

THRIVE 2030 Action Plan – Progress status report

Reporting period: 1 July – 30 September 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	Tourism 2035 launched in August 2026. The strategy is Tourism Australia's 10-year plan to boost international tourism competitiveness and grow high-yield visitor spending. - Tourism 2035 outlines a goal to reach international visitor expenditure of between \$61 billion and \$69 billion by 2035, focused on leisure and business events travellers. - The four strategic priorities in the first horizon of the strategy (2026-28) are marketing to humans and machines; showcase our unrivalled breadth; capitalise on the Major Events Runway; and define a distinctive luxury positioning for Australia. To support the strategic priority of marketing to humans and machines, Tourism Australia soft launched its Australia guides Instagram channel in September 2026. - The channel aims to shift the algorithms to reach international travellers with information to plan their trip to Australia.	Tourism Australia's Come and Say G'Day campaign will continue. Tourism Australia will support and deliver promotional activities aimed at raising Australia's attractiveness and appeal to Indian visitors by leveraging the opportunity presented by G'day Namaste, a week-long festival to be held across India in December 2026 featuring Australian cultural, business and sporting events.
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	Austrade's Office of Tourism and the Visitor Economy (OTVE) and Tourism Australia have commenced working to develop an International Visitation Framework, a strategic framework to diversifying Australia's international visitor markets. The India Visiting Friends and Relatives (VFR) research project continued, 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.	Consultation on the International Visitation Framework with Commonwealth government agencies and states and territories will commence from October 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)	To support Chinese tour groups visiting Australia, the Approved Destination Status (ADS) scheme published the second version of Exploring Australia in July 2026, incorporating information on additional destinations and attractions. Austrade's OTVE held the 26th Approved Destination Status Advisory Panel meeting in July 2026, updating	Work to modernise the ADS Code of Business Standards and Ethics, informed by consultation feedback, is progressing. The Exposure Draft will be released for industry consultation commencing in late November 2026 ahead of the release of the updated Code in March 2027.

Action #	Action details	Lead agency (Partner)	Progress update	Next steps
			members on compliance activities, research, and work to modernise ADS through IT upgrades to AccessADS. Earlier this year, OTVE consulted with industry and state and territory governments on opportunities to strengthen the ADS scheme and modernise the ADS Code. A summary of stakeholder feedback has now been published on the ADS website. The Department of Home Affairs supported the ongoing delivery of the ADS scheme through the efficient management of the immigration requirements and the approval of outbound travel operators (OTOs).	
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	Over 5.1 million visitor visas were granted during the 2025-26 financial year (1 July 2025 – 30 June 2026), an increase of 4.9% from the previous year.	The Government will continue to facilitate visitors in line with the Government's migration and tourism policy objectives.
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, Forestry and Fisheries (DAFF)	In July 2026, the Government announced \$56.1 million 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 to 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. - A family declaration capability has been deployed, and more than 600,000 submissions made as part of the pilot for Qantas passengers on flights into Brisbane, Sydney and Melbourne.	The next stage of the ATD rollout project will see the trial web form deployed at Western Sydney International airport (WSI) for all arriving passengers on all airlines from day one (with the first international flight due to land at WSI on 26 October 2026). ATO rollout to Perth airport is scheduled for October 2026. Planning continues for rollout for all air passengers nationally in mid-2027, and for cruise passengers later in 2027.
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 (REEF) remained on track. The \$6 million Kids for the Reef School Excursion Rebate program opened for applications on 21 July 2026. The program offers Australian Government rebates for eligible Year 4 to Year 12 excursions to the Great Barrier Reef region. - The total Kids for the Reef rebate amount approved at the end of September 2026 is \$174,760 which will support over 550 students to visit the Reef. - Under the REEF program, the Association of Marine Park Tourism Operators commenced delivery of a train the trainer program. Tourism Central Australia launched the Fly Free to Alice campaign in July and the Red Centre Drive Voucher campaign in September.	Future communications to increase awareness of the Kids for the Reef rebate program are being planned through to early 2027. Next steps for Tourism Central Australia under the \$5 million marketing boost is the release of a new consumer facing website promoting the region. This is planned for released by end December 2026.

