



**QUEENSLAND
TOURISM INDUSTRY
COUNCIL**

The Voice of Tourism

t 07 3236 1445 | e info@qtic.com.au

w qtic.com.au |    

Level 5, 189 Grey Street SOUTH BRISBANE QLD 4101

PO Box 13162, George Street BRISBANE QLD 4000

Committee Secretary
Senate Standing Committees on Environment and Communications
PO Box 6100
Parliament House
Canberra ACT 2600

13 August 2019

Re: Competition and Consumer Amendment (Prevention of Exploitation of Indigenous Cultural Expressions) Bill 2019

The Queensland Tourism Industry Council (QTIC) is the state's peak body for tourism in Queensland and represents the interests of the tourism industry. QTIC is an independent membership-based organisation with more than 3,000 members, operating in all sectors of the tourism industry, including business operators, Regional Tourism Organisations (RTOs), sector associations and education providers.

The tourism industry in Queensland contributed \$25 billion to Queensland's Gross State Product (GSP), representing 7.8% of total GSP¹ and generated \$7.4 billion in exports in the year ending June 2017², making it one of the state's largest export industries. The tourism industry consists of over 53,000 businesses across Queensland; with nine out of ten of these tourism businesses considered small or medium enterprises. Tourism is a key economic driver in regional Queensland, supporting employment and community growth, employing more than 217,000 people directly and indirectly¹. This is substantially more than mining or agriculture, forestry and fishing combined. Cultural and heritage tourism and specifically First Nations experiences are growing in popularity among consumers. First Nations experiences offer a point of differentiation for Australia in a highly competitive global market and have been identified as an important value-add alongside Australia's core strengths of aquatic and coastal, food and wine and nature and wildlife activities.

Fake Indigenous art has flooded the Australian market, in the majority of stores where Indigenous products are sold, there are also fake products competing. This is particularly evident in souvenir stores where the prices of authentic products are much more than that of the fake products encouraging tourists and customers to buy the cheaper option. Often the tourists are unaware of the difference or how to identify authentic art over fake.

Intervention is required to minimise the instances of these types of products being sold in Australia. QTIC supports the proposed *Competition and Consumer Amendment (Prevention of Exploitation of Indigenous Cultural Expressions) Bill 2019* as a step toward minimising the selling of fake

¹ Tourism Research Australia, State Tourism Satellite Accounts 2016-17

² Tourism Research Australia - *State Tourism Satellite Accounts 2016-17*, Queensland Government Office of Economic and Statistical Research - Overseas exports of goods by industry.

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Indigenous art. However, further advocacy programs and education around how to identify authentic Indigenous art is also recommended. A single approach is unlikely to work, unless significant resources are put to the enforcement of this bill. Tackling the issue from both a demand and supply side will have much greater impact.

For all enquiries regarding the points raised in this letter, please contact me or the QTIC Policy Team on _____ or email _____

Kind regards

Daniel Gschwind

Chief Executive