

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio
Additional Estimates
14 February 2013

Question: AR15
Topic: Tourism Industry
Proof Hansard Page: Written

Senator Ronaldson asked:

16. National Tourism Incident Communication Plan

Why didn't the Australian Standing Committee on Tourism activate the National Tourism Incident Communication Plan during January and/or February 2013 (e.g. as a result of bushfires)?

Answer:

The National Tourism Incident Communications Plan (NTICP) Secretariat did not receive any request for the NTICP to be activated by any jurisdiction experiencing incidents during January and or February 2013.

The NTICP Secretariat did however undertake assessments of the incidents during that period using the NTICP filter matrix. These assessments, undertaken in collaboration with affected jurisdictions, indicated the national impact of these incidents was insufficient to warrant a nationally coordinated communications campaign and the issue was not elevated to ASCOT.

Nevertheless, the NTICP Secretariat communicated with related jurisdictions during the incidents and received updates on the impacts of the incidents to regional and jurisdictional tourism businesses. State Tourism Organisations provided advice and external communications for use by the NTICP Secretariat in liaison with Tourism Australia for forwarding to Tourism Australia overseas representative offices and networks. Tourism Australia posted links to the ABC 24 hour news channel on their consumer website for travellers to obtain latest information on the incidents.