

14 March 2014

Dr Bill Pender
Committee Secretary
Joint Select Committee on Northern Australia
PO Box 6021
Parliament House
CANBERRA ACT 2600
jscna@aph.gov.au

Dear Dr Pender

Re: Submission to Joint Selection Committee on Northern Australia

Tourism Tropical North Queensland (TTNQ) welcomes the opportunity to make this submission to the Joint Select Committee on Northern Australia, to help inform and shape the Committee's recommendation to the Parliament for the development of a White Paper.

As the peak regional destination marketing organisation for Tropical North Queensland, TTNQ strongly supports growing the tourist economy as a key priority of the Northern Australia Paper, and supports the submissions made by Advance Cairns and Cairns Regional Council & QTIC.

Northern Tourism Priorities

Tourism Policy

Policy support should be given to the development of new and innovative tourism products and experiences. Nature based tourism must remain an economic strength for the region.

Aviation Access Incentives

- Creation of a regional aviation incentive fund to stimulate aviation access into Northern Australia through the provision of temporary incentives for new air services to offset start up costs of airlines and to support marketing programs.
- Strengthen regional aviation with import and export capabilities for freight cargo to support the economic viability of services, i.e. agriculture produce, seafood exports.

Sustainable Funding

Commit to a review of funding mechanisms for event attractions and destination marketing. Commit to a funding model, which will guarantee the sustainability of the tourism industry in Northern Australia

Export Market Development Grants

Commit to increasing funding for Export Market Development Grants to stimulate investment in tourism export marketing

Infrastructure

Recognise the importance of attracting major corporate investment into tourism in Northern Australia. Ensure processes are in place to deal efficiently with approvals and that funding is provided for the provision of any necessary support infrastructure.

Simplified Visa Processes

Initiate a review to consider:

- Measures to simplify both the quantum of personal details required and the processing of visa applications for visitors from the key markets with particular focus on the Chinese market; and
- The fairness of visa application charges.

Regional Competence

Support and focus on the development of trade and diplomatic interaction with China to further enhance the relevance of Northern Australia to this market.

Events

Increase the regions capacity to host sporting and cultural events to combat seasonality in the Tropics. Develop and implement events strategies across the region including collaboration on major events that impact multiple Local Government areas. Support business events incentive program to maximize the lucrative business, convention and incentive market.

Natural Assets

Provide the framework to encourage sustainable tourism product within protected areas, i.e. National Parks.

Domestic Market

The growth of the northern tourism portfolio should include the domestic market, which currently attracts more visitors and expenditure than international visitation. Particular focus should be placed on drive tourism.

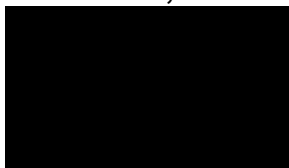
Digital Leadership & Communication

Support industry development and innovation in leveraging the digital medium and social media opportunities.

Quality, Service & Innovation Centre of Excellence

Support the advancement of industry expertise and best practice management through education, research and industry development.

Yours faithfully



Alex de Waal
Chief Executive Officer
Tourism Tropical North Queensland

c.c. Daniel Gschwind, CEO, QTIC
Trent Twomey, Chairman, Advance Cairns