Action #	Action details	Lead agency (Partner)	Progress update	Next steps
			Both campaigns are funded through the \$5 million Red Centre Marketing Boost. Agreements have been put in place with the 17 tourism businesses that were successful in receiving a grant under the \$2.5 million Red Centre Tourism Development Fund in July 2026 and work commenced on these projects. Austrade will continue to increase awareness of the Kids for the Reef rebate program with schools and through industry channels such as the Teacher Magazine article released on 21 September 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 (DITRDCA), (<i>Tourism Australia</i>)	The Office for Sport continued to lead cross-government coordination to maximise tourism, trade, investment and regional development outcomes from the Brisbane 2032 Olympic and Paralympic Games and other major events across the Green and Gold Decade. - Planning and coordination continued for upcoming major events, including the Rugby League World Cup 2026, Men's Rugby World Cup 2027, Netball World Cup 2027 and Women's Softball World Championships 2027. - The Australian Government secured Rugby World Cup 2027 event access, with allocations being considered strategically to support government objectives including trade and investment, tourism, diplomacy and stakeholder engagement. - Post-event evaluation of the AFC Women's Asian Cup 2026 commenced, following Australian Government funding and operational support, with findings expected to provide insights into tourism outcomes. Tourism Australia leveraged Victoria's hosting of the NFL game in Melbourne through targeted marketing and influencer partnerships in the United States to promote Australian travel experiences. The Office for the Arts continued to support visitation through festivals and live music initiatives, including Festivals Australia and Revive Live program, which has provided \$19.3 million to support 221 live music businesses. Tourism Australia continued to support regional dispersal through initiatives such as the "Regional Spotlight" feature in its Hot List publications. June quarter 2026 International Visitor Survey data showed 47 per cent of business events visitors travelled overnight outside their event destination, with 21 per cent of business events expenditure occurring in regional areas.	The Office for Sport will continue to work in consultation with Australian Government agencies on the approach to leveraging the significant investment in the Brisbane 2032 Games, to achieve outcomes for Australians across three priority areas – noting inclusion, First Nations and sport diplomacy are themes cutting across all three areas: - Social cohesion and connected communities - Better health and wellbeing for every Australian - A vibrant, sustainable and internationally connected economy The Australian Government's \$12.4 million investment in the Rugby League World Cup 2026 supports three tournaments (Women's, Wheelchair and Men's). The opening match is on 15 October, with matches through to 15 November. Alongside supporting event delivery, whole-of-government coordination is being used to create broader value, including: - Australia's Nation Brand displayed on venue media walls across Australian and Papua New Guinea-hosted matches, including for television interviews, media conferences and VIP engagements. - Local Indigenous languages incorporated into event signage, including venue LED screens. - Australian, Aboriginal and Torres Strait Islander flags displayed at stadiums and on venue screens. Tourism Australia will continue to work closely with the Office for Sport in capitalising on the Olympic and Paralympic Games opportunity. The Office for Sport will also continue cross-government coordination and support on leveraging opportunities associated with other major sporting events.

