



THRIVE 2030 Implementation Report – June 2024

TARGETS: THRIVE 2030 aims to achieve total visitor expenditure¹ of **\$166 billion** by 2024 (Phase 1) and **\$230 billion** by 2030. The Strategy also aims to achieve visitor expenditure in regional Australia of **\$70 billion** by 2024 and **\$100 billion** by 2030.




As of the year ending December 2023, THRIVE 2030's visitor expenditure target for Phase 1 has been exceeded. The total visitor economy spend (including long-term international students) has reached **\$207.7 billion**, of which **\$82.5 billion** has been spent in regional Australia. While factors such as widespread price increases have contributed to achievement of these targets inflation alone does not entirely explain the achievement of the targets.

This report tracks implementation of the THRIVE 2030 Strategy Phase 1 (2022-2024) to end May 2024. Implementation to date has focussed on strengthening collaboration, improving data and insights, activities to address workforce and insurance challenges, and building and diversifying domestic and international markets. Key activities include:

- Progress on the co-design of a national First Nations Visitor Economy Partnership.
- Tourism Ministers launched the National Sustainability Framework for the Visitor Economy, which was accompanied by the Sustainable Tourism Toolkit. Webinars have supported rollout of the Toolkit to build tourism capability on sustainability.
- Tourism Research Australia has launched a new business events dashboard and has developed use of mobility data to measure domestic visitation.
- Tourism Ministers launched the *WELCOME Framework* to provide practical information to tourism businesses to reduce barriers to participation and improve accessible tourism.
- States and territories, with support from the Australian Government, are delivering the Choose Tourism Grants Program to attract young people to tourism.
- The Australian Government has allocated \$1.7 billion over ten years from 2024–25 to the Australian Renewable Energy Agency to, amongst other things, support innovation and development in low carbon liquid fuels (including sustainable aviation fuel).
- The Aviation White Paper is being developed and is scheduled for release in mid-2024.
- The Migration Strategy was released in late 2023. It outlines the Government's vision for getting migration working for the nation and building a migration system that delivers for workers, businesses and all Australians.
- Enhancements to tourism infrastructure including through investments in Commonwealth national parks and the Caravan Parks Grant Program.
- Tourism Australia's is building markets and attracting visitors, led by its *Come and Say G'Day* international marketing campaign, and complemented by its trade shows and collaboration with States and Territory tourism organisations.
- States and Territories work to attract visitors to its jurisdictions (intra-state, inter-state and international visitors), including through work to rebuild international aviation links through aviation attraction schemes.
- Growing tourism with Vietnam under the Australia Vietnam Enhanced Economic Engagement Strategy for a Strengthening Australia Vietnam Tourism Cooperation project.
- Growing unique and high-quality products, including events, festivals and First Nations experiences.

The Dashboard on page 2 outlines progress against each of the **seven policy priorities**. On the following pages progress against all the 64 Phase 1 Actions with updates since the November 2023 implementation report is noted as either completed, on track or pending. In summary **22** strategic actions have been completed, **40** are on track with **two** pending.

¹ THRIVE 2030 target is for the visitor economy, comprising tourism and long stay international students.



THEMES	POLICY PRIORITIES	THRIVE 2030's SUCCESS MEASURES	PROGRESS
 <p>Collaborate</p>	<p>8 Actions → Priority 1: Comprehensive collaboration – See page 3</p> <p>6 Actions → Priority 2: Improve data and insights – See page 6</p>	<p>Action plans are delivered collaboratively, with efficiency and on time; forums deliver against their terms of reference and follow good governance principles; stakeholders are satisfied with engagement and collaboration.</p> <p>High stakeholder satisfaction with statistical reports and research in terms of quality and timeliness.</p>	<p>7 actions complete 1 action on track</p> <p>4 actions complete 1 action on track 1 action pending</p>
 <p>Modernise</p>	<p>12 Actions → Priority 3: Grow a secure and resilient workforce – See page 9</p> <p>10 Actions → Priority 4: Embrace leading-edge business practices – See page 20</p> <p>12 Actions → Priority 5: Enhance visitor infrastructure – See page 28</p>	<p>Workforce numbers; increase in workers from specific demographics (First Nations, apprentices, older Australians etc.); visitor and business operator satisfaction with workforce skill levels.</p> <p>Increased level of innovation in visitor economy businesses, which could include measures of technology adaptation, new product development, business process improvement, and participation in and compliance with quality accreditation programs.</p> <p>Increase in volume and quality of relevant visitor economy assets and infrastructure, including monitoring for particular features such as accessibility, environmental friendliness, and use of sustainable development practices; number of airline routes/seats; communications connectivity levels and quality.</p>	<p>7 actions complete 5 actions on track</p> <p>1 action complete 9 actions on track</p> <p>1 action complete 11 actions on track</p>
 <p>Diversify</p>	<p>9 Actions → Priority 6: Build markets and attract visitors – See page 36</p> <p>7 Actions → Priority 7: Grow unique and high-quality products, including First Nation experiences – See page 43</p>	<p>Increase in visitor spend (yield) from selected geographic markets and visitor segments; increase in visitor dispersal; changes in market share; strengthened bilateral tourism and education cooperation with strategic regional partners; return on investment from new marketing strategies.</p> <p>Number of new visitor economy businesses/experiences; increase in the number of businesses participating in quality accreditation schemes; visitor satisfaction/quality measure indexes.</p>	<p>2 actions complete 6 actions on track 1 action pending</p> <p>7 actions on track</p>





Priority 1: Comprehensive collaboration


All actions in this THRIVE 2030 pillar have been completed. The THRIVE 2030 Strategy collaboration framework, utilising both new and existing mechanisms (action items 1.1 - 1.5) has been established and continue to operate. Comprehensive collaboration between the Australian Government, states and territories, local governments, industry bodies and businesses will remain a priority to deliver THRIVE 2030 and sustainably grow a strong and resilient visitor economy.

In April 2024, Austrade commenced consultation with industry stakeholders to inform the development of the THRIVE 2030 Phase 2 (Consolidation – 2025-2027) action plan. The industry consultation process closes on 28 June 2024. The THRIVE 2030 Implementation Advisory Group continues to monitor the progress of THRIVE 2030 Phase 1 action plan, with Austrade providing updates on implementation. The Australian Government Visitor Economy Taskforce met in April 2024 to discuss THRIVE 2030 implementation and development of new action plan. The Visitor Economy Industry Stakeholder forum continues to meet regularly, the last meeting hosted by cruise industry stakeholders in Sydney on 7 March 2024. Members share insights and report on industry-led activity to support delivery of the Phase 1 Action Plan at the forum meetings.

The National Emergency Management Agency continues to partner with States and Territories to ensure the visitor economy is considered and integrated into crisis management and recovery plans (action 1.6), with work in response Tropical Cyclone Jasper a recent example. The co-design of a First Nations Visitor Economy Partnership (action 1.7) continues. Austrade continues to work closely with stakeholders to ensure a stronger engagement with the visitor economy at the regional and local level (action 1.8).

No.	Action	Action Lead (Partners)	Status
1.1	Appoint a THRIVE 2030 Implementation Advisory Group, representing a cross-section of industry, and governments, to guide, oversee and monitor progress of the Strategy.	Austrade	
<p>Completed activity: Completed. The THRIVE 2030 Implementation Advisory Group (TIAG) was established in 2022. TIAG has met four times (May 2022, August 2022, May 2023, November 2023) and met with the Minister three times (August 2022, May 2023, November 2023). TIAG is next scheduled to meet, including with the Minister, in June 2024.</p>			
1.2	Establish advisory working groups to accelerate consideration of complex policy issues.	Austrade	
<p>Completed activity: Completed. The Workforce and Skills Technical Working Group and Industry Data and Expert Analysis (IDEA) Working Group were established in 2022. Other working groups are established as required – for example, working groups have been set up to progress work on the Diversification Strategy and First Nations Visitor Economy Partnership.</p>			

1.3	Maintain and enhance existing collaboration mechanisms such as the Tourism Ministers' Meeting and the Australian Standing Committee on Tourism.	Austrade, S&TG	
Completed activity: Completed. Tourism Ministers and the Australian Standing Committee on Tourism (ASCOT) continue to meet on an ongoing basis. Tourism Ministers most recently met on 20 May 2024, and the Australian Standing Committee on Tourism met on 2 May 2024.			
1.4	Establish a cross Australian Government Visitor Economy Taskforce comprising all agencies that contribute to the Strategy that will meet regularly to ensure delivery	Austrade (all relevant agencies)	
Completed activity: Completed. An Australian Government Visitor Economy Taskforce was established in 2022. The Taskforce most recently met on 23 April 2024.			
1.5	Identify how to use existing cooperative mechanisms better or establish new mechanisms to plan and implement interregional marketing and development activities.	TA (S&TG, RTOs, VE industry)	
Completed activity: Tourism Australia's (TA) One Voice framework fosters collaboration, transparency, coordination, and the sharing of insights relating to international marketing across all jurisdictions. The One Voice principles were updated before international borders re-opened in 2022. A detailed program of engagement across all markets and functions is developed each year. TA's Managing Director also convenes meetings of the CEOs of all eight State Tourism Organisations (STO) each year. Through these arrangements, TA and the STOs collaborate on agent training in international markets (Aussie Specialist Program), consumer research (Consumer Demand Project), and co-locating overseas, among other activities.			
1.6	Ensure that the visitor economy is considered and integrated into state and local crisis management and recovery plans.	S&TG (LG, NEMA)	 Newly registered as completed
Completed and ongoing activity: The National Emergency Management Agency (NEMA) continues to partner with States and Territories on disaster risk reduction and resilience initiatives through the Disaster Ready Fund (DRF). NEMA is also working with States and Territories to support recovery efforts through the Disaster Recovery Funding Arrangements (DRFA) and the Tourism Recovery and Resilience package. For example, to help those affected by Tropical Cyclone Jasper in Northern Queensland, in December 2023, the Queensland Government with Australian Government support announced a \$5 million Tourism Recovery Package. This was followed up by an additional \$24.25 million Tourism Recovery and Resilience Program announced in January 2024.			

1.7	Establish an effective partnership of experienced appropriate parties to support the greater participation of First Nations cultures, interpretation, and businesses into the visitor economy.	Austrade, NIAA (VE industry, TA, S&TG)	
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Ongoing activity:

Co-design for the First Nations Visitor Economy Partnership has continued in 2024. The co-design group includes First Nations tourism industry representatives, state and territory representatives, Austrade, National Indigenous Australians Agency (NIAA) and TA.

As part of the South Australian Tourism Commission (SATC) funded Cultural Development Program delivered by the Tourism Industry Council of South Australia (TiCSA), the South Australian Aboriginal Tourism Operators Council (SAATOC) is being established to drive the development of authentic Aboriginal tourism products and experiences in SA. An interim Board comprising Aboriginal tourism business representatives has formed and is establishing SAATOC’s governance.




The Northern Territory Government continues to support the Aboriginal Tourism Committee (ATC) as the representative body for Aboriginal Tourism in the Northern Territory, with a direct reporting line to the Board of Tourism NT.

1.8	Integrate Regional Development Australia, the local government sector, and other appropriate existing mechanisms into the Strategy’s collaborative architecture to ensure a stronger engagement with the visitor economy at the regional and local level.	DITRDCA (RDA, LG, RTOs)	 Newly registered as completed
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Completed activity:

Austrade participates in a range of existing mechanisms which strengthen the Strategy’s collaborative architecture to enhance engagement on visitor economy at regional/local level:

- Austrade Deputy CEO is a member of the Department of Infrastructure, Transport, Regional Development, Communications and the Arts’ (DITRDCA) Regional Investment Framework Inter Departmental Committee and presented to the Regional Deputy Senior Officials Meeting in February 2024 on THRIVE 2030 Regional Tourism in Australia.
- Austrade contributed to DITRDCA’s annual State of the Region’s Report 2024. Austrade’s visitor economy team has engaged effectively with Regional Development Australia organisations through presenting at their annual forums and engaging them proactively with information on THRIVE 2030 to support their members and businesses to drive a more joined up approach.
- Austrade regularly meets with relevant peak bodies such as Australian Regional Tourism, Australian Local Government Association and RTOs to increase the understanding of THRIVE 2030 and promote THRIVE 2030 activities and outcomes.


 Complete  On track  Pending



Priority 2: Improve data and insights




THRIVE 2030 Phase 1 prioritises research and development to improve data and insights and produce relevant, robust, and timely data and insights that are easily accessible, discoverable, and cost-effective critical tools that underpin decision-making, business growth and investor confidence.

Data is important for measuring industry performance, monitoring trends, and informing government policy development. In some cases, more granular data is needed to guide specific business activity or for decisions regarding particular geographic locations. Since the last implementation report in November 2023, Tourism Research Australia (TRA), in partnership with industry and state and territory governments, under Phase 1 of THRIVE 2030 has:

- Established the Data Experts for the LIVE Rollout Project Coordination Committee (DELIVER PCC) to progress the Longitudinal Indicators for the Visitor Economy (LIVE) Framework from concept to production.
- Published monthly domestic mobility data to complement reporting from the National Visitor Survey (NVS). The interactive dashboard allows users to see the change in the latest movements for domestic tourism across both Australia and for each state and territory.
- Added detailed business events data to its suite of official quarterly statistics publications, through publication of a new online dashboard. This data improves the accuracy and availability of data on the business events sector. It required the addition of a comprehensive set of questions to TRA’s visitor surveys from 2023.
- Continued to release a monthly visitor economy facts and figures output which brings together several tourism outputs to provide an easy to access aggregate picture of the visitor economy.
- Published reports including with respect to comprehensive international and domestic tourism forecasts, tourism business numbers, tourism investment and the State Tourism Satellite Accounts.
- Published new research on domestic travellers with accessibility needs.

