

Adam Joseph
[REDACTED]
[REDACTED]
[REDACTED]

Committee Secretary
Joint Select Committee on
Northern Australia
PO Box 6021
Parliament House
CANBERRA ACT 2600
AUSTRALIA

Phone: (02) 6277 4162
Fax: (02) 6277 4427
email: jscna@aph.gov.au

19th March 2014.

RE: “Restaurant Australia” and proposed use of landing cards as marketing platforms.

Dear Madam Secretary,

Thankyou for the opportunity to make this submission to the parliament’s Northern Development Inquiry¹.

I write this as someone who has worked in the Australian duty free industry in Cairns, TNQ, and in various roles in hospitality and tourism around Australia. I am presently engaged in a range of initiatives to connect food and fashion consumers with agricultural, industrial, and other ‘tourism’ experiences. My views on ways to improve consumer brand disposition for Australian made and grown produce, by connecting with tourism, are online at:

<http://www.marketingmag.com.au/author/adam-joseph/>

In his opinion piece in the Australian newspaper announcing the Coalition’s intention to hold this inquiry², Hon Andrew Robb AO MP indicated that it would focus on portfolios including tourism, food and education.

1

http://www.aph.gov.au/parliamentary_business/committees/house_of_representatives_committees?url=jscna/index.htm

² <http://www.theaustralian.com.au/national-affairs/opinion/food-bowl-within-reach/story-e6frgd0x-1226667107724>

The rationale for this is supported by recent independent studies, such as that by Deloitte Access Economics³, indicating these are industries that can enjoy ‘super-charged growth’ with the right policy settings in place.

I firmly agree with this thinking, and further implore the government to consider ways in which *synergies between these* can be exploited to unlock the economic potential of “related variety”⁴.

It’s opportune for the government to pursue Northern Australian development by enhancements to and promotion of Tourism Australia’s latest marketing campaign “Restaurant Australia”. This was launched the same day Hon Andrew Robb was announced as minister responsible for tourism and trade and investment portfolios.

This campaign should be backed strongly in order to:

- encourage tourism dispersal (delivering visitor economy to rural, regional and remote Australia); and to
- promote the consumption of Australian Made And Grown produce – delivering improved consumer brand disposition towards products associated with Australia’s “national brand”.

I was impressed by the policy pursued by Tourism Australia, under former Minister Hon Martin Ferguson AM MP, to partner with TripAdvisor. In this age of digital and social media marketing, every available opportunity to utilise new technology and media, to engage with the global tourism market, should be seized.

In my view, the Australian government has a golden (and cost-free) opportunity to engage with 6,000,000+ inbound tourists and 8,000,000+ Australians returning from abroad⁵ as they complete their immigration documentation.

The federal government could promote Australian tourism (and food) on 15,000,000 landing cards, by printing on each a QR code, the www.Australia.com web address and call to action. This way (at no extra cost) it could connect inbound passengers to Tourism Australia's website, giving them access to some great content equivalent in value to a Lonely Planet guide book (which retails for \$55 – the same price as the Passenger Movement Charge).

The federal government will likely not reduce the Passenger Movement Charge (PMC) in the current budgetary climate from its current rate of \$55 per passenger (unless compelling evidence is provided to show, as a first or second round effect, that it loses Australia more revenue than it delivers by acting as a brake on tourism).

However it can and should aim to deliver *equivalent extra value* to consumers, thereby offsetting to some degree the negative financial impact of the PMC.

Since the government already covers the cost of printing, storing, distributing, and collating data from these double sided landing cards, there would be no additional cost to the taxpayer.

³ http://www.brw.com.au/p/business/deloitte_names_economy_five_super_BGVXzIjs9gMXhISq4GOR30

⁴ See page 7 discussion on “related variety” appearing in the Hunter Valley Research Foundation’s quarterly economic bulletin, online at: http://hvrhf.com.au/images/HVRF_Publications/HREI_Mar2013.pdf

⁵

<http://www.abs.gov.au/AUSSTATS/abs@.nsf/mediareleasesbyCatalogue/2E33320E030F1DEACA25696E007FDE66?Opendocument>

It would be unwise and wasteful to destroy the current stock of landing cards to pursue this policy, rather the government should phase the change in as new cards are being routinely printed.

Some minor formatting would be required, however space can easily be made by omitting questions that major airlines say are redundant. The current landing card can be observed online at:

<http://www.customs.gov.au/webdata/resources/files/15IPCEngOct12.pdf>

My strong advice would be to leave the wording of the marketing message to be printed on new landing cards to experts at Tourism Australia. They might decide to ensure the 'landing page' for smartphone users might be www.Australia.com or alternatively the current marketing focus of the "Restaurant Australia" campaign to promote Australia's undervalued food and wine tourism product.

Alternatively, Tourism Australia might decide to partner with a leading global tourism business such as Lonely Planet, to create a new food and wine tourism Internet Protocol Television (IPTV) site. That would men further amplifying Tourism Australia's marketing reach by tapping into Lonely Planet's significant global audience.

In recent years, Lonely Planet announced it is looking for 'new media' opportunities⁶, and a partnership with Tourism Australia to develop an IPTV site built around food and wine tourism (potentially with an initial focus on Northern Australia) would be a tremendous initiative that would benefit both parties.

This further (revenue neutral) investment in Tourism Australia through the use of landing cards would not be wasted on Tourism Australia, now recognized as the world's best digital and social media tourism marketing agency⁷.

Over time, landing cards may be phased out with the advent of new technologies, however this is some years away, as not all airlines can facilitate this technological service, and requiring passengers to complete data entry at terminals upon landing would only serve to lengthen passenger processing times.

I would be pleased to provide further information if required, and am contactable at the above-listed telephone.

Yours sincerely,

Adam Joseph.

⁶ <http://vimeo.com/20867755>

⁷ <http://www.marketingmag.com.au/news/2013-adma-awards-nick-baker-named-top-marketer-gpyr-wins-agency-of-the-year-dumb-ways-takes-another-swap-45920/#.UyjQufmSzYF>