Action #	Action details	Lead agency (Partner)	Progress update	Next steps
				Successful applicants from Round 23 of Festivals Australia are expected to be announced in mid-December 2026. Round 24 is expected to open for applications in February 2027. Successful applicants from Revive Live Round 3 are expected to be announced in early to mid-November 2026. 400 Indian delegates will visit Melbourne in October 2026 with funding secured by Tourism Australia through the India subvention bid fund supported through the Australia-India Trade and Investment Accelerator Fund.
2.3	Preparing an analysis of factors underpinning greater domestic and international visitation to regional destinations.	Austrade, Tourism Australia	Preparation of research and analysis of the factors underpinning regional visitor dispersal commenced. To inform this work, Austrade's OTVE, in collaboration with Tourism Australia, conducted consultations with eight Regional Development Authorities (RDAs) and nine Regional Tourism Organisations (RTOs) and is scheduling an Australian Regional Tourism local council network discussion. Tourism Australia's Consumer Demand Project continued to examine and report on factors that influence international travellers to visit regional destinations.	OTVE will continue to progress its analysis of factors underpinning regional visitor dispersal, including conducting consultations with relevant Australian Government departments to discuss regional programs and alignment, and consultation with states and territories in October-November 2026. OTVE is attending the Australian Regional Tourism Convention in Busselton, Western Australia on 21 October 2026 and will be engaging with regional tourism stakeholders at the conference.
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)	The agritourism sector continued strong integration in Tourism Australia's <i>Tourism 2035</i> priorities, with the strategy identifying it as a high potential sector. Tourism Australia continued to include agritourism messaging in marketing activity. The 33-food bowls that Tourism Australia has identified nationally represent 3,200 agritourism aligned operators. Tourism Australia led a project working group, including with OTVE, on the Agritourism Tracker, which will set the benchmarks to measure the Economic and Social Impact of Agritourism.	Tourism Australia will present an update on its work promoting and supporting agritourism to industry, Regional Tourism Organisations (RTOs) and State Tourism Organisations (STOs) at the Australian Regional Tourism Convention in Busselton, Western Australia on 21 October 2026. Tourism Australia will continue to work with industry to celebrate our agritourism offerings as part of priority 2 in <i>Tourism 2035</i> 'Continue to showcase our unrivalled breadth' to promote the full range of experiences available across Australia's culture, food, lifestyle, events and regional travel.
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	DITRDCA	Bills to establish the Australian Aviation Consumer Protection Framework were passed by the House of Representatives on 29 June 2026 and introduced into the Senate on 30 June 2026. Note it has not passed the Senate as yet. Australia's first Air Travel Passenger Guide to support consumers was published in August 2026. The guide is published in several languages, in Easy English and Auslan.	Further consultation will occur following the passage of Bills. This includes the public release of an Exposure Draft of the Aviation Consumer Protection Charter for comment in 2027, and an expected working group to support stand up of the Ombuds Scheme. DITRDCA continues to seek capacity ahead of demand in Australia's bilateral air services arrangements through future air services negotiations.

Action #	Action details	Lead agency (Partner)	Progress update	Next steps
	Airports and Remote Airstrip Upgrade Programs pursuing capacity ahead of demand in bilateral air services agreements.		The Aviation Disability Standards consultation paper was released on 6 August 2026 and closed on 2 October 2026. The interim ombudsperson continued to receive complaints and has provided information and escalated to support resolution for consumers. Updated bilateral air services arrangements with Indonesia were finalised in September 2026. - The updated arrangements provide enhanced opportunities for airlines to increase capacity to and from Australian and Indonesia's major airports (Jakarta and Denpasar), along with unrestricted passenger capacity between all other international airports in Australia and Indonesia. - These updated arrangements support increased tourism, trade and freight outcomes.	The Government will consider the Aviation Disability standards consultation paper. Western Sydney International (Nancy-Bird Walton) Airport commences passenger flights on 25 October 2026. Air New Zealand, Singapore Airlines, VietJet and Fiji Airways have all announced services out of Western Sydney Airport. Inaugural flights for each airline will commence 26 October 2026, 23 November 2026, 10 January 2027 and 19 March 2027 respectively.
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 - 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.	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, continued its research project to explore the drivers of shortages of apprentice chefs, with the aim of delivering practical evidence-based recommendations to support a sustainable, skilled and resilient pipeline of chefs and cooks. In July 2026 SaCSA launched public consultation to inform a training product development project to review and update tourism, travel, and guiding certificate III qualifications. - A Technical Committee was stood up in July 2026 to provide expert advice and support to this project. - The Technical Committee met in July and September 2026 to review feedback from initial consultations. SaCSA also continued activity to map career pathways of key occupations in the tourism and hospitality industry. The Australian Government, in partnership with state and territory governments, continued delivery of \$1.5 billion in joint funding for Free TAFE places across Australia from 2023 to 2026. - To date, there have been over 851,000 Free TAFE enrolments, including more than 31,000 (3.7%) in hospitality and tourism, one of the top five national priority sectors.	SaCSA will continue work on the National Visitor Economy Workforce Analysis, including visitor economy workforce projections, surge workforce requirements and Olympic-related workforce demand. This work is estimated to be completed by March 2027. The Technical Committee for the review and update of tourism, travel and guiding certificate II qualifications will meet again in November 2026. Updates to certificate III level commercial cookery qualifications will be finalised in early 2027.

