

THRIVE 2030 Action Plan – Progress status report

Report Date: 14 July 2026

Action #	Action details	Lead agency (Partner)	Progress update	Next steps
1.1	Delivering the Tourism Australia Demand Strategy 2035 and the next stage of Tourism Australia's Come and Say G'day campaign, with \$130 million invested to encourage international travellers to book an Australian holiday.	Tourism Australia	Work on Tourism Australia's demand strategy 'Tourism 2035' is ongoing.	'Tourism 2035' is expected to be launched in late 2026. Tourism Australia's <i>Come and Say G'day</i> campaign continues.
1.2	Developing and then implementing an International Diversification Strategy for the visitor economy to build industry's resilience, capability and understanding of new markets, capture new growth opportunities and broaden the spread of valuable visitor markets.	Austrade, Tourism Australia	With funding support from the Office of Tourism and the Visitor Economy, an Australia-China Business Council report on the impact and opportunities of inbound Chinese tourism, including for trade and investment, was published in May 2026. Diversification strategy planning is underway. An India Visiting Friends and Relatives (VFR) research project is underway, in collaboration with Griffith University. The research aims to quantify the value of the Indian VFR segment to Australia, identify drivers of Indian visitation to Australia, examine the role and impact of the Indian diaspora, and identify practical opportunities to increase Indian visitation.	Targeted consultation on the international diversification strategy is planned with industry, state and territory representatives, and Australian Government agencies in Q3 and Q4 of 2026. The India VFR research project is expected to be finalised in November 2026.
1.3	Delivering a competitive and fit-for-purpose Approved Destination Status (ADS) scheme for Chinese group travel through an \$8 million investment over 4 years and ongoing funding.	Austrade (Department of Home Affairs)	Upgrades have been made to the ADS IT platform to improve the user experience. The Office of Tourism and the Visitor Economy held consultations with industry and states and territories on opportunities for the ADS scheme and updating the ADS Code of Business Standards and Ethics. The Department of Home Affairs supports the ongoing delivery of the ADS scheme through the efficient management of the immigration requirements and the approval of outbound travel operators (OTOs).	To support Chinese tour groups visiting Australia, a bilingual tour guide booklet is planned to be published in July 2026. Work to modernise the ADS Code of Business Standards and Ethics based on consultation feedback is planned for the coming months, with the updated Code to be finalised by early 2027.
1.4	Supporting and enabling international visitation and market growth through balanced, agile and efficient management of the visitor visa program.	Department of Home Affairs	Eligible visitor visa products can be lodged online, including via an app for the Electronic Travel Authority (ETA) for eligible passport holders.	Visitor visa holders in Australia increased 5.0%, from 629,075 (31 Dec 2024) to 660,545 (31 Dec 2025). Visitor visa applications and finalisations increased 8.4% in 2025–26 (to 31 Dec 2025) compared to the same period in 2024–25. Median processing times for Visitor and Working Holiday Maker visas remained below one day.

