# 

# THRIVE 2030 Implementation Advisory Group (TIAG)

Summary of Meeting – 5 August 2022

The second meeting of the THRIVE 2030 Implementation Advisory Group (TIAG) was held in Canberra on 5 August 2022. The Chair acknowledged traditional custodians and thanked the Minister for Trade and Tourism, Senator the Hon Don Farrell, for attending the meeting.

A group of people in a meeting

Description automatically generated with medium confidence

Members briefly introduced themselves and their background in the visitor economy.

As TIAG’s role is to support and monitor implementation of the THRIVE 2030 strategy, members outlined key areas of opportunity and priorities to the new Minister for Trade and Tourism.

The following themes emerged from the discussion:

### Support for the visitor economy and THRIVE 2030

The Minister thanked TIAG Members for their support of THRIVE 2030 and reiterated the importance of working collaboratively to achieve the objectives of the Strategy during the Recovery Phase: 2022-2024.

### Galvanising industry support to implement THRIVE 2030

With THRIVE 2030 being an industry-led, government-enabled strategy, the group noted the importance of Australia’s tourism industry viewing the visitor economy with fresh eyes and adapting to the post-COVID environment in order to drive THRIVE 2030’s implementation. Beyond Industry’s own efforts, to successfully deliver the THRIVE 2030 objectives, it was also noted that the efforts of State and Territory Governments, together with whole-of-government Commonwealth efforts, would be essential.

### Australia is a unique and world class destination

The group noted Australia’s unique offerings, particularly Indigenous tourism, and the integral role it plays in attracting international travellers to this country. Many members are developing Indigenous strategies as this is a key focus for the future of the Australian visitor economy landscape. As envisaged in THRIVE 2030, it was acknowledged that a more coordinated approach across the Commonwealth, States and Territories to deliver a consistent product in the future would be useful.

### Workforce shortages

Members raised workforce shortages as the most significant challenge in the visitor economy. It was noted as a complex issue that existed pre-COVID, and involved:

* a lack of confidence in job security in roles in the visitor economy (especially since COVID), that made it difficult to attract employees;
* the opportunities associated with unlocking existing barriers and reducing red tape that currently prevented more hiring of mature-age benefit recipients;
* the need for greater flexibility for training in the sector, including recognition of relevant training across State and Territory jurisdictions and consideration of support for the work businesses undertaken to train staff;
* the need to incentivise and re-attract working holidaymakers and students back into the visitor economy sector.

Workforce shortages were even more apparent in regional and remote Australia, where housing supply further compounded this issue.

The Minister also noted the Jobs and Skills Summit to be convened on 1-2 September 2022 would assist in identifying pathways to address these issues. Addressing the problem would require a collaborative approach across Industry, the Commonwealth and the States and Territory Governments with the work already being addressed by the THRIVE 2030 Workforce and Skills Working Group. A Tourism Jobs Summit would be hosted by the Minister for Trade and Tourism on 30 August 2022 to enable tourism‘s priorities to address workforce shortages to be mapped and provided for the main Jobs Summit and also the THRIVE workforce strategy.

### Aviation

Members highlighted aviation capacity, both domestic and international, as an issue for the visitor economy. There was an urgent need to build capacity back to pre-COVID levels, including by addressing workforce shortages.

The Minister noted the Government had committed to developing an Aviation White Paper, which would consider the economic reforms needed to improve productivity across the aviation sector, including to address skills shortages, competition between airports and airlines, and charting a course out of the pandemic.

### Next meeting

The next formal face to face meeting of TIAG is proposed to be held in November 2022 when a THRIVE 2030 Implementation Report is planned to be ready for discussion.