Award for Excellence in Tourism

The National Awards for Local Government are held to recognise extraordinary efforts of individuals within councils. This year sees the debut of the Excellence in Tourism category sponsored by the Department of Resources, Energy and Tourism. The award recognises projects or initiatives that build the sustainability and capacity of local governments to assist appropriate tourism development within their region.

For example, councils could enter projects for this award which involved:

- improving the maintenance, upgrading and replacement of community infrastructure which provides a better visitor experience
- better using resources to improve the efficiency, effectiveness and

quality of infrastructure and the services to support a better visitor experience

- supporting local events and developing new events which promote increased visitor numbers in the region
- supporting tourism ventures which promote employment outcomes for the local community.

Entries open 3 December 2012 and close 15 February 2013. Entries will only be accepted during this timeframe.

To enter you must complete the online entry form at <http://forms.regional.gov.au/nalg>.

TQUAL Tick

The TQUAL Accreditation Program ensures visitors have the very best experience in Australia. Tourism businesses that carry the TQUAL Tick

have undergone rigorous assessment to ensure they deliver a quality experience. It represents a commitment to quality and is not reserved for just high-end or luxury tourism products.

TQUAL Accreditation provides a number of benefits to businesses, including increased exposure by marketing undertaken by Tourism Australia.

TQUAL Accreditation continues to expand, with Minister Ferguson announcing the accreditation of the EC3 Global EarthCheck Assessed program.

More information on Tourism Grants and the T-Qual Tick Program is available from www.ret.gov.au/tirfgrants, or by email tqualgrants@ret.gov.au

GROW DEMAND FROM ASIA

Australia in the Asian Century

The Prime Minister launched the government's Asian Century White Paper on the 28 October 2012. The paper outlines the 25 national objectives for 2025 and the policy pathway to guide their achievement. Asia's transformation means that it is not only the world's largest producer of goods and services but it is also becoming the largest consumer in the region. Thanks to the growing affluence in Asia, Australia has a wealth of tourism opportunities.

The White Paper acknowledges and supports Tourism 2020 by setting out a

clear role for both industry and government to capture the opportunities being presented.

This includes understanding and developing industry capabilities, reforms that will allow easily assessable investment, streamlining and expanding working holiday visa processing and engaging the market through the implementation of the Tourism Australia's China and India 2020 Strategic Plans. For more information: <http://asiancentury.dpmc.gov.au/>;

Building on this announcement, Minister Ferguson and Bowen announced at Tourism Directions that from next year tourist visa applications

will be progressively rolled out online to all countries. This will make it easier and faster to apply for a visa to Australia.

The Government has also expanded the overseas network of Visa Application Centres overseas to provide better access and more service options to potential tourists, including opening an additional two centres in China. These centres offer extended opening hours and additional services, such as pre-lodgement enquiries, online passport tracking, SMS updates, passport photos and translation.

INCREASE SUPPLY OF LABOUR, SKILLS AND INDIGENOUS PARTICIPATION

Indigenous Tourism Business Leader

On 1 November 2012, Minister Ferguson announced that Australian Tourism Export Council chair John King was appointed as Australia's Indigenous Tourism Business Leader.

Mr King has been tasked with increasing engagement between Indigenous people and tourism businesses to

identify and develop employment and career development outcomes.

This includes nationally promoting improved communication between the private accommodation sector and Indigenous training and employment initiatives.

Mr King will also work with industry representatives to implement strategies to support Indigenous engagement and

identify opportunities for Indigenous employment arising from Tourism Employment Plans and the National Workforce Development Fund.

For more information: [Media Release - Tourism Directions Conference](#)

Graduation of First Indigenous Trainees

Only two Indigenous people were employed at the Yulara Ayers Rock Resort when it was purchased by the Indigenous Land Corporation in 2010. At the end of May 2012 the Resort celebrated the employment of 125 Indigenous Australians, this increased to 169 people at the end of September 2012 (including 61 trainees). Of these 35% are Central Australian Anangu, the traditional Aboriginal owners of Uluru/Ayers Rock.

The National Indigenous Training Academy was established at the Ayers Rock Resort at Yulara in November 2011 to provide Indigenous trainees with pre-employment support, accredited paid on-the-job training and ongoing mentoring. Trainees also benefited from literacy and numeracy training funded from the Australian Government's Workplace English Language and Literacy program.

After successfully completing the twelve month training program the first group of four Indigenous trainees graduated on 16 November 2012. The Australian Government's target is to create more than 100,000 Indigenous jobs by 2018.

Helping Businesses Attract Workers

Working Holiday Maker Visas

The Australian Government is negotiating Work and Holiday arrangements with a number of new partner countries, including Greece, the Czech Republic, Hungary, Israel, Latvia, Poland, and the Slovak Republic. Work and Holiday arrangements with Argentina and Uruguay as well as an expansion of the existing arrangements with Indonesia were both finalised earlier this year. These new arrangements will help to strengthen cultural exchange, widen our economic ties and deliver direct benefits to the tourism and hospitality industry. They will assist businesses by providing a larger workforce pool to ease labour and skills pressures particularly in regional and remote areas.