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1.5	Modernising and streamlining traveller border clearances for air and cruise travellers, including through trialling digital incoming passenger cards, while maintaining strong security and biosecurity protections for Australia.	Australian Border Force, Department of Agriculture, Fisheries and Forestry (DAFF)	The digital incoming passenger card, the Australian Travel Declaration (ATD), pilot was expanded to Melbourne Airport on 26 May 2026. In July 2026, the Government announced \$56.1m over the next four years for traveller modernisation activities, including to roll out the digital Australian Traveller Declaration (ATD) to all international airports over the next 12 to 18 months and introduce it into the cruise sector by the end of 2027. The funding will also support ongoing co-design work with industry on new airport departures and cruise clearance models.	The next stage of the ATD trial is to develop family declaration capability in the second half of 2026. Implementation of the digitisation of the Australian Traveller Declaration.
2.1	Supporting visitation to Australia's iconic destinations with investment into Central Australia and the Great Barrier Reef, by investing \$18.5 million in experiences to attract visitors, supporting small businesses and upgrading tourism infrastructure.	Austrade	The delivery of the \$8.5 million package for Central Australia and \$10 million package for the Great Barrier Reef is on track. 30 tourism operators in Alice Springs and surrounds have received a revival and resilience grant, and Tourism Central Australia has commenced domestic and international marketing activity. In July 2026 it was announced that 17 tourism businesses were successful in receiving a grant under the \$2.5 million Red Centre Tourism Development Fund. The fund supports Red Centre tourism operators to invest in new tourism offerings and experiences that will encourage visitors to stay longer and explore more of the region. Under the Reef program, 14 operators have received funding to support accommodating school groups; the Association of Marine Park Tour Operators will receive funding for a train the trainer program and; Tourism Tropical North QLD has commenced international marketing activity.	The \$6 million Kids for the Reef program is anticipated to open in late July 2026.
2.2	Leveraging the power of events visitation and cultural tourism, through: the Revive Live and Festivals Australia programs; business events including those supported by Tourism Australia's Business Events Bid Fund; and sporting events with the Green and Gold Decade in the lead up to the Brisbane 2032 Olympic and Paralympic Games, to improve awareness of the diverse opportunities Australia has to offer and encourage greater dispersal, including to regional destinations.	Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts	The Australian Government has invested approximately \$140 million in major sporting events to support event delivery and legacy programs between 2022-23 to 2029-30. In the last 12 months, the government has provided support for the hosting of: • ICF Canoe Slalom Championships 2025 • Virtus World Athletic Championships 2025 • Boccia World Challenger 2025	The Office for Sport will continue developing a whole-of-government strategy for leveraging investment in, and considering new opportunities arising from, the Brisbane 2032 Games. Tourism Australia will work closely with the Office for Sport in capitalising on the Olympic and Paralympic Games opportunity. Over the next 6 years, Australia will deliver a series of international major sporting events, culminating in the Brisbane 2032 Olympic and Paralympic Games. The Australian Government has committed support to 7 future major sporting events to be hosted in Australia:

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		(DITRDCA), (Tourism Australia)	AFC Women's Asian Cup 2026 The Office for Sport is working across government to leverage the significant investment in the Brisbane 2032 Olympic and Paralympic Games to achieve outcomes for Australians. Tourism Australia is working closely with the Office for Sport to create and convert demand in the lead up to, during, and after the Olympic Games. The Revive Live program has so far provided \$18.9 million in grant funding to support 219 live music businesses, including 120 music festival-based activities and 99 live music venues. The Festivals Australia program continues to support individual art projects delivered at festivals or significant one-off community celebrations in regional and remote Australia. In 2025-26, the program provided \$1.4 million to support 39 activities.	- Rugby League World Cup 2026 - Women's Softball World Cup Finals 2027 - Netball World Cup 2027 - Men's Rugby World Cup 2027 - Women's Rugby World Cup 2029 - World Masters Games 2029 - Brisbane 2032 Olympic and Paralympic Games The Men's T20 Cricket World Cup is being hosted in 2028.
2.3	Preparing an analysis of factors underpinning greater domestic and international visitation to regional destinations	Austrade, Tourism Australia	Tourism Australia's Consumer Demand Project continues to examine and report on factors that influence international travellers to visit regional destinations.	Austrade's Office of Tourism and the Visitor Economy will continue to progress its analysis of factors underpinning regional visitor dispersal in the second half of 2026, including consulting with Tourism Australia, Regional Development Authorities, Regional Tourism Organisations and industry in Q3 and Q4 CY 2026.
2.4	Supporting the development of the agritourism sector, in partnership with industry, including by creating a strategic marketing development plan to drive international visitation, and through national guidelines for measuring and evaluating agritourism.	Austrade, Tourism Australia, (DAFF)	Tourism Australia has identified agritourism as a priority sector for international marketing efforts. Tourism Australia's approach to agritourism focuses on four strategic priorities: - Elevate the regions through identification of 33 "food bowl" destinations around Australia that have a strong concentration of both product and international visitor interest. - Grow demand through marketing activity and motivating travellers to "go where it grows" through campaigns like <i>Served at the Source</i> and leveraging social media storytellers. - Convert demand through trade engagement, developing a prospectus of bookable agritourism experiences, and providing dedicated training for travel agents. - Support the industry with relevant insights such as the Agritourism in	Tourism Australia's work in the agritourism space is an ongoing area of activity, with analysis of the 33 "food bowl" destinations occurring in the second half of 2026.

