

Tourism 2020

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

Progress Report

OCTOBER 2012

GROW DEMAND FROM ASIA

(RET, TA, STOs)

Objective	Actions	Current status, achievements and expected outcomes	Progress
Tourism operators can attract visitors who spend more, particularly from growing Asia markets, by providing high quality tourism experiences	> Promote tourism interests in the development of the Asian Century White paper (Australian Government- RET to lead in consultation with PMC)	<ul style="list-style-type: none"> ▪ The Department of Resources Energy and Tourism (RET), working closely with Tourism Australia (TA), provided input to the taskforce. ▪ Several industry associations prepared submissions that included references to the tourism industry, including NTA, ATEC, TTF, AHA, and broader industry bodies. ▪ DNSW, TVIC, SATC, Tourism Tasmania and Tourism NT submitted comments to state government submissions. ▪ Public submissions are available at: http://asiancentury.dpmc.gov.au/. ▪ The White paper is expected to be released later in the year. 	
	> Implement 2020 China Strategy (TA, STOs)	<ul style="list-style-type: none"> ▪ TA's Main deliverables include broad communication of the recently completed China consumer research, detailed action plans for a Geographic strategy shared with STOs, establishing a new Greater China organisation in Shanghai with representation in Beijing and Guangzhou and additional investment in the China market. The next phase on <i>There's Nothing like Australia</i> was launched in Shanghai on June 4th. Shanghai was chosen for the global launch of the campaign. ▪ TA released a one-year-on progress report on the implementation of the China Strategy on June 17th. Included progress by TA, RET and industry. ▪ All STOs are working on dedicated China plans. TVIC launched their China plan on May 31st. TWA and SATC expect to release their strategies in August and DNSW is also close to launch. TQ's plan will be reviewed in September and TTAS is under a final review process. TNT has run their first round of China Market Industry Briefings in 3 tourism regions as part of their plan development ▪ TA is leading two strategic digital projects for China. ATDW will be translated into simplified and traditional Chinese. Work is expected to start on translations in July. In addition, plans are underway to build and host in China a new TA website, providing Chinese consumers with tourism information in their own language with improved connectivity and usability. ▪ TVIC is expecting to launch a Chinese website, to better meet the needs of Chinese consumers, hosted in Australia. TTAS is also looking into a Chinese hosted website as part of their digital strategy. ▪ TVIC led a Tourism mission into China as part of the Victorian government's Super Trade Mission in September 2012 ▪ Activity is ongoing around consumer marketing and building industry capacity and capability. 	
	> Develop 2020 India Strategy (Australian Government – TA to lead)	<ul style="list-style-type: none"> ▪ Minister Ferguson launched the Tourism Australia 2020 India Strategic Plan at ATE on June 15th. ▪ The Victorian Premier led a trade mission to India for 200 companies, including tourism operators and the Victorian Tourism Minister, in March. ▪ DNSW has appointed representation in Mumbai. ▪ Activity is ongoing around consumer marketing and building industry capacity and capability. 	
	> Implement Operating Plans across Asian markets (TA/STOs)	<ul style="list-style-type: none"> ▪ As part of the 2012-13 Federal budget, the Asia Marketing Fund was established. Tourism Australia will receive an additional \$8.5 million for 2012/13. Initiatives for the 2012-13 year were announced by Minister Ferguson on August 17th. Where possible, there will be a strong focus on working with STOs, airlines and industry through cooperative arrangements ▪ TA and STOs continue with consumer marketing and industry development across Asia. ▪ TA is in the process of appointing a person to be based in Indonesia. 	

