

Tourism 2020

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

TOURISM 2020 NEWS, ISSUE 3, JUNE 2012

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TOURISM 2020 NEWS

A quarterly newsletter from Tourism Division, Department of Resources, Energy and Tourism.

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T-QUAL Tick news

InterContinental Hotels Group and YHA Australia have been welcomed into the growing list of T-QUAL Accredited businesses, with more than 13,000 businesses able to use the T-QUAL Tick.

Australian Tourism Exchange (ATE)

In Perth this year, ATE 2012 saw around 1700 people participating in this major annual tourism trade show. T-QUAL Accreditation was also a focus.

ATE 2012: 15–21 June 2012
tradeevents.australia.com

GROW DEMAND FROM ASIA:

Federal Budget supports Asian tourism

The 2012–13 Federal Budget was delivered on 8 May 2012 with a significant increase in tourism marketing funding.

The Budget provided an additional \$61 million over four years for an Asia Marketing Fund. Tourism Australia will use the fund to target opportunities in Asia, our fastest growing and most valuable inbound visitor markets. More effectively reaching consumers in Asia is key to delivering on the goals of *Tourism 2020* to double overnight spending to up to \$140 billion by 2020.

Incorporated tourism businesses will be able to claim up to \$300,000 a year under the allocated

\$600,000 grant to welcome Chinese visitors

A consortium led by training company AVANA has received a \$600,000 Australian Government grant to help Australian tourism businesses cater to the growing Chinese market.

The *Welcoming Chinese Visitors* program will contain a suite of training and support programs to increase understanding of Chinese tourist demands and develop suitable products.

It is one of four Strategic



\$700 million tax loss carry-back scheme. This will act as an investment incentive by improving cash flows in years where tax losses are incurred.

Other positive measures for tourism businesses include:

- \$28 million over 4 years to continue the Small Business Advisory Service;
- \$18.1 million over 4 years

for Australian Skills Centres to support innovative training and learning methods for the VET sector; and

- \$5.6 billion additional road and rail funding to better facilitate the movement of people across Australia.

View the [Media Release](#) on the 2012–13 Budget outcomes for tourism.

Tourism Investment Grants so far awarded under the four-year, \$40 million T-QUAL Grants program.

China is Australia's most important tourist market at a current value of about \$3.5 billion, with a projected doubling by 2020 when more than a million Chinese are expected to visit.

The new training programs will be based on extensive research conducted within China over the coming

months. The first round of training will target key industry decision makers, due to begin first half 2013.

AVANA's team includes Chinese-owned company China Ready and Accredited, for research and promotion; the Western Sydney Institute of TAFE, to provide trainers, facilities and an online training academy; and the Australian Tourism Export Council, to create program recognition among its 1000-strong membership.

Australian Tourism Industry Open for Investment

In an historic partnership, Tourism Australia, the Department of Resources, Energy and Tourism and Austrade have joined forces to market Australia's tourism industry to foreign and local investors for the first time.

Launched on 2 May, the *Australian Tourism Investment Guide* and Tourism Research Australia's *Tourism Investment Monitor* will help attract investment to grow the Australian tourism industry.

Investment means more capital city accommodation, rejuvenated regional accommodation, new business event facilities and innovative leisure attractions to contribute towards *Tourism 2020's* goal of doubling overnight visitor expenditure to

\$140 billion by 2020.

The [*Australian Tourism Investment Guide*](#) provides practical information to potential investors and showcases 80 investment-ready opportunities and proposed tourism projects.

Tourism Research Australia's [*Tourism Investment Monitor*](#) benchmarks the level of investment in Australia's main tourism related sectors to assist with investment decision making and



Peter Grey (Chief Executive, Austrade), Andrew McEvoy (Managing Director, Tourism Australia) and Tourism Minister Martin Ferguson launch the **Australian Tourism Investment Guide** in Melbourne.

highlights \$42 billion of projects in the investment pipeline.

Tourism Ministers progress Tourism 2020

Commonwealth, state and territory Tourism Ministers met in Melbourne on 4 May to progress Australia's *Tourism 2020* strategy, which aims to enhance industry growth and competitiveness.

