

# Beyond Tourism 2020

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## Submission to the Steering Committee on the National Tourism Strategy March 11th, 2018

### Introduction

As the peak body for businesses operating in tourism, Australian Chamber – Tourism welcomes the opportunity to make a contribution to the Beyond Tourism 2020 National Tourism Strategy. Australian Chamber – Tourism, representing State and Territory tourism industry councils and national industry associations with an interest in tourism, has identified a number of key policy initiatives within the Beyond 2020 Strategic Actions Framework for the Government's consideration in order to maximise the potential of the visitor economy.

The Australian Chamber-Tourism commends the Steering Committee for the Beyond Tourism 2020 Strategy for establishing medium and long-term targets for the growth potential of Australian tourism. The Chamber sees great merit in putting forward the target range and proposing initiatives that support the enormous potential for the future growth of tourism. Investment from Government in these actions will enhance the opportunity of the visitor economy so that Australia can enjoy the jobs, growth and export income that the sector can generate.

### *Drive Demand*

The Australian Chamber – Tourism supports the goals and actions to drive tourism demand including increasing length of stay, dispersal and better coordination between the States and Commonwealth in the marketing effort. It is recognised that Tourism Australia will require additional resourcing to play a role in domestic tourism and to target growth international markets.

The Chamber recommends that the focus of the strategy needs to extend to all aspects of the tourism sector including business events, destinations and experiences. Whilst there are some specific actions in the business events area, the balance of the goals have a leisure tourism context. It is recommended that implementation should focus on a sector-wide strategy rather than a bias toward the leisure market.

The goals and actions in relation to growth markets are supported, however, it is noted that there is higher geopolitical risk in markets such as China (for example, the removal of New Zealand as an ADS in response to the Huawei incident). A balanced implementation across a range of markets is recommended to ensure such risks, in single markets, are mitigated.

### *Invest in Aggregated and Segmented Data Analytics Capability*

The focus of the strategy on the need for better data and insight is supported. It is recommended that this approach should also apply to the provision of tourism infrastructure as it does to demand

side and other supply side constraints. A mechanism to map the infrastructure requirements of the visitor economy (whether it be through Tourism Australia and/or Infrastructure Australia) is vital to ensure that demand in visitation can be met. It is suggested that Infrastructure Australia needs to increase its remit and identify top priorities in the visitor economy in addition to rail, ports and road. Analysis of visitor economy infrastructure such as convention centres, sporting venues and leisure attractions is required to facilitate the achievement of goals listed in the strategy.

It is also suggested that Tourism Australia should look at the infrastructure needs of the broader visitor economy in addition to its focus on accommodation supply. As is the case with accommodation, there is a need to consult with state bodies that provide ground insights into infrastructure needs. This process should feed into government consideration of infrastructure investment attraction.

### *Address Capacity Constraints*

Australian Chamber – Tourism supports the addressing of key capacity constraints in order to capitalise on the demand growth in Australian tourism. The Chamber recognises the constraints of hotel rooms, airline seats, labour and skills supply but also in the supply of quality tourism product, particularly in the regions.

It is clear that to meet the demands of the visitor economy to 2030, business capacity needs to be reinforced and competitiveness improved through quality of tourism product and experiences. This need to be achieved through capacity building at an individual business level.

Initiative that improve the capacity of tourism businesses should be supported including the Quality Tourism Framework with an investment of \$6million to fund mentoring and training for 2000 small and medium businesses. This will provide resources to work with businesses individually to improve their product quality or service delivery to the level required to service the demands of the visitor economy in the medium and long term.

### *Harness Technology to Enhance Visitor Experience*

The role of technology in enhancing the visitor experience toward 2030 is acknowledged and supported. Technology will be requirement to enhance the experience at Australia's borders as well as at every point of the visitors journey.

Individual small and medium businesses will need to be supported to play a role in the end to end customer experience through technology. Business connectivity and individual operators levels of skills and knowledge are a necessary focus of preparing for future tourism.

### *Establish a Suitably Skilled and Available Workforce that Aligns with Australia's World-Class Positioning*

The Australian Chamber – Tourism considers the supply of adequately skilled workers to be one of the greatest capacity constraints to tourism growth to 2030. The initiatives detailed in the goals and

actions in the strategy are supported in particular enhancement of career path promotion, development of training pathways and workforce development.

Activities to promote the tourism sector as career of choice must extend beyond a promotional campaign. The focus must be long-term and strategic and include identifying and promoting champions from within the industry to influence those at the stage of making career decisions to direct them to varied and life-long careers in the tourism sector.

## *Build a Sustainable Tourism Industry*

Australian Chamber – Tourism recognises that, in order to achieve the 2030 goal, sustainability of tourism businesses, the environment experienced by visitors and the support for tourism by the community must be achieved. The Chamber supports the actions and goals in the strategy in this regard.

The Chamber supports the focus on sustainability in terms of developing business skills and also ensuring that existing and future infrastructure meets community, business and visitors needs.

## Summary

The Australian Chamber-Tourism support the goals and actions in the draft strategy presented by the Beyond 2020 Working Group. The Chamber recommends some enhancements to the final strategy in terms of its further focus on markets other than leisure tourism, the need to develop quality tourism product and infrastructure planning in particular.



### **About the Australian Chamber**

The Australian Chamber of Commerce and Industry speaks on behalf of Australian Businesses at home and abroad.

We represent more than 300,000 businesses of all sizes, across all industries and all parts of the country, making us Australia's most representative business organisation.

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