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		<ul style="list-style-type: none"> ▪ TA is planning consumer research on Indonesia for 1H of 12/13. ▪ New airlines/aviation routes commencing for Air Asia (KL-Sydney), Scoot (Singapore-Sydney/Singapore- Gold Coast), and Silk Air (Singapore – Darwin) with accompanying marketing. ▪ TQ will host Queensland on Stage for Asian buyers on October 17th in Cairns. ▪ TVic and the MCVB are jointly hosting an inbound workshop and famil for key Asian markets 12-15 September which will target both leisure and BE segments 	
	> Continue building on China Approved Destination Scheme (ADS) (Australian Government – RET to lead)	<ul style="list-style-type: none"> ▪ RET, TRA, DIAC and TA attended the Second Australia-China Tourism Dialogue on July 4th in China. Topics still under discussion will progress areas outlined in the 2011 MOU (proposed ADS enhancements, independent travel, research). 	
	> Implement Quality initiatives including T-QUAL accreditation (Australian Government – RET to lead)	<ul style="list-style-type: none"> ▪ Refer Strategic Area 6: Build industry Resilience, Productivity and Quality for T-QUAL Accreditation and T-QUAL Grants program updates 	
	> Implement Improving Quality in the China Market T-Qual strategic Tourism Investment Grant (Australian Government – RET to lead)	<ul style="list-style-type: none"> ▪ First China STIG on welcoming Chinese visitors to Australia has been awarded to a consortium including ATEC, China Ready and Accredited, TAFE NSW and AVANA. The focus will be on building China ready product and cultural training. Development of the programme is now underway. 	
	> Evaluate business events opportunities and further develop plans for Asia (TA/STOs/Business events sector)	<ul style="list-style-type: none"> ▪ TA's areas of progress are new business events marketing campaign and website launched (being translated into traditional and simplified Chinese and Korean), dedicated business events manager appointed for Greater China, business events road show in Guangzhou and Seoul completed in Feb, 2012/13 significant increase in investment in China for business events. Ongoing rollout of annual plans across Asia. ▪ TA and Association of Australian Convention Bureau completed research on the opportunity of Association events out of China in May ▪ Most of the convention bureaux have developed a China or Asian strategy and are now in implementation phases. ▪ The new DNSW representation in Mumbai will also be responsible for Business Events ▪ TQ has developed an Incentives Strategy and has translated materials/site into traditional and simplified Chinese, Korean and Japanese. 	
	> Lead training for tourism operators on China readiness (industry associations)	<ul style="list-style-type: none"> ▪ ATEC and SATC ran their first China development program in February, designed to deliver a tailored workshop and mentoring program to SA operators to prepare them for working with both Asia and China. Overall good feedback from operators with some areas for improvement identified, that will be incorporated into the second phase of the programme to be delivered in September. ▪ Many of the State Industry Councils are offering training programs focusing on Chinese cultural awareness. ▪ Queensland has done regional work on cultural training for China. ▪ See also the China STIG above. 	
	> Address quality and product opportunities for Asia (STOs, industry associations, tourism operators)	<ul style="list-style-type: none"> • See investment section and the recent China Investment roundtable and road show • Ongoing work by STOs, RTOs and industry councils on product development (NTA to audit tourism industry councils and other associations to ascertain scope of activities). • DAMA preparing an audit of China ready businesses. <p>ITWG is considering as an extension to the "Supply and Demand for Indigenous Tourism" research a possible addendum on "Australian Indigenous Tourism and the Inbound China Market"</p>	

BUILD COMPETITIVE DIGITAL CAPABILITY

(Digital Distribution Working Group TA, STOs)

