

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:

21. Tourism Research Australia “outreach” program

Can Tourism Research Australia (TRA) please provide an update on its “outreach” program?

Answer:

The core component of TRA’s outreach program is the development of its new website due for launch by the end of April 2013. The website will provide easy access to a comprehensive range of research information and data. It is intended to make research outputs accessible to a much wider range of industry stakeholders. A project has commenced to develop a much clearer understanding of the type of knowledge that industry stakeholders are seeking and the manner in which such information is used. The findings of this project will be used to further enhance the accessibility of TRA outputs.

TRA is meeting more regularly with industry stakeholders (for example, through the quarterly National Tourism Alliance Roundtable) in order to better understand stakeholder needs and enhance the dissemination of research. A partnership has also been formed with the Council for Australasian University Tourism and Hospitality Education (CAUTHE) that involves making TRA’s datasets available to academic researchers for additional analysis and academic publication in return for brief reports on key findings. The first project resulting from this partnership has commenced with the University of Ballarat focusing on providing additional insights on the ‘Visiting Friends and Relatives’ market.