No.	Action	Action Lead (Partners)	Status
2.1	Establish an IDEA Working Group to identify the information needs of visitor economy participants which are not being met and potential methods to respond to those needs, assess those methods according to cost, contribution, capability, and potential yield, and, based on that analysis, make recommendations to Austrade.	Austrade (S&TG, VE industry)	
<p>Completed activity: The IDEA Working Group was established in April 2022 and held 7 meetings through to April 2023, when it completed its work in accordance with its Terms of Reference. The final report</p>			

and recommendations were released in October 2023 and published on the THRIVE 2030 webpages, along with meeting summaries.			
2.2	Tourism Research Australia (TRA) to provide world-class relevant, robust, granular, and timely data and analytics.	Austrade	 Newly registered as completed
<p>Completed activity:</p> <p>TRA, with support from Australian Bureau of Statistics (ABS), state and territory governments and VE industry, continues to provide relevant, robust, granular and timely data, to support industry and governments with analysis and decision making, on an ongoing basis. Specifically, since the last reporting period, new dashboards have added to the range of published official and experimental data, including domestic mobility data and business events.</p>			
2.3	Develop new products aimed at the needs of particular segments of the sector. <ul style="list-style-type: none"> • Leverage existing data and ABS integration capabilities to support the production of research products. • Leverage new and existing data sets to measure the important economic contribution of business events to the visitor economy. 	Austrade, ABS	 Newly registered as completed
<p>Completed activity:</p> <p>Tourism Research Australia continues to leverage existing data sets to support the production of new and improved research products for the visitor economy.</p> <ul style="list-style-type: none"> • The first release of data from TRA’s new business events dashboard occurred in March 2024. The dashboard delivers official statistics on the business events sector including insights to assist industry and policy makers, delivering on a government election commitment. The dashboard will include a broader range of data in coming quarters. • In September 2023, TRA’s first mobility data product was released. The interactive PowerBI dashboard allows users to see the latest movements for domestic tourism across Australia and each state and territory. Data is published monthly, about 10 days after the reference period. Significant data cleansing has occurred to validate the data and ensure it does not include any travellers outside the definition (i.e. plumbers). • TRA publishes quarterly the tourism labour force statistics, an analysis of tourism workforce changes drawn from the ABS Quarterly Tourism Labour Statistics data. This report was complemented by TRA’s Tourism workforce report (published October 2023). • A detailed report of domestic travellers with accessibility needs published in May 2024. <p>The ABS continues to work closely with TRA to support the development of new and improved data products and ensure it meets official data definitions.</p> <p>Tourism Australia’s Future of Demand research was published, with the support of STOs and industry, in 2023. This global research was commissioned and made public to identify and size</p>			

the future travel sectors and experiences consumers will demand. It is based on qualitative research and a global survey of 23,771 travellers across 20 markets.			
2.4	Build a deeper understanding of the supply side requirements of the visitor economy through the development of a Longitudinal Indicators for the Visitor Economy (LIVE) framework to provide a more detailed picture of demand and supply side performance, incorporating leading and lagging performance indicators, and identify emerging challenges and opportunities for the industry (developed in partnership with IDEA Working Group).	Austrade (S&TG, VE industry)	
<p>Ongoing activity:</p> <p>The independent IDEA Working Group developed guidelines for developing the Longitudinal Indicators for the Visitor Economy (LIVE) framework as part of its final report. TRA established the Data Experts for the LIVE Rollout Project Coordination Committee (DELIVER PCC) to progress the framework from concept to production. TRA, with input from the DELIVER PCC is working towards initial publication of the LIVE framework in the second half of 2024.</p> <p>Tourism NT's <i>Northern Territory Industry Strategy 2030</i> was updated in September 2023 with published updates to the tourism demand targets. In addition, supply side targets have been developed in critical areas such as aviation, accommodation and workforce to ensure sufficient capacity exists to support the demand targets. These published targets have been shared with industry across the Northern Territory and with national stakeholders, to focus resourcing and efforts to support the Strategy delivery. Results for demand and supply targets are tracked quarterly.</p>			
2.5	Implement a visitor expenditure target specifically for regional Australia to help drive and monitor visitor economy growth in regional Australia.	Austrade	
<p>Completed activity:</p> <p>Included in THRIVE 2030.</p>			
<p>Ongoing activity:</p> <p>The regional expenditure target continues to be monitored. As of the year ending December 2023, regional expenditure was at \$82.5 billion (including long-stay international students) – well ahead of the 2024 end target of \$70 billion (and not entirely explained by inflation).</p>			
2.6	Conduct a study of the architecture of the visitor economy to better understand its structures, systems and supply chain components, and make recommendations for improvements within industry's and governments' control that will support improved resilience and sustainable growth.	Austrade	

Ongoing activity:

Work has not commenced on this action item as no budget, or resources were allocated to Austrade to undertake this activity. See update against Action 4.9.



Complete



On track




Pending




Priority 3: Grow a secure and resilient workforce

The Australian Government has delivered a range of initiatives to rebuild visitor economy workforce capability in the short term, including funding the \$8.1 million Choose Tourism program to improve perceptions of tourism as a career of choice, encourage businesses to employ a diverse and inclusive workforce and support States and Territories to deliver activities promoting tourism roles to underrepresented cohorts. The Australian Government has also increased work rights of pensioners, resulting in more mature Australians working in tourism, supported small tourism businesses to employ people with a disability (with 12 providers across 8 regions delivering the \$3.3 million Disability Employment Local Tourism Navigators Pilot) and addressed the visa backlog. Long-term improvements underway include expansion of the Pacific Australia Labour Mobility (PALM) visa scheme, establishing the Pacific Engagement Visa program, funding fee-free tourism and hospitality TAFE courses, broader skills reform work, and investing \$10 million for Accommodation Australia’s online skills and training platform. The establishment of Service and Creative Skills Australia (SaCSA), the Jobs and Skills Council with primary coverage for the visitor economy, has enhanced industry voices in the Government’s skills and workforce planning for tourism.

Since November 2023, the key activities under the workforce pillar are:

- The Choose Tourism program, delivered in partnership with State and Territory and industry partners, had a range of activities to encourage people to Choose Tourism as a career of choice. For example, a Tourism and Hospitality careers expo in Melbourne will be held on 18 June to encourage workers to consider a role and career in the visitor economy.
- Austrade has been engaging directly with industry and tourism businesses to highlight the free government resources and services available to assist businesses find staff and become more inclusive and diverse in their workforce practices. This outreach has been via sponsorship of and presentations to tourism conferences in most jurisdictions.
- The Tourism Local Navigator pilot (supporting tourism businesses to employ people with a disability) has engaged with over 300 businesses and has up to 40 employment outcomes. The pilot has been extended until 30 September 2024.
- The Fair Work Ombudsman and the Australian Taxation Office also continue their ongoing work to ensure worker rights are protected.

No.	Action	Action Lead (Partners)	Status
3.1	Establish a Workforce and Skills Working Group comprising key policy agencies, industry experts and relevant representatives to identify gaps and provide practical immediate solutions to address the current workforce challenges and support the	Austrade (S&TG, VE industry)	






	development of the future needs of the visitor economy workforce.		
<p>Completed activity: The Workforce and Skills Technical Working Group conducted three meetings since May 2022, facilitated collaboration and feedback at the Tourism Jobs Summit in August 2022, and informed the Visitor Economy Workforce and Skills Interim Action Plan’s development. The Group now completes its two-year term as per the Terms of Reference with the final report in development</p>			
3.2	<p>Develop a Visitor Economy Workforce and Skills strategy in response to ongoing workforce pressures exacerbated by the COVID-19 pandemic to strengthen the visitor economy’s workforce, drawing on research to better understand the gaps, barriers and future needs of the visitor economy workforce, and related initiatives being implemented by state and territory governments.</p> <ul style="list-style-type: none"> • ABS will deliver a comprehensive update to the Australian and New Zealand Standard Classification of Occupations by December 2024, and then commence a rolling program of work to maintain the currency of this classification. Over time this will assist in better identifying visitor economy occupations and their skill levels and assist training products and visa settings to better meet needs of the visitor economy. • Australian Chamber – Tourism, in conjunction with Tourism Training Australia, will continue to implement a Workforce Development Strategy that sets out the industry priorities for workforce development. 	<p>Austrade (S&TG), ABS</p> <p>ABS</p> <p>Australian Chamber - Tourism</p>	  
<p>Completed activity: The Visitor Economy Workforce and Skills Interim Action Plan was released in June 2023. Informed by extensive stakeholder consultation, including the Tourism Jobs Summit (held on 30 August 2022), it outlines activities underway across the Australian Government, states and territories and industry to build workforce capability.</p> <p>The Government released the Employment White Paper, Working Future, in September 2023. <i>Working Future</i> provides a Roadmap setting out new policies and reform directions investing in the skills and capabilities of our people, expanding opportunities to work, and boosting labour productivity.</p>			






The ABS has concluded occupation level consultation of the Australian and New Zealand Standard Classification of Occupations (ANZSCO). During 2023 three public consultation rounds were held, with over 600 submissions received across 43 focus area topics, including 18 submissions for Tourism services. Review of occupations is now complete. Preliminary proposed changes for all reviewed occupations including the Tourism services focus area will be available for information in June 2024 via the ABS Consultation Hub. In approximately July 2024, a draft classification containing all proposed changes including structural changes will be published on the ABS website. This will allow users of the classification to provide feedback on the complete set of proposed changes via the ABS Consultation Hub.

Under Tasmania’s 2030 Visitor Economy Strategy, the Tasmanian Department of State Growth has provided grant funding to Visitor Experience Training (VXT) to June 2024. This funding will allow VXT to continue their operation and delivery of industry-led, non-accredited tourism and hospitality short courses in under-serviced regional areas.

Ongoing activity:

The Australian Chamber of Tourism and Tourism Training Australia continue to review and update its Workforce Development Strategy, with additional recommendations and content regarding linkage between vocational and higher education.

3.3	<p>Increase workforce participation from under-participating cohorts, including mature workers, First Nations peoples, people with disability, youth, and women, especially in regional areas.</p> <ul style="list-style-type: none"> • Leverage Government employment programs to support pathways to employment for First Nations Australians. • Support people living with disability with employment opportunities in the visitor economy, including through a pilot program to facilitate people with disability into the visitor economy workforce. • Support eligible job seekers with tailored assistance to find sustainable employment including through Workforce Australia Services, Transition to Work, and Launch into Work employment programs. • Maintain services that connect people wishing to work in regions with job vacancies, reskilling support, and relocation advice including through the Local Jobs Program. 	<p>DEWR, DSS, Austrade (S&TG, NIAA, VE industry including AA)</p> <p>NIAA</p> <p>DSS (Austrade, DEWR), Clubs Australia</p> <p>DEWR</p> <p>DEWR</p>	    
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	<ul style="list-style-type: none"> • Encourage local job creation through business start-up and self-employment advisory services for new and existing small businesses through the Entrepreneurship Facilitators and Self-Employment Assistance program. • Support tourism and hospitality employers to develop long-lasting workforce solutions through the Accommodation Australia’s ‘The Hub’ and the Government’s Employer Liaison Officer. • Ensure policy settings are right and improve awareness of the Pension Work Bonus to encourage more retired workers to undertake part-time work in the visitor economy. • Leverage the Fee Free TAFE initiative, which includes hospitality and tourism as an area of national priority for skills and development. D • Ensure access to the National Careers Institute, which assists people with careers information and support, whatever their age or career stage. 	<p>DEWR</p> <p>VE industry, including AA and Clubs Australia</p> <p>DSS</p> <p>DEWR</p> <p>DEWR</p>	    
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Completed activity:

The Fee-Free TAFE program commenced in 2023 with places available and tourism and hospitality courses. As of 30 September 2023, there were 11,300 enrolments in fee-free tourism and hospitality TAFE courses. The Australian Government committed an additional \$414 million to fund a further 300,000 Fee Free TAFE and VET places across 2024-2026, with tourism and hospitality courses continuing to be recognised as a national priority sector and making up between 3-15% of all courses on offer in the states and territories in 2024.

The Australian Government has encouraged older Australians to participate in the workforce by making changes to the Work Bonus, which allows pensioners to keep more of their income from work. From 1 December 2022 every age pension recipient can receive an additional \$4,000 employment income disregarded from the income test. This increase has been made permanent as of 1 January 2024. Since the work bonus came into effect, data from the ATO indicates that the number of pensioners working in the visitor economy increased by 11% in FY 2022-23, compared to the previous financial year. This reflected an increase of 21% in wages earned by pensioners.

The Tourism Local Navigator pilot (supporting tourism businesses to employ people with a disability) has engaged with over 300 businesses and has up to 40 employment outcomes. Austrade has supported the Department of Social Services (DSS) to deliver the Tourism Local Navigator Pilot (Pilot). The Pilot provides place-based local Navigators in targeted regions to assist small and medium sized businesses in the tourism sector to reform workplace cultures and

employment practices along with building the confidence of employers to employ people with disability. Grants to provide Local Navigators were awarded to 12 providers across 8 regions. The Pilot commenced in July 2023 and was originally planned to conclude in June 2024. An option for a three-month extension to 30 September 2024 has been offered to Navigators (no further funding). Eight of the 12 Navigators have chosen to participate in the extension.

Hamlet Inc is a registered charity that delivers targeted hospitality training and work readiness support to people facing barriers to employment with a focus on people living with a disability. The Tasmanian Department of State Growth provided a one-off grant to Hamlet Inc as a co-contribution towards a new kitchen facility for the café, which will enable the organisation to:

- Increase training intake numbers by 94 per cent over the next 3 years
- provide a more accessible learning space for participants, 95% of whom are living with disability
- provide for an increase in the number of participants who graduate from the training program and secure employment outcomes in the tourism and hospitality industry.

The Queensland Government Department of Tourism and Sport has been delivering the Young Tourism Leaders (YTL) since 2017 to provide influential and inspiring role models to promote careers in tourism to young people. YTLs make presentations in schools and participate in career events to share the story of their career journey, promote the diverse, exciting careers that tourism offers, and provide advice on how to kick-start a career in tourism. The school engagement and career promotion activities that YTLs undertake with young people play an important role in ensuring the industry can attract the workforce of the future. In December 2023, a new cohort of 30 YTLs across Queensland were appointed for 2024.

