

# 2017 State Election **Tourism Priorities**



**tourism council**  
*the voice of tourism* western australia



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Each year, visitor expenditure creates 97,200 jobs in 30,950 businesses across Western Australia.

Ahead of the 2017 State Election, the Tourism Works campaign will raise public awareness of the value of tourism by featuring real workers showing how tourism creates diverse jobs across the State. The campaign will feature television, radio and digital advertising to relay this message.

Based on your feedback, Tourism Council WA has identified the following priority issues of importance to the tourism industry and will be taking these to the major parties ahead of the State Election on March 11.

## Funding **Priorities**

Issue	Tourism Priority
<b>Marketing, Events, Aviation &amp; International Education</b>	Provide consistent annual funding of \$100 million for destination marketing including: <ul style="list-style-type: none"> <li>• \$47 million p.a. – Leisure Tourism Marketing</li> <li>• \$42 million p.a. – Major Events Tourism</li> <li>• \$5 million p.a. – Business Event Tourism</li> <li>• \$2 million p.a. – International Aviation Development</li> <li>• \$4 million p.a. – International Education</li> </ul> Ensure marketing and event funding is not tied by the budget to specific events or markets to enable funds to be allocated on the basis of highest ROI for additional WA visitors and jobs created.
<b>Regional Tourism</b>	Redirect 10% of Royalties for Regions funding (approximately \$100 million) into a Regional Tourism Development Fund for major projects with a marketing plan to attract significant additional visitation and jobs to regional WA. Project proposals include: <ul style="list-style-type: none"> <li>• Low-cost carrier services from Sydney or Singapore to Broome.</li> <li>• Direct aviation services from Melbourne to Kununurra.</li> <li>• Upgrade of accommodation, roads and facilities at Coral Bay.</li> <li>• Accommodation, aviation packaging and marketing for Albany and surrounds.</li> <li>• Major regional cruise shipping projects.</li> <li>• \$5 million p.a. for Regional Tourism Organisations to market WA.</li> <li>• Maintaining the \$10 million p.a. Regional Events funding.</li> <li>• Training and mentoring to progress businesses into interstate and international tourism markets.</li> </ul>
<b>Visitor Servicing</b>	Maintain the WA Visitor Centre and provide \$2 million per annum to continue the R4R Visitor Centres grant program and extend the program to include accredited Visitor Centres in the Perth Metropolitan area.
<b>Aboriginal Tourism</b>	Provide \$1.5 million per annum to maintain the Aboriginal Tourism Development Program and extend the program to include Aboriginal tourism in the Perth Metropolitan area.
<b>Destination Development</b>	Provide \$7 million per annum to maintain existing funding for destination development activities e.g. Taste 2020 tourism strategy, and provide additional funding to develop and market geo-parks and food, wine and cultural drive trails.
<b>Nature-based Tourism</b>	Maintain the current Parks for People program R4R funding and invest an additional \$20 million in trails, attractions and facilities in peri-urban parks, including: <ul style="list-style-type: none"> <li>• John Forrest National Park</li> <li>• Beelu National Park</li> <li>• Key Regional Parks</li> <li>• Penguin Island Conservation Park</li> <li>• Yanchep National Park</li> <li>• Swan Canning River Parks &amp; Reserves</li> </ul>





# Policy Priorities

Issue	Tourism Priority
<b>Economic Diversity</b>	Declare tourism a state priority for economic development and job creation, and establish a tourism cabinet committee to oversee the State Tourism Strategy, run by the Premier as Tourism Minister.
<b>Agency Reform</b>	Conduct an external review of Tourism WA's legislation, governance and performance in promoting WA as a holiday and event destination. The review to consider transferring the delivery of destination marketing and other functions to a market-focused NGO non-profit company limited by guarantee under the Corporations Act 2001.
<b>Business Events</b>	Redevelop the Perth Convention & Exhibition Centre precinct, expand PCEC by 10,000m <sup>2</sup> and integrate the precinct with Elizabeth Quay to attract additional business events and delegates.
<b>Attractions</b>	<p>Fast-track approval for new private sector attractions including Perth Cable Car, Segway Tours, Perth Helipad, Wave/Surf Park and Hot Springs/Wellness Facility. Create a single 'call-in' approval for ventures attracting more than 10,000 visitors p.a. and subject to multiple State/local government authorities.</p> <p>Establish 'The Swan Strategy' to protect waterways, enhance destination character and activate new tourism attractions and leisure experiences on and along the Swan River from Fremantle to the Swan Valley.</p> <p>Consolidate existing public attractions into a single 'Attractions WA' including Perth Zoo, Kings Park, Whiteman Park, the Bell Tower, Fremantle Prison, etc. Attractions WA to work with Museums WA and VenuesWest to preserve and promote the State's heritage, culture, experiences and events.</p>
<b>Aboriginal Tourism</b>	Build an iconic national Aboriginal cultural centre in a high-profile Perth location.
<b>Regional Tourism</b>	<p>Ensure all intrastate Regular Passenger Transport aviation services are on the Global Distribution System and empty seats are sold to tourists through discount leisure packages.</p> <p>Prioritise regional tourism destinations for State Government investment in roads, mobile towers and other essential infrastructure.</p>
<b>Education Tourism</b>	Establish a WA International Education Tourism Strategy overseen by a Minister for International Education and reporting to the tourism cabinet committee.
<b>Industry Development</b>	<p>Fund the Diploma in Tourism and other priority certified training for new employees, existing employees and owner/operators.</p> <p>Maintain the current Industry Development program which provides tourism operators with training and mentoring in customer service, quality standards, product development, digital marketing, online distribution, packaging and export market development.</p>
<b>Regulatory Reform</b>	<p>Enable businesses to provide services to customers by eliminating all retail trading restrictions and any liquor trading restrictions applying specifically to weekends and public holidays when visitors are travelling.</p> <p>Replace existing multiple agency fees, licensing and compliance regimes with a simple 'no fee' permission for small Accredited Tourism Businesses which meet minimum environmental, safety and consumer standards. Includes permission to:</p> <ul style="list-style-type: none"> <li>• Provide complimentary alcohol as part of the tourism experience;</li> <li>• Operate within a National Park or Marine Parks;</li> <li>• Operate a charter fishing service or a tourism transport vehicle for up to 14 passengers.</li> </ul>

## Summary – Proposed Tourism Funding

The following table summarises the current budget funding and proposed additional funding for the above funding priorities.

Issue	Current Funding 2016/17	Additional Funding p.a.	Total 4yr Proposed Funding
Marketing, Events, Aviation & International Education	\$78M	\$22M p.a.	\$400M
Regional Tourism – R4R tourism development project funding	–	\$100M p.a.	\$400M
Nature-based Tourism – National Park visitor facilities	–	\$5M p.a.	\$20M
Destination Development, Visitor Servicing, Trails and Aboriginal Tourism	\$7.5M	\$3M p.a.	\$42M



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