



Australian Government



Tourism Australia

6 April 2010

The Hon Martin Ferguson AM MP
Minister for Tourism
PO Box 6022
Parliament House
CANBERRA ACT 2600

Dear Minister

Statement of Intent

Thank you for your letter of 3 February outlining your expectations for Tourism Australia. This statement indicates how Tourism Australia will meet the expectations set out in the Statement of Expectation.

Role of Tourism Australia

Tourism Australia will continue to work to grow demand and support the tourism industry in accordance with the objects set out in the *Tourism Australia Act 2004*:

- a) To influence people to travel to Australia, including for events;
- b) To influence people travelling to Australia to also travel throughout Australia;
- c) To influence Australians to travel throughout Australia, including for events;
- d) To help foster a sustainable tourism industry in Australia; and
- e) To help increase the economic benefits to Australia from tourism.

Tourism Australia will continue to fulfil our functions under the *Tourism Australia Act 2004*:

- a) To increase the awareness of potential international travellers of Australia as a destination
- b) To increase awareness of potential domestic travellers of Australia as a place to travel;
- c) To increase the knowledge of potential travellers, both international and domestic, of Australia;
- d) To increase the desire of potential international travellers to travel to Australia;
- e) To increase the desire of potential travellers, both international and domestic, to travel throughout Australia;
- f) To conduct research into, and analysis of, international and domestic travel;
- g) To report on trends in international and domestic travel;

Darling Park Tower 2 Level 18 201 Sussex Street NSW Australia 2000
GPO Box 2721 Sydney NSW 1006
Telephone +61 2 9360 1111 Facsimile +61 2 9331 6469
tourism.australia.com

AUCKLAND BANGKOK CANBERRA FRANKFURT HONG KONG KUALA LUMPUR LONDON LOS ANGELES SEOUL SHANGHAI SINGAPORE SYDNEY TAIPEI TOKYO

- h) To communicate effectively with the Australian tourism industry on issues that may affect it; and
- i) To increase awareness throughout Australia of the contribution of tourism to Australia's economy, society and environment.

Corporate Governance

Tourism Australia will continue to strengthen its corporate governance, transparency and accountability standards. Tourism Australia is well aware of its responsibility to maintain high standards and is constantly striving for improved corporate governance frameworks. Tourism Australia will continue to comply with its statutory responsibilities of under the *Tourism Australia Act 2004* and the *Commonwealth Authorities and Companies Act 1997*, and directions issued by the Minister for Finance and Deregulation, as appropriate.

The Tourism Australia Board will continue to provide you, as Minister, reports as required on corporate governance issues, and will continue to provide independently audited financial reports through the Tourism Australia Annual Report which is publically available on the Tourism Australia corporate site at www.tourism.australia.com.

Performance Indicators

Tourism Australia has established both financial and non financial performance indicators and will continue to report against these measures in the *Corporate Plan* and *Annual Report*.

Project Management

Tourism Australia will continue to manage complex projects and contracts in line with best practice, identifying the factors impacting on success and applying lessons learned. The management of complex projects will continue to be strategic and the documentation will outline details regarding governance, accountability, timelines, budgets, resources, KPIs and risk management.

Government Priorities for Tourism Promotion

Tourism Australia will continue to grow demand and support the tourism industry through implementing government priorities as established in the Statement of Expectations.

Internationally, Tourism Australia will grow tourism through marketing Australia to traditional markets, emerging short to medium haul markets and business events. Tourism Australia will also explore emerging opportunities in segments beyond leisure, business and education tourism. Domestically, Tourism Australia will promote growth through initiatives such as the No Leave No Life program.

Working with Tourism Research Australia to provide quality market research and insights to the tourism industry remains a priority for Tourism Australia.

Industry partnerships and cooperative marketing campaigns remain a key strategy to increase the economic benefits from tourism to Australia. Tourism Australia will endeavour to maximise state and territory government and private sector investment. Tourism Australia will continue to lead industry communications via avenues such as an annual industry outlook conference and dissemination of research and development information. Tourism Australia will continue to support the improvement of quality standards in the Australian tourism industry through the promotion of the National Tourism Accreditation framework.

Tourism Australia will continue to work with the Department of Resources, Energy and Tourism to implement the National Long-Term Tourism Strategy through participation in associated working groups.

Tourism Australia will work with Australian Government departments and agencies to extend Brand Australia.

Relationship with Minister and Reporting Requirements

Tourism Australia will continue to strengthen its relationship with you, especially through the implementation of a quarterly reporting process as outlined in the Statement of Expectation. Tourism Australia will continue to exchange information with Department of Resources, Energy and Tourism through provision of briefings to the Secretary and other relevant officers of the Department.

Financial Management

Tourism Australia recognises its obligations under the *Tourism Australia Act 2004* to prepare an Annual Operating Plan specifying proposed programs and associated resource allocation. Tourism Australia also recognises its statutory obligations to seek Ministerial approval for contracts in excess of \$3 million or contracts for the lease of land for a period in excess of 10 years.

The Board trusts the above arrangements meet your expectations for the effective management of Tourism Australia.

Yours sincerely



RH ALLERT AO
Chairman