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			Australia Report 2025, to help operators make informed decisions. Tourism Research Australia (TRA) has developed national guidelines for measuring agritourism, in consultation with Tourism Australia and states and territories. Tourism Research Australia has published several agritourism insight reports in the past 12 months drawing on both domestic and international tourism statistics.	
2.5	Delivering a competitive and efficient aviation sector through Aviation White Paper initiatives, such as: - establishing an aviation consumer protection framework with an aviation consumer ombudsperson - developing aviation specific disability standards - continuing to support regional and remote aviation through the Regional Airports and Remote Airstrip Upgrade Programs - pursuing capacity ahead of demand in bilateral air services agreements.	DITRDCA	Bills to establish the Australian Aviation consumer protection framework were introduced to Parliament on 1 April 2026 following consultation since the release of the Aviation White Paper. The Aviation Consumer Protection Charter continues to be developed through engagement with industry and consumers. In response to concerns raised by people with disability and disability advocates, the Australian Government committed to codesign new aviation disability standards with people with disability to strengthen and affirm the rights of people with disability during air travel. Two further rounds of the Regional Airports and Remote Airstrip Upgrade Programs have been funded (one has been completed and one further round to run). DITRDCA has concluded the first ever air services arrangements with El Salvador allowing for unrestricted code sharing for airlines of both countries and an inaugural air services agreement with the Maldives, allowing for 14 passenger services per week for airlines of both countries and unlimited capacity for dedicated cargo services. Bilateral air services arrangements with both Qatar and the United Arab Emirates have been expanded, increasing available capacity by seven passenger services per week for airlines of both countries and including Western Sydney as an international arrival and departure airport in those agreements.	The Exposure Draft of the Aviation Consumer Protection Charter obligations is expected to be available in coming months assuming the passage of legislation. Public input on the aviation disability standards will be invited through a consultation paper. Following public consultation, the government will consider which standards will go on to be formally designated as law. Western Sydney International (Nancy-Bird Walton) Airport plans to commence cargo services in July 2026, ahead of passenger services commencing in October 2026.
3.1	Strengthening employment pathways and supports for career progression through: - the Vocational Education and Training system - support for students and apprentices through the Australian Apprenticeship Support Services and Fee-Free TAFE programs	Department of Employment and Workplace Relations	Services and Creative Skills Australia (SaCSA), the Jobs and Skills Council (JSC) for the Arts, Personal Services, Retail, Tourism and Hospitality sectors, is undertaking a research project to explore the drivers of shortages of apprentice chefs, with the aim of delivering	The Office of Tourism and the Visitor Economy has applied to join the Strategic Workforce Advisory Group to inform SaCSA's work priorities. SaCSA will continue its research projects. In July 2026 SaCSA launched public consultation to inform a training product development project to review and update tourism, travel, and