Ministers agreed to work towards reforming approval processes for tourism development in areas of high natural amenity and supporting work to streamline burdensome and unnecessary regulation in an effort to significantly encourage tourism investment and new tourism products.

These initiatives will help reduce time-

frames and increase certainty for tourism operators as they seek to secure business from a forecast additional 2.3 million visitors annually to Australia by 2020, especially from key Asian growth markets.

Ministers agreed to commit \$1.2 million to help fill labour and skills shortages in eight key tourism regions through Tourism Employment Plans which will develop strategies for tourism businesses to address skills and labour shortages.

The Tourism Ministers' Meeting Communiqué is available at www.ret.gov.au/tourism

International Education Boost

[Key changes to the student visa program](#) began on 24 March 2012 as recommended by the Knight Review.

Streamlined visa processing and more flexible work conditions will help to position Australia as a study destination of choice and potentially increase export income and labour supply. These changes along with others in the *Student Legislation Amendment* (Student Visas)

Bill will simplify and provide for fairer, more efficient monitoring and compliance processes.

The Australian Government is also looking at strengthening the international education sector through the International Education Advisory Council, which will support the development of a new long-term strategy for the sector. A [discussion paper](#) is available.

Environmental approvals reform

On 24 August 2011 the Australian Government announced a broad package of national environment law reform in response to a [review of the Environment Protection and Biodiversity Conservation Act](#). The reforms will deliver better environmental protection through faster assessments, a consistent national approach that removes duplication, cuts red tape, and provides upfront guidance on legislation requirements.

To be introduced from 1 December 2012, proposed cost recovery relates to environmental impact assessments, wildlife trade permits and strategic assessments.

Tourism industry stakeholders have the opportunity to comment on the [draft Cost Recovery Impact Statement](#) until 21 June 2012.

Seasonal Worker Program

Minister Ferguson has announced that a small-scale three year trial to bring workers from the Pacific and East Timor to work in the accommodation sector will commence from 1 July 2012.

The trial will include Broome (WA), Northern Territory, Tropical North Queensland and the Whitsundays (QLD), and Kangaroo Island (SA).

Through the program, Australian accommodation employers who have demonstrated a commitment to employing Australian job seekers as a first priority and are unable to find Australian labour will be able to access a reliable, returning workforce.

To ensure the accommodation trial is given every chance to succeed, the Australian Government is entering into partnership agreements with relevant State and Territory governments and industry organizations through a Memorandum of Understanding.

Industry workshops targeting accommodation providers in the Red

Centre, Darwin, North Queensland and the Whitsundays are happening in June. Workshops will also be conducted in Kangaroo Island later in the year to coincide with the high season and the consultation process for the Kangaroo Island Tourism Employment Plan.

Information will be provided to accommodation providers as part of the delivery of the Broome Tourism Employment Plan. Find out how to become an Approved Employer by visiting the [Department of Education, Employment and Workplace Relations'](#) website.



Twelve East Timorese seasonal workers have arrived in Broome to work with three employers as part of the Pacific Seasonal Workers Pilot Scheme (PSWPS) in Broome. The Pacific Seasonal Workers Pilot Scheme will transition to the Seasonal Worker Program from 1 July 2012.

Tourism Employment Plans (TEPs)

Eight TEPs, one in each state/territory, are being developed in key tourism hotspots. Operators will benefit from practical solutions to alleviate immediate to mid-term labour and skills shortages.

The first two TEPs are underway; the Broome TEP is being developed by Carpe Diem and the Red Centre TEP by Uniquest. Detailed consultations have commenced in both these regions with regional led steering committees overseeing TEP development. For more information, email: tourismemploymentplans@ret.gov.au

Tourism Ministers from Victoria and NSW advised that TEPs would be developed in Mornington Peninsula/ Phillip Island region and in Sydney. Consultations in these regions will be held in June-July 2012.

Industry engagement in the TEPs is important to their success. For more information, visit: www.tourism.gov.au/labour

Jobs Bonus Scheme: mature age workers

The Australian Government has announced new incentives and support for mature age job seekers and their employers.