For more information visit: www.immi.gov.au/visitors/working-holiday/

Seasonal Worker Program

Pacific and East Timorese workers are now able to assist the tourism industry as a reliable returning seasonal workforce.

The Program provides eligible Australian accommodation businesses with an ongoing avenue to meet their low-skilled labour requirements, particularly in peak seasons. Three accommodation businesses in Broome and 12 workers have already participated in the initial trial. The trial has shown early success, with employers looking to increase their intake next season.

For more information, visit <http://deewr.gov.au/seasonal-worker-program>

Call the Seasonal Worker Information Line on (02) 6240 5234, or email seasonalworker@deewr.gov.au

Tourism Employment Plans

Tourism Employment Plans are assisting regional tourism by delivering practical solutions to ease labour and skills shortages.

As part of the first two Plans in the Red Centre (NT) and Broome (WA), labour and skills gaps have been identified and targeted measures have been found to fill the gaps and better link tourism businesses with programs geared towards improving education, training and employment outcomes.

A second Broome industry workshop was held in November, with over 35 registrations across the Broome tourism industry. The program included a tourism industry "Show & Tell" featuring some of the short-term strategies being undertaken. Participants' validated new industry led initiatives, and industry champions presented on how existing programs, including the Seasonal Worker Program, are benefiting their businesses. John King also presented on his new role as an Indigenous Champion, and how this will support the Broome Tourism Employment Plan.

Plans will soon be underway in Mornington Peninsula/Phillip Island (VIC) and Sydney (NSW), with more unique measures to be implemented in the region to assist its labour and skills needs.

Meanwhile, consultations have been held for the Kangaroo Island Plan, and will be held in February for Tropical North Queensland. These provide industry with an opportunity to discuss its views on labour and skills issues affecting the region and directly influence the direction of the Plan. To register your interest in attending the initial consultations, or to find out more, contact: tourismemploymentplans@ret.gov.au.

Workforce Futures

A new \$8.2 million tourism and hospitality skills and workforce development initiative has been established to ensure that Australia's tourism workforce has the skills to meet the expectations of employers and customers from across the world.

It will directly benefit up to 2000 tourism businesses, including those with T-QUAL accreditation, by providing one-on-one time with a Skills Advisor to diagnose the workforce needs of the business. Businesses will also have access to specific training programs to fill their skills gaps. For more information, www.serviceskills.com.au or contact Stephen Ollerenshaw on:

Phone: 02 8243 1200
Mobile: 0448 098 609
Email: sollerenshaw@serviceskills.com.au

Information on these and other labour and skills initiatives to support your business is available at www.tourism.gov.au/labour



Melbourne Food and Wine Festival

Source: Tourism Australia

TOURISM TRANSPORT

Increasing Aviation Capacity

Since the last newsletter aviation capacity has significantly increased, including:

- Singapore Airlines commencing an extra daily service from Singapore to Perth
- China Eastern commencing three times a week services from Shanghai to Cairns
- Jetstar commencing an Osaka-Singapore-Darwin service
- Emirates commencing a four times a week service from Dubai to Adelaide
- Hawaiian Airlines commencing a three times a week service from Honolulu to Brisbane
- China Southern announcing it intends to commence three times a

- week services from Guangzhou to Cairns
- QantasLink increasing capacity on regional NSW routes including Sydney to Dubbo, Sydney to Port Macquarie, Sydney to Wagga and Sydney to Albury
- Qantas resuming services between Sydney and the Gold Coast
- Qantas increasing capacity on Tasmanian routes
- Tiger Airways resuming flights to Tasmania
- Brindabella Airways increasing capacity between Sydney and Moree
- Tiger Airways announcing it will commence a Sydney to Coffs Harbour service

Opening Gateways to Australia

Minister Ferguson released the Regional Airports Project on 6 December 2012 which highlighted steps regional airports could take to attract international flights.

The report, prepared for the tourism Access Working Group by Airbiz Aviation Strategies, presented recommendations to regional airports and state governments on the actions they could take to support long term sustainable flights.

For more information visit:
www.ret.gov.au/tourism/policies

ENCOURAGE INVESTMENT AND IMPLEMENT REGULATORY REFORM

Investment & Regulatory Reform Report Card Released

Governments and industry are working closely together to remove barriers and promote tourism opportunities, encouraging continued growth and investment.

On 22 November 2012, Minister Ferguson released the investment and regulatory reform report card that tracked jurisdictions progress in addressing investment barriers.

Key highlights include:

- Tourism is now a national investment priority. All levels of government are providing tourism investment facilitation services and Austrade is actively marketing tourism investment opportunities to global and domestic investors.
- Under a historic agreement all governments have committed to streamline the environmental assessment process with the aim of reducing duplication while maintaining high environmental standards.
- Many states have taken measures to streamline and simplify their planning systems to make approval processes faster and more predictable.

These reforms will save investors time

and money by providing more certainty and increasing the likelihood of projects being delivered on time and on budget.

