

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

Resources, Energy and Tourism Portfolio

Budget Estimates

4 June 2013

**Question:**                    **BR23**

**Topic:**                      **Promotion of the development of innovative products, services or systems within the tourism industry**

**Proof Hansard Page:**   **Written**

**Senator Ronaldson asked:**

What has the Department of Resources, Energy and Tourism done to support the promotion of the development of innovative products, services or systems within the tourism industry to improve the quality of Australia's tourism products and services?

**Answer:**

Please refer to the attached response to Parliamentary Question Number 1451 (published in the House of Representatives Hansard on 27 May 2013).

## QUESTION

**Date** Monday, 27 May 2013  
**Page** 225  
**Questioner** Baldwin, Bob, MP  
**Speaker**

**Source** House  
**Proof** Yes  
**Responder** Gray, Gary, MP  
**Question No.** 1451

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### Tourism (Question No. 1451)

Tourism

(Question No. 1451)

**Mr Baldwin** asked the Minister for Tourism, in writing, on 20 March 2013:

In 2012-13 (to date), what has his department done to:

- (a) facilitate the growth of domestic and international tourism;
- (b) address regulatory barriers to tourism, and with what partners;
- (c) support adequate planning and management of border security, transport linkages and safety to enhance tourism security, and with what government agencies;
- (d) ensure that infrastructure development contributes to the competitiveness of the tourism sector, and with what government agencies;
- (e) support promoting the development of innovative products, services or systems within the tourism industry to improve the quality of Australia's tourism products and services; and
- (f) actively engage with government agencies to ensure that the Australian Government's labour and skills policies contribute to a sustainable and productive tourism industry, and with what government agencies.

**Mr Gray:** The answer to the honourable member's question is as follows:

(a) Under Tourism 2020, the Australian and State and Territory Governments are working in partnership to achieve Australia's tourism potential by addressing supply-side barriers to growth. The Department of Resources, Energy and Tourism (RET) is progressing a number of initiatives to enhance tourism supply in order to facilitate growth in both domestic and international visitor numbers including:

managing the China Approved Destination Status (ADS) scheme which allows Australia to host group leisure tour groups from China and underpins the growing Chinese inbound tourism market.

managing the National Tourism Incident Communication Plan (NTICP) which was developed to assist in dealing with market shock created through a significant disaster by communicating accurate and timely information to the domestic and international travel market.

providing statistics, research and analysis to support industry development, policy development and marketing for the Australian tourism industry through Tourism Research Australia. Tourism 2020 outcomes from December 2011 to October 2012 are at *copies of Attachment A can be obtained from the House of Representatives Table Office*.

Tourism 2020 priorities for 2013 are at *copies of Attachment B can be obtained from the House of Representatives Table Office*.

(b) RET is addressing regulatory barriers to tourism through the following forums and initiatives:

The Tourism 2020 Investment and Regulatory Reform Working Group (IRRWG) which focuses on encouraging investment and implementing the regulatory reform agenda to ensure that Australia moves up the international tourism value chain and remains competitive through quality tourism products and services.

The Investment and Regulatory Reform Report Card and an accompanying Progress Report were released by tourism ministers in November 2012, Report Card and highlighting the work undertaken by jurisdictions to remove investment barriers at both the state and national level.

Through the IRRWG, RET works with the following partners:

Australian Government Department of Finance and Deregulation

Australian Government Department of Sustainability, Environment, Water, Populations and Communities

Austrade

New South Wales Department of Planning

Queensland Department of Employment, Economic Development and Innovation

South Australian Tourism Commission

Tourism Australia

Tourism and Transport Forum

Tourism Western Australia

Tourism Queensland

Tourism Victoria

(c) RET supports border security, transport linkages and transport security through engagement with the tourism industry and participation in a number of government forums including:

The Tourism Access Working Group which is co-chaired by the Minister for Tourism and the Minister for Transport and supports Tourism 2020's goal of ensuring that the tourism transport environment supports growth.

