

Tourism 2020

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



Minister Ferguson launches T-QUAL Tick

NEWSLETTER

December 2011

Tourism 2020 aims to support industry growth, provide industry with tools to compete in the global economy and to take advantage of the opportunities Asia presents

Tourism 2020

Our national strategy

Tourism 2020 is an update to Australia's national strategy to enhance the growth and competitiveness of the tourism industry.

The update was released on 6 December 2011 along with the consumer launch of T-QUAL Accreditation. Tourism 2020 integrates the reform agenda of the National Long-Term Tourism Strategy with the growth aspirations of the 2020 Tourism Industry Potential.

Tourism 2020 has six strategic areas:

- Grow demand from **Asia**
- Build competitive **digital** capability
- Encourage **investment** and implement the regulatory reform agenda
- Ensure tourism **transport** environment supports growth
- Increase supply of **labour**, skills and Indigenous participation
- Build industry resilience, **productivity** and quality

More information on Tourism 2020 available at www.ret.gov.au/tourism

T-QUAL Tick

A symbol of excellence

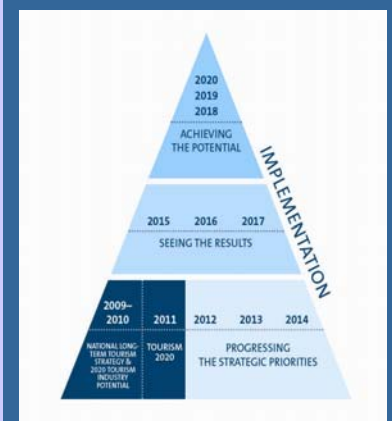
T-QUAL Accreditation is the Australian Government's partnership with quality tourism accreditation, rating and certification programs. The Minister launched the T-QUAL Tick and announced T-QUAL's partnership with Trip Advisor.

The T-QUAL Tick is a symbol of excellence that identifies quality tourism businesses and operators in Australia.

More information at <http://www.tourism.australia.com/en-au/Industry/T-QUAL-Accreditation.aspx>



Tourism 2020 Implementation Framework



Enterprise Connect

Support for tourism businesses

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

The program provides tourism operators with access to tailored, independent business advice, market intelligence, industry contacts and funding to help improve and grow their businesses.

Small and medium tourism businesses can apply for:

- Free business reviews and matching funding up to \$20,000 to implement recommendations
- Matching funding up to \$50,000 for new commercial ideas research
- Informal peer-group learning and one-one-one business mentoring
- Service to connect firms with the latest technology and technical knowledge

More information at the [Enterprise Connect website](#).

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*A quarterly newsletter from
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Working Groups Update

During the last quarter of 2011, a number of Working Groups met. Progression of Tourism 2020 initiatives 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.
- A Contractor is being sought to deliver the first two TEPs in 2012 to Broome and the Red Centre. The Tender will be open until 3 February 2012. Businesses can apply at the [AusTender website](#).
- An information guide on how the 457 visa program can assist your business to fill job shortages has been published. Information sessions were held around Australia in November and December.

Investment and Regulatory Reform

- Tourism businesses provided with access to free tailored, business advisory services through the expansion of Enterprise Connect to tourism.
- Tourism investment barriers and best practice reports released, paving the way to encourage investment in the tourism sector.
- Product gap audits for Great Ocean Road and Barossa regions outline infrastructure needs to meet tourism demand over the next 20 years.

Tourism Access

- Better access to export markets through improved identification of key inbound aviation markets to help inform future aviation negotiations.
- Greater tourism access for regional Australia by better promotion of regional airports to international airlines.
- Development of evidence to support future cruise infrastructure.

Indigenous Tourism Development

Key outcomes from the 5 December 2011 Indigenous Tourism Roundtable were:

- Building partnerships across tourism, resources and other industry sectors, and with National Landscapes steering committees, to strengthen Indigenous job pathways and employment opportunities.
- Improving access to Government support programs for small to medium tourism enterprises for Indigenous employment and training.
- Strategies to reduce immediate barriers to employment, including resolving challenges faced by Indigenous jobs seekers and improving Indigenous entry level work skills.

Tourism Research Advisory Board

- Work on *Tourism Investment Monitor* underway to provide industry with detailed understanding of pipeline tourism projects.
- Greater engagement with academic community on tourism research to be explored at CAUTHE Conference in 2012.

More information on each of the working groups at the RET website:
www.ret.gov.au/tourism/nlts/workinggrps

Seasonal Worker Program

Pacific and East Timor workers helping the Australian tourism industry

A small-scale three-year trial with Australian tourism accommodation providers is set to begin on 1 July 2012. The Program brings workers from the Pacific Region and East Timor to support the tourism sector.

The announcement follows the recent decision to support a small scale trial for tourism operators in Broome employing seasonal workers from East Timor.

The tourism industry currently has around 36,000 vacancies. Labour shortages are particularly pronounced in regional areas.

This valuable program contributes to economic development in participating countries, while offering Australian employers seasonal staffing help when needed, particularly in peak seasons.

Australian employers will be required to demonstrate:

- A commitment to employing Australian job seekers as a first priority
- Employ seasonal workers in accordance with Australian work standards
- Contribute to seasonal workers' travel costs

Businesses interested in knowing more should visit www.deewr.gov.au/pswps



*Merry Christmas
and a
Happy New Year!*

Tourism Research News

National Visitor Survey

- Domestic overnight trips up 4% in the year to September 2011
- Domestic overnight business travel increased 9% in the year to September 2011
- Domestic overnight trips to visit friends and relatives up 5% in the year to September

Access Tourism Research Australia's *National Visitor Survey* at www.ref.gov.au/tra

International Visitor Survey

- International visitor nights up by 4% in the year to September 2011
- International visitor spend rose by 3% in the year to September 2011
- Inbound overnight business travel increased by 18% in the September quarter.

Access Tourism Research Australia's *International Visitor Survey* at www.ref.gov.au/tra

Overseas Arrivals and Departures

- Visitor arrivals to Australia grew by 0.9% in October 2011
- Arrivals from China up by 30% in October 2011
- Arrivals from India up 5.6% in October 2011
- Arrivals from Indonesia up 6.7% in October 2011.

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