

# Tourism 2020

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

## TOURISM 2020 NEWS

### TIRF – SUCCESSFUL APPLICANTS ANNOUNCED

A roller coaster flying fox in New South Wales, a luxury tented safari camp in South Australia and a “paddock to plate” food experience in Victoria are amongst 65 tourism projects which will benefit from \$13.1 million in Australian Government funding as part of the new Tourism Industry Regional Development Fund (TIRF) Grants Program.

The 65 successful projects will invest over \$141 million in regional tourism. Each state and territory was represented amongst the successful projects, of which nearly two thirds will be undertaken by T-QUAL accredited businesses.

The Minister for Tourism, the Hon Martin Ferguson AM MP, announced the successful first round applications 15 March 2013.

The Australian Government has allocated \$48.5 million over four years to the TIRF Grants Program to increase the quality and visitor experiences in regional tourism.



Source: DRET

Funding of between \$50,000 and \$250,000 will be provided to each successful applicant. Details on the timing on the next TIRF round will be announced shortly.

Further information can be found on the [TIRF website](#).

### T-QUAL GRANTS 2013 – APPLICATIONS NOW OPEN

Tourism businesses can access up to \$100,000 in matching funding to develop new quality tourism products and experiences under the 2013 round of the T-QUAL Grants – Tourism Quality Projects program.

Funding will be made available through a competitive selection process and this year's application process has been simplified to make it easier for tourism business to apply.

The selection criteria have been reduced from six to four which should reduce the time it takes to complete the application process. As with past rounds, a strong commitment to quality must be demonstrated, with T-QUAL Accreditation the preferred way to do this.

For the first time the purchase of mobile technologies like iPads to improve the visitor experience will be eligible for funding to further encourage the development of digital capability.

Two rounds of the program to date have supported nearly 200 projects with funding of more than \$13 million. Successful past projects include building extensions to accommodate greater capacity or expand services, development of digital tour applications, feasibility and research projects to investigate the potential for new tourism offerings, and upgrading walking tracks and camping facilities.

Applications for funding under this round close on 3 May 2013.

More information including the program guidelines, application form and frequently asked questions can be found on the [T-QUAL website](#).

## ISSUE 6, MARCH 2013

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

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[Tourism2020@ret.gov.au](mailto:Tourism2020@ret.gov.au)

### HAPPY EASTER



From Tourism 2020  
Department Resources, Energy and Tourism

### Enterprise Connect – Tourism Case Study

Enterprise Connect (EC) is an Australian Government program that provides tailored business advisory services for small and medium sized businesses (SMEs), including tourism businesses.

Since the EC program extended to tourism business nationally in 2011, over 170 eligible tourism SMEs around Australia have taken advantage of the free service and received comprehensive Business Reviews.

A recent EC success story is a Travel Agent meets Event Organiser: [‘Travelling Fit’](#). This business takes two popular interests – travel and fitness – and combines them to create unforgettable holiday experiences.

Beginning as a specialised travel agent, Travelling Fit organises all-inclusive packages to over 40 marathons worldwide, including the exclusive, difficult-to-enter majors: New York,

London, Tokyo, Boston, Berlin and Chicago marathons.

In a brave change of business in 2010, the husband and wife team (now with the support of six employees) expanded their tourism business to event management with the creation of the [Australian Outback Marathon](#) – a 6km, 11km, half or full marathon which takes place in Yulara in the shadows of Australia’s iconic Uluru. As well as a major shift in strategic direction, this changed their tourism focus from the solely outbound market, to a combination of outbound and inbound tourism.

The Australian Outback Marathon is now in its fourth year of operation. For the past three years, about one third of the runners have been from overseas, including participants from India, Japan, South Korea and Malaysia.

More than just a running race, the Australian Outback Marathon also showcases Australia’s indigenous

culture: a unique point of difference in the Australian tourism market.

Travelling Fit received a Business Review last year and is taking advantage of EC Tailored Advisory Service matched grant funding. Implementing two of the Business Review’s recommendations, Travelling Fit will use these grants to enhance their e-commerce capabilities and receive a full OH&S assessment of the business.

This is just one of the many tourism businesses EC is assisting. For more information, contact the EC National Tourism Network Coordinator [Keith Calvert](#) or visit the [Enterprise Connect](#) website.



Source: Travelling Fit

### Tourism E-kit Wins Silver

The Australian Tourism Data Warehouse’s Tourism E-kit, which is helping to build digital capability as a part of **Tourism 2020** recently won Silver at the Qantas Australian Tourism Awards.