The government is committed to continued regulatory reform because this will ensure Australia remains competitive as a destination for new tourism investment.

For more information, visit
www.ret.gov.au/tourism/policies

Changes to Component Pricing for Restaurants and Cafes

The Australian Government has released exposure drafts of the Commonwealth's proposed amendments to the single pricing ("component pricing") requirements in the Australian Consumer Law (ACL) for restaurants and cafes for public comment.

The proposed changes would allow restaurants and cafes to operate a single menu on all days, instead of the current practice where businesses are required to offer different menus for specific days on which menu surcharges are applied.

Industry consultation indicates removing this regulatory requirement will save industry \$22 million per annum in compliance costs.

The exposure draft amendments are available at:
www.treasury.gov.au/ConsultationsandReviews/Submissions/2012/Restaurant-and-cafe-menu-surcharges.

The closing date for comments is Friday, 18 January 2013

Fast Tracking Investment

The Minister for Tourism, Martin Ferguson AM MP announced The Tourism Major Project Facilitation Service on 1 November 2012. The service will case manage and streamline interactions for significant new tourism projects through the Government's approval process saving investors time and money.

For more information: [Media Release – New Tourism Investment Facilitation Service](#)



Source: Tourism Australia

Tourism \$\$\$\$ at Record Levels in Industry Report

Tourism Research Australia produces an annual [State of the Industry Report](#), which analyses the performance of the Australian tourism industry over the previous financial year, the challenges ahead, and how the industry needs to respond. An important component of the State of the Industry Report is the Scorecard that provides key indicators on how the industry has performed.

Highlights within the report for 2011-12 include the following:

- Overall performance improved to last year (despite challenges in the macroeconomic environment and the high Australian dollar).
- The total visitor expenditure grew by 8.0%.
- Tourism has increased by 8.3 per cent to \$77.5 billion in the two and a half years to June 2012.
- A record of 6.0 million international visitor arrivals (1.2%), revenues increased \$26.6 billion (1.5%). (China offset the decline from more traditional markets.)
- Domestic overnight expenditure increased (9.1 per cent in nominal terms) to \$50.8 billion (fastest rate since survey began in 1998).

For more information:

www.ret.gov.au/TOURISM/Pages/Tourism.aspx, and Media Release – [State of Industry Report](#)

Tourism Directions Conference

Held at the Great Hall in Parliament House, Canberra on the 1 November 2012, the Australian Tourism Directions Conference had the largest turnout ever. The event was rated 'good' to 'excellent' by 90% of the delegates.

Delegates were told that while some traditional sources of visitors face a grim economic future. Asia is emerging and the newly enriched middle classes are destined to become the driving force of Australia's tourism industry.

The audience, from all states and territories, also heard seven other speakers, including the Minister for

Tourism, Martin Ferguson AM MP, offer a diverse range of views on market performance, industry strategy, and infrastructure development.

Leo Jago, Chief Economist at Tourism Research Australia, emphasised the importance of encouraging our Asian Visitors to venture beyond our cities and tourism meccas (Gold Coast and Cairns), to other regions of Australia.

"Just 6 per cent of Chinese visitors spend an overnight stay outside Australia's capital cities, Gold Coast and Cairns" he said.

Save the date: 2013 Directions Conference to be held in Canberra will be on 28 October.

For more information: [Tourism Australia - 2012 Directions Conference](#)



*Martin Ferguson AM MP,
Minister for Tourism*

Improve Business Planning Accommodation Survey

The Small-Scale Accommodation Survey will be helpful to small businesses by providing valuable information to maximise return and grow performance through improved business planning.

Industry requested information about the performance of small-scale accommodation properties across Australia. Tourism Research Australia has responded with the development of a web-based system to collect, collate

and display small scale accommodation data. Information gained will give essential capacity management indicators, such as occupancy and average daily rates.

The survey will take **5 minutes to complete per month** and collection of data will begin in January 2013. **Get involved** by registering for the data collection. We require significantly more accommodation properties to register for the survey to be useful.

For more information: [Small-Scale Accommodation Survey](#)

Travel Industry Transition Plan

On Friday 7 December 2012 Ministers for Consumer Affairs approved, by a majority, the Travel Industry Transition Plan (the Plan). In a phased approach the Plan will repeal travel agent licensing legislation and wind up the Travel Compensation Fund (TCF), relying instead on the Australian Consumer Law and credit card charge back mechanisms.

A proportion of the funds from the TCF will be used for stakeholder education initiatives, consumer research and advocacy, the development of an industry-led accreditation scheme and to pay any transition compensation claims.

The Plan will begin on 1 July 2013 with full implementation of a new structure by 2015. The full communiqué from Consumer Ministers is available from: <http://www.consumerlaw.gov.au/content/Content.aspx?doc=caf/meeting/003.htm>

Overseas Arrivals Continue to Surge

International arrivals have continued to surge in September, with 9.6% growth recorded on the back of strong growth from Asia and the United States.

For more information: [Media Release – Overseas Arrivals Continue to Surge](#)