



The Chairperson
Mr Luke Simpkins MP
Joint Standing Committee on the
National Capital and External Territories
PO Box 6021 Parliament House
Canberra ACT 2600

Via email jscncet@aph.gov.au

Dear Sir

Enquiry into Economic Development on Norfolk Island

We have been working with the Norfolk Island Government Tourist Bureau, the Department of Infrastructure and Regional Australia and Tourism Australia to address a common issue that creates a barrier for tourism to reach its potential. This has not yet been resolved.

The Australia's Island Territories, being Christmas Island, Cocos (Keeling) Islands and Norfolk Island are excluded from the traditional tourism structures that operate on the mainland. This limits opportunities for promotion, partnerships, investment and planning available to destinations and operators across mainland Australia.

As Australia's Island Territories do not fall into the recognised systems of Regional Tourism Organisations and State Tourism Offices we do not have access to many of the programs and services offered by these organisations and Tourism Australia. To assist us to work more effectively in domestic and international markets we are seeking support to be recognised by Tourism Australia and obtain access to the multi-channel distribution capabilities of the Australian Tourism Data Warehouse (ATDW).

These populated Island Territories include some of Australia's most unique environmental landscapes and wildlife, cultural identities and historical sites. These are not being fully utilised in overall tourism promotions worldwide or domestically. Importantly, tourism offers opportunities for Island communities to retain their cultures and protect environmental and historical values.

I thank you for the opportunity to raise this issue with the committee. If you have any questions please contact me.

Yours faithfully

Karenn Singer
Manager
17 April 2014