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	- targeted research by the Jobs and Skills Council into visitor economy occupation shortages - investigation of a more joined-up tertiary system and improved labour mobility.		practical evidence-based recommendations to support a sustainable, skilled and resilient pipeline of chefs and cooks. SaCSA is also undertaking an activity to map career pathways of key occupations in the tourism and hospitality industry. The Government, in partnership with state and territory governments, is delivering \$1.5 billion in joint funding for Free TAFE places across Australia from 2023 to 2026. To date, there have been over 742,000 Free TAFE enrolments, including more than 27,800 (3.7%) in hospitality and tourism, one of the top five national priority sectors. The Government has also made Free TAFE a permanent feature of the national VET system, investing over \$1.6 billion to 2034-35 to support at least 100,000 places every year from 2027, underpinned by the Free TAFE Act 2025. Following the passage of legislation on 29 April 2026, the Australian Tertiary Education Commission (ATEC) was formally established. ATEC is leading the development of a Tertiary Roadmap that will make it easier for all students to move between VET and university and support students to gain qualifications matched to Australia's future skills needs.	guiding certificate III level qualifications and will finalise updates to certificate III level commercial cookery qualifications in mid to late 2026.
3.2	Providing a streamlined migration system to achieve better targeted temporary skilled migration, more tailored regional visa settings and a reshaped permanent skilled migration system to help meet tourism industry skills needs and support productivity growth.	Department of Home Affairs	Continuation of the Skills in Demand (SID) visa which enables employers to address labour shortages by bringing in skilled workers where they can't source an appropriately skilled Australian worker. Visa holders have a clear pathway to permanent residence, providing certainty to both migrants and employers.	The Department of Home Affairs will continue to ensure skilled migration programs are supporting key industries and assist employers in addressing skill shortages. The Core Skills Occupation List (CSOL) applies to the Core Skills stream of the new SID visa, as well as the Direct Entry stream of the Employer Nomination Scheme (ENS) visa. The CSOL is informed by labour market analysis and stakeholder consultation by Jobs and Skills Australia. The lists will continue to be updated in line with future labour market changes. Updates to CSOL will likely occur later in 2026.
3.3	Building business resilience through: - enhancing disaster readiness and providing support before, during and after disasters by fostering partnerships to strengthen Australia's capacity for disaster resilience and support communities - services such as the Small Business Debt Helpline and the NewAccess for Small Business Owners program.	National Emergency Management Agency (NEMA), Treasury	In Budget 2026-27 , the Government announced \$8.2 million in additional funding to extend the NewAccess for Small Business Owners program and the Small Business Debt Helpline for a further 12 months until 30 June 2027.	Applications for Round 4 of the Disaster Ready Fund will be from August, with announcements expected in 2026.

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3.4	Encouraging tourism businesses to modernise, improve digital literacy and embrace emerging technologies, including AI, through programs such as the Australian Small Business Advisory Services - Digital Solutions program and utilising the eeger platform for visitor economy jobseekers.	Austrade, Treasury	Additional funding for the Australian Tourism Industry Council (ATIC) was announced in the 2026-27 Federal Budget to support small businesses through the Quality Tourism Framework . A new grant agreement with ATIC was signed in July 2026. Service delivery for Round 3 of the Digital Solutions program commenced on 1 July 2026.	ATIC will provide a final report on the outcomes delivered under their first agreement (2022-2026). This report is anticipated by September 2026. Through the Digital Solutions program, eligible businesses will get access to free workshops and webinars throughout the second half of 2026.
3.5	Continuing to work with governments and industry to examine insurance accessibility and affordability challenges to inform government policy consideration and business strategies.	Treasury (Austrade)	Treasury has continued to monitor the business insurance market and examine issues relating to affordability and accessibility. The Parliamentary Joint Committee on Corporations and Financial Services (PJC) is undertaking an inquiry into the provision, regulation and pricing of modern insurance products for small businesses and not-for-profit and community organisations operating in Australia. Submissions closed on 6 March 2026, and the Report will be handed down in October 2026.	Monitor the PJC inquiry and contribute to the Government response. The Office of Tourism and the Visitor Economy continues to engage with the Treasury, NEMA and the Australian Small Business and Family Enterprise Ombudsman on insurance matters. The Office of Tourism and the Visitor Economy will also engage with the Tourism Industry Council Queensland on their upcoming report into Insurance for Tourism businesses, as well as the Tourism Industry Council Tasmania on their ongoing body of work related to tourism. An Austrade sponsored PhD student from Griffith University is expected to publicly research report in Q3 CY 2026, providing recommendations to governments and industry on addressing challenges associated with public liability insurance.
4.1	Engaging with the First Nations Visitor Economy Partnership as it provides leadership in embedding First Nations tourism in the visitor economy and creates a permanent First Nations national tourism peak body.	Austrade, Tourism Australia, National Indigenous Australians Agency (NIAA)	The First Nations Visitor Economy Partnership last met on 22 May 2026. At the meeting the Partnership endorsed the constitution for the Australian First Nations Tourism Alliance (AFNTA).	The First Nations Visitor Economy Partnership will next meet on 24 July 2026. The AFNTA constitution is expected to be submitted to ASIC and the Australian Charities and Not-for-profit Commission in Q3 2026, to enable the Alliance to be established as an entity by the end of 2026.
4.2	Embedding the National Sustainability Framework and Sustainable Tourism Toolkit principles in tourism industry practices, encouraging eligible tourism operators to bolster their ecotourism credentials, and promoting Australia's sustainable tourism credentials.	Austrade, Tourism Australia	Tourism Australia has launched the <i>Green is Our Gold</i> initiative to drive more widespread uptake of sustainable tourism activities. The Office of Tourism and the Visitor Economy and Tourism Australia last met with state and territory government counterparts on 11 June 2026 through an Australian Standing Committee on Tourism (ASCOT) sub-group, to progress the embedding of Sustainable Tourism practices with tourism operators. The meeting considered communication and tools for tourism operators in relation to the upcoming EU Empowering Consumers Directive implementation, planned for September 2027.	Tourism Australia is working with the Office of Tourism and the Visitor Economy and state and territory organisations on the development of information and consistent communications on the European Empowering Consumers Directive for tourism operators (for 2026).