The National Passenger Facilitation Committee which brings together Government and industry stakeholders to collaboratively explore options and develop initiatives that will improve the passenger facilitation process, without jeopardising Australia's border protection capability

Representing tourism interests at bilateral air services negotiations conducted by the Department of Infrastructure and Transport to ensure tourism capacity is considered to allow an increasing number of visitors to travel to and within Australia.

Through the above forums, RET engages with the following government agencies:

Attorney-General's Department

Australian Customs and Border Protection Service

Australian Federal Police

Australian Government Department of Infrastructure and Transport

Australian Government Department of Immigration and Citizenship

Australian Government Department of Agriculture, Fisheries and Forestry

Australian Government Department of Foreign Affairs and Trade

Australian Government Department of Defence

Tourism Australia

Australian Government Department of the Treasury

State tourism departments

(d) RET engages with government agencies through the following forums to attract and support investment in tourism infrastructure:

A five year partnership between RET, Tourism Australia and Austrade to support tourism investment attraction and developed a suite of resources to help investors navigate the investment environment and explore investment opportunities.

The Investment Attraction Partnership Group which is chaired by Tourism Australia and members include Austrade and state and territory tourism investment organisations who work together to attract private sector investment.

The Tourism Major Project Facilitation which offers a central contact person in the Australian Government to help guide proponents of significant tourism investments through government approvals processes.

RET works with the Department of Industry, Innovation, Climate Change, Science, Research and Tertiary Education to contribute to the competitiveness of the tourism industry by supporting delivery of the Enterprise Connect program to small and medium sized tourism businesses.

Through the above forums, RET also engages with the following government agencies:

Australian Government Department of Finance and Deregulation

Australian Government Department of Sustainability, Environment, Water, Populations and Communities

State and territory tourism departments

(e) RET is supporting the industry to develop tourism quality through a number of initiatives:

The Tourism Industry Regional Development Fund Grants program which offers competitive grants from \$50,000-\$250,000 on a matched dollar-for-dollar basis to improve the quality of accommodation and attractions in regional areas.

The T-QUAL Grants—Tourism Quality Projects program which is a competitive, merit based grants program offering matched dollar for dollar funding from \$15,000 to \$100,000 to increase Australia's supply of quality tourism products and experiences.

The Strategic Tourism Investment Grants which offer up to \$1 million on a matched dollar-for-dollar basis to eligible nationally significant and innovative tourism projects aimed at developing Indigenous tourism, economic development and/or tourism employment.

The national tourism accreditation framework, T-QUAL Accreditation, identifiable by the T-QUAL Tick, which provides one national symbol for consumers to be able to recognise quality products and services.

(f) Under the Tourism 2020 Labour and Skills Working Group (LSWG), which is focused on easing the labour and skills pressures facing the tourism industry, RET actively engages with Australian and state government agencies to progress the following initiatives:

Tourism Employment Plans (which are being implemented in eight regions across Australia to deliver targeted and practical measures to address labour and skills issues.

The \$8.2million Workforce Futures program through which 100 Skills Advisors will work with up to 2000 tourism and hospitality businesses across the country to help them better train employees and provide a more highly skilled and mobile tourism workforce.

The three-year Seasonal Worker Program trial to engage workers from the Pacific and East Timor to work with accommodation providers.

In addition, RET works with the following forums and government agencies to provide advice on tourism labour and skills policies:

The Tourist Visa Advisory Group which is a forum for government and the tourism industry to share information on visa initiatives, seek feedback and input on performance and policy developments and discuss emerging issues.

The Service Skills Australia Industry Advisory Council which is a government and industry forum to discuss tourism and hospitality workforce development and training issues including skills needs, directions and significant trends.

The Australian Government Department of Education, Employment and Workplace Relations

The Australian Government Department of Industry, Innovation, Climate Change, Research, Science and Tertiary Education

The Australian Government Department of Immigration and Citizenship

State and territory tourism departments.