The awards for 2012 were held in Hobart on the 15 February 2013. The awards are the tourism industry’s biggest and most prestigious event of the year and recognise and promote excellence in Australian tourism.

We would like to congratulate all of the finalists and winners of the 27 categories of the awards. For a full list of award winners visit [Australian Tourism Awards](#).

### Update to the Tourism Business Fact Sheet

The Federal Government provides many practical tools to support small business. Easy access to information is available in the tourism business fact sheet.

Recent updates and additions to the fact sheet include information on the Tourism Industry Regional Development Fund, the Climate Futures Business Resilience Toolkit and The Guide to Best Practice Destination Management.

To download the factsheet visit [Tourism Business Fact Sheet](#).

## GROW DEMAND FROM ASIA

### Asian Century Business Engagement Grants

On 28 October 2012, the Trade Minister, the Hon Dr Craig Emerson MP, announced a new \$6 million Asian Century Business Engagement Plan to boost business organisations’ links into Asia.

The Asian Century Business Engagement Plan will run from 1 July 2013. It has been established to assist member-based business organisation in harnessing commercial opportunities in Asia for small to medium sized Australian businesses.

Under the plan, eligible applicants can be offered between \$20,000 and \$300,000 in grants for new and innovative projects that will develop new relationships, enhance business links with Asia, build awareness and greater understanding; and would not be possible without a grant.

The grants are merit-based and competitive with total funding equating to \$1.5 million each year from 2013.

Visit [Austrade’s website](#) to become familiar with the guidelines which includes information on eligibility, merit criteria, selection processes and contacts.

## China-Australia Tourism Relationship Celebrated

The strong tourism relationship between Australia and China has been celebrated, coinciding with celebrations for the 40th anniversary of bilateral relations.

The Minister for Tourism, the Hon Martin Ferguson AM MP, spoke at the December 2012 China Tourism Industry Forum, highlighting the increasing importance of Chinese tourism to Australia.

To assist the industry to grow Chinese inbound tourism, training modules have also been launched for the *Welcoming*

*Chinese Visitors* project, a key deliverable of *Tourism 2020*.

The program will increase cultural awareness with content developed in China by leading tourism experts and endorsed by the Chinese Government, provide pre and post training support to ensure your business successfully engages with the Chinese market in the long term, provide face to face, online and distance learning options and enable businesses to become certified under the Global China Ready & Accreditation Program.

Tourism operators can now express interest in this program by visit the [Welcoming Chinese Visitors Website](#).

## ENCOURAGE INVESTMENT AND IMPLEMENT REGULATORY REFORM

### Tourism Major Project Facilitation

The Cairns Aquarium and Reef Research Centre's proposed \$50 million aquarium will be the first project to benefit from the Australian Government's [Tourism Major Project Facilitation \(TMPF\) service](#), which was launched in November 2012.

It is a flagship tourism investment which will add significantly to the range of tourism products available for local and international visitors to Cairns. It is projected to create 150 jobs during design, development and construction and an ongoing 75 full-time and 25 part-time and volunteer positions once operational.

Increasing tourism investment is a key priority of *Tourism 2020*. One of the best ways to encourage investment is to actively facilitate projects through their approvals processes.

Through the TMPF service, RET will provide The Cairns Aquarium and Reef Research Centre with a dedicated case manager to provide assistance in identifying which Australian Government approvals are required, help facilitate meetings with Federal agencies in applying for those approvals, and identify Australian Government programs that can support the project.

This will also include support with seeking investment partners through the integrated national investment facilitation service provided by Austrade, Tourism Australia and the states and territories' investment attraction units.

Also recently approved under the *Environment Protection and Biodiversity Conservation Act 1999* was the Great Keppel Island development.

This \$600 million project is a positive sign for the revitalisation of, and new investment in, Australia's tourism infrastructure, and will include a beachfront hotel, resort accommodation, a marina, retail village, day spa, golf course and upgraded airstrip.

### Accessible Accommodation – Have your say

PricewaterhouseCoopers (PwC) have been commissioned to undertake an independent assessment of the supply and demand for accessible accommodation in Australia. Over the next six weeks they will be conducting two online surveys; one for accommodation providers, the other for travellers with disabilities.

The surveys are designed to gain a clearer understanding of the actual experiences industry and consumers have with accessible accommodation.