As part of Austrade's Choose Tourism Program, the Department of Tourism and Sport is also delivering a creative campaign to promote the career opportunities available in the visitor economy. To inform the creative campaign, DTS engaged a market research agency to undertake qualitative and quantitative research with a range of target groups to understand attitudes, perceptions and beliefs on working in the tourism industry.

The Northern Territory Government supported the Aboriginal Tourism Development Support Grant Program Round 2 (ATDSGP R2). This is a non-competitive program with minimum application funding requests of \$10,000 up to \$30,000. The Visitor Experience Enhancement Program (VEEP) round 8 will open on 18 March 2024 with \$3 million of grant funding.

Delivered by DEWR, a range of Launch into Work projects with accommodation, tourism and hospitality businesses have commenced and are achieving good employment outcomes. The Launch into Work program codesigns pre-employment projects with employers giving people the skills, experience and confidence to start work.

Ongoing activity:

Austrade is delivering measures to attract workers to tourism through the \$8.1 million Choose Tourism Program. The program includes a \$7.5 million grant program that provides funding to States and Territories to create or amplify programs that promote tourism as a career of choice to young people, older Australians, First Nations people and disabled people. Additional components of this action item include campaigns to attract older workers to the tourism


industry and encouraging businesses to employ a diverse and inclusive workforce. (see action item 3.8).

NIAA works across government to leverage mainstream employment programs and policies to support job opportunities for First Nations people. The Remote Jobs and Economic Development Program (RJED) is being developed in partnership with First Nations people and will initially fund 3,000 jobs over three years. RJED is being designed to provide people in remote communities with real jobs, at least legal minimum wages and decent conditions. Consultations are now underway on the design and delivery of a new jobs program and how it should work. This includes face-to-face and virtual consultations in remote communities, a discussion paper and an online survey. NIAA also engages with First Nations communities, in non-remote locations, leveraging their strengths and priorities, to develop targeted employment support to connect First Nations people to jobs, career advancement opportunities, and job-ready activities.

Through the 2022-24 Tourism Workforce Development program, Tourism WA has created resources and assets that highlight job roles and opportunities as profiled through the eyes of people working in our industry to position the industry as a career of choice. These resources include a new Tourism and Hospitality Careers Guide, a suite of 17 career vignettes, over 300 workforce images and blog stories hosted on westernaustralia.jobs, the dedicated industry workforce portal.

Accommodation Australia (AA) has commenced delivery of a government-supported \$10 million program to further develop the employment portal, 'The Hub'. The portal will be an employment and skills platform for the hospitality, tourism and travel industries including employers and job seekers.


Licensed clubs are continuing to partner with non-government bodies to engage under-participating cohorts – such as people with a disability – into their workforce. As the peak body, Clubs Australia is looking to explore opportunities with the government for clubs to access, and create employment pathways for, under-participating cohorts.

3.4	<p>Review the Working Holiday Maker scheme to increase the pool of potential workers.</p> <ul style="list-style-type: none"> • Undertake a promotional campaign to coordinate Australian employers to refund Working Holiday Maker Visa fees. • Increase the number of working holiday makers through age increases in the uncapped Working Holiday (subclass 417) visa program and through new partner country arrangements and cap increases in the capped Work and Holiday (subclass 462) program. 	<p>Home Affairs</p> <p>VE industry, including Australia Chamber – Tourism</p> <p>Home Affairs</p>	 <p>All newly registered as completed</p>
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Ongoing activity:


- At the end of February 2024, there were over 180,000 working holiday makers in Australia, an all-time record and over 20% more than before the COVID-19 pandemic.
- The Work and Holiday visa pilot arrangement between Australia and Czechia was extended for two years from 1 March 2024.
- The Work and Holiday visa arrangement between Australia and the Philippines will be implemented on 1 July 2024.
- The Work and Holiday visa arrangement between Australia and India will be implemented before 29 December 2024.

The Migration Strategy, released on 11 December 2023, outlines the Government’s vision for getting migration working for the nation and building a migration system that delivers for workers, businesses, and all Australians. As signalled in the Migration Strategy, the Government is committed to evaluating how migration settings can better support community and workforce needs in regional Australia. The Government will publish a discussion paper on the evaluation of regional migration settings and the working holiday maker program and will further consult on these proposals. Any changes to program settings (including specified work requirements) will be considered in this context and will consider stakeholder views, immigration risks, labour market impacts and protections for vulnerable workers.

3.5	Home Affairs is prioritising the processing of student visa applications, along with other priority economic migrants, particularly from those who are offshore to enable them to enter Australia and contribute to Australia’s economic recovery.	Home Affairs	
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Completed activity:

Completed. Home Affairs delivered on the 2022-23 Government priority to reduce the number of on-hand visa applications by the end of 2022. In addition to increased staff focused on visa processing, visa processing efficiencies were achieved through refining risk, policy and systems settings and assessment procedures. This has been complemented by improved immigration outreach and engagement to support delivery of visa programs.

3.6	<p>Improve access by small and medium sized enterprises to existing migration schemes such as the Pacific Australia Labour Mobility (PALM) scheme.</p> <ul style="list-style-type: none"> • Implement the Migrant Worker Taskforce report recommendations and refinements to the PALM scheme, including improving working conditions for PALM participants. 	DFAT, DEWR, Home Affairs	 Newly registered as completed
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Completed activity:

The Department of Foreign Affairs and Trade (DFAT) implemented the PALM Family Accompaniment Pilot, allowing workers on long-term placements of between one and four years, commenced with a staged rollout to test policy and program settings. The first families are

expected to arrive in Australia in mid-2024. Eligible families under the pilot will have access to family assistance benefits, namely the Family Tax Benefit, Medicare and the Child Care Subsidy to reduce barriers to workforce participation for accompanying spouses and ensure families have a positive experience in Australia.

The Australian Government continues to deliver on its commitment to improve the PALM scheme and address exploitation of migrant workers. The PALM Deed and Guidelines implement new settings, including minimum hours to ensure consistent income. Employers of short-term workers are required to offer 120 hours every 4 weeks and top up income if hours are not offered. Employers of long-term workers must offer full-time hours each week. Other settings include portability arrangements to enable employers to work together to meeting their workforce needs and ensure workers receive enough hours.

On 29 March 2024, amendments to the Migration Act and Migration Regulations came into effect to support the creation of the Pacific Engagement Visa (PEV). The PEV program will offer permanent residence for up to 3,000 nationals from participating Pacific Islands Countries and Timor-Leste. On 27 April 2024, the Minister for Immigration, Citizenship and Multicultural Affairs, Minister for Foreign Affairs, and the Minister for International Development and the Pacific, announced the commencement of the PEV program. The PEV ballot will be open for online registrations from eligible Pacific Island and Timor-Leste nationals on 3 June 2024. Countries participating in the first year of the program include Federated States of Micronesia, Fiji, Nauru, Palau, Papua New Guinea, Solomon Islands, Timor-Leste, Tonga, Tuvalu, Vanuatu. Discussions are ongoing with other partners in the region. As a permanent resident, PEV holders will be able to live, work and study anywhere in Australia.






The Government has also implemented Taskforce recommendations 19 and 20 by securing passage of the Migration Amendment (Strengthening Employer Compliance) Act 2024 in February 2024. This legislation contains measures aimed at deterring the exploitation of migrant workers. This includes by creating new criminal and civil penalty provisions for using a person's migration status to exploit them in the workplace, and a measure that allows the Minister for Immigration, Citizenship and Multicultural Affairs to prohibit employers from employing migrant workers where they have been found to have previously exploited them.

Additionally, to give effect to Taskforce recommendation 14, the Government is currently progressing, alongside states and territories, a harmonised approach to national labour hire regulation that will ensure greater protections for labour hire workers regardless of where they work. This reform would also promote an even playing field for labour hire businesses and reduce the administrative burden for labour hire businesses operating in multiple jurisdictions.

Ongoing activity:

The Department of Employment and Workforce Relations (DEWR) made significant progress against the recommendations of the Migrant Workers' Taskforce (Taskforce) since the last update in November 2023. The Government recently gave effect to Taskforce recommendations 5 and 6 by securing passage of the Closing Loopholes reforms:


- The Fair Work Legislation Amendment (Closing Loopholes) Act 2023, passed in December 2023, will introduce a criminal offence for intentional wage theft of employees' wages and certain entitlements.

<ul style="list-style-type: none"> The Fair Work Legislation Amendment (Closing Loopholes No. 2) Act 2024, passed in February 2024, increased maximum penalties for standard civil breaches and serious contraventions of certain civil remedy provisions in the Fair Work Act for bodies corporate that are not small business employers. 			
3.7	<p>Progress the Government’s Skills Reform agenda for a high-quality, relevant and accessible vocational education and training sector in which funding arrangements improve consistency and are linked to skills needs; micro-credentials are supported; and apprenticeships and other forms of work-based training are promoted.</p> <ul style="list-style-type: none"> Jobs and Skills Australia has been established as a statutory body to provide independent advice on current, emerging and future workforce, skills and training needs. Industry clusters will be established from January 2023 to identify and respond to current and emerging skills needs and workforce challenges, including for those in the visitor economy. Provide on-the-job-training opportunities for people by connecting them with tour operators, and a pathway to accreditation as a professional tour guide, through Tour Guides Australia’s micro-credential training course. 	<p>DEWR (S&TG, VE industry)</p> <p>Jobs and Skills Australia</p> <p>DEWR</p> <p>Tour Guides Australia</p>	   
<p>Ongoing activity:</p> <p>SaCSA is the Jobs and Skills Council with primary coverage for the visitor economy. SaCSA engages with stakeholders from the tourism, hospitality, retail, arts, and personal services industries who provide valuable advice and industry insights on workforce related matters and make recommendations on project/activity priorities. SaSCA is working with these industry stakeholders to develop and prioritise activities and continue workforce planning for each of their industries.</p>			
3.8	<p>Promote the visitor economy as an attractive career choice including through communication strategies, incentives and awards to promote best practice by employers.</p>	<p>Austrade, S&TG, VE industry</p>	 <p>Newly registered as completed</p>
<p>Completed activity:</p> <p>Through the \$8.1 million Choose Tourism program, Austrade is promoting the benefits of employing a diverse and inclusive workforce and encouraging businesses to engage with free</p>			

government resources to hire Australians with a disability, older Australians and younger Australians. Austrade has sponsored and presented at a range of industry events and produced collateral linking to these support programs. For example, Austrade has directly engaged with businesses at events including the Victorian Tourism Industry Council Vision Summit, the Asia-Pacific Hotel Industry Conference and Exhibition and the Australian Amusement Leisure and Recreation Association conference with excellent feedback.

- The Tasmanian Department of State Growth in collaboration with its delivery partners, is continuing to deliver projects funded under the Austrade Choose Tourism Grant Program to promote the visitor economy as an attractive career choice:
 - Extend the “More than Welcome” workforce awareness and attraction campaign. New component of the campaign was launched in December 2023.
 - Beacon Foundation – an Australian not for profit organisation that works with schools and industry in delivering career readiness programs and services – continues to deliver tourism and hospitality specific career awareness and readiness programs to year 9-12 students in Tasmanian schools.


The Tasmanian Department of State Growth has provided grant funding to Visitor Experience Training (VXT) to continue to manage the industry-specific jobs website, (tastourismandhospitalityjobs.com.au) on behalf of industry.

3.9	Encourage the uptake of training programs for First Nations peoples that create opportunities for participants to further enhance industry knowledge, equip participants to advance their careers and to develop new products or experiences in the sector.	NIAA, VE industry, (S&TG)	
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Ongoing activity:

In late 2023 NIAA’s First Nations Tourism Mentoring Program (\$10m) commenced, providing one-on-one mentoring and training support to First Nations tourism businesses across regional and remote locations and helping businesses to respond to the growing interest in authentic cultural experiences. The program provides culturally appropriate, hands-on support to tourism operators to identify and take advantage of the post-pandemic Visitor Economy. As of 30 April 2024, 124 mentee applications have been received through the FNTMP. Several training programs for new and existing First Nations tourism operators have also been co-funded through the joint Commonwealth-State/Territory Strategic Indigenous Tourism Projects (SITP).

The NT Aboriginal Tourism Business Accelerator is a joint initiative between Indigenous Business Australia (IBA) and the Northern Territory Government empowering NT Aboriginal tourism operators by enhancing their business skills, expanding their networks, and providing tailored support to boost Aboriginal entrepreneurs and grow strong and sustainable tourism businesses.

3.10	<p>Encourage mutual recognition for foundational credentials (such as the Responsible Service of Alcohol (RSA)) to support mobility of workers across jurisdictions, especially in relation to seasonal hospitality work.</p> <ul style="list-style-type: none"> • Increase acceptance across all states and territories of micro-credentialing as a recognised and valued form of training and accreditation in visitor economy occupations, including for tour guides. 	S&TG	 <p>Newly registered as completed</p>
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Completed activity:
 Austrade coordinated a survey of state and territories on cross-border issues. The survey responses informed Austrade’s engagement with Services and Creative Skills Australia (SaCSA), the new Jobs and Skills Council responsible for Tourism and Hospitality (see action 3.7). SaCSA will progress cross-border recognition of hospitality qualifications in their advocacy work across industry and government. Austrade has also conveyed industry feedback to DEWR and Department of Health and Aged Care (DoH).

3.11	<p>Promote employment standards of employers including compliance with workplace obligations such as modern awards and superannuation requirements, including through the Fair Work Ombudsman’s education tools and advice services.</p> <p>Promote understanding and awareness of work, health and safety duties through Safe Work Australia’s education and communication tools.</p>	FWO, ATO, S&TG, VE industry, (DEWR)	 <p>Newly registered as completed</p>
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Completed activity:
 The Fair Work Ombudsman (FWO) has a core statutory function to promote compliance with workplace laws and provides information, education, advice and assistance to workplace participants. This work has occurred as a matter of course for the life of THRIVE 2030 and will continue into the future. This has recently included launching and promoting new information, tools and resources to assist workplace participants to understand and apply new and amended workplace rights and obligations effective at different times, in response to the Fair Work Legislation Amendment (Closing Loopholes) Acts, the Fair Work Legislation Amendment (Protecting Worker Entitlements) Act 2023 and the Fair Work Legislation Amendment (Secure Jobs, Better Pay) Act 2022.