## Tourism 2020

### TOURISM INDUSTRY OVERVIEW DEC 2011 – OCT 2012

Grow demand from Asia	Encourage investment and implement regulatory reform agenda	Ensure tourism transport environment supports growth	Build industry resilience, productivity and quality	Increase supply of labour, skills & indigenous participation	Build Competitive Digital Capability
<p><b>More money to market Australia:</b> –</p> <ul style="list-style-type: none"> <li>• <b>Asia Marketing Fund:</b> Tourism Australia is receiving an extra \$48.5m over 4 years to market in Asia. Year One projects (China/Japan/Asian Aviation/TRA Research)</li> <li>• <b>There's nothing like Australia new global campaign</b> – rollout from June 2012 by Tourism Australia</li> </ul> <p><b><u>New research and strategies to break into Asian markets:</u></b></p> <ul style="list-style-type: none"> <li>• Go to TA's website for the latest consumer research on how to appeal to the Chinese market.</li> <li>• <b>China: China 2020 Strategic Plan.</b> Launched in June 2011, five pillar plan to being competitive and win market share in China. Updated June 2012.</li> <li>• <b>India:</b> Launch of Tourism Australia's <b>India 2020 Strategic Plan</b> (in June 2012) to learn about the potential of this growth market.</li> </ul> <p><b><u>Getting your business Asia ready:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Workshops</b> on product development &amp; 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.</li> </ul> <p><b><u>Helping you to service inbound Chinese tour groups</u></b></p> <ul style="list-style-type: none"> <li>• <b>China Approved Destination Status (ADS) scheme:</b> Talk to RET about the new ADS rules applying about supplying tourism services to inbound Chinese tour groups.</li> </ul>	<p><b><u>Helping you access overseas investors:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Strategic Federal Government partnership:</b> (Tourism Australia / Austrade / RET) – Launched May 2012, commenced 1 July 2012 to promote tourism opportunities across Australian tourism to foreign &amp; local investors.</li> <li>• <b>Tourism Investment Guide:</b> 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)</li> </ul> <p><b><u>Cutting red tape, saving you money:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Instant asset write off:</b> Check on your eligibility for the instant asset write off of up to \$6,500 for new business assets from July 1 2012.</li> </ul> <p><b><u>Review &amp; reform of regulation</u></b> continues in areas of:</p> <ul style="list-style-type: none"> <li>• Binding timeframes for approvals processes.</li> <li>• Merit based escalating process for state significant developments.</li> <li>• Dedicated tourism investment facilitation functions within Australian &amp; State/Territory Governments.</li> <li>• Development tourism approval process in National Parks. Stay tuned for further announcements!</li> </ul>	<p><b><u>Making it easier to get here &amp; around:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Aviation-</b> new routes and increases in seat numbers operated to Australia means potentially more visitors for your business.</li> <li>• 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.</li> <li>• 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.</li> <li>• TA has a new monthly aviation newsletter so you can remain up to date on these developments.</li> <li>• <b>Cruise:</b> 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.</li> </ul>	<p><b><u>Accessing support for your business:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Supporting Small Tourism Businesses fact sheet</b> – available on the RET website and contains tools, advice &amp; funding options available to you.