Objective	Actions	Current status, achievements and expected outcomes	Progress
Tourism operators can take full advantage of information and communication technology to attract visitors and enable online transitions	> Implement National Online Strategy for Tourism (NOST) (responsibilities as per Action Plan)	<ul style="list-style-type: none"> ▪ The NOST was launched at TMM in October 2011. Specific components include: <ul style="list-style-type: none"> ○ New partnerships to facilitate industry uptake; ○ Industry and trade education initiatives; ○ Consumer marketing; ○ Research and innovation to keep ahead of technology changes. <p>See below for specific activities.</p>	
	> Progress the 2020 Digital Marketing Strategy action plans such as develop a new social media strategy	<ul style="list-style-type: none"> ▪ Implementation of the TA 2020 Digital Marketing strategy is ongoing. Selected activities are listed below. ▪ Newsletter currently in final review to update industry on developments in digital marketing trends and relevant technologies. Twitter account active with short abstracts of relevant research as Twitter handle: @TA_Insights ▪ Industry briefings held Nov, 2011 – Feb, 2012 which included a session on social media and advocacy (available on TA corporate website). Further social media presentations to be included in Industry briefings planned for year end. ▪ Review of TA websites underway looking at how best to configure and resource. ▪ T-QUAL accredited businesses have preferential listing on Australia.com. ▪ Monthly unique visitors to TA owned websites was 16.2 million for 11 months end May 2012. Longer time on site and lower bounce rates show improving quality. ▪ There were 3.2 million fans for the global Australia Face Book page as of 25 June 2012. ▪ New digital projects underway: ATDW translation into simplified and traditional Chinese (implementation to start July 2012); scoping underway for the development of a China based australia.com, designed specifically for Chinese consumers. Also a technology enhancement for better booking capability is being scoped by ATDW. ▪ The next phase of <i>There's Nothing like Australia</i> campaign was launched on June 4th with strong digital elements. After three weeks there have been 13.5 million downloads of the new advertisement/video (predominantly in China). An "interactive coffee table book for tablet" application was launched to add depth to the campaign and build on the 'One Voice' approach being used by TA and the STOs. Linkages direct to product sites have also been included. There have been 15,000 downloads of the app in the first three weeks. Australia.com has also been updated to provide significant new content reflecting the new campaign. ▪ Procurement commenced for the development of a Knowledge Base and Online Community which will create: <ul style="list-style-type: none"> ○ A facility to store, disseminate and share information across government and industry to support the delivery of best practice digital initiatives, and <p>An online community of industry professionals who are willing to share their knowledge and ideas in relation to the National Online Strategy for Tourism.</p>	
	> Undertake continuous improvement and industry take up of the Tourism e-Kit (industry associations, STOs)	<ul style="list-style-type: none"> ▪ Revision of the Tourism e-kit including six new modules was released in September 2012 and ATDW has developed a train-the-trainer module for use by industry associations and registered training organisations. ▪ The ATDW is currently developing the training resources to enable the face to face delivery of specific Tourism e-kit tutorials. ▪ Contract in place to integrate tourism e-kit content into tourism related TAFE curriculum. 	
	> Roll out the National Broadband Network support programs to assist businesses (Australian Government – DBCDE to lead)	<ul style="list-style-type: none"> ▪ RET is working with DBCDE to deliver strategies to help the tourism industry become more aware of the proposed benefits of the National Broadband Network as well as increase uptake of the ATDW's Tourism e-Kit NBN Module. The DBCDE currently has a number of programs in place to assist industry such as the Digital Enterprise Program. 	

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(Digital Distribution Working Group TA, STOs)

	<p>> Undertake benchmarking and tracking research (TRA, Digital Distribution Working Group)</p>	<ul style="list-style-type: none"> ▪ The DDWG worked with Tourism Research Advisory Board (TRAB) to review the 2011 Snapshot on Use of Internet in Trip Planning and Booking. New snapshot includes data from Tourism Operators Online Capabilities Benchmark Survey 2010, completed by the DDWG. ▪ The DDWG carried out the initial scoping for a research project to track consumer online behaviour and trends. This concept, along with other insights and research is being discussed with the TRAB. 	
	<p>> Develop research agenda on digital trends (TA/TRA, Research Advisory Board)</p>	<ul style="list-style-type: none"> ▪ The DDWG is continuing to work with the TRAB to identify relevant research projects and to transfer responsibility for the delivery of 'digital' research to the TRAB. 	
	<p>> Monitor progress (Digital Distribution Working Group)</p>	<ul style="list-style-type: none"> ▪ The DDWG is continuing to work with all stakeholders to monitor progress made in implementing the NOST. 	

