

Tourism 2020

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

TOURISM MINISTERS' MEETING COMMUNIQUÉ 11 OCTOBER 2013

Tourism Ministers met in Canberra today to advance national tourism priorities and reaffirm their commitment to *Tourism 2020*, a whole of government strategy to double Australia's overnight annual visitor expenditure to between \$115 billion and \$140 billion by 2020.

Key highlights of the meeting included:

- Agreement on future national tourism policy principles and priorities
- Agreement for ASCOT to progress **22 implementation priorities in 2014** under *Tourism 2020*
- Agreement to extend the Tourism Collaboration Intergovernmental Arrangement to 2020 to ensure an administrative framework for inter-government tourism cooperation will continue to exist, subject to individual state and territory approvals.
- Agreement to release an updated Investment and Regulatory Reform Report Card and the Accessible Accommodation study later in the year
- Agreement to engage with the Australian Government Minister for Infrastructure and Regional Development on the impact the Coastal Trading Act is having on the expedition cruise sector
- Agreement to release the *Tourism 2020* Progress report for 2013.

Tourism policy principles

Tourism Ministers agreed to maintain a coordinated approach to a national tourism policy. Tourism policy collaboration will progress on the basis of four policy principles;

- i. Encourage high quality tourism experiences, including indigenous tourism
- ii. Limit the tax, red tape and other regulatory burden industry faces
- iii. Undertake coordinated and effective marketing campaigns to drive demand
- iv. Work with industry to support the development of tourism Infrastructure that can drive demand

Ministers also affirmed continued support to cooperate through the *Tourism 2020* framework to address the industry's supply-side weaknesses such as red tape, low investment, skills and labour shortages, and insufficient transport capacity.

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Tourism 2020 Progress

Whole of Government collaboration continued with Ministers reviewing and welcoming the progress on work within the six strategic areas of *Tourism 2020*. Ministers agreed to release the 2013 progress report, which showed that 25 of the 33 agreed priorities were implemented.

Twenty two priority actions for 2014 were endorsed by Ministers, ensuring a continuing focussed approach to delivering the *Tourism 2020 agenda*.

Tourism Collaboration Intergovernmental Arrangement Progress

The Tourism Collaboration Intergovernmental Arrangement provides a framework for cooperation between different jurisdictions to address nationally significant issues. The current arrangement expires on 30 July 2014. Ministers agreed that a new arrangement would be finalised at the first Tourism Ministers' Meeting in 2014.

Encourage High Quality Tourism Experiences

Ministers noted the Australian Government's intention to return T-QUAL accreditation to industry.

Limit the Tax and Regulatory Burden Industry Faces

The Australian Government's commitment not to increase the Passenger Movement Charge during the life of this Parliament was welcomed by Ministers.

Ministers noted the findings of the Accessible Accommodation Study into the supply and demand of accessible accommodation, agreeing to refer the study's findings to the Australian Government Minister for Industry to help inform the scheduled review of accessible accommodation requirements in 2015.

Ministers noted the update to the Investment and Regulatory Reform Report Card, which showed good progress is being made in advancing key tourism regulatory reforms to encourage more tourism investment. There was strong commitment to the public release of the 2013 report card later in the year.

The impact of the Coastal Trading Act on the expedition cruise sector was discussed by Ministers, noting claims made by some stakeholders that current regulations restricted access and acted as a barrier to developing tourism in northern Australia. There was agreement that the Minister for Trade and Investment would engage further with his Federal colleague, the Minister for Infrastructure and Regional Development to address the issues impeding further development of this part of the industry.

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Develop Tourism Infrastructure That Can Drive Demand

Ministers welcomed the Australian Government's intention to refocus the Tourism Industry Regional Development Fund to address demand driven infrastructure from 2014-15.

Ministers agreed that from 2014-15, funding from the Tourism Industry Regional Development Fund would be allocated directly to State and Territory jurisdictions on a pro-rata basis.

Officials from all jurisdictions will develop the programme guidelines for the Australian Government Minister's consideration by no later than the next Australian Standing Committee on Tourism meeting on 7 February 2014.

Tourism Data Collection

Ministers agreed to investigate opportunities for alternative methods of data collection from accommodation providers.

The Tourism Ministers' Meeting was attended by:

The Hon Andrew Robb AO MP (Commonwealth - Chair)

The Hon Bob Baldwin MP (Commonwealth)

The Hon Louise Asher MLA (Victoria)

The Hon Jann Stuckey MP (Queensland)

The Hon Alyssa Hayden MLC (representing the Western Australian Minister for Tourism, the Hon Liza Harvey MLA)

The Hon Scott Bacon MP (Tasmania)

Mr Andrew Barr MLA (Australian Capital Territory)

Ms Amanda Chadwick (representing the New South Wales Minister for Tourism, the Hon George Souris MP)

Mr Rodney Harrex (representing the South Australian Minister for Tourism, The Hon Leon Bignell MP)

Mr Tony Mayell (representing the Northern Territory Minister for Tourism, the Hon Matt Conlan MP)

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