Tourism 2020

TOURISM INDUSTRY OVERVIEW DEC 2011 – OCT 2012

Grow demand from Asia

More money to market Australia: –

- Asia Marketing Fund: Tourism Australia is receiving an extra $48.5m over 4 years to market in Asia. Year One projects (China/Japan/Asian Aviation/TRA Research)
- There's nothing like Australia new global campaign – rollout from June 2012 by Tourism Australia

New research and strategies to break into Asian markets:

- Go to TA's website for the latest consumer research on how to appeal to the Chinese market.
- China: China 2020 Strategic Plan. Launched in June 2011, five pillar plan to being competitive and win market share in China. Updated June 2012.
- India: Launch of Tourism Australia's India 2020 Strategic Plan (in June 2012) to learn about the potential of this growth market.

Getting your business Asia ready:

- Workshops on product development & cultural training from late 2012. Speak to our project partners the Australian Tourism Export Council, the Accommodation Association of Australia or Eco-Tourism Australia for more information.

Helping you to service inbound Chinese tour groups

- China Approved Destination Status (ADS) scheme: Talk to RET about the new ADS rules applying about supplying tourism services to inbound Chinese tour groups.

Encourage investment and implement regulatory reform agenda

Helping you access overseas investors:

- Strategic Federal Government partnership: (Tourism Australia / Austrade / RET) – Launched May 2012, commenced 1 July 2012 to promote tourism opportunities across Australian tourism to foreign & local investors.
- Tourism Investment Guide: Speak to TA about getting on the investment list of the latest investment opportunities or to Tourism Research Australia about Australia's tourism investment pipeline (Australian Tourism Investment Monitor)

Cutting red tape, saving you money:

- Instant asset write off: Check on your eligibility for the instant asset write off of up to $6,500 for new business assets from July 1 2012.

Review & reform of regulation continues in areas of:

- Binding timeframes for approvals processes.
- Merit based escalating process for state significant developments.
- Dedicated tourism investment facilitation functions within Australian & State/Territory Governments.
- Development tourism approval process in National Parks.

Stay tuned for further announcements!

Ensure tourism transport environment supports growth

Making it easier to get here & around:

- Aviation- new routes and increases in seat numbers operated to Australia means potentially more visitors for your business.
- The last two financial years has seen an increase of more than 10 per cent in air capacity, and a doubling of seats from the fast growing Chinese market, led by Chinese carriers.
- 2012 has seen the international arrival to Australia of Scoot and Silk Air which is in addition to more flights and increased capacity from major carriers like AirAsiaX, Singapore Airlines, Emirates, Qatar Airways, China Southern and China Eastern. Qantas commenced new direct Santiago and Dallas – Fort Worth services.
- TA has a new monthly aviation newsletter so you can remain up to date on these developments.
- Cruise: The Australian Government is continuing to work with industry and other governments to get even more cruise passengers coming into major Australian ports, including by finding long-term solutions to the cruise sector's infrastructure needs in key locations such as Sydney Harbour.

Build industry resilience, productivity and quality

Accessing support for your business:

- Supporting Small Tourism Businesses fact sheet – available on the RET website and contains tools, advice & funding options available to you.
- Industry Resilience Kit "Don't Risk It" – how to prepare, respond & recover from a business crisis.
- Destination Management Planning Guide later in 2012.
- National Tourism Industry Network is open to eligible tourism business to apply for business review & support through Enterprise Connect

Funding and accreditation – access tourism funding and accreditation programs through RET including:

- T-QUAL Grants- apply for grants up to $100,000 to improve your tourism product.
- Tourism Industry Regional Development Fund –coming in October 2012.
- T-QUAL Tick – get recognised as a quality tourism product following Dec 2011 consumer launch.

Save money on energy: Industry Associations will run programs to help tourism businesses reduce energy costs.

- Climate change adaption tool is also on schedule for release in Nov 2012. your way Nov 2012.

Increase supply of labour, skills & indigenous participation

Money to train your workforce

- $8.5M available through the National Workforce Development Fund.

Training and Employment Programs to help skill your workforce

- Including Skills Connect, Job Services Australia, and Discover Tourism.

Strategies and tools to help increase the labour force for your business:

- Tourism Employment Plans (TEPS) for practical solutions to your labour force challenges- check out the TEP solutions that will be published from April 2013.i
- Seasonal Worker program tourism trial commenced 1 July 2012 for accommodation businesses across the regions.
- 457 Visa Guide for Tourism & Hospitality businesses.
- Working Holiday Maker (WHM) visa changes – the cap for WHM visas from Indonesia has increased from 100 to 1000 per annum. Stay tuned for further news.

See how indigenous employees could add value to your business?

- Check out the Programs and Resources to aid Indigenous Tourism Development fact sheet available on the RET website.

Build Competitive Digital Capability

Grow your business through digital channels:

- Updated tourism e-kit is now available and further update is coming in Mar 2013.
- The ADTW database is being translated into Mandarin so that Chinese tourists can more easily access your business – commencing Oct 2012 to May 2013.
- A new Tourism Australia China website – *made in China, hosted in China* – www. Australia.cn This will increase Chinese consumer access and usability for Australian tourism product from leading international market. Planned launch in 2013.
- The *Knowledge Base and Online Community Project,* an online space housing tools to help you develop your digital presence and connect with others in the tourism industry- rollout from late 2012.
- A new downloadable 'book & pay' program- so customers can book and pay on your website – will be available in 2013.
- TA's *Global Insights* page- providing information on digital trends and research.

www.tourism.gov.au

Tourism 2020
Benefits for the tourism industry - Dec 2011 – Oct 2012

Dear industry colleagues

This short document provides a progress report on **Tourism 2020** and, in particular, an update on some of the initiatives delivered or underway to assist the tourism industry achieve long term success and a sustainable future.

Tourism 2020 is Australia's national strategy to enhance growth and competitiveness in our industry, focusing on six strategic areas:

- Growing demand from Asia
- Building competitive digital capability
- Encouraging investment and implement regulatory reform agenda
- Ensuring tourism transport environment supports growth
- Increasing supply of labour, skills and indigenous participation
- Building industry resilience, productivity and quality

Tourism 2020 builds upon recommendations from the **Jackson Report** and integrates the **National Long-Term Tourism Strategy** with the long term growth aspirations of the **2020 Tourism Industry Potential.** Endorsed by all state and territory tourism ministers, it brings the existing work, research and collaboration between industry and governments into a single plan, one that links tourism supply with demand.

The projects and initiatives mentioned here provide practical help and solutions which can have a direct bearing on growing your business now and into the future. They include business support, promotional and planning tools, funding and investment opportunities, as well as initiatives designed to reduce red tape and enable you to more effectively market your business.

We're still in the foundation stages of our Tourism 2020 vision. We know that there's still a lot more work to be done but the good news is that progress is being made, with a growing array of resources, professional advice and support now available to make a tangible and lasting benefit to your business. We've provided a short summary here, and further details can be found at www.tourism.gov.au.

Department of Resources, Energy & Tourism (RET)
www.tourism.gov.au

Australian Capital Tourism
www.tourism.act.gov.au

Destination New South Wales
www.dnsw.com.au

Tourism NT
www.tourismnt.com.au

Tourism Queensland
www.tq.com.au

Tourism Australia (TA)
www.tourismaustralia.com.au

Tourism Tasmania
www.tourismtasmania.com.au

Tourism Victoria
www.tourism.vic.gov.au

Tourism Western Australia
www.tourism.wa.gov.au

South Australian Tourism Commission
www.tourism.sa.gov.au