

TOURISM RESTART TASKFORCE

Key Issues Meeting #24, 18 February 2022



Guest Session with Phillipa Harrison, Managing Director Tourism Australia

Phillipa Harrison, Managing Director of Tourism Australia gave a presentation on Tourism Australia's plans for the coming year.

Phillipa noted that return of demand is recovering following a dip from omicron, with demand for international travel from key markets picking up. There was a big increase in consumer interest following the announcement of international borders reopening for Australia. An initial surge is expected, which is then expected to slow. It is predicted that international visitor arrivals to Australia will recover by 2024. This means that work will need to be done to ensure the demand is sustained after the initial surge. A continued effort will be required to compete with other countries for tourists and to ensure Australia remains an attractive destination.

Tourism Australia has launched its new [Don't Go Small. Go Australia](#) campaign to encourage travellers to book their next big holiday to Australia. It is about reminding travellers that Australia is the perfect destination for an adventure, whether they are dreaming of discovery or relaxation.

Phillipa outlined a number of streams of Tourism Australia's campaign to attract tourists and working holidaymakers, including on reopening day on 21 February to capitalise on the reopening announcement, and on the current visa refunds for working holidaymakers. Phillipa took the Taskforce through Tourism Australia's phased approach to recapturing demand and driving recovery.

Outstanding Issues & Rebuilding priorities

It was noted that following the announcement that Australia is reopening its borders to fully vaccinated travellers from 21 February, this will be the last meeting of the Tourism Restart Taskforce. The Taskforce outlined a number of priorities moving forward so that these can be taken forward by ACCI's Tourism Committee.

The Taskforce noted that the reopening of the international border is a welcome move, and that it will be important to monitor how States react to any emerging strains of COVID. Business support measures will be needed if restrictions are imposed down the track.

It was noted that it was positive news that some states are taking steps towards cruise restart, and that it is important that this work continue and that the ban on international cruising is lifted by the Federal Government, especially in the lead up to particular cruise seasons.

Skill and labour shortages remain ongoing, and further encouragement of working holidaymakers and students to arrive in Australia is needed, along with other solutions.

Adequate funding for Tourism Australia will be needed to stimulate demand for restart.

In attendance:

- Dr Jeremy Johnson AM (Chair – Australian Chamber of Commerce and Industry)
- John Hart (Australian Chamber – Tourism)
- Geoff Donaghy (BECA, ASM Global, ICC Sydney)
- Nikki Govan (Star of Greece)
- Jacqui Walshe (The Walshe Group)
- Denis Pierce (Australian Tourism Export Council)
- Michael Johnson (Tourism Accommodation Australia)
- The Hon. Bruce Baird AM (Business Events Sydney, TTF)

Guest

- Phillipa Harrison (Tourism Australia)

Apologies:

- Graham (Skroo) Turner (Flight Centre)
- Sarina Bratton AM (Pontant)
- Bob East (Former Chair, Tourism Australia)

Observers – Tourism Committee

- Chris Reilly (Crown Resorts)
- Peter Shelley (Australian Tourism Export Council)
- Hugh Fitzpatrick (Caravan Industry Association of Australia)
- Joel Katz (Cruise Lines International Association)
- Dean Long (Australian Federation of Travel Agents)
- Daniel Gschwind (Queensland Tourism Industry Council)
- David Marshall (Canberra Business Chamber)
- Richard Munro (Accommodation Association of Australia)
- Nicole McLean (Victorian Chamber of Commerce and Industry)
- Andrew Hiebl (Association of Australian Convention Bureaux)
- Brett Jardine (Council of Australian Tour Operators)
- Brett Kapernick (Queensland Tourism Industry Council)
- Michelle Cox (Tourism Tasmania)
- Hugo Robinson (Restaurant and Catering Industry Association)

Observers – Other

- Margaret Bowen (Australian Trade and Investment Commission)

Secretariat

- Andrew McKellar, CEO – ACCI
- Jenny Lambert, Director – Tourism, ACCI
- Ingrid Fraser, Associate Director – Tourism, ACCI
- Tanya Roy, Policy Officer – Tourism, ACCI