ENCOURAGE INVESTMENT AND IMPLEMENT REGULATORY REFORM AGENDA

(RET, TA, Australian Government, STOs, Investment & Regulatory Reform Working Group)

Objective	Actions	Current status, achievements and expected outcomes	Progress
Businesses can more easily invest in new visitor accommodation and tourism infrastructure by governments removing red tape barriers and facilitating major new projects	> Finalise the tourism reform agenda and progress these matters to the point where they might be referred to COAG (Australian Government – RET to lead)	<ul style="list-style-type: none"> ▪ At TMM May 2012, Tourism Ministers agreed to write to Small Business Ministers with examples of burdensome and unnecessary ('nuisance') regulations identified by the Investment & Regulatory Reform Working Group, under Tourism 2020. These issues will be submitted to the COAG Taskforce on red tape for consideration. ▪ Update at Agenda Item 2 	
	> Implement plan to support tourism investment attraction and facilitation recognising different geographic needs (TA, Austrade, STOs)	<ul style="list-style-type: none"> ▪ Minister Ferguson launched the partnership between Austrade, TA and RET, including the first Australian Tourism Industry Investment Guide and Tourism Investment Monitor on 2 May 2012. An investment micro site, promotional video and listings of over 70 investment opportunities was included ▪ Minister Ferguson attended investment round table discussions in Thailand and China in June 2012, organised by Austrade and supported by TA. In addition, Australian industry with 8 investment opportunities accompanied the Minister to China for discussions with local investors. Minister has also attended investment roundtable discussions in Japan and Singapore. ▪ Second meeting of the Investment Attraction Partnership Group (IAPG) held in March 2012, the investment network between State and Territories and TA (Austrade and RET are observers), chaired by TA. ▪ Attendance at key investment events continues. HICAP (Hotel Investment Conference Asia Pacific) Update Conference was held in Singapore in March. 	
	> Work with government to identify and promote tourism investment opportunities (tourism operators, Industry Associations, STOs)	<ul style="list-style-type: none"> ▪ The Australian Tourism Industry Investment Guide was developed with input from Tourism Australia, Austrade, RET and State and Territory Tourism Organisations, and it identifies specific tourism investment ready opportunities and proposed tourism projects. ▪ Most States and Territories have dedicated investment facilitation units. 	
	> Develop implementation plans to address key regulatory reform priorities, working across governments (STOs working with other state/territory government agencies and RET)	<ul style="list-style-type: none"> ▪ Tourism Ministers agreed to report back in the second quarter of 2012 on how they responded to the Working Group's recommendations with a report in October 2012 outlining progress made by each jurisdiction in implementing recommendations. Ministers also agreed to six priority reform areas, subject to individual jurisdiction's consideration: <ul style="list-style-type: none"> ○ review of land-use definitions and zoning; ○ merit-based process to manage and escalate consideration of state or regionally significant tourism developments; ○ establishment of tourism investment facilitation function in each jurisdiction; ○ policy and regulatory changes to support floor space ratio concessions for accommodation in high density areas; ○ review of the introduction of accessible room requirements for class 2 and 3 buildings under the BCA; and ○ review of the development approval process for tourism development in National Parks and other high natural amenity areas. 	
	> Track tourism investment (Australian Government – RET to lead)	<ul style="list-style-type: none"> ▪ Tourism Research Australia has developed an Investment Monitor to benchmark the level of investment in Australia's main tourism-related sectors, including accommodation, transport and arts and recreation. 	
	> Monitor progress (Investment and Regulatory Reform Working Group)	<ul style="list-style-type: none"> ▪ The Investment and Regulatory Reform Working Group is updating the scorecard outlining actions taken to implement the recommendations from the LEK and Allen reports for the Tourism Ministers' Meeting in October 2012. The scorecard and a public statement on nationwide reform for tourism investment will be jointly released by Tourism Ministers following this meeting. 	