</li> <li>• <b>Industry Resilience Kit</b> “Don't Risk It” – how to prepare, respond &amp; recover from a business crisis.</li> <li>• <b>Destination Management Planning Guide</b> later in 2012.</li> <li>• <b>National Tourism Industry Network</b> is open to eligible tourism business to apply for business review &amp; support through Enterprise Connect</li> </ul> <p><b><u>Funding and accreditation</u></b> – access tourism funding and accreditation programs through RET including:</p> <ul style="list-style-type: none"> <li>• <b>T-QUAL Grants-</b> apply for grants up to \$100,000 to improve your tourism product.</li> <li>• <b>Tourism Industry Regional Development Fund</b> –coming in October 2012.</li> <li>• <b>T-QUAL Tick</b> – get recognised as a quality tourism product following Dec 2011 consumer launch.</li> </ul> <p><b><u>Save money on energy:</u></b> Industry Associations will run programs to help tourism businesses reduce energy costs.</p> <ul style="list-style-type: none"> <li>• Climate change adaption tool is also on schedule for release in Nov 2012. your way Nov 2012.</li> </ul>	<p><b><u>Money to train your workforce</u></b></p> <ul style="list-style-type: none"> <li>• \$8.5M available through the National Workforce Development Fund.</li> </ul> <p><b><u>Training and Employment Programs to help skill your workforce</u></b></p> <ul style="list-style-type: none"> <li>• Including Skills Connect, Job Services Australia, and Discover Tourism.</li> </ul> <p><b><u>Strategies and tools to help increase the labour force for your business:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Tourism Employment Plans (TEPS)</b> for practical solutions to your labour force challenges- check out the TEP solutions that will be published from April 2013.i</li> <li>• <b>Seasonal Worker program tourism trial</b> commenced 1 July 2012 for accommodation businesses across the regions.</li> <li>• <b>457 Visa Guide</b> for Tourism &amp; Hospitality businesses.</li> <li>• <b>Working Holiday Maker (WHM)</b> visa changes – the cap for WHM visas from Indonesia has increased from 100 to 1000 per annum. Stay tuned for further news.</li> </ul> <p><b><u>See how indigenous employees could add value to your business?</u></b></p> <ul style="list-style-type: none"> <li>• Check out the <b>Programs and Resources to aid Indigenous Tourism Development</b> fact sheet available on the RET website.</li> </ul>	<p><b><u>Grow your business through digital channels:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Updated tourism e-kit</b> is now available and further update is coming in Mar 2013.</li> <li>• <b>The ADTW database is being translated into Mandarin</b> so that Chinese tourists can more easily access your business – commencing Oct 2012 to May 2013.</li> <li>• <b>A new Tourism Australia China website – made in China, hosted in China – www.Australia.cn</b> This will increase Chinese consumer access and usability for Australian tourism product from leading international market. Planned launch in 2013.</li> <li>• <b>The Knowledge Base and Online Community Project</b>, an online space housing tools to help you develop your digital presence and connect with others in the tourism industry- rollout from late 2012.</li> <li>• <b>A new downloadable 'book &amp; pay' program-</b> so customers can book and pay on your website – will be available in 2013.</li> <li>• <b>TA's Global Insights page-</b> providing information on digital trends and research.</li> </ul>

