

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio

Budget Senate Estimates

1 June 2010

Question: BR48
Topic: National Tourism Accreditation Framework
Proof Hansard Page: E45

Senator Bushby asked:

Senator BUSHBY—Okay. Once again, what about the program support funding for the implementation of a national tourism accreditation framework?

Ms Madden—That was an announcement in the budget. The government has committed \$5.5 million over the next four years for the implementation of the national accreditation framework. It is being done collectively with an industry council called the Tourism Quality Council. There is a representative of our department, a representative of Tourism Australia and a representative of the states and territories on that council. They have oversight of the implementation. As you may recall from previous meetings, we have briefed the committee previously on the joint working group that set up all the governance arrangements behind this national accreditation framework. We are pleased that it has now moved to the next stage and we have some funding to implement the accreditation framework.

Senator BUSHBY—Do you have a breakdown of that funding over each of the years?

Ms Madden—The Tourism Quality Council held their first meeting