ENSURE TOURISM TRANSPORT ENVIRONMENT SUPPORTS GROWTH

(Tourism Access Working Group, TRA)

Objective	Actions	Current status, achievements and expected outcomes	Progress
Tourism transport capacity and infrastructure is developed to allow increasing numbers of visitors to travel to and within Australia on a sustainable basis	> Negotiate air service agreements ahead of demand requirements (Australian Government – DIT to lead)	<ul style="list-style-type: none"> ▪ Stage Two of the <i>Mapping Australia's Aviation Priorities</i> project has been completed and presents an in-depth analysis of the future aviation environment and recommendations on how to maximise future growth potential. ▪ At the 3 July 2012 TAWG meeting, members agreed to conclude the development of the <i>Mapping Tourism Aviation Priorities</i> project. RET, on behalf of TAWG, will periodically update the <i>Mapping Australia's Aviation Markets</i> document which reviews air services entitlements and available capacity for Australia key inbound markets. ▪ Minister Ferguson has written to the Minister for Infrastructure and Transport to request that the priority markets agreed to by Tourism Ministers be considered for inclusion in Australia's air service negotiation schedule in the immediate future. In line with the <i>Mapping Australia's Aviation Priorities</i> paper, talks with the following countries are anticipated to be held by the end of 2012: Malaysia, Philippines, Thailand and Viet Nam. 	
	> Build sustainable growth in capacity and new routes (airports, airlines, STOs and TA working together)	<ul style="list-style-type: none"> ▪ TA, along with a high level delegation of Australia's airport and STOs, attended Routes Asia (Chengdu, China 15-17 April 2012) to help raise Australia's profile amongst senior airline executives and communicate key aviation messages using 'One Voice'. TA provided significant support (e.g. coordinated a joint stand, attended meetings, prepared marketing material) to the eight Australian airports (Adelaide, Brisbane, Cairns, Darwin, Gold Coast, Melbourne, Perth, Sydney) before, during and after the forum. ▪ TA's aviation development fund was used to support the marketing of new services by China Southern from Guangzhou to Perth, by Scoot from Singapore to Sydney and the Gold Coast; by Air Asia X from Kuala Lumpur to Sydney, by Silk Air from Singapore to Darwin and by Qatar Airways from Doha to Perth. ▪ Melbourne Airport and Sichuan Airlines have signed an agreement to commence three flights per week between Melbourne and Chengdu. ▪ As part of the Asia Marketing Fund, TA will increase marketing to support new and existing capacity in partnership with STOs and airports. Positive discussions held for 12/13 with two offers currently under consideration with airlines. ▪ Over the coming months TA will focus on improving access of aviation information on TA's website and through its 'essentials' newsletter. A new monthly aviation newsletter has recently been released. 	
	> Complete and communicate "Regional Airports Strategy" (Tourism Access Working Group, STOs and airports)	<ul style="list-style-type: none"> ▪ A communications strategy and information brochures have been prepared to help State and territory tourism organisations and regional airport representatives communicate the application and benefits of the Australia's regional access packages. Regional airport representatives will continue to monitor international carrier uptake of the Regional and Enhanced Regional Packages and provide feedback at the December 2012 TAWG meeting. ▪ Stage Three of the <i>Regional Airports Project</i> will analyse the challenges which regional airports experience in attracting and sustaining international air services. TRA will also examine elasticities associated with travel to short-haul destinations. This work, plus examination of charges payable by non-international airports commencing regular international services, will assist with this phase. 	
	> Continue current work on Cruise Shipping, Tourist Refund Scheme, and research on Trans Tasman passenger processing arrangements (Tourism Access Working Group)	<ul style="list-style-type: none"> ▪ TRA has received 2009 data from approximately 20 cruise brands operating within Australia. Unfortunately, the data provided does not comply with the requirements necessary to create a benchmark sample. TRA will continue to liaise with cruise operators to determine if appropriate data is obtainable to develop a benchmark sample. 	

ENSURE TOURISM TRANSPORT ENVIRONMENT SUPPORTS GROWTH

(Tourism Access Working Group, TRA)

- TAWG has been advised by the Australian Customs and Border Protection Service that development and testing of China's Union Pay credit card has been completed and its inclusion as a refund option in the Tourist Refund Scheme was implemented in August 2012.
- A report completed in December 2011 found that moving to a common border between Australia and New Zealand would increase tourism expenditure from New Zealand visitors by \$370 million a year compared to \$16 million a year from moving to a 'domestic like' model. This work has now been referred to relevant Australian Government Ministers, informing them of the potential economic value from streamlining trans-Tasman border arrangements.