## 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](http://www.tourism.gov.au).

#### **Department of Resources, Energy & Tourism (RET)**

[www.tourism.gov.au](http://www.tourism.gov.au)

#### **Australian Capital Tourism**

[www.tourism.act.gov.au](http://www.tourism.act.gov.au)

#### **Destination New South Wales**

[www.dnsw.com.au](http://www.dnsw.com.au)

#### **Tourism NT**

[www.tourismnt.com.au](http://www.tourismnt.com.au)

#### **Tourism Queensland**

[www.tq.com.au](http://www.tq.com.au)

#### **Tourism Australia (TA)**

[www.tourismaustralia.com.au](http://www.tourismaustralia.com.au)

#### **Tourism Tasmania**

[www.tourismtasmania.com.au](http://www.tourismtasmania.com.au)

#### **Tourism Victoria**

[www.tourism.vic.gov.au](http://www.tourism.vic.gov.au)

#### **Tourism Western Australia**

[www.tourism.wa.gov.au](http://www.tourism.wa.gov.au)

#### **South Australian Tourism Commission**

[www.tourism.sa.gov.au](http://www.tourism.sa.gov.au)

## TOURISM 2020 PRIORITIES FOR 2013

*Whole of government working with industry to achieve Australia's tourism potential*

Demand from Asia – delivering increased market penetration and focus into the Asia region	Build competitive digital capability – deliver tools for tourism businesses to embrace digital opportunities	Encourage investment and implement regulatory reform agenda – deliver more investment into world class tourism product for Australia	Ensure tourism transport environment supports growth – better leverage tourism opportunities from transport infrastructure and regulation	Increase supply of labour, skills & indigenous participation – deliver a bigger and better trained workforce to service industry growth	Build industry resilience, productivity and quality – deliver stronger tourism businesses that provide better visitor experiences
<ul style="list-style-type: none"> <li>▪ Deliver <b>Asia Marketing Fund</b>, including:               <ul style="list-style-type: none"> <li>▪ <b>China:</b> Tourism Australia China 2020 Geographic Strategy targeting three of China's "second tier" cities.</li> <li>▪ <b>Japan:</b> strengthen efforts to rebuild the Japanese inbound market.</li> <li>▪ <b>Across Asia:</b> increase aviation cooperative partnerships between Tourism Australia, State Tourism Organisations, airlines, and airports serving Australia from Asia.</li> <li>▪ <b>Research:</b> undertake new research assisting industry's understanding and engagement with Asia.</li> </ul> </li> <li>▪ Implement expanded <b>online Tourist visa</b> application system.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Deliver further initiatives of the <b>National Online Strategy for Tourism</b> Going Global Action Plan, including:               <ul style="list-style-type: none"> <li>▪ A <b>digital information storage facility and online "knowledge base" community</b> improving information sharing for digital marketing and distribution.</li> <li>▪ Updates to <b>Tourism e-Kit</b> - new tutorials on technology developments.</li> </ul> </li> <li>▪ Deliver <b>online 'booking widget'</b> enabling businesses to set up 'real-time' online booking and payment facilities.</li> <li>▪ Launch of new <b>Tourism Australia China website</b> - <a href="http://www.Australia.cn">www.Australia.cn</a>.</li> <li>▪ Translate the <b>Australian Tourism Data Warehouse database into Mandarin</b> (and other Asian languages).</li> </ul>	<ul style="list-style-type: none"> <li>▪ Continue to enhance the RET/ Tourism Australia/Austrade <b>Tourism Investment Attraction program</b>.</li> <li>▪ Promote and implement the <b>Tourism Major Project Facilitation service</b>.</li> <li>▪ Progress recommendations in the <b>Investment and Regulatory Reform Report Card</b> including delivery of the <b>Accessible Accommodation Project</b>.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Continue negotiation of <b>air service agreements</b> ahead of demand.</li> <li>▪ Facilitate greater <b>cruise ship access</b>.</li> <li>▪ <b>Passenger facilitation</b> (trans-Tasman, Smartgate beyond New Zealand) and improved <b>movement of inbound passengers</b> on arrival (including benchmarking).</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Working Holiday Maker reforms</b>.</li> <li>▪ <b>Tourism Employment Plans</b>.</li> <li>▪ The <b>Seasonal Worker Program</b> trial.</li> <li>▪ Roll out of <b>Workforce Futures Fund</b> by Service Skills Australia.</li> <li>▪ Rollout of the <b>Careers Promotional Campaign</b>.</li> <li>▪ Continue to advocate for the development a <b>Template Labour Agreement</b> that is used by industry.</li> <li>▪ Improved <b>coordination and delivery of indigenous programs</b>, including through the <i>Indigenous Tourism Business Leader</i>.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Improved quality through increased <b>T-QUAL Tick</b> take up and sustainable <b>T-QUAL Accreditation</b>.</li> <li>▪ <b>Tourism Industry Regional Development Fund</b> and <b>T-QUAL Grants</b> (including Strategic Tourism Investment Grants) programs.</li> <li>▪ Greater industry sustainability practices including through the <b>Australia's National Landscapes program</b>.</li> </ul>

### RESEARCH - PROVISION OF HIGH QUALITY TOURISM RESEARCH

<ul style="list-style-type: none"> <li>▪ Dedicated <b>China market</b> research (Asia Marketing Fund).</li> <li>▪ Conduct <b>consumer research on India</b> market.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Benchmark and track <b>digital capabilities</b> of the Australian tourism sector.</li> <li>▪ <b>Mobile online capability</b> of Australian tourism operators.</li> <li>▪ Monitor <b>digital uptake</b> of Australian tourism businesses.</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Tourism Investment Monitor 2013</b>.</li> <li>▪ <b>Small-scale accommodation survey</b>.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Benchmarking study of international <b>passenger facilitation</b> experience at airports.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Initial scoping of <b>Indigenous supply</b> (businesses and labour).</li> </ul>	<ul style="list-style-type: none"> <li>▪ Track tourism <b>labour productivity</b> growth.</li> </ul>
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▪ **State of the Industry Report 2013.**

▪ Ongoing Tourism Research Australia **surveys and forecasting** program.