The Australian Taxation Office (ATO) continues to implement the following ongoing actions:

- Update web content and external communications are providing enhanced self-help opportunities to employers, ensuring they are aware of their obligations and providing tips to get things right.




- Investigate employee notifications where unpaid superannuation has been reported to the ATO.

Ongoing compliance work to ensure employers are reporting PAYGW through STP and reporting and paying superannuation obligations.

3.12	<p>Encourage larger industry operators to implement formal in-house training and diversity programs.</p> <ul style="list-style-type: none"> • Tourism Training Australia (in conjunction with the travel, tourism, hospitality, accommodation and events sector groups) has a project supported by the Victorian Government, to develop micro-credential training that is linked to the formal training system. 	VE industry, including Australian Chamber – Tourism	
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Ongoing activity:

Including as part of consultations for THRIVE 2030 Phase 2 Action Plan, Austrade has encouraged larger employers to continue their in-house training and diversity programs.

 Complete
  On track
  Pending

Priority 4: Embrace leading-edge business practices

Since the November 2023 update, industry and governments have continued to work individually and collaboratively to assist business capability.

- In the 2024-25 Budget, the Australian Government announced a range of measures to decarbonising our domestic economy and support our transition to a net zero economy. This includes funding to engage tourism operators in reef monitoring, protection and stewardship to protect the Great Barrier Reef, and the installation of electric vehicle charging infrastructure.
- The Australian Renewable Energy Agency has been allocated \$1.7 billion over ten years from 2024–25 for the Future Made in Australia Innovation Fund, including to support innovation and development in low carbon liquid fuels.
- The Government has also introduced legislation to Parliament to establish a national environment protection agency.
- Tourism Ministers released the WELCOME Framework in May 2024, a ‘how to guide’ for providing practical information to tourism businesses to reduce barriers to participation and start their accessible tourism journey.
- The QTF website was relaunched in February 2024 with upgrades to enhance and streamline usability for businesses.
- Tourism Australia has commissioned research which will examine the travel distribution landscape, consumer behaviour, booking and travel trends, and what the implications might be for TA’s strategy, the work of STOs, and the impact on operators.

No.	Action	Action Lead (Partners)	Status
4.1	<p>Build business capability programs that help drive product innovation, diversification and product quality to deliver world-class visitor experiences including micro-credentialing and accreditation for tour guiding.</p> <ul style="list-style-type: none"> • Enhance the Quality Tourism Framework, in partnership with the Australian Tourism Industry Council (ATIC), to help small tourism businesses. • Promote the adoption of sustainable tourism practices and pathways to certification with the new <i>Strive 4 Sustainability Scorecard</i> program, founded in partnership with Tourism Australia, a new entry level program for all tourism businesses wishing to start their sustainability journey in an efficient and affordable way. 	<p>VE industry, DEWR, S&TG</p> <p>ATIC (VE industry, Austrade, NIAA)</p> <p>EcoTourism Australia</p>	

Ongoing activity:


The Australian Tourism Industry Council (ATIC) has continued delivery to enhance and improve the Quality Tourism Framework (QTF) and help lift the capability of small and medium tourism businesses, with Australian Government funding support. On 26 February 2024, the QTF website was relaunched with significant upgrades to enhance and streamline its usability. On 15 March 2024, a new Tourism Emissions Reduction Program under the QTF was released. ATIC’s program on risk management and business continuity is seeing a steady uptake, including from over 100 businesses in Queensland.

In March 2024, Tourism NT hosted the ATIC Talking Tourism Conference, focusing on three key topics: inclusivity, digital best practices, and leveraging success through accreditation.

Funding support has been provided for delivery by the Tourism Industry Council Tasmania (TICT) of the *Quality Tourism Framework* accreditation program; and the *Great Customer Experience* review and training program by the Tasmanian Hospitality Association (THA).

Tourism Tasmania has delivered two rounds of information sessions for industry, sharing the latest market segmentation insights, including a new market segmentation strategy, and has produced webinars and fact sheets to provide insights on how operators can leverage this information to adapt their marketing and business practices, and target the most relevant customers in ways that appeal to their values and travel motivations.

Ecotourism Australia continues to deliver the Strive 4 Sustainability Scorecard and has noted strong uptake of the program.

4.2	<p>Streamline and target information about government resources assisting businesses to modernise and diversify, and to build resilience and capability. Including through programs such as:</p> <ul style="list-style-type: none"> • The <i>Digital Solutions – Australian Small Business Advisory Services (ASBAS)</i> Program to assist small businesses to improve their digital capability and adopt digital tools and processes. • eInvoicing – to assist small businesses to digitise their processes, widen trade connectivity and improve productivity. 	<p>Treasury, ATO, S&TG, LG, VE industry</p> <p>Treasury</p> <p>ATO</p>	
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Completed activity:

In May 2024, Tourism Ministers released a WELCOME Framework, a ‘how to guide’ providing practical information to tourism businesses to reduce barriers to participation and improve accessible tourism. To complement the Welcome Framework, Austrade has also published a list of accessible tourism resources and profiles of champions of accessible tourism on its website and has been broadly promoting the materials.

Ongoing activity:


Tourism South Australia (TSA) facilitated support for local businesses during the shoulder season through a new Territory Tourism Discount Scheme. The scheme provided a 25 per cent discount on all tourism experiences booked at NT visitor information centres, available for travel and experiences booked between 29 February and 30 April 2024. TNT’s investment in the

scheme aimed to inspire locals to book staycations, experiences, or visits to local attractions during the quieter period, thereby supporting local tourism operators and jump-starting the peak season.

Tourism NT’s accessible tourism initiatives included the delivery of an Accessible Tourism Plan. This involved hosting trade partners to showcase accessible tourism, enabling businesses to engage in efforts to enhance accessibility. Complementing these efforts were upgrades to the accessibility and content of the northernterritory.com website, an accessibility photoshoot to ensure a diversity of imagery and the delivery of a Tourism Accessibility Improvement Grant.

Treasury continues to deliver the Digital Solutions Program. Since commencing services on 1 April 2023 and data as of 31 December 2023, Digital Solutions round 2 providers have delivered services to more than 2,400 small businesses nationally.


- Australian businesses are enabled (growth of 100,000 business enabled in the last 12 months), and nearly 1 million eInvoices have been successfully transmitted.
- Many major small business accounting software products are eInvoicing ready, allowing businesses to access eInvoicing at low or no additional cost.
- Commonwealth Government agencies are enabled; some State governments are well advanced, with others increasingly becoming eInvoicing enabled.
- eInvoicing is featuring in international trade agreements, helping to decrease barriers to international trade.

4.3	<p>Encourage businesses to implement resilience and crisis management plans.</p> <ul style="list-style-type: none"> • Work with Australian travel and tourism stakeholders to upskill travel industry personnel on crisis management, risk planning and mitigation and resilience. • Develop an updated <i>Destination Management Planning – Best Practice Guide</i>, in collaboration with local council work units, that will include advice on crisis management, crisis communications for visitors and resilience to align with THRIVE 2030. 	<p>VE industry, S&TG, (NEMA)</p> <p>Council of Australia Tour Operators</p> <p>Australian Regional Tourism</p>	
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Completed activity:

The Australian Government’s business.gov.au website continues to host a range of resources and information to support businesses with crises planning, emergency management and risk mitigation.

Tourism Tasmania regularly communicates to industry on relevant emergency services; and resources for emergency management are regularly communicated to the Tasmanian tourism industry through Tourism Tasmania’s e-newsletter. The agency also works closely with the regional tourism organisations to ensure they are aware of the tools and resources available to support businesses in preparing for a crisis or critical incident.

4.4	Implement an industry sustainability framework and education tools to assist businesses to implement and further improve sustainability practices.	Austrade, DCCEEW, VE industry, S&TG	 Newly registered as completed
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Completed activity:

Since the Tourism Minister’s launch of the National Sustainability Framework and Sustainable Tourism Toolkit in November 2023, Austrade has been partnering with State Tourism Organisations (STOs) and Regional Tourism Organisations (RTOs) to promote the toolkit through a series of sustainable tourism workshops and webinars for tourism businesses some of which were recorded and are being promoted further for free access via YouTube.


Austrade held a focussed Sustainability Dialogue for industry leaders and a selected group of representative bodies in May 2024 to discuss how to improve sustainability practices beyond the Framework and Toolkit and support the next Phase Action Plan development for THRIVE.

Sustainability is a key focus for Tourism NT as we work together as an industry towards long-term sustainable growth and the provision of socially responsible and climate friendly travel offerings. To help tourism operators adapt to climate change and become more socially, culturally and environmentally sustainable, Tourism NT has launched an online sustainable tourism toolkit with information, links, ideas, templates and solutions.

Ongoing activity:

Destination NSW is delivering Sustainability Skills Micro-credentials, in partnership with EarthCheck.



The Australian Chamber of Commerce and Industry’s Sustainable Tourism Advisory Committee are developing a framework with members of the council and informed by a presentation by Griffith University, which looks at building sustainability plans for regional tourism organisations and a national framework that is informed by all industry sectors.


4.5	Develop, promote and encourage businesses to improve quality through industry-led programs and celebrate exceptional visitor economy businesses.	VE industry, Austrade, TA, S&TG	
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Ongoing activity:

The Australian Government has committed to provide \$8 million to enhance the ATIC’s Quality Tourism Framework (QTF) accreditation (see Action 4.1). ATIC’s QTF Quality Tourism Accreditation is a key Australian tourism accreditation program to develop higher quality product. Quality tourism accreditation embraces all tourism experiences including nature-based, agritourism and aboriginal and cultural tourism. There has been recent strong growth in business engagement, especially SMEs, with more than 4,500 Quality Tourism accredited businesses across Australia (also relates to actions 3.7, 4.1 and 7.5).

The Tasmanian Tourism Industry Council and the Tasmanian Hospitality Association each administer the Quality Tourism Framework (QTF) accreditation and Great Customer Experience programs respectively, as well as annual awards programs, providing operators with the skills and knowledge to pursue business excellence.

<p>The NT Aboriginal Tourism Business Accelerator is a joint initiative between Indigenous Business Australia (IBA) and the Northern Territory Government. It is crafted to empower NT Aboriginal tourism operators by enhancing their business skills, expanding their networks, and providing tailored support to boost Aboriginal entrepreneurs and grow strong and sustainable tourism businesses.</p> <p>Tourism Australia’s Sustainability Storyteller series showcases some of Australia’s best tourism operators and storytellers who are committed to sustainability.</p>			
4.6	<p>Monitor the accessibility and affordability of public liability insurance for visitor economy businesses and continue to support improved access and affordability including through Government and industry cooperation.</p> <ul style="list-style-type: none"> Australian Chamber – Tourism is working with Business NSW, the Insurance Council of Australia and the Australian Small Business and Family Enterprise Ombudsman on insurance solutions for the tourism and hospitality industries. 	<p>Treasury, VE industry</p> <p>Australian Chamber – Tourism</p>	
<p>Ongoing activity:</p> <p>Treasury continues to monitor the public liability insurance market on an ongoing basis. Austrade continues to support Treasury’s work in this area, including through facilitating discussions with government and industry focussed on insurance access and affordability.</p> <p>Austrade has funded a PhD student to undertake detailed research into the insurance challenges in the visitor economy and to identify how insurance can be improved for visitor experience providers. The PhD will conclude in April 2026, with the delivery of a final report to Austrade.</p> <p>Industry stakeholders have developed a range of resources to help improve insurance affordability outcomes. Examples include the Australian Tourism Industry Council’s <i>Don’t Risk It Guide</i> (which was originally funded and established as a joint product by Austrade and States and Territories), the Caravan Industry Association of Australia’s <i>Insuring Caravan Parks roadmap</i> and Outdoors Council of Australia’s <i>Activity Safe guidelines</i>.</p>			
4.7	<p>Ensure that visitor economy businesses, especially those in the regions, have access to suitable internet products, services and infrastructure, including through:</p> <ul style="list-style-type: none"> the Better Connectivity Plan for Regional and Rural Australia the Regional Connectivity Program the Mobile Black Spot Program <p>access to the National Broadband Network which is being enhanced by initiatives including upgrades providing full-fibre access, fixed wireless and</p>	<p>DITRDCA, VE industry</p>	

	satellite upgrades, the Regional Co-Investment Fund and the Business Fibre Initiative.		
<p>Ongoing activity:</p> <p>The Australian Government continues to roll out the <i>Better Connectivity Plan for Regional and Rural Australia</i> to expand regional mobile coverage along highways and roads and in underserviced regional communities.</p> <p>The Government is continuing to roll out the <i>Regional Connectivity Program</i> (RCP) and the <i>Mobile Black Spot Program</i> (MBSP). RCP Round 3 is awarding \$115 million for 74 connectivity projects across Australia, and MBSP Round 7 is awarding \$41.3 million for 43 new mobile base stations across Australia and \$13.6 million for 19 new mobile base stations targeting First Nations communities.</p>			
4.8	<p>Implement measures to deliver on Australia’s international commitments to achieve net zero emissions by 2050, and to halt and reverse biodiversity loss by 2030.</p> <ul style="list-style-type: none"> • Improve sustainability practices in visitor economy businesses in line with international commitments, including by making use of available government programs and through industry-led initiatives. 	DCCEEW, S&TG, VE industry	
<p>Ongoing activity:</p> <p>The Australian Government is committed to acting on climate change and conserving, protecting and sustainably managing our environment through a nature positive approach.</p> <p>Through the 2024-25 Budget, the Australian Renewable Energy Agency has been allocated \$1.7 billion over ten years from 2024–25 for the Future Made in Australia Innovation Fund to, amongst other things, support innovation and development in low carbon liquid fuels (i.e. sustainable aviation fuel), renewable hydrogen and clean energy technology manufacturing such as batteries.</p> <p>In addition, the government is providing \$20.9 million over four years from 2024-25 (and \$1.2 million per year ongoing) for further consultation on incentives for the demand and production of low carbon liquid fuels, as well as the development of a low carbon liquid fuels certification scheme.</p> <p>The <i>Climate Change Act 2022</i> legislates Australia's greenhouse gas emissions reduction targets of a 43 per cent on 2005 levels by 2030 and net zero by 2050. The Government has committed over \$40 billion to decarbonising our domestic economy. This includes \$23 billion committed to growing and modernising our electricity grid and boosting energy performance. This commitment also includes \$17 billion to capturing opportunities in hydrogen, critical minerals and upstream industries, and realising low-emissions industry growth opportunities in our regions.</p> <p>Legislation for Australia’s first national environment protection agency with strong new powers and penalties to better protect nature as well as legislation to set up the statutory and independent head of the new Environment Information Australia (EIA) have been introduced to</p>			

Parliament. The new EIA will provide up-to-date, transparent environmental data and information to the public and will also be a reliable resource to help business make faster, easier development decisions. The EIA will also release State of the Environment reports every two years instead of five.