INCREASE SUPPLY OF LABOUR, SKILLS AND INDIGENOUS PARTICIPATION

(RET, Australian Government, Labour & Skills Working Group, Indigenous Tourism Working Group, STOs)

Objective	Actions	Current status, achievements and expected outcomes	Progress
Tourism operators can meet their labour and skills needs to deliver high quality customer service to all visitors, including those from Asia	> Implement the 8 Hot Spots pilots (Labour and Skills Working Group)	<ul style="list-style-type: none"> ▪ Tourism Ministers agreed to develop eight Tourism Employment Plans and nominated a region in each jurisdiction. ▪ Contracts for the first two TEPs have been awarded with Carpe Diem delivering the Broome TEP and UniQuest delivering the TEP in the Red Centre. Both contractors are on track to deliver short-term solutions to labour and skills issues by September 2012 and medium-term solutions by March 2013. ▪ Contractors for the Sydney and Mornington Peninsula/ Phillip Island TEPs will be engaged by the fourth quarter of 2012. ▪ The timeframe for roll out of the remaining four plans is: <ul style="list-style-type: none"> ○ Tropical North Queensland and Kangaroo Island, SA to commence December 2012; and ○ Canberra, ACT and Regional Tasmania to commence June 2013. ▪ Findings from the initial consultations for the Broome and Red Centre TEPs are that there is an immediate need to increase the awareness of existing government programs and put in place industry led strategies to address medium term labour and skills issues, including a strong focus on capacity building in the region. 	
	> Progress outcomes for Ministerial/Industry roundtable discussions, including simplification of 457 visa processing guidelines, development of a template labour agreement for the tourism and hospitality industry and roll out of the Pacific Seasonal Worker Pilot Scheme to tourism in Broome (Australian Government RET, DIAC and DEEWR to lead)	<ul style="list-style-type: none"> ▪ On 30 August 2011, industry representatives met with government at a Roundtable to discuss critical labour and skills issues facing the tourism and hospitality industry and to highlight ways the industry can help resolve these issues. The Working Group was tasked to progress the actions arising from the Roundtable and 11 of the 12 actions have now been completed including: <ul style="list-style-type: none"> ○ linking the eight tourism employment pilots with other government programs; ○ industry consultation on the development of a template Labour Agreement which will streamline visa arrangements and allow employers to nominate workers for 457 workers across occupations that are difficult to source locally; ○ a 457 visa guide to assist employers in sponsoring overseas workers and Australia-wide workshops for the tourism industry which were attended by approximately 200 participants; ○ introduction of the Seasonal Worker Program three year trial in regional hot spots and the trial of a Pacific Seasonal Worker Pilot into Broome; ○ Minister Ferguson hosted a second Roundtable meeting on 5 December 2011 which focused on Indigenous employment issues; and ○ practical information has been delivered to industry on how they can better access employer incentive programs to develop labour and skills and guide careers; funding for training through the National Workforce Development Fund. ▪ The remaining action item, the development of a business case for changes to the Working Holiday Maker visa, is being progressed. A proposal was put forward to the Minister for Immigration and Citizenship by ATEC in early 2012 in consultation with the Labour and Skills Working Group. The Government is considering the proposal and appreciates the work of ATEC in progressing this initiative through Tourism 2020. 	
	> Build tourism into Resources Industry MOU and into Working in Partnership activities commencing with SW WA	<ul style="list-style-type: none"> ▪ Engagement with SW Western Australian mining site. March 2012 workshop identified opportunities for leveraging tourism related activity and Indigenous and government commitment that leverages training and employment in resources sector into tourism employment and business opportunities 	
	> Communicate and encourage uptake of government and industry initiatives to address labour and skill shortages (STOs,	<ul style="list-style-type: none"> ▪ Launch of \$8.5 million Tourism and Hospitality Skills and Workforce Development Project on 17 July 2012. ▪ All relevant State and Territory Tourism Organisations, Tourism Industry Councils, the Australian Hotels Association and the Commonwealth have signed a Memorandum of Understanding to ensure the successful 	