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4.3	Supporting the visitor economy to decarbonise by drawing on the Australian Government's Net Zero Plan, leveraging the sectoral emissions reduction plans, and the First Nations Clean Energy Strategy; and to monitor the visitor economy's emissions profile, including an agreed definition and measurement of national tourism net greenhouse gas emissions.	Austrade, Australian Bureau of Statistics (ABS), Department of Climate Change, Energy, the Environment and Water (DCCEEW)	The Office of Tourism and the Visitor Economy and the ABS signed a Memorandum of Understanding for the ABS to develop Australia's first Tourism Greenhouse Gas Emissions Account. The account will, to the extent possible, align with the Statistical Framework for Measuring the Sustainability of Tourism (SF-MST) and the System of Environmental-Economic Accounting (SEEA). It is intended that outputs can be directly integrated with, and assessed alongside, the Tourism Satellite Account (TSA).	ABS will commence work on the Tourism Greenhouse Gas Emissions Account in July 2026, with an expected release date of mid-2027.
4.4	Investing in low carbon fuels and clean energy technology, including through the Future Made in Australia Innovation Fund, complemented by work to promote and facilitate foreign direct investment to develop low carbon fuels in Australia.	DCCEEW, DITRDCA, Austrade	The Future Made in Australia (FMA) Innovation Fund administered by ARENA will provide up to \$1.5 billion in grant funding to support pre-commercial innovation, demonstration and deployment of renewable energy and low emission technologies, to support Australia's transition to a net zero economy. The FMA Innovation Fund launched in December 2025 and will be an ongoing, open program. Grant funding will be available across 3 Priorities, one of which is LCLF, and will provide \$250 million to LCLF including sustainable aviation fuels and renewable diesel. Austrade organised a delegation from Australia to attend the Sustainable Aviation Fuels (SAF) Congress in June 2026, Europe's largest SAF event, followed by other commitments in Germany and the UK to pitch the opportunity for investing in Australia's low carbon fuels industry.	DCCEEW and DITRDCA are working with ARENA, to finalise the design of the \$1.1 billion Cleaner Fuels Program which will encourage domestic production of low carbon liquid fuels (LCLF). Grant funding under the FMA Innovation Fund continues to be available.
4.5	Embedding the WELCOME Framework principles into tourism industry practices, enhancing accessibility in aviation and increasing opportunities for people with disability to access national parks, beaches and play spaces through the \$17.1 million investment in the Accessible Australia program.	Austrade, Tourism Australia, Department of Health, Disability and Ageing, DITRDCA	Accessible Australia is a national program that helps make community spaces easier to use for people with disability. It provides funding to improve built spaces and natural areas like buildings, playgrounds, beaches, and parks. Tranche 1 of Accessible Australia is complete with Commonwealth funding committed to 29 accessible amenity projects across NSW, ACT, SA, WA and TAS. The Accessible Tourism Working Group (Austrade's Office of Tourism and the Visitor Economy, Tourism Australia and States and Territories) met on 2 June 2026 to share information on accessible tourism initiatives, including updates on accessible tourism standards.	Public input on aviation disability standards will be invited through a consultation paper. Reforms to public transport standards are currently under Government consideration.