The 2024-25 Federal Budget also announced:


- \$17.6 million over two years to establish and commence operation of the Nature Repair Market
- \$5 million for the Great Barrier Reef Marine Park Authority to engage tourism operators in reef monitoring, protection and stewardship to protect the Great Barrier Reef.
- \$60 million over four years to support the installation of electric vehicle charging infrastructure at automotive businesses to support the transition to electric vehicles.

As part of the Net Zero 2050 plan the Government is developing sectoral decarbonisation plans, covering six sectors of the Australian economy: electricity and energy; industry; resources; built environment; agriculture and land; and transport. These plans will build on policies and reforms already underway in sectors to reduce emissions, providing certainty to industry and investors. The Government is engaging industry, communities and all levels of government to develop these plans, ensuring they are robust, ambitious but achievable and accepted by the community. Plans will feed into Australia's Net Zero 2050 plan and a strong 2035 emissions reduction target.


The Department of Infrastructure, Transport, Regional Development, Communications and the Arts has released the [*Transport and Infrastructure Net Zero Consultation Roadmap*](#) for public consultation by 26 July 2024.

The Tasmanian Government released a \$1.5 million package to support emission reduction activities in the tourism industry. The package includes the following allocations:

- \$900,000 to the Tourism Emissions Reduction Grant Program, delivered by the Department of State Growth. This program made funding available for eligible operators to implement a project that contributes to the reduction of carbon emissions within their business.
- \$300,000 to Tourism Industry Council Tasmania to work with operators to reduce their emissions by matching them with one of two programs over 2023 and 2024. More than 80 businesses have already been onboarded to these programs.
- \$100,000 to Tourism Tasmania to lead the development of a business case into how visitors could opt into a net zero visit to Tasmania, as well as contribute to Tasmania through local offset projects.
- \$100,000 towards a project delivered by Tourism Tasmania to elevate and profile leading industry operators and their sustainability initiatives.
- \$100,000 was provided last year for a partnership between Tourism Industry Council Tasmania and Burnie-based business Local Carbon to undertake a carbon accounting pilot with local operators.

4.9	Examine the impacts on the travel distribution system brought about by the COVID-19 pandemic, including how businesses and consumers will respond to new and different travelling arrangements, and provide suggestions as to how travel and tourism businesses can change and adapt their sales, marketing and business practices to cater to and embrace the new environment. (To be conducted in association with Action 2.6 to study the architecture of the visitor economy.)	TA, Austrade (S&TG, VE industry)	 Commenced since November 2023.
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Ongoing activity:
Tourism Australia has commissioned research on the state of the travel distribution system, the impacts of COVID on the system, and what the near future might look like. This research will examine the distribution landscape and outlook, consumer behaviour, booking and travel trends, and what the implications might be for TA’s strategy, the work of STOs, and the impact on operators.

4.10	Support tourism and accommodation providers to set their own prices when guests contact them directly to book.	Austrade, Treasury, VE industry	
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Ongoing activity:
Following public consultation by Treasury and Austrade in 2023, this matter was referred to Treasury’s Competition Taskforce.

 Complete
 On track
 Pending




Priority 5: Enhance visitor infrastructure

Government, industry and investors are actively driving investment into tourism infrastructure and assets. TRA's annual review of the tourism investment pipeline for 2022-23 showed continued growth in the number and value of large tourism-related projects. The Tourism Investment Monitor identified 307 tourism investment projects (worth \$20 million or more), worth a total of \$56.1 billion in 2022-23. These projects cover the accommodation, aviation, and arts, recreation and business services sectors. They exclude other transport infrastructure and mixed-use projects (that may combine hotels with residential and commercial components).

Key regulatory reforms to encourage and streamline investment are also underway. Examples include the Government's Aviation White Paper and the Nature Positive Plan, which will improve trust, transparency and efficiency for environmental approvals. Governments and the visitor economy industry are also taking steps to provide accessible visitor infrastructure and improve information to offer more inclusive experiences.

Since the last implementation report:

- Tourism Ministers launched the WELCOME Framework to support businesses make tourism more accessible to all travellers.
- The Queensland Government announced an additional \$12 million in accessible tourism to ensure Queensland's tourism industry better caters to visitors of all abilities as part of its Year of Accessible Tourism.
- Ongoing infrastructure upgrades to Commonwealth National Parks continue with the Government's \$233 million investment.
- The Australian Government announced the *Remote Airstrip Upgrade Program* will be extended with an additional \$50 million over three years, to improve safety of remote airstrips and accessibility for people with disability.
- The Australian Government announced an extension to *Regional Airports Program* with an additional \$40 million in grant funding over three years from 2024-25.
- The Minister for Infrastructure, Transport, Regional Development and Local Government announced funding for 40 projects under the first round of the *Growing Regions Program*.
- The Australian Border Force (ABF) completed upgrades to our arrivals SmartGates at several international airports across Australia.
- Tourism Australia reports that as at April 2024, 95 per cent of pre-COVID levels of inbound seats have returned to routes to Australia. Working alongside the states and territories, TA's airline partnership marketing activities partner with major airlines to help sell seats on planes to Australia.
- States and Territories continue to have aviation attraction schemes to rebuild international aviation links.


No.	Action	Action Lead (Partners)	Status
5.1	<p>The Commonwealth, state and territory governments and industry will work together to ensure that infrastructure best meets the needs of the visitor economy. This includes the well-planned delivery of safe land transport infrastructure to support the wellbeing of communities and visitors.</p> <ul style="list-style-type: none"> Stimulate domestic accommodation, travel and attractions for both regions and metropolitan visitor economies through voucher programs in partnership with state and territory governments. 	<p>DITRDCA, Austrade, S&TG, LG, VE industry</p> <p>VE industry, including Tourism Accommodation Australia and the Australian Hotels Association</p>	
<p>Ongoing activity: Tasmania's 2030 Visitor Economy Strategy commits to developing, with industry and local government, a 10-year infrastructure plan for the visitor economy focused on priority public infrastructure projects including national parks, roads, airports and aviation investments, events, and local council infrastructure. The Plan is slated to be released in 2025.</p>			
5.2	<p>Facilitate investment, including through appropriate foreign direct investment programs, to create new and refreshed offerings, for example by governments working to reduce regulatory barriers to appropriate development of visitor infrastructure such as luxury accommodation in natural environments.</p> <p>Support upgrades to caravan parks, which deliver affordable accommodation options for travellers, particularly families.</p>	<p>VE industry, Austrade, S&TG, LG, DCCEEW</p>	
<p>Ongoing activity: Although currently not a national priority sector for Austrade; Austrade continues to engage with and states and territories, and potential foreign investors in tourism assets and assist foreign investors with tourism investment projects that are in the national interest.</p> <p>Austrade continues to deliver the \$10 million Caravan Parks grant program by providing funding to upgrade and create new infrastructure in caravan parks. There are 112 approved caravan parks undergoing facility upgrades having received funding of between \$10,000 and \$100,000, with projects to be completed by May 2024.</p> <p>The Western Australian Government established a Tourism Investment Committee of Cabinet to bring a renewed focus to one of Western Australia's most important industries. The Committee will bring key Ministers together to drive new tourism investment in Western Australia, set investment priorities and streamline decision-making across Government.</p>			
5.3	<p>Develop assets, infrastructure and experiences that are accessible to all people, regardless of physical limitations, disability or age.</p>	<p>VE industry, Austrade, S&TG, LG</p>	

Completed activity:

On 20 May 2024, Tourism Ministers launched the WELCOME Framework for accessible tourism. The WELCOME Framework is a guide to making tourism more accessible to all travellers. It has simple, practical tips for businesses to start their accessible tourism journey. Austrade developed the WELCOME Framework using insights from the Accessible Tourism Mentoring Pilot Project, which was funded by Austrade and States and Territories. To complement the WELCOME Framework, Austrade has also published profiles of accessible tourism “champions” and a list of accessible tourism resources on its new accessible tourism website, as well as a new detailed data report from Tourism Research Australia.

Successful projects under Round 3 of Australian Government’s *Regional Airports Program* were announced on 20 January 2023, with \$27.9 million announced for 44 projects to improve safety and accessibility at regional airports.

The Queensland Government dedicated 2023 as the Year of Accessible Tourism, and the associated programs have been extended into 2024. The Queensland Government is investing an additional \$12 million in accessible tourism to ensure Queensland’s tourism industry better caters to visitors of all abilities.


5.4	Prioritise new destination development through use of holistic destination development plans, community and stakeholder collaboration, and streamlined regulatory approvals.	VE industry, S&TG, LG	
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Ongoing activity:

Several states and territories have completed or are working on a review and update of destination management plans.

Tourism NT is currently refreshing four Destination Management Plans: Big Rivers Region, Barkly Region, Alice Springs and MacDonnell Ranges Region, and Lasseter Region, focusing on the relevance of actions, project gaps, and opportunities. Actions have been identified to activate opportunities, address gaps and prioritise product development, seeking to meet visitor demand while encouraging the development of a sustainable tourism sector for the regions.

Queensland’s Growing Future Tourism (GFT) program is providing financial support to eligible Queensland tourism operators, not-for-profit organisations and local governments to deliver new and enhanced tourism infrastructure or experiences in the priority areas of coastal and marine tourism; heritage and cultural tourism; ecotourism and sustainability. Projects are to strategically align to government and destination priorities for tourism, for example the relevant region’s regional tourism organisation’s Destination Tourism Plan. Expressions of interest closed in August 2023 for the first \$8 million funding round, with funding decisions anticipated for early 2024.


5.5	Improve tourism infrastructure in regional areas, including through the rollout of regional infrastructure programs, noting the importance of good-quality roads to connect visitors and communities to attractions and services.	DITRDCA, S&TG, LG (NEMA)	
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	<ul style="list-style-type: none"> • City Deals with Darwin, Hobart, Perth, Townsville and Geelong, and Regional Deals with Hinkler and Barkly, will continue to deliver improved visitor economy infrastructure, including sporting and cultural facilities, airports, attractions and public realm amenity. • The \$3.25 billion <i>Local Roads and Community Infrastructure Program</i> will support local councils across Australia to deliver priority local infrastructure projects to support local communities including roads, parks and sports facilities, and bike paths. 		
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Ongoing activity:

The Northern Territory Government has provided \$3 million of grant funding through round seven of the Visitor Experience Enhancement Program (VEEP). VEEP seeks to enable the tourism industry to undertake projects that will improve the customer experience through product enhancements, thereby generating positive promotion for the Territory. This round sees 50 local Territory tourism businesses receive funding of up to \$100,000 to contribute towards a range of projects such as accessible accommodation, pool and restaurant enhancements, and bathroom upgrades.

In the 2022-23 October Budget, the Australian Government announced two new regional programs to invest in community infrastructure, including for tourism purposes. The Government has allocated \$1 billion over three years to the *Growing Regions Program* and the *Precincts and Partnerships Program*. The first round of the Growing Regions Program is currently underway. On 16 May 2024, The Minister for Infrastructure, Transport, Regional Development and Local Government announced funding for 40 projects under the first round which included \$56m worth of tourism-related projects. The *Precinct and Partnership Programs* will fund both the development of precinct plans (planning, design, consultation, business cases) and the delivery of construction-ready precinct projects.

5.6	<p>Improve and maintain public infrastructure in national parks and World Heritage Areas, according to master planning and destination management planning developed alongside Traditional Owners, including through the following programs:</p> <ul style="list-style-type: none"> • \$233 million investment in infrastructure updates across Commonwealth-managed national parks. \$216 million to grow tourism in Kakadu National Park, including through improved road access, new visitor infrastructure and improved telecommunications. 	<p>Director of National Parks (DCCEEW), Traditional Owners, S&TG</p>	
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Ongoing activity:


The 2024-25 Federal Budget provides \$11.4 million over four years to continue delivery of priority remediation projects in Jabiru (Kakadu National Park) recognising the town's future as a

possible future tourism hub. This complements the Australian Government’s \$233 million investment in National Parks to upgrade its infrastructure.

The National Tourism Icons Program - Tasmanian Federation Funding Agreement - Upgrade of tourism facilities at Freycinet National Park is providing \$7.2 million funding, matched by \$14 million Tasmanian Government funding, to deliver the Freycinet Visitor Gateway including:

- Visitor centre, carpark and shuttle bus interchange – concept design completed, detailed design procurement to occur in November 2023.
- Wineglass Bay Second Lookout and Freycinet Foreshore Link Track have been completed, and Freycinet Aboriginal Education Program is ongoing.

The SATC is administering and managing an ‘Experience Nature Tourism Fund’, in collaboration with the Department for Environment and Water and the South Australian Government Financing Authority. The Fund supports tourism projects that enhance the visitor experience and encourage visitors to enjoy and learn more about South Australian national parks. A total of 33 nature tourism products and experiences have been granted funding under the first two rounds of the Experience Nature Tourism Fund. Rounds one and two saw a total of nearly \$1 million in grants unlock more than \$1.6 million in combined project value, supporting operators to attract more domestic and international visitors, while showcasing the state’s natural environment.