INCREASE SUPPLY OF LABOUR, SKILLS AND INDIGENOUS PARTICIPATION

(RET, Australian Government, Labour & Skills Working Group, Indigenous Tourism Working Group, STOs)

	<p>industry associations, tourism operators)</p>	<p>implementation, integrity and long-term sustainability of the Seasonal Worker Program trial is achieved.</p> <ul style="list-style-type: none"> ▪ The Chair of the LSWG has written to the CEO of each STO asking them to raise with their responsible state counterparts the need to include tourism and hospitality occupations identified as being in need on their State/Territory Migration Plan. ▪ The MOU for the removal of cross-jurisdictional barriers to labour mobility including mutual recognition of the Responsible Service of Alcohol (RSA) qualifications has been signed by all Tourism Ministers. A factsheet has been developed by the LSWG for dissemination to industry communicating this to businesses. ▪ The TEP contractors are working with the local tourism industry and local government agencies to link tourism and hospitality firms with existing and prospective government and industry programs. ▪ Each TEP will identify key learnings, tools and knowledge that can be transferred to regions within the same jurisdiction (ie factsheets and other resources, best practice case studies, outcomes from the gap analysis, capacity building strategies and the final TEPs, etc) 	
	<p>> Deliver 'Labour and Skills Connect' as an online solution for education, training, recruitment and retention for the tourism and hospitality industry (Labour and Skills Working Group)</p>	<ul style="list-style-type: none"> ▪ The 'tourism connect' project was terminated due to a lack of support from industry as per the recommendation from the 4 May 2012 Tourism Ministers Meeting 	
	<p>> Develop a T-Qual Strategic Tourism Investment Grant to provide business skills training for Indigenous people at the National Indigenous Tourism Training Academy (Ayres Rock Resort) (Australian Government – RET to lead)</p>	<ul style="list-style-type: none"> ▪ A strategic tourism Investment Grant (STIG) tender has been awarded and the National Indigenous Tourism Training Academy has commenced operation. 125 trainees. 	
	<p>> Facilitate partnerships between Indigenous and non-Indigenous businesses in the tourism sector to allow skills transfer and overall business development and growth consistent with the Indigenous Economic Development Strategy (Australian Government – RET and FAHCSIA to lead)</p>	<ul style="list-style-type: none"> ▪ Develop and implement a pilot program to facilitate skills transfer between Indigenous and non Indigenous businesses ▪ Indigenous Business Australia and Department of Education, Employment and Workplace Relations support for Savannah Guides project as a cross-jurisdictional pilot in Queensland, Northern Territory and Western Australia. 	
	<p>> Participate in the Fair Work Act Review (industry)</p>	<p>A number of industry associations made submissions. Submissions have closed and the Review Panel have submitted its Report to the Minister for Education, Employment and Workplace Relations.</p>	

BUILD INDUSTRY RESILIENCE, PRODUCTIVITY AND QUALITY

(TCQA, RET, TA, Australian Government, Industry Resilience Working Group, Tourism Research Advisory Board, STOs)