The results of this PwC study are due to be considered by Tourism Ministers at their meeting in the second half of 2013. In addition to identifying how the current levels of supply and demand compare with industry and consumer experiences, the survey findings should help the tourism industry to identify:

- whether increased awareness would result in higher occupancy rates of accessible rooms;
- what other factors could increase the use of the current stock of accessible rooms; and
- opportunities to build new markets for travel by people with disabilities and their families; and in the context of Australia's ageing population, the likely future size of this market.

The PwC survey will be open until **5:00 PM Friday, 12 April 2013** and can be accessed online at <http://www.pwc.com.au/surveys/accessible-accommodation>.

This is an important opportunity for industry to contribute to an informed debate about the existing regulations. In addition to factual questions participants can make comments about their experiences.

### Australia Ranked 11<sup>th</sup> in Tourism Offerings

*Travel & Tourism Competitiveness Report 2013*, by the World Economic Forum has ranked Australia as 11th in the world in our tourism offering.

Set against 14 measurements of tourism competitiveness and compared amongst 140 countries worldwide, Australia rates highly in critical areas such as natural resources, air infrastructure, general tourism infrastructure and policy settings. The World Economic Forum lifted Australia's ranking from 13th to 11th because increased openness in bilateral Air Service Agreements and more liberal visa requirements.

The ranking also supports recent research undertaken by Tourism Australia which identifies our natural environment as one of the key drivers for inbound visitation and particularly for visitors from China and the US.



Source: Tourism Australia

## TOURISM TRANSPORT

### Smart Gate

SmartGate technology is set to take off for passengers departing Australia across the Tasman.

A two year, \$8 million trial of the technology was announced by the Prime Minister in February.

The technology, which is already available for arrivals, is a self-service system that allows passengers to use their e-passport and face recognition technology to clear Customs. It will streamline the departure process at Australian airports for travel between Australia and New Zealand.

The Australian Customs and Border Protection Service will assess available technology options to identify the best technology for departing passengers, lab test the selected technology and then conduct a live trial at one of Australia's airports.

While a full-scale roll-out is still some time away, the future benefits to the Australian tourism industry will be significant.

The technology will ensure a positive last impression of Australia for visiting New Zealanders, and other nationalities as the program is expanded.

A Smartgate arrivals trial for e-passport holders from the United States has commenced and plans are underway to extend the trial to United Kingdom and Singaporean passport holders during the next 18 months.

Currently, 78 per cent of Australians have e-passports. By the end of 2016 all Australians and New Zealanders will have a chip in their passport.

SmartGate will not only ensure a smooth and stress-free international departures process for eligible travellers, it will speed up everyone's departures process by reducing queues at manned processing gates.

Fast and efficient passenger processing on both arrival and departure becomes increasingly important as international passenger numbers increase. 40 million passengers are expected to travel through Australian airports by 2020.

## INCREASE SUPPLY OF LABOUR, SKILLS AND INDIGENOUS PARTICIPATION

### Workforce Futures

Workforce Futures is now "open for business", with 100 Skills Advisors ready to engage with tourism and hospitality businesses across Australia to address labour and skills pressures – a key **Tourism 2020** priority.

Businesses will be offered free personalised workforce development advice, with any follow up training supported by the Australian Government on a co-contribution basis. The program will directly benefit up to 2,000 businesses, including [T-QUAL accredited businesses](#), helping them train a more highly skilled and mobile tourism workforce.

If you are a business in need of specialised workforce planning advice to support retention and the up-skilling of your workforce [register your interest](#) or speak to one of the [Skills Advisor Network Partners](#).

For more information, download the [Workforce Futures Fact Sheet](#) or visit the [Workforce Futures](#) website.

### Seasonal Worker Program

Are you an accommodation provider in Tropical North Queensland, the Whitsunday Islands, Northern Territory, Kangaroo Island or Broome seeking reliable labour to meet your low skilled seasonal labour shortages?

The Seasonal Worker Program trial for the accommodation sector may be for you. The trial is proving a great success for businesses in Broome. At Cable Beach Club Resort and Spa, the Program has delivered a more stable workforce during peak periods, with reduced staff turnover. The productivity benefits and impressive commitment seasonal workers from East Timor demonstrated over the six month period has led to Cable Beach increasing their intake of seasonal workers this year.

For more information on how accommodation providers can benefit from the Seasonal Worker Program, download the [Australian Hotels Association](#) interview with Cable Beach Club Resort and Spa from the [Labour and Skills website](#).

### Careers Promotion Campaign



Minister for Tourism, the Hon Martin Ferguson AM MP, launched the National Tourism Alliance Careers Promotion Campaign in Hobart on 15 February 2013.