A Jobs Bonus of \$1000 will be available to employers who recruit an eligible mature age job seeker, aged 50 years or over.

Eligibility and guidelines are being finalised. The guidelines will require that employers offer a genuine, ongoing employment opportunity to the job seeker, meeting the necessary standards for pay and conditions. The Jobs Bonus will be paid after the job seeker has been employed for 13 weeks.

The Jobs Bonus will be available from 1 July 2012. More information is available at www.deewr.gov.au

Industry Resilience Kit

Tourism operators and Regional Tourism Organisations (RTOs) will be better prepared for a crisis with the soon to be released Tourism Industry Resilience Kit: **Don't Risk It!**

Don't Risk It! was prepared as part of the ASCOT Industry Resilience Working Group's activities under Tourism 2020. The kits will assist tourism operators and RTOs to plan for, mitigate against, respond to and recover from future risk



or crisis — helping to create a sustainable

and economically vibrant industry.

The kits follow the *Prepare, Respond and Recover* approach, and provide a series of user templates and checklists.

The kits include three elements; guide books, 'Go kit' pocket guide and case study videos, and will soon be available from your State Tourism Organisation or

COMING SOON

Tourism Research Australia (TRA)

Recent Releases

- [Tourism Investment Monitor](#) highlighting \$42 billion of pipeline projects
- [International Visitor Survey](#) March quarter results
- [National Visitor Survey](#) March quarter results
- [Resources, Energy and Tourism China Review](#) documenting three decades of relations between Australia and China, particularly the growth of the resources, energy and tourism industries. Produced by the Bureau of Resources and Energy Economics (BREE) and TRA (released 6 June).

Statistics Highlights

In the March quarter 2012, short-term arrivals were up 4.1% from last year with 1.6 million visitors to Australia. Travel for *employment* and *visiting friends and relatives* increased 11.7% and 10.4%. *Convention/conference* travel increased 6.3%, while *holiday* travel increased 5.5%. Decreases occurred in travel for *education* (3.3%) and *business* (2.3%).
Source: ABS Overseas Arrivals and Departures, March 2012.

Domestically, Australians are travelling at an increasing rate, with [National Visitor Survey](#) (NVS) figures showing the best overall results in 4 years. The NVS results for the year ending March 2012 show overnight trips were up 5% to 73 million, nights stayed increased by 6% to 279 million and total expenditure jumped 10% to \$50 billion. We are now seeing results reach pre-GFC levels for domestic travel which is excellent, especially as the high Australian dollar continues to promote international travel for Australians.

Smart Energy Advice for Tourism Businesses

Tourism businesses are set to benefit from reduced energy costs with over \$1 million in funding to help them improve their energy efficiency.

The Australian Tourism Export Council (ATEC) and the Australian Hotels Association (AHA) have been awarded \$612,040 and \$423,690 respectively through the Government's \$40 million [Energy Efficiency Information Grants](#) program. The next round of funding will open in October 2012.

ATEC will partner with EC3 Global to help

tourism businesses reduce their energy costs through workshops, webinars and a carbon 'health check' reporting program.

AHA will provide tailored information for pubs and accommodation providers to help them reduce costs and increase their energy efficiency.

This initiative is on top of the \$6,500 instant asset write off for new business assets (including energy saving equipment) available to small businesses from 1 July.

Australia's Regional Air Access Packages

The Tourism Access Working Group (TAWG) is facilitating regional dispersion by improving awareness of Australia's regional air access packages with two new information tools as part of its work under Tourism 2020.

International air services are made possible by air service entitlements and arrangements negotiated by governments. Such arrangements provide airlines with the rights needed to

operate flights into Australia.

The new brochures assist industry in its attempts to attract increased international airline services to regional international gateway airports (Darwin, Cairns, Gold Coast, Adelaide).

The brochures have been used in forums such as the Routes Asia event. For copies of the brochures email TAWGSecretariat@ret.gov.au.

Updated Small Tourism Business Fact Sheet

Easy access to information about Australian Government support for tourism operators is available through the newly updated [Supporting Small Tourism Businesses fact sheet](#). Practical tools and advice cover many aspects of operating a small business, including initiatives announced in the recent Federal Budget.