5.7	Identify and deliver improved visitor assets and resources at culturally significant sites.	VE industry, Traditional Owners, NIAA, Director of National Parks (DCCEEW), S&TG, LG	
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Ongoing activity:

The Director of National Parks has delivered approximately \$126 million (of the combined \$233 million and \$216 million investments) in infrastructure projects across Commonwealth National Parks, including viewing platforms, staff housing in remote areas, building mechanical plant upgrades, works compounds and utilities upgrades.

Renewal and refurbishment of the Needwonnee Cultural Walk in the south-west Tasmania has been completed in a culturally informed manner, led by Aboriginal elders and staff of the Tasmania Parks and Wildlife service.

5.8	Ensure that regional airport facilities meet the needs of visitors and communities. <ul style="list-style-type: none"> • Continue to support regional and remote aviation, for example, through the Remote Airstrip Upgrade Program (RAU), which supports improved aviation safety and accessibility at remote aerodromes. 	DITRDCA, LG, VE industry	 Newly registered as completed
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Completed activity:


As part of the 2024-25 Budget, the *Remote Airstrip Upgrade Program* will be extended with an additional \$50 million over three years, to improve safety of remote airstrips and accessibility

for people with disability. The *Regional Airports Program* will be extended with an additional \$40 million in competitive grant funding over three years from 2024–25.

- As part of the RAU, on 9 May 2024, the Assistant Minister for Regional Development announced \$13.4 million in funding for 21 projects under Round 10 of the RAU program.
- The most recent successful projects under Round 3 of the Regional Airports Program were announced on 20 January 2023, with \$27.9 million announced for 44 projects to improve safety and accessibility at regional airports.

Ongoing activity:


Safety and accessibility at remote and regional aerodromes will be considered as part of the Australian Government’s Aviation White Paper.

5.9	Continue to upgrade passenger facilitation methods and infrastructure consistent with approaches to modernise traveller facilitation and border clearance.	ABF, VE industry	
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Ongoing activity:


The Australian Border Force (ABF) completed upgrades to our arrivals SmartGates at Melbourne, Brisbane, Perth, Cairns, Adelaide, Darwin and Gold Coast international airports. Sydney is the final airport to be upgraded, with the rollout expected to be complete in mid-2024. These upgrades to the ABFs passenger clearance technology are an important step towards more streamlined and modern processing and will increase traveller-self clearance, leading to an overall faster process and more user-friendly process experience for travellers.

The ABF and industry are collaborating on trials to prove ‘future traveller concepts’ working towards a vision for a contactless, digitalised and secure border that efficiently facilitates legitimate travel and trade. For example, the Trans-Tasman Seamless Travel Group was established to deliver on the Australian and New Zealand’s Prime Ministers’ commitment to explore ways to move closer to seamless travel.

5.10	Deliver an Aviation White Paper to set the long-term policies to guide the next generation of growth and innovation in the aviation sector.	DITRDCA (VE industry)	
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Completed activity:

The Aviation White Paper is expected to be released in mid-2024, informed by Aviation Green Paper consultations.

5.11	Work cooperatively to maximise the return of inbound aviation capacity.	S&TG, TA, Austrade, VE industry	
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Ongoing activity:

Tourism Australia monitors aviation capacity on routes from key markets to Australia. As of April 2024, 95 per cent of pre-COVID levels of inbound seats have returned to routes to Australia.


Working alongside the states and territories, airline partnership marketing activities surrounding TA’s Come and Say G’Day campaign have included a significant investment with major airlines to sell seats on planes to Australia. TA also helped Australian airports engage with global airline network planners via Team Australia activations at Routes World conference in October 2022, as well as through the Australian Tourism Exchange Aviation Program.

Improving air access to and across the NT is a critical priority. This requires working with partners to rebuilt confidence and increase frequency and overall capacity. Tourism NT has introduced a Territory Aviation Attraction Scheme where Territory airports can apply for a share of \$10 million in government funding, to be matched dollar-for-dollar by the applicant as a co-contribution, bringing the total of the scheme to \$20 million. Grants will focus on establishing new interstate and international routes into Darwin and provide extra capacity on existing routes for Alice Springs and Ayers Rock Airports.

The Queensland Government’s Attracting Aviation Investment Fund (AAIF) is now supporting thirty services which are either new or recommenced flights into Queensland. These services are expected to deliver over 2.1 million international inbound seats and up to \$1.855 billion in overnight visitor spending each year and support more than 21,600 jobs. Through the AAIF, the Queensland Government has secured:

- Cathay Pacific – Hong Kong to Brisbane commenced six services per week.
- Singapore airlines – introduced A350-900 widebody aircraft between Singapore and Cairns from 31 March 2024 to increase seat capacity.
- Queensland’s first direct flights from Vietnam – supporting twice weekly flights from Vietnam’s largest airport.




Austrade’s \$15m grant to Tourism Tropical North Queensland to support the return of international travel support continues to deliver strong promotional outcomes aligned with the work done as part of the AAIF on aviation attraction.

5.12	<p>Work collaboratively to address barriers to maximising the contribution from the cruise sector and managing associated community expectations.</p> <ul style="list-style-type: none"> • Grow the cruise market in Australia with the goal of converting cruise participation into domestic spend, including through the tripartite MOU between TA, Cruise Lines International Association (CLIA) and Australian Cruise Association (ACA). • Collaborate to ensure consistent and effective border management. • Improve port infrastructure. • Increase benefit to regional communities from cruise visitation. 	Austrade, Home Affairs, TA, S&TG, VE industry	
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Completed activity:
 TA is assisting the return of the cruise sector in Australia. It has signed an MoU with CLIA and ACA in September 2022 and developed an Aussie Specialist Program training module on Australian cruise offerings, which went live in April 2023. It joined the ACA and STO partners at

SeaTrade Cruise Global 2023 in the United States. It has also developed fresh content on Australia.com profiling cruise experiences in Australia, published video content about the contribution of the cruise sector, and contributed to ACA and CLIA research to quantify the value of international cruise visitors to the economy. TA has also facilitated CLIA and ACA exhibiting at ATE23 for the first time, showcasing Australia as a cruising destination to 600 international buyers.

The National Sea Passenger Facilitation Committee – chaired by the Department of Home Affairs - resumed meeting in late 2023, providing a regular forum for industry and border agencies to discuss and collaborate on border processing and infrastructure matters.

 Complete  On track  Pending

Priority 6: Build markets and attract visitors

Tourism Australia's *Come and Say G'Day* campaign is backed by a comprehensive conversion and partnerships strategy. TA is working with over 190 partners around the world, including airlines and distribution businesses, to drive international visitors back to Australia. The *Come and Say G'Day* campaign toolkit for industry allows tourism operators around the country to engage with the campaign and integrate it into their own international marketing. TA's trade platforms, including Australian Tourism Exchange (ATE) and Marketplaces, provide opportunities for Australian tourism operators to diversify by finding new customers, and TA's market intelligence provides operators with information to make informed decisions about entering new markets. ATE 2024 was held in May in Melbourne. Australia Marketplace will be held in Japan and Korea in August 2024, and Australia Marketplace UK and Europe will be held in November 2024.

States and territories work in partnership with Tourism Australia and global travel stakeholders in growing their global presence. For example, Tourism Tasmania continues ongoing collaboration with TA in the areas of training, events, key distribution partnerships, research, product/industry and content partnerships.






State and Territory Tourism Organisations continue activities to build markets and attract visitors. For example, Queensland launched the 'Unmissable Deals' campaign in February 2024, while the Northern Territory is refreshing its destination management plans and continuing to attract airlines to fly to NT.

Development of an International Diversification Strategy is progressing in alignment the Australian Government's Southeast Asia Economic Strategy, released in September 2023, which includes the visitor economy as a priority sector of the Strategy. Work is underway by Austrade funded by DFAT to grow tourism with Vietnam under the Australia Vietnam Enhanced Economic Engagement Strategy for a Strengthening Australia Vietnam Tourism Cooperation project, with TA's support.

The Approved Destination Status (ADS) scheme was re-opened on 10 August 2023 and is a travel visa arrangement between the Australian and Chinese governments. The Government has provided \$8.1 million over four years for Austrade to continue to administer ADS.

The Migration Strategy, released on 11 December 2023 by the Department of Home Affairs, outlines the Government's vision for getting migration working for the nation and building a migration system that delivers for workers, businesses and all Australians. Key actions in the Migration Strategy include simplifying the migration system to improve the experience for visitors, migrants and employers—a system-wide simplification agenda that will streamline visa settings and make the system easier to use.

Most activities in this priority are ongoing and will continue to evolve to address opportunities and challenges of the market as it moves from recovery to consolidation.

No.	Action	Action Lead (Partners)	Status
6.1	<p>Implement health measures to protect visitors and communities and which will provide traveller confidence and community protection.</p> <ul style="list-style-type: none"> Implement health and safety measures to provide visitors, workers and the community with a safe environment and to provide consumers with the confidence to travel. 	DoH, S&TG, VE industry	
<p>Completed activity: Completed. DoH oversaw the COVID-19 booster vaccine and launched campaigns to encourage those eligible to come forward for a booster.</p>			
6.2	<p>Encourage Australians to spend on the domestic visitor economy as they would overseas, including through targeted offerings and marketing.</p> <p>Apply behavioural economic research to develop product and marketing approaches to attract greater domestic visitation and spend.</p> <p>Attract domestic and international visitors to Australia's regional events and heritage offerings noting that potential funding mechanisms already exist such as the Regional Arts Fund, Festivals Australia and the Indigenous Visual Arts Industry Support Program.</p> <p>Targeted offerings and marketing to visitors should include disclosure about the impact of purchasing First Nations 'style' arts and crafts (or inauthentic First Nations arts and crafts), as these products have no connection with and provide no economic benefit to First Nations peoples.</p>	Austrade, DITRDCA, TA, S&TG, VE industry	   
<p>Ongoing activity: The Queensland Government Department of Tourism and Sport has extended its Year of Accessible Tourism program into 2024. As part of this, the Queensland Government is investing \$12 million in targeted initiatives to help tourism and events businesses better cater to visitors of all abilities. This is an opportunity to continue to ignite change and create opportunities for the tourism industry to deliver more accessible and inclusive experiences.</p> <p>On 5 February 2024, Tourism and Events Queensland (TEQ) launched the 'Unmissable Deals' campaign, enticing travellers to snap up good deals and travel to Queensland. The campaign aimed to leverage the high intention that exists for Queensland and targeted travellers in the key markets of New South Wales, South Australia, Victoria, New Zealand and intrastate markets. The campaign complemented the targeted recovery activity in response to Tropical Cyclone Kirrily and severe weather in South East Queensland in late 2023/early 2024. The 'Unmissable Deals' campaign ran through to 31 March 2023.</p>			

In response to the severe weather impacting the Gold Coast during the Christmas holiday period, the Queensland Government announced a \$2.5 million Gold Coast Holiday Dollars voucher code incentive to drive immediate recovery to affected tourism businesses. The program was a success with 50,000 vouchers valued at \$50 allocated in six days and resulted in \$7.2 million value in bookings across more than 160 Gold Coast tourism experiences. Vouchers were available to South East Queensland residents from 15 January 2024, who spent \$100 or more on an eligible tourism experience, including theme parks. Voucher codes were required to be redeemed by 29 March 2024.

In response to Tropical Cyclone Kirrily in early 2024, the Queensland Government in partnership with the Australian Government announced several initiatives to support the region in its recovery. This includes:


- Under the \$5 million Tourism Recovery Program, an allocation of \$2.8 million was approved for TEQ to deliver the Visitor Incentive Initiative which included publicity activity, a trade and aviation campaign and a holiday dollars program.
- From the \$24.25 million Tourism Recovery Resilience Program TEQ were allocated \$3 million to deliver targeted tourism and events campaigns.
- A \$2 million events incentive program which aims to driver further visitation to Tropical North Queensland. TEQ is currently engaging with its event partners to plan new activity across the region, including Port Douglas, for the 2024 events calendar.



Tourism NT is currently refreshing four Destination Management Plans (Big Rivers Region, Barkly Region, Alice Springs, MacDonnell Ranges Region, and Lasseter Region) and has two more DMPS (East Arnhem Land and Greater Darwin Region) in place to increase visitor numbers and extend length of stay in a region through consumer focus, attractive and safe experiences and more effective promotion.

As part of the Northern Territory’s *Territory Aviation Attraction Scheme* (TAAS), the focus has been on expanding choice, affordability and accessibility for the NT by introducing new routes to Darwin, Alice Springs and Ayers Rock Airport.

The Australian Government’s *Indigenous Visual Arts Industry Support* program continues to support a professional, viable and ethical Indigenous visual arts sector, including supporting four Indigenous Arts Fairs to date in 2023-24 in Queensland (Cairns), the Northern Territory (Darwin and Alice Springs) and South Australia (Adelaide), as well as supporting four First Nations artists from very remote art centres to be represented at the Melbourne Art Fair. All five events attracted domestic and international visitors.