Action #	Action details	Lead agency (Partner)	Progress update	Next steps
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	The Skills in Demand (SID) visa is an ongoing business-as-usual program within the skilled visa program. - It 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 Australian Government is reforming Australia's skilled migration system to better identify and attract migrants with the attributes that support productivity, meet workforce needs and contribute to Australia's long-term economic prosperity. Implementation of a new points test is planned for April 2027, and the Department of Home Affairs will engage with stakeholders on further details and transitional arrangements as the implementation work progresses.
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	Austrade's OTVE commenced a consultation and procurement process for the development of a guidance manual/materials for Regional Tourism Organisations to build their capability in the prevention of, preparation for, response to, and recovery from natural disasters impacting their communities. From 1 July 2026, eligible small businesses can continue to access specialised financial counselling and mental health support under the Small Business Debt Helpline and NewAccess for Small Business Owners program respectively. Under the Disaster Recovery Funding Arrangements (DRFA), assistance may be provided to small businesses to assist in their recovery from disasters.	OTVE is undertaking a procurement to engage a supplier to support the natural disaster guidance development work for Regional Tourism Organisations and Local organisations. The competitive tender process opened in October 2026, and the project will be delivered by June 2027. Following extensive consultation with councils and disaster-affected communities across Australia, on 9 October 2026 the Australian Government announced changes to its proposed disaster recovery funding reforms. - Key changes include that the current disaster recovery cost-sharing arrangements will be retained, councils will continue to be able to claim costs for Counter Disaster Operations, and funding activation thresholds will be revised to ensure communities can access support more easily and promptly after disasters. - The new framework responds to recommendations from the Independent Review of Commonwealth Disaster Funding.
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 and will conclude on 29 March 2030. From 1 July 2026, eligible businesses can access free workshops, webinars, and self-directed tutorials through the Digital Solutions Program. They can also access up to five hours of one-on-one digital advice from a qualified and experienced business adviser for a small fee.	The first progress report for the additional funding provided to ATIC will be submitted mid-November 2026. Through the Digital Solutions program, eligible businesses will get access to free workshops and webinars throughout the second half of 2026.

Action #	Action details	Lead agency (Partner)	Progress update	Next steps
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 continued to monitor the business insurance market and examine issues relating to affordability and accessibility. - Treasury made a submission to the Parliamentary Joint Committee on Corporations and Financial Services (PJC) inquiry into the provision, regulation and pricing of modern insurance products for small businesses and not-for-profit and community organisations operating in Australia. - The submission was made public on 11 September 2026.	Treasury will monitor the outcomes of the PJC inquiry, including publication of its final report due 27 October 2026. An Austrade sponsored PhD student from Griffith University is providing a draft on 17 October 2026 and is expected to publicly release a research report in early 2027, pending the final passage of the research report, 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 (the Partnership) met on 24 July 2026. The partnership discussed the upcoming Australian Indigenous Tourism Conference and ongoing work to becoming the First Nations Tourism Alliance.	The Partnership will meet next on 8 October 2026. The Australian First Nations Tourism Alliance constitution is expected to be submitted to ASIC and the Australian Charities and Not-for-profit Commission in the third quarter of 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	In partnership with Austrade's OTVE and state and territory tourism organisations, Tourism Australia published Empowering Consumers for Australian Tourism, a guide for industry on the European Empowering Consumers Directive. A dedicated industry webinar was held in August 2026 to further inform and support industry about the changes. Tourism Australia chaired the One Voice Sustainability Forum with state and territory tourism organisations in September 2026. Video and social assets specifically tailored for the Business Events audience are also rolling out via an 8-week LinkedIn campaign. Launched 7 September across six key markets: UK, US, India, NZ, Canada, and Singapore, the push aims to position Australia's sustainability platform as a key driver for international event selection, with options to extend coverage later in the year.	Tourism Australia continues to promote the Green is our Gold initiative and will work with the national accredited Visitor Information Network to provide tailored communications products to encourage adoption of the initiative. Tourism Australia is working on a benchmarking report for the Business Events sector, which will feature case studies on how the Green and Gold Principles are embraced by the Australia's major convention centres.
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)	On 1 July 2026 the ABS commenced the project to compile Australia's first Tourism Greenhouse Gas Emissions Account. The Account is a statistical framework and data product that measures the environmental impact of the tourism sector. 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).	Compilation of the Tourism Greenhouse Gas Emissions Account will continue, with an expected release date of mid-2027. Tourism Research Australia and the ABS will continue to meet monthly to discuss data and research, with the GHG emissions account a regular agenda item for update.