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4.6	Working across government on opportunities to adjust policy and program settings to increase First Nations peoples' participation in the visitor economy; enhance First Nations tourism product and experiences; and improve data on First Nations tourism.	Austrade (NIAA)	Austrade's Office of Tourism and the Visitor Economy has commissioned a First Nations Business Count project to help quantify the number of First Nations tourism businesses, with a contract signed in June 2026. This work is in collaboration with states and territories' tourism organisations.	Work on the First Nations Business Count project will commence with an initial meeting with the successful bidder, Painted Dog, occurring in July 2026. The final report is anticipated be provided to Austrade in early 2027.
5.1	Continue to modernise the Government's official tourism statistics, including by adopting new data sources.	Austrade	Each month, Tourism Research Australia publishes mobility data for tourism at the national, state and regional levels. New data sources and methodological approaches continue to be assessed or integrated into TRA statistical publications including Telstra mobility data for tourism, CommBank IQ financial transactions data, improved Domestic Tourism Statistics (DoTS) survey methodology and backcast data to ensure time series data is preserved. The Caravan and Camping and Business Events report for 2025 were released through the TRA website interactive dashboards. The Australian Sustainable Tourism Indicators (ASTI) dashboard was enhanced with several new indicators, along with the enhancement of existing indicators with more granular data. TRA have developed an updated sub-national tourism satellite account model, delivering official estimates of tourism's direct and indirect economic contribution at the state and territory, and tourism region levels. The new model represents a significant improvement on the previous State and Regional Tourism Satellite Account models by incorporating enhanced data sources, updated methodologies and a more robust small-area estimation approach, resulting in more accurate, granular and policy-relevant measures of tourism's economic impact across Australia.	TRA will continue its evaluation and development of new and integrated data sources, including mobility data and other innovative data sources, to strengthen regional insights and support more timely, evidence-based decision-making. Results from the sub-national tourism satellite account model will be published on 28 July 2026.
5.2	Deliver research and insights that are focused, relevant and based on priorities informed by consultation with stakeholders.	Austrade, ABS, Tourism Australia	The ABS continues to deliver high-quality statistics that inform the visitor economy, including the annual Tourism Satellite Account, Quarterly Tourism Labour Statistics and monthly Overseas Arrivals and Departure statistics. In the last 7 months, TRA have delivered the Tourism Forecasts for Australia 2025-2030 Report, the National Tourism Satellite Account 2024-25 publication, 6 Agritourism in Australia Activity Factsheets, Tourism businesses in	TRA will continue making available relevant data on its website to support both industry and government stakeholders. Tourism Australia is working with the Office of Tourism and the Visitor Economy, state and territory tourism organisations, and industry on the development of an Agribusiness Tracker around on farm agritourism experiences for launch at the Australian Regional Tourism Convention in October 2026. TRA will continue to deliver bespoke reports on key areas of the visitor economy, including an updated First Nations tourism report and a Nature-Based Tourism in Australia report.

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			<u>Australia 2025 Report, 20 international market profiles, and the quarterly tourism labour statistics for 2025.</u> Tourism Australia has a suite of data and insights available on its website to support the visitor economy.	