6.3	<p>Develop an International Diversification Strategy for the visitor economy to identify emerging markets for travel and education; and strengthen key bilateral relationships in the Indo-Pacific region and beyond through the growth of people-to-people links and Brand Australia marketing.</p> <ul style="list-style-type: none"> • The diversification strategy will also look at attraction of certain growing (and higher yield) 	Austrade, TA (S&TG)	
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	traveller cohorts including people seeking luxury, nature and cultural experiences.		
<p>Completed activity:</p> <p>In May 2023, Austrade released the Discussion Paper: International Diversification Strategy for the Visitor Economy to inform consultations. Austrade consulted with the Cross – Government Group, and the Industry Reference Group, in November 2023 on the outline of the strategy. TA is working closely with Austrade on the development of the Diversification Strategy. The strategy is currently in draft and will be out for consultation again shortly. The release date for the strategy has not yet been determined.</p> <p>A pilot for engaging with countries with high diversification potential as new markets is due to be completed end of June 2024. Austrade received funding under the Australia Vietnam Enhanced Economic Engagement Strategy from DFAT for a Strengthening Australia Vietnam Tourism Cooperation project. This project has included a report by Asialink scoping the market potential, reciprocal bilateral meetings between senior government tourism officials and completion of two projects on data and sustainable management micro credentials. The project will culminate with the Australia Vietnam Travel Symposium which will be held in Melbourne on 18 June, bringing together Australian and Vietnamese government and tourism industry representatives including the support of TA, ATEC and CATO.</p> <p>In September 2023, Mr Nicholas Moore AO, Special Envoy for Southeast Asia handed down his report to Government Invested: Australia’s Southeast Asia Economic Strategy to 2040. The strategy sets out a practical pathway to increase Australia’s two-way trade and investment with Southeast Asia. The visitor economy is examined as one of 10 priority sectors, with recommendations to expand tourism promotion and build industry capability to meet Southeast Asian demand the result of significant Austrade effort. DFAT has established a visitor economy working group to oversee the implementation of the Moore Report’s recommendations. Austrade and TA are represented on this group.</p> <p>TA’s trade platforms, including Australian Tourism Exchange (ATE) and Marketplaces, provide opportunities for Australian tourism operators to diversify by finding new customers, and TA’s market intelligence provides operators with information to make informed decisions about entering new markets.</p> <p>ATE 2024 was held in May in Melbourne. Australia Marketplace will be held in Japan and Korea in August, and Australia Marketplace UK and Europe will be held in November 2024.</p> <p>Tourism and Events Queensland launched the second phase of its ‘Queensland is Calling’ campaign in August 2023 to call on travellers to discover something new in Queensland. The campaign targets travellers in New South Wales, Victoria and New Zealand, as well as Queenslanders and runs through to December 2023.</p>			
6.4	Implement a coordinated marketing strategy to re-establish core markets and grow emerging international markets.	TA, S&TG	

<p>Completed activity: States and territories work in partnership with Tourism Australia and global travel stakeholders in growing their global presence. For example, Tourism Tasmania:</p> <ul style="list-style-type: none"> • Continues ongoing collaboration with TA in the areas of training, events, key distribution partnerships, research, product/industry and content partnerships. • Continues PR activity in six key international markets to build awareness of Tasmania through editorial coverage. • Has conducted a review of international markets is underway to determine future market opportunities and a stronger consumer understanding in key markets. • Is currently developing a suite of fact sheets on our key international audiences for industry operators to leverage insights for their own businesses. 			
6.5	Develop and implement a coordinated approach for direct, affordable, long-haul flights to Australia.	VE industry	
See related activities under Actions 5.10 and 5.11.			
6.6	Ensure Australia has a safe, affordable, and competitive visitor visa system to maintain and grow market share.	Home Affairs	
<p>Completed activity: The Migration Strategy, released on 11 December 2023 by the Department of Home Affairs, outlines the Government’s vision for getting migration working for the nation and building a migration system that delivers for workers, businesses and all Australians.</p> <p>The key actions in the Migration Strategy include simplifying the migration system to improve the experience for visitors, migrants and employers—a system-wide simplification agenda that will streamline visa settings and make the system easier to use.</p> <p>Australia’s visa offering to visitors is simple, fast and fees are competitive against international competitors such as the United Kingdom, Canada, New Zealand and the United States of America. Australia’s visitor visa products are easily accessed, providing online lodgement, including lodgement via an app for the Electronic Travel Authority (ETA) for eligible passport holders.</p> <p>In the 2023-24 program year to the end of March 2024, 1,728,183 visitor visa applications were lodged, compared to 1,305,437 in the same period in 2022/23, an increase of 32.4%.</p> <p>Tourism Australia regularly provides insights from consumers and travel sellers around the world to the Department of Home Affairs on Australia’s visa processing system. TA’s Aussie Specialist Program and in-market connections with the travel trade are used by the Department of Home Affairs to improve awareness of the way Australia’s visa processing system works for holiday makers.</p>			

6.7	<p>Continue to support Australia’s international education sector to attract students from diverse markets, grow offshore and online delivery and help meet Australia’s future workforce needs, including through competitive policy and visa settings. The review of Australia’s migration system will help inform the next steps to supporting the international education sector.</p> <ul style="list-style-type: none"> • Support diversification of international student cohorts, including by identifying new and emerging markets. • Increase the duration of post-study work rights for certain international students eligible for a Temporary Graduate (subclass 485) visa, in select fields of study. 	DoE, Home Affairs, Austrade	
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Ongoing activity:

The Migration Strategy, in combination with responses to the Rapid Review into the Exploitation of Australia’s Visa System (the Nixon Review) and a Joint Standing Committee for Foreign Affairs, Defence and Trade Inquiry into Australia’s Tourism and International Education Sectors, includes measures to improve the quality and integrity of Australia’s international education offering.

In mid-2024, the Government will reduce the duration of post study work rights across some graduate sectors, providing graduates with an appropriate and sufficient time period to demonstrate their ability to succeed in the skilled labour market and establish their careers. Changes will support students to receive a quality education, reduce the risk of exploitation and ensure Australia continues to welcome genuine students.

Key objectives of the Migration Strategy are to build stronger communities and reduce migrant worker exploitation by reducing the number of migrants who are permanently temporary. Proposed changes to Temporary Graduate (subclass 485) visa (TGV) from 1 July 2024 (subject to passage of legislative amendment) outlined in the Migration Strategy, include:

- adjust stay periods to 2 years for a bachelor’s degree and master’s by coursework and 3 years for master’s by research and PhD Students
- reduce the maximum eligible age from 50 to 35 or under
- cease the Replacement stream and rename remaining streams
- wind back the extension to post-study work rights for ‘select degree’ holders.

The TGV is not the only visa available to highly qualified graduates. Graduates will continue to also have access to other temporary and migration pathways which will be enhanced as a part of the visa reforms following the Migration Strategy. More specific details on implementation of TGV arrangements will be communicated ahead of implementation.

6.8	<p>Help tourism businesses to get back into the international market and attract more international visitors to Australia. Develop and implement innovative marketing approaches including partnership marketing, extending reach of marketing and conversion, greater personalisation and effective trade marketing.</p> <ul style="list-style-type: none"> • Drive growth in international visitation to Tropical North Queensland and the Great Barrier Reef region. • Support tourism businesses through the Accommodation Australia’s ‘The Hub’ to attract and upskill workers and the Australian Tourism Export Council’s Tourism Training Hub. 	<p>TA, S&TG, VE industry</p> <p>Tourism Tropical North Queensland</p> <p>Australian Tourism Export Council, AA</p>	
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Ongoing activity:

TA’s *Come and Say G’Day* campaign is backed by a comprehensive conversion and partnerships strategy. TA is working with over 190 partners around the world, including airlines and distribution businesses, to drive international visitors back to Australia. The *Come and Say G’Day* campaign toolkit for industry allows tourism operators around the country to engage with the campaign and integrate it into their own international marketing.

After two years of condensed hybrid events, ATE23 returned to its traditional four-day format on the Gold Coast in early May 2023. It was the then largest ever ATE, with around 1,500 Australian seller delegates and 650 buyer delegates from over 30 countries in attendance. Tourism Australia’s in-market buyer-seller events in India, Southeast Asia, and North America were held across July and August connecting even more buyers with Australian operators.

Tourism Australia helped support the recovery of Tropical North Queensland tourism businesses in the wake of Cyclone Jasper by producing social media content encouraging visitors to explore the hinterland between Cairns and Port Douglas while road closures were in place and promoting the Government’s disaster support to tourism businesses in the region.

The Approved Destination Status (ADS) scheme was re-opened on 10 August 2023 and is a travel visa arrangement between the Australian and Chinese governments. We currently have 61 Approved Inbound Tour Operators for this program, and since the program re-opened, there has been 1904 tour groups that visited Australia between 25 September 2023 and 30 April 2024. Austrade is responsible for the administration of the scheme in Australia. In the 2024-25 Budget, the Government has provided \$8.1 million over four years, and \$2.5 million per year ongoing, for Austrade to continue to administer the scheme which ensures the capacity for the ADS to evolve and improve into the future, supporting this high value market.

6.9	Improve promotion, marketing and provision of information about accessible infrastructure available at destinations, accommodation, venues and experiences and business sustainability practices.	VE industry	
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Completed activity:

In May 2024, Tourism Ministers released a WELCOME Framework, a 'how to guide' providing practical information to tourism businesses to reduce barriers to participation and improve accessible tourism. See Action 4.2 for further information and note TA also supported Austrade and a range of providers in the Solutions Hub of ATE to extend the accessibility messages.

Ongoing activity:

Tourism Tasmania partnered with Vacayit to produce 50 audio guides designed to help blind and low-vision visitors plan and enjoy their holiday in Tasmania. Each of the audio guides features an accessibility section – highlighting details about wheelchair access, assistance dogs, braille, on-site audio guides, audio-tactile traffic lights, accessible parking, bathroom facilities and sensory considerations.

 Complete  On track  Pending

Priority 7: Grow unique and high-quality products, including First Nation experiences

Since November 2023, NIAA has continued to work with jurisdictions to progress the co-investment in strategic First Nations Tourism projects. NIAA's First Nations Tourism Mentoring Program is providing place-based mentoring to First Nations tourism businesses, including in Northern Australia, to help them develop and meet their business goals.



Tourism Australia's *Discover Aboriginal Experiences* marketing collective (part of the Signature Experiences Program) has grown to represent over 200 experiences from over 48 businesses around Australia, all led by Aboriginal guides. A new Discover Aboriginal Experiences website was launched in 2023.


States and Territories also have a range of programs to support First Nations experiences.

- The Northern Territory Government continues to support the Aboriginal Tourism Committee and is updating the Aboriginal Tourism strategy 2020-2030 to assist in respectfully embedding First Nations cultures into the visitor economy, supporting Australia's brand positioning. The Aboriginal Tourism Development Support Grant Program Round 2 is investing in new First Nations tourism products and experiences.
- Tourism WA successfully delivered the inaugural homegrown event EverNow, A Festival During Kambarang. Held in October during the Noongar season of Kambarang (Spring), the six-night festival was grounded on Noongar Boodjar, inspired by Western Australia's rich biodiversity, creativity and First Nations people's connection to place.
- The Queensland Government has Indigenous Tourism Business Development Officers in Thursday Island, Northern Peninsula Area, Cairns, Gold Coast and Brisbane who provide targeted support to emerging and established Indigenous tourism operators, sectoral aligned businesses, and community owned organisations.

Events are a significant driver of visitation. For example, events in South Australia generated more than \$460 million in tourism expenditure in 2023. Tourism WA launched A Vision for Dream Events in August 2023 with a vision for Perth and Western Australia to be the fastest growing events destination in the South East Asian region. WA's Regional Events Program – supports annual and one-off events is Regional Western Australia. These events include mass participation, arts and culture and sporting events. The Regional Events Scheme for smaller events supports approximately 60-70 events per year including Aboriginal Events.

Complementing a range of major events held around the country, the Australian Government provided \$8.6 million in 2024–25 for *Revive Live* to support Australian live music venues and festivals, including to improve accessibility and inclusion at live music performances. Creative Australia (formerly the Australia Council) continues to deliver \$1.5 million annually through the Major Festivals Initiative to support the commissioning, development and showcasing of ambitious performing arts works for Australia's seven major international arts festivals.

No.	Action	Action Lead (Partners)	Status
7.1	Expand target market offerings including for high yield/luxury visitors and business travellers.	VE Industry	
<p>Ongoing activity: Tourism Australia’s <i>Discover Aboriginal Experiences</i> marketing collective (part of the Signature Experiences Program) has grown to represent over 200 experiences from over 48 businesses around Australia, all led by Aboriginal guides. A new Discover Aboriginal Experiences website was launched in 2023.</p>			
7.2	Respectfully embed First Nations cultures into the visitor economy and Australia’s brand positioning, supporting prioritised product development.	VE industry (NIAA, Austrade, TA, S&TG)	
<p>Ongoing activity: NIAA is working with states and territories to identify opportunities for co-investment on projects that will respectfully embed First Nations cultures into the visitor economy and increase the supply of new bookable First Nations tourism experiences. As of May 2024, two states have received Commonwealth approval for the co-investment, with another jurisdiction’s approval process underway. It is anticipated that other jurisdictions will submit SITP proposals in the coming months.</p> <p>Austrade and Tourism Australia continue to support NIAA to implement the Indigenous Tourism Fund (ITF). NIAA’s First Nations Tourism Mentoring Program is providing place-based mentoring to First Nations tourism businesses, including in Northern Australia, to help them develop and meet their business goals. Expanding the capability of these businesses will inevitably increase employment opportunities for First Nations people in the visitor economy.</p> <p>The Northern Territory Government continues to support the Aboriginal Tourism Committee as the representative industry body for tourism in the NT. Tourism NT is updating the Aboriginal Tourism strategy 2020-2030 to assist in respectfully embedding First Nations cultures into the visitor economy, supporting Australia’s brand positioning.</p> <p>Australia’s Indigenous cultures and peoples are at the heart of the story in the Come and Say G’day campaign. Multiple Indigenous Australian languages are spoken in the work. The campaign also includes a cover of the classic Aussie anthem Down Under by up-and-coming Australian band King Stingray, who sing in both English and Yolgnu Matha, an Indigenous language from Northeast Arnhem Land in the Northern Territory.</p> <p>TA has also convened a group of 26 tourism organisations that have Reconciliation Action Plans (RAP) to share best practice and encourage innovation, TA convenes an Indigenous Tourism Forum with state and territory partners and has worked to promote the benefits of RAPs in the tourism industry.</p>			

7.3	<p>Support return of events, including business, cultural and arts, regional and major events, and implement an annual coordinated calendar of events to encourage new and return visitors, including:</p> <ul style="list-style-type: none"> • Leverage and support the Green and Gold Decade of major sporting events, culminating in the Brisbane 2032 Olympics and Paralympics. • Governments and industry to collaborate to optimise the impact of the many existing event promotion and support programs including the Business Events Australia Bid Fund Program. • Incorporate creative/cultural assets into destination marketing to maximise contribution of the creative economy, including to support the delivery of <i>Revive: a place for every story, a story for every place</i>, Australia’s National Cultural Policy. • Establish new mass participation events including in regional areas to encourage visitor dispersal, noting that potential funding mechanisms already exist such as Creative Australia’s (formerly the Australia Council) Major Festivals Initiative fund for 7 major international arts festivals, supporting regional festivals through the Festivals Australia program and supporting regional collecting institutions through programs such as Visions of Australia, the National Collecting Institutions Touring and Outreach Program, the Australian Government International Exhibitions Insurance Program, and the National Cultural Heritage Account. 	<p>VE industry, DoH, DITRDCA, NIAA, Creative Australia (formerly the Australia Council) (TA, S&TG, LG)</p>	
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Completed activity:

Tourism WA launched A Vision for Dream Events in August 2023 with a vision for Perth and Western Australia to be the fastest growing events destination in the South East Asian region.