Action #	Action details	Lead agency (Partner)	Progress update	Next steps
			It is intended that outputs can be directly integrated with, and assessed alongside, the Tourism Satellite Account (TSA).	
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	HAMR Energy secured \$32 million in conditional funding under the Future Made in Australia Innovation Fund. The funding will support HAMR Energy, an Australian-based renewable fuels developer, to conduct a Front-End Engineering Design (FEED) and other development activities for a proposed biomass-to-fuel supply chain across Victoria and South Australia. DITRDCA and DCCEEW commenced work with ARENA to develop the Program Guidelines for the \$1.1 billion Cleaner Fuels Program. - The Program aims to encourage domestic production of Low Carbon Liquid Fuels (LCLF), while strengthening fuel security and supporting new jobs in the net zero economy. - ARENA has invited views from a wide range of stakeholders on the key elements that would inform the design of the Program, including Program eligibility and merit criteria that will apply to entities seeking to apply for funding DITRDCA and DCCEEW consulted on a LCLF demand mechanism between 18 August and 15 September 2026. Austrade connected international companies with expertise in LCLF to participate in webinar and roundtable consultations. - Feedback will be used to inform advice to government on a potential LCLF demand mechanism. At the Sustainable Aviation Futures China Congress (Hong Kong) 21-22 September 2026, Austrade Hong Kong delivered a presentation on Australia's SAF scale-up, highlighting opportunities for Chinese investment and collaboration. - The presentation positioned Australia as a trusted destination for SAF investment beyond Greater China and emphasised the potential for building long-term energy transition partnerships to support emerging SAF demand across the Asia-Pacific region. - In addition, Hong Kong Post hosted a SAF investor roundtable dinner alongside the conference, bringing together strategic Hong Kong investors and Australian companies to discuss renewable fuels investment landscape, explore partnership opportunities, and exchange views on future market development.	The Program Guidelines for the Cleaner Fuels Program are expected to be finalised in late 2026.

Action #	Action details	Lead agency (Partner)	Progress update	Next steps
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, DITRDCSA	Tranche 2 of Accessible Australia, the national program that funds accessibility improvements to community spaces to improve access for people with disability, was delivered with Commonwealth funding committed in June 2026 to 37 accessible amenity projects across NSW, ACT, SA, WA, TAS, NT and VIC. Stakeholder engagement meetings were held with all state and territory governments. Tourism Australia continued to embed accessibility within its creative development and talent casting processes, including in marketing activity ahead of the Brisbane 2032 Games Emblem launch. Tourism Australia hosted Connor Tomlinson, star of Netflix's Emmy Award-winning <i>Love on the Spectrum U.S.</i>, in QLD, NT and NSW, and UK based adventurer and amputee Luke Tarrant in the NT, SA and QLD.	Tranche 3 of Accessible Australia is expected to open in October 2026 and will remain open for applications until early 2027. Tourism Australia will continue to deliver on its partnership with the Shift20 Initiative, spearheaded by Dylan Alcott AO. Tourism Australia will host Allie Mason, a UK-based journalist who specialises in accessible and neuroinclusive travel, and is writing for several top UK publications, including <i>Disability Review Magazine</i>, <i>Selling Travel</i>, and <i>TTG Media</i>. The next meeting of the National Accessible Tourism Working Group will occur in 2026 (aimed November 2026). The Government will consider the Aviation Disability standards consultation paper.
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)	Work on the First Nations Business Count project, commissioned by Austrade (through Tourism Research Australia) in collaboration with States and Territories commenced in July 2026. - The project quantifies the number of First Nations tourism businesses in Australia, to help improve policy and program settings, support the development of enhanced tourism products and experiences, and enable measurement of the contribution of the sector to regional, state and national economic activity. - The contractor, Painted Dog Research, provided a progress update to the Tourism Research Committee on 21 October. The National First Nations Visitor Economy Partnership (the Partnership) continued collaboration with the National Indigenous Australians Agency (NIAA) and Austrade, to identify how the First Nations business sector and Government can leverage the Brisbane 2032 Olympic and Paralympic Games to strengthen the First Nations Visitor economy. The Australian Government helped fund the Western Australian Indigenous Tourism Operators Council (WAITOC) report, <i>Ancient Cultures Meet: Chinese Travellers' Perceptions and Demand for Australian First Nations Tourism Experiences</i>, which was released in August 2026. - This report outlines the opportunity to strengthen the connection between Chinese travellers and Aboriginal cultural experiences.	Data for the First Nations Business Count project is expected to be collected in November 2026, and the final report provided to OTVE in February 2027. Relevant Commonwealth departments are considering advice from the Partnership, including exploring how it could help inform and/or shape related policy design and program implementation; in line with Priority Reform Three of the Closing the Gap National Agreement. Tourism Australia, Austrade and NIAA are sponsoring the Australian Indigenous Tourism Conference which will be held in Perth in November 2026. The conference will explore current and emerging tourism trends, with a focus on the innovation, leadership and cultural strength driving Aboriginal tourism forward. It will bring together Aboriginal tourism operators, industry representatives, academics and government agencies to share insights, build partnerships and support sector growth.