Objective	Actions	Current status, achievements and expected outcomes	Progress
<p>Tourism operators can grow their profitability and marketability by delivering higher quality products and services using improved business planning, systems and standards</p>	<p>> Deliver T-QUAL grants (Australian Government (RET) administers, industry associations/tourism operators apply)</p>	<ul style="list-style-type: none"> ▪ Applications closed for the 2012 Round of the T-QUAL Grants Program on 19 April 2012. ▪ All STO's participated in the technical assessment of eligible applications ▪ Strategic Tourism Investment Grants (STIGS) ▪ Australia's National Landscapes project TRC Tourism was announced as the successful grant recipient on 6 July 2012. ▪ Huānyíng nín—Welcoming Chinese Visitors project Grant applications to deliver this project closed on 20 April 2012 and a consortium led by training company AVANA successful in securing a \$600,000 grant. Consortium includes China Ready & Accredited, Western Sydney Institute of TAFE and ATEC. ▪ Indigenous Product Development project Gold Coast theme park Dreamworld received a \$1 million grant to help convert its existing Wildlife Experience into the new Australian Aboriginal Wildlife Experience. ▪ Indigenous Tourism Business Quality and Skills project William Angliss Institute was announced as the successful grant recipient. 	
	<p>> Encourage tourism operators' quality focus and uptake of T-QUAL Accreditation (TQCA) working with industry associations and STOs; Australian Government to support administration (RET), and marketing (TA)</p>	<ul style="list-style-type: none"> ▪ There are eleven quality assurance schemes (representing approximately 13,000 operators), that have gained T-QUAL Accreditation since the program's launch on 2 April 2011. ▪ Consumer marketing for the T-QUAL Tick was launched in December 2011, with a campaign, Trip Advisor micro site of which there have been nearly 80,000 unique visitors, and the T-QUAL Tick Tour which has achieved 115 media articles with an Advertising Value Equivalency (AVE) of over \$1 million and a potential reach of nearly 40 million consumers, over 38,000 clicks to the T-QUAL Tick Tour blog via competition advertising and electronic Direct Mails (eDMs). 	
	<p>> Roll out and promote Enterprise Connect and existing small business initiatives nationally to tourism operators to grow entrepreneurial capability within businesses (Australian Government – DIISR to lead)</p>	<ul style="list-style-type: none"> ▪ The National Tourism Industry Network is NOW open to tourism firms that derive a significant portion of their turnover from tourist accommodation, tourist attractions, the operation of tours, or travel services. ▪ As at 31 August 2012 117 tourism businesses have been granted approval to participate in Enterprise Connect. 	
	<p>> Develop an Industry Resilience tool kit (Industry Resilience Working Group)</p>	<ul style="list-style-type: none"> ▪ The industry resilience tool kit project has been completed. The Don't Risk It! Kit has been produced to help industry be better prepared for risk and crises. The Kit comprises a guide for tourism businesses, a guide for RTOs, case study vignettes and a Go kit' Pocket Guide highlighting important steps to be taken when responding to a crisis. The toolkit is now available to industry. • The Kit will be delivered online. STO, RET and industry association communication channels will be used to inform industry of its availability 	

BUILD INDUSTRY RESILIENCE, PRODUCTIVITY AND QUALITY

(TCQA, RET, TA, Australian Government, Industry Resilience Working Group, Tourism Research Advisory Board, STOs)

	<p>> Engage tourism businesses in climate change adaptation through CSIRO Climate Change Adaptation project (Industry Resilience Working Group)</p>	<ul style="list-style-type: none"> ▪ Following the selection of the Sunshine Coast for the Building Tourism Business Resilience to Climate Change project, CSIRO have surveyed local tourism businesses, identified key climate variables that could impact on business operations and drafted three climate scenario forecasts. The project is on track, with the identification of climate change impacts and opportunities currently in progress including a workshop with surveyed tourism businesses. ▪ The project will be completed by November 2012 and presented to ASCOT out of session. 	
	<p>> Consider further research and support improved tourism industry productivity (TRA, Research Advisory Board)</p>	<ul style="list-style-type: none"> ▪ Refer TRAB work agenda 	
	<p>> Encourage high quality experience based product development through Australia's National Landscapes program (RET, TA, STOs, and Parks Australia)</p>	<ul style="list-style-type: none"> ▪ The Matt Moran T-QUAL tick consumer promotional tour commenced March 23rd 2012 ▪ Launched ASP National Landscapes module, 14 National Landscapes "suggested itineraries" launched. ▪ Launch of Great South West Edge and Great Barrier Reef Landscapes (December/March). 	
	<p>> Finalise and support national usage of Destination Management Planning tool (ARTN)</p>	<ul style="list-style-type: none"> ▪ The Destination Management Planning tool project has been completed through a contract with the Australian Regional Tourism Network (ARTN). The tool is scheduled for release and distribution in October 2012. 	