The Regional Events Program – supports annual and one-off events is Regional Western Australia. These events include mass participation, arts and culture and sporting events. The Regional Events Scheme for smaller events supports approximately 60-70 events per year including Aboriginal Events.

Tourism WA successfully delivered the inaugural homegrown event EverNow, A Festival During Kambarang. Held in October during the Noongar season of Kambarang (Spring), the six-night festival was grounded on Noongar Boodjar, inspired by Western Australia’s rich biodiversity, creativity and First Nations people’s connection to place. EverNow is a rich dreamscape where audiences can experience the magic and wonder of Western Australia through stunning

installations, storytelling, song, dance and performance to celebrate the beautiful land of one of the longest living cultures on Earth.

In 2023-24 a number of one-off sports, mass participation and blockbuster events were held/secured, including:

- Coldplay concert
- FIFA Women's World Cup
- Mega Masters Hockey Championships
- NRL Double Header
- World Wrestling Entertainment (WWE) Elimination Chamber Perth
- Paris Olympics 2024 Asian Qualifiers – Matilda's
- Football EPL Tottenham Hotspur vs West Ham United
- Women's World Hot Air Ballooning Championships
- UCI Mountain Bike Masters World Championships
- Australian All Schools Athletics Championships
- Australian National Bowls Championships
- World Rugby SVNS
- British and Irish Lions in 2025
- Asian Football Confederation Women's Asian Cup 2026.

Ongoing activity:

Creative Australia (formerly the Australia Council) continues to deliver \$1.5 million annually through the Major Festivals Initiative to support the commissioning, development and showcasing of ambitious performing arts works for Australia's seven major international arts festivals. At a meeting of The Confederation of Australian International Arts Festivals on 16 Feb 2024, 11 projects were allocated \$1.4 million in Major Festivals Initiative investment, \$852,000 in investment from the major festivals, and \$850,000 from industry partners.



The 2024-25 Budget committed \$8.6 million in 2024–25 for Revive Live to support Australian live music venues and festivals, including to improve accessibility and inclusion at live music performances.

As part of the National Gallery of Australia's Sharing the National Collection program, the Government has announced the loan of 98 works of art to 11 cultural institutions across three states and the Northern Territory which is encouraging visitor growth to these locations.

Under the 2023 funding rounds, the National Collecting Institutions Touring and Outreach program and Visions of Australian program funded 31 exhibitions to go on tour to more than 127 venues across Australia. Three venues were funded in 2023 to cover insurance costs of four major exhibitions from overseas through the Australian Government International Exhibitions Insurance program. These three programs provided a total of \$5.1 million in support.

The Festivals Australia program continued to provide support for arts activities at festivals and one-of community celebrations in regional and remote Australia. A total of 35 activities were provided with funding in the 2023-24 financial year, totalling around \$1.4 million in support.

Events in South Australia is a significant driver for the state's economy, generating more than \$460 million in tourism expenditure in 2023. A strategic approach is taken when developing the

<p>state’s event calendar, seeking to complement the core listing of recurring events by securing additional events to ensure a balance of activity across the year. The focus on events that generate significant benefits for the state, align with the South Australian Visitor Economy Sector Plan 2030, contribute to South Australia’s brand position, drive visitation from national and international markets and utilise government investment in infrastructure. Consideration is also given to how an event could integrate with the activities of other government agencies. Some of South Australia’s key major events include the Santos Tour Down Under, Adelaide Fringe and AFL Gather Round.</p>			
7.4	<p>Cities develop and offer a compelling differentiated offering for both the domestic and international markets to revitalise visitation.</p>	S&TG, LG	
<p>Ongoing activity: VisitCanberra has launched a new marketing campaign that brings a unique and refreshing persona shedding light on many lesser-known gems of Canberra, while still showcasing the charm and warmth of the people that shape the city.</p> <p>Greater Melbourne Tourism Recovery Forums held in 2022 to identify opportunities to reignite the visitor economy across greater Melbourne. Report released in January 2023.</p>			
7.5	<p>Grow and develop high-quality products and experiences around unique Australian locations and themes, including approaches which integrate sustainable nature tourism with economic opportunities in collaboration with Traditional Owners, and capitalising on emerging tourism trends such as geotourism.</p> <ul style="list-style-type: none"> • Leverage the \$10 million annual <i>Wine Tourism and Cellar Door Grants Program</i> to boost wine tourism and attract visitors to wine regions. • Produce and promote suites of products that will assist tourism businesses to develop high-quality, distinctly Australian agritourism experiences and build business capability programs that drive innovation, diversification and regional product development. • Encourage the industry to operate in ways that respect and reinforce Indigenous cultural heritage and the living cultures of First Nations communities through Ecotourism 	<p>VE industry</p> <p>DAFF</p> <p>Australian Regional Tourism</p> <p>Ecotourism Australia</p>	

	Australia's <i>Respecting our Culture</i> program.		
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Ongoing activity:


Tourism Tasmania delivered the Off Season Offer Support Program to assist industry with the development and diversification of core Tasmanian experiences for the Off Season 2024 marketing campaign. Over 300 experience offers have been registered; and 137 operators received support through the program which provided assistance with copywriting, photography and digital advice.

In February 2024, the Queensland Government Department of Tourism and Sport announced the \$2 million Tourism Business Capability Subsidy program which provides funding to eligible sole traders, micro, small and medium-sized tourism and event businesses in Queensland to undertake targeted training and/or accreditation programs. A subsidy of up to \$2,000 (excluding GST) is available to eligible tourism and events businesses participating in the program.

Eligible businesses can choose from a number of identified programs aimed at enhancing the visitor experience. Identified accreditation and training programs support key themes including sustainability and ecotourism, trade distribution, international visitor cultural understanding, improving tourism quality, accessible tourism, marinas, zoos and aquariums and caravan/holiday parks. Round 2 opened on 15 May 2024.

The Wine Tourism and Cellar Door Grant Program is an ongoing program which has provided \$50 million to date to support wineries and cellar door operators to attract visitors to Australian wine regions and promote agri-tourism. Following consultation on whether the program is addressing current challenges and providing good outcomes for the industry, the \$10 million Round 6 of the program is scheduled to open to eligible applicants in late 2024.

The Framework for Sustainability in the Visitor Economy and the Sustainable Tourism Business Toolkit produced by Austrade and supported by States and Territories include clear advice and support for businesses to respect and engage with culture as one pillar of the Framework.

7.6	Encourage the creation of new and expansion of existing First Nations-owned and operated tourism enterprises.	VE industry, NIAA (Austrade, S&TG)	
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Completed activity:

NIAA has distributed \$6 million worth of tourism grants to support 160 First Nations tourism operators, businesses and community organisations to expand visitor access to authentic cultural experiences. It also continues to work with states and territories to invest in strategic projects (see action 7.2).

The Queensland Government Department of Tourism and Sport's (DTS) Our Country Advisory Service (OCAS) has Indigenous Tourism Business Development Officers in Thursday Island, Northern Peninsula Area, Cairns, Gold Coast and Brisbane who provide targeted support, advice, toolkits and voice to emerging and established Indigenous tourism operators, sectoral

aligned businesses, and community owned organisations. OCAS helps businesses to establish and grow their tourism products and services.


DTS and key stakeholders continue to work closely with the Queensland Music Festival to deliver and develop the Queensland Music Trails, which provide opportunities for visitors to discover the wonders of Queensland through curated itineraries of iconic music events in extraordinary and unexpected locations.

The Northern Territory Government supported the Aboriginal Tourism Development Support Grant Program Round 2 via grant funding, enabling them to invest in developing new tourism products and experiences. This is a non-competitive program with minimum application funding requests of \$10,000 up to \$30,000.

Tourism WA is supporting new entrants into the international trade market through a number of actions, including the Sandtalk event in Perth on 20 March 2024. Sandtalk provide emerging Aboriginal tourism businesses with direct links to inbound tour operators and provides succession planning and capability growth opportunities.

Tourism WA continues working with the Commonwealth’s NIAA agency to progress its submission for an allocation of Strategic Indigenous Tourism Project funding to progress three projects that align with the Jina: WA Aboriginal Tourism Action Plan – namely, additional Camping with Custodian campgrounds and a Cruise with Custodians project on the remote Kimberley coast.

Tourism WA has financially supported the second Jamba Nyinayi Festival at Coral Bay – an extraordinary cultural festival (including a dark sky event) born from the 2024 Total Solar Eclipse. The event occurs 11-13 April. Tourism WA has also made a financial contribution to expand the camping ground infrastructure.

7.7	Enhance the visitor experience through use and availability of technology.	VE industry	
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Completed activity:

Tourism Tasmania launched the Discover Tasmania app in 2023 drawing product content from the ATDW. Ongoing promotion of the app continues, with a summer campaign to promote uptake of the app to visitors in the state. To date, there have been more than 50,000 app downloads.

 Complete  On track  Pending

Attachment A: List of Acronyms

Acronym	Description
AA	Accommodation Australia
AALARA	Australian Amusement, Leisure and Recreation Association
ABEA	Australian Business Events Association
ABF	Australian Border Force
ABS	Australian Bureau of Statistics
ACA	Australian Cruise Association
ADS	Approved Destination Status
ANZSCO	Australian and New Zealand Standard Classification of Occupations
ASCOT	Australian Standing Committee on Tourism
ATE	Australian Tourism Exchange
ATIA	Australian Travel Industry Association
ATIC	Australian Tourism Industry Council
ATO	Australian Taxation Office
Austrade	Australian Trade and Investment Commission
CATO	Council of Australian Tour Operators (outbound travel)
CLIA	Cruise Lines International Australia
DAFF	Department of Agriculture, Fisheries and Forestry
DCCEEW	Department of Climate Change, Energy, the Environment and Water
DEWR	Department of Employment and Workplace Relations
DFAT	Department of Foreign Affairs and Trade
DITRDCA	Department of Infrastructure, Transport, Regional Development, Communications and the Arts
DoE	Department of Education
DoH	Department of Health and Aged Care
DRFA	Disaster Recovery Funding Arrangements
DSS	Department of Social Services
FWO	Fair Work Ombudsman
Home Affairs	Department of Home Affairs
LG	Local governments
NEMA	National Emergency Management Agency
NIAA	National Indigenous Australians Agency

PALM	Pacific Australia Labour Mobility
QTF	Quality Tourism Framework
RDA	Regional Development Australia
RTOs	Regional tourism organisations
S&TG	State and territory governments
SATC	South Australian Tourism Commission
SME	Small and Medium-sized Enterprises
STO	State tourism organisations
TA	Tourism Australia
TEQ	Tourism and Events Queensland
TGA	Tour Guides Australia
TIAG	THRIVE 2030 Implementation Advisory Group
THRIVE	THE Re-Imagined Visitor Economy
TNQ	Tropical North Queensland
TRA	Tourism Research Australia
Treasury	Department of the Treasury
VE industry	Visitor economy industry

Attachment B: Stakeholders consulted in preparing this report

1. Accommodation Australia
2. Australian Airports Association
3. Australian Amusement, Leisure and Recreation Association
4. Australian Border Force
5. Australian Bureau of Statistics
6. Australian Business Events Association
7. Australian Chamber of Commerce and Industry – Tourism
8. Australian Cruise Association
9. Australian Regional Tourism
10. Australian Festivals Association
11. Australian Taxation Office
12. Australian Tourism Export Council
13. Australian Tourism Industry Council
14. Australian Travel Industry Association
15. Caravan Industry Association of Australia
16. Clubs Australia
17. Council for Australasian Tourism and Hospitality Education
18. Council of Australian Tour Operators
19. Creative Australia
20. Cruise Lines International Association
21. Department of Agriculture, Fisheries and Forestry
22. Department of Climate Change, Energy, the Environment and Water
23. Department of Education
24. Department of Employment and Workplace Relations
25. Department of Foreign Affairs and Trade
26. Department of Health and Aged Care
27. Department of Home Affairs
28. Department of Industry, Tourism and Trade (Northern Territory Government)
29. Department of Infrastructure, Transport, Regional Development, Communications and the Arts
30. Department of Jobs, Skills, Industry and Regions (Victorian Government)
31. Department of Social Services
32. Department of the Treasury
33. Department of Tourism, Innovation and Sport (Queensland Government)
34. Destination NSW
35. Ecotourism Australia
36. Fair Work Ombudsman
37. GetAboutAble
38. International Education Association of Australia
39. National Emergency Management Agency
40. National Indigenous Australians Agency
41. National Parks Association of NSW
42. Queensland First Nations Tourism Council
43. South Australian Tourism Commission
44. Tour Guides Australia
45. Tourism & Transport Forum
46. Tourism Australia
47. Tourism Council of Western Australia
48. Tourism Tasmania
49. Tourism Western Australia
50. VisitCanberra
51. Welcome to Country
52. Western Australian Indigenous Tourism Operators Council
53. Zoo and Aquarium Association