Action #	Action details	Lead agency (Partner)	Progress update	Next steps
5.1	Continue to modernise the Government's official tourism statistics, including by adopting new data sources.	Austrade	Tourism Research Australia continued publishing mobility data for tourism at the national, state and regional levels, most recently with the September data released on 20 October 2026. Telstra mobility data has been built and the Domestic Tourism Statistics (DoTs) parallel run for the transitions commenced. State tourism organisations were briefed on changes to their regions and state/territory for trips and nights through one-on-one presentations/briefings. These briefings included discussions on using the data to measure events.	Helix Personas, a tool that groups people based on their mindsets, values, and behaviours rather than just their age or location, included as part of DoTs will be launched in the coming weeks with a webinar to be held in November 2026 to explain this new product. Data will continue to be made available to TRA subscribers and the public via multiple vehicles including TRA Online and an interactive dashboard on the TRA website. Implementation of Telstra mobility data into the DoTs is anticipated for mid-2027.
5.2	Deliver research and insights that are focused, relevant and based on priorities informed by consultation with stakeholders.	Austrade, ABS, Tourism Australia	Tourism Research Australia regularly attended and presented at industry events, including as a regular presenter on Australian Tourism Export Council (ATEC) webinars to share research and insights with industry. Between 1 July and 30 September 2026, TRA released 12 publications/data product updates including the quarterly release of the Domestic Tourism Statistics (DoTS) and the International Visitor Survey (IVS). The administration component (bookings) of Caravan and Camping data was updated to September 2026. Work has commenced on the business events dashboard and web page to include 2025/26 estimates. Tourism Research Australia released the State and Regional Tourism Satellite Accounts 2024-25 on 28 July 2026. The State and Regional Tourism Satellite Accounts provide annual estimates of tourism's economic contribution across all Australian states and territories and 76 tourism regions. The ABS continued to deliver high-quality statistics that inform the visitor economy, including the Quarterly Tourism Labour Statistics on 16 September and monthly Overseas Arrivals and Departure statistics. Tourism Australia continued to provide a suite of data and insights on its website to support the visitor economy.	Insights from a business events-focused deep dive of Tourism Australia's Consumer Demand Project will be released in October at IMEX America. The annual National Tourism Satellite Account will be released by the ABS on 2 December 2026. The Tourism Research Australia Investment Monitor will be released in November, and updated tourism forecasts will be released in December 2026. The next quarterly release of DoTS and the IVS will be in December 2026. Tourism Research Australia will continue making available relevant data on its website to support both industry and government stakeholders. It will also continue to deliver bespoke reports on key areas of the visitor economy.