



Australian Government

Australian Trade and Investment Commission

Select Committee on Commonwealth Bilateral Air Service Agreements

Austrade Submission

Role of Austrade

Austrade is the Australian Government's trade and investment promotion agency, helping Australian exporters to grow in global markets and to attract productive foreign direct investment to Australia. Austrade also leads Australian Government policy to support the sustainable growth and prosperity of Australia's visitor economy. This submission focuses primarily on Austrade's role in aviation as it relates to the visitor economy.

THRIVE 2030, the National Visitor Economy Strategy

Under Austrade's policy role on the Visitor Economy, we have responsibility for the implementation of THRIVE 2030, the national strategy for the long-term sustainable growth of the visitor economy. This is an industry-led, government-enabled strategy, which is being delivered in partnership with Australian Government agencies, State and Territory Governments, and industry. THRIVE 2030 recognises that aviation is vital for connecting domestic and international visitors with Australia's world-leading visitor experiences and businesses. THRIVE 2030 recognises that aviation was severely affected globally and locally by the pandemic and that the full recovery of aviation will take some years, particularly for the international sector. THRIVE 2030 notes Australia's transport needs must be carefully planned for in order to accommodate demand and minimise strains on infrastructure, and it notes that the Australian Government's Aviation White Paper will set the long-term policies to guide the next generation of growth and innovation in the aviation sector.

THRIVE 2030 includes a number of actions that reflect the importance of aviation for tourism, as outlined in Annex 1.

Austrade Engagement with Stakeholders

Austrade engages collaboratively with Government and non-Government stakeholders on aviation matters as they relate to the visitor economy.

At the Australian Government level, Austrade engages regularly with the Department of Infrastructure, Transport, Regional Development, Communications and the Arts (Infrastructure) on domestic and international aviation matters, including on the Aviation White Paper process since 2022. Austrade and Infrastructure have hosted joint roundtable meetings with industry stakeholders and members of the Australian Standing Committee on Tourism (States and Territories tourism policy and marketing agencies, Tourism Australia and Austrade) to enable direct provision of views on the Aviation White Paper. As part of

this engagement, Infrastructure sought Austrade's views on the forward program for bilateral air services negotiations in the second half of 2022.

In providing input to negotiating mandates for Air Services Agreements, Austrade encourages a strong emphasis on the contribution the visitor economy makes to the Australian economy, particularly in regional Australia. This approach aims to ensure that enough capacity is negotiated to meet current and future demand from our key aviation markets as well as emerging markets, aligned with the Australian Government's diversification agenda.

Austrade participates in the National Passenger Facilitation Committee, chaired by the Department of Home Affairs. Other Commonwealth agencies with an interest in aviation also participate in this forum, along with industry organisations.

Austrade meets regularly with industry stakeholders, including through a quarterly Visitor Economy Stakeholder Forum. Aviation matters are regularly discussed at this forum.

As a THRIVE 2030 action, Austrade is currently in the process of engaging with stakeholders to develop an International Diversification Strategy for the Visitor Economy. The published discussion paper for consultation notes the process of diversifying into new markets requires a sustained, long-term commitment and investment from governments and industry and can benefit from several aspects, including aviation route establishment, which it notes is impacted by a mix of commercial factors and State Government investment.

Relationship between flights for tourism and airfreight

Aviation access for passenger movements also contributes to freight movement of Australian goods.

Annex 1 – THRIVE 2030 Actions Related to Aviation

No	Action	Action lead (Partners)
5.8	<p>Ensure that regional airport facilities meet the needs of visitors and communities.</p> <ul style="list-style-type: none"> Continue to support regional and remote aviation, for example, through the Remote Airstrip Upgrade Program, which supports improved aviation safety and accessibility at remote aerodromes. 	Department of Infrastructure, Transport Regional Development, Communications and the Arts, local government, Visitor Economy (VE) industry.
5.9	Continue to upgrade passenger facilitation methods and infrastructure consistent with approaches to modernise traveller facilitation and border clearance.	Australian Border Force, VE industry
5.10	Deliver an Aviation White Paper to set the long-term policies to guide the next generation of growth and innovation in the aviation sector.	Department of Infrastructure, Transport Regional Development, Communications and the Arts (VE industry)
5.11	Work cooperatively to maximise the return of inbound aviation capacity.	State and Territory Government, Tourism Australia, Austrade, VE industry
6.3	<p>Develop an International Diversification Strategy for the visitor economy to identify emerging markets for travel and education; and strengthen key bilateral relationships in the Indo-Pacific region and beyond through the growth of people-to-people links and Brand Australia marketing.</p> <ul style="list-style-type: none"> The diversification strategy will also look at attraction of certain growing (and higher yield) traveller cohorts including people seeking luxury, nature and cultural experiences. 	Austrade, Tourism Australia (State and Territory Government)
6.5	Develop and implement a coordinated approach for direct and affordable long-haul flights to Australia.	VE Industry