The Campaign runs until 28 March 2013 and offers tourism and hospitality businesses free integrated content each day via the [Discover Your Career website](#), including an advice line, dynamic blog, training widget and factsheets.

The Campaign will assist industry in marketing the various career pathways on offer to school leavers, mature-aged workers, Indigenous Australians and the unemployed in line with **Tourism 2020**.

Location-specific employment, training and lifestyle benefits will also be highlighted via a periodic 'Hottest Place in Tourism' destination feature.

You can also 'like' the careers promotion campaign on Facebook - [Discover Your Career](#).

## Indigenous Tourism Group

The Accommodation Association of Australia (AAoA) and the Indigenous Tourism Business Leader, Mr John King convened a Roundtable in Sydney on 18 February 2013 which was attended by the Minister for Tourism, the Hon Martin Ferguson AM MP, and key representatives of the accommodation industry including Crown, Accor, Hilton, Best Western and Toga Hospitality Group as well as representatives from Sodexo, Avana and the Clontarf Foundation.

The Roundtable was an opportunity for accommodation industry leaders to discuss their Indigenous employment programs and frankly assess their progress with a view to developing best practice in

Indigenous employment that can be promoted across the sector.

It was agreed that a Memorandum of Understanding would be developed between AAoA and the Government to provide a framework for actions and to facilitate the development of an action plan based on the commitment of key participants in the Roundtable.

## National Landscapes

On 19 February 2013, the Minister for Tourism, the Hon Martin Ferguson AM MP announced the inclusion of Sydney Harbour as Australia's 16<sup>th</sup> National Landscape, completing the collection of Australia's National Landscapes.

Tourism Australia and Parks Australia have been working in partnership since 2005 developing

the Australia's National Landscapes Program.

With the full collection of Landscapes now in place, the Program will move towards achieving its potential in terms of recognition and awareness, conservation successes, increased employment and increased visitation for individual Landscapes.

Visit [National Landscapes](#) to find out more information.



Source: Tourism Australia

## TOURISM RESEARCH

### New research projects to gain insight into Asian markets

On behalf of Tourism Australia, Tourism Research Australia (TRA) is undertaking four major Asia Marketing Fund (AMF) research projects in 2012–13. These projects will provide valuable insights into Asian visitor satisfaction, the impact of the AMF in China and identify strategies to help Australian tourism exporters overcome barriers to engaging with opportunities provided by Asian markets. The projects are:

The **Asian visitor satisfaction with Australia** project—aims to develop a more detailed understanding of the drivers of Chinese visitor satisfaction. In parallel with the *International Visitor Survey*, this project will see an additional 3,600 in-depth interviews being conducted with Chinese visitors in Mandarin.

The **Industry engagement with Asia** project—is investigating the barriers faced by Australian small and medium sized tourism enterprises to engage with the Asian market. Interviews are being conducted with industry experts as well as a range of operators in the tourism supply chain. A major output of the

research will be the development of strategies aimed at overcoming the barriers.

An **evaluation of Tourism Australia's marketing campaigns** in Qingdao, Chengdu and Chongqing in China. These campaigns are running in early 2013 and the evaluation will form the basis of the third project which aims to **isolate the impact of the Asia Marketing Fund**.

A review of the **Tourism Research Australia website**—the current website has undergone an extensive review and a new and improved site will be launched in early 2013. The new site will provide data in a more accessible manner and include an *Asia focus* section—a one-stop-shop for research on tourism from Asia.

To find out more information on the work of TRA visit the [TRA website](#).

### Record International Visitor Numbers

According to the latest International Visitor Survey, 2012 was a record year for international visitors to Australia.

In 2012, international arrivals increased by five per cent to 5,691,791; nights stayed increased six per cent to 206,275,542 and

amount spent in Australia increased four per cent to \$18.9 billion.

Significantly Australia recorded its highest ever number of visitor arrivals from the United States.

Overall results for the year ending December 2012 show strong growth in visitation for the holiday segment up five per cent and those visiting friends and relatives increasing by seven per cent.

For more information: Media Release – [Record International Visitor Numbers](#).

### Australians Holidaying at Home

More Australians are enjoying a holiday in Australia according to TRAs most recent National Visitor Survey.

The survey found domestic overnight trips; daytrips and expenditure were all up in the 12 months to September.

Growth has been led by those visiting friends and relatives, with trips for this purpose up 10 per cent, nights up 11 per cent, and expenditure increasing by 17 per cent for the year.

Download the [National Visitor Survey](#).