

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio

Budget Senate Estimates

31 May 2011

Question: BR13
Topic: Norfolk Island
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Senator Pratt asked:

Senator PRATT: I appreciate the structural separation that exists, but I wonder what engagement the department and Tourism Australia have had with Norfolk Island of late?

Ms Madden: Norfolk Island has observer status in the peak leadership forum, the tourism ministerial council and the Australian Standing Committee on Tourism. We liaise quite closely with Norfolk Island. They have had the opportunity to come to some key meetings. They also participated in Tourism Australia's recent Australian Tourism Exchange. Representatives from Norfolk Island, for example, will be attending the China summit next week in Cairns. So there is a range of engagement with Norfolk Island and the representatives there.

Mr McEvoy: They came to the Australian Tourism Exchange and presented to about 700 international delegates from 40 countries. They were welcomed into that, from an Australian tourism opportunity point of view

Senator PRATT: Are any of you aware of when, I suppose, the last strategic review in terms of a holistic look at the situation of tourism at Norfolk Island was actually done?

Ms Cox: I understand that—I do not have all the details, so we might have to take some of this on notice—in Norfolk Island at the moment they have such a review underway and they have been in contact with us for factual information. I cannot tell you when the last one was; it would be some years ago.

Answer:

The Department understands that the government of Norfolk Island previously contracted Global Tourism and Leisure Pty Ltd to develop the *Norfolk Island Tourism Five Year Tourism Strategy (2007/2008 – 2011/2012)* which included a review of the current tourism situation and a range of strategies to address impediments to the further development of tourism on Norfolk Island.

The Department currently participates in an inter-departmental committee on Norfolk Island governance, chaired by the Department of Regional Australia, Regional Development and Local Government (DRARDLG). Possible tourism initiatives, grants and programs available for Norfolk Island are identified and communicated to Norfolk Island through DRARDLG periodically. The *Norfolk Island Roadmap*, coordinated by DRARDLG, identifies action to address barriers to tourism as a key reform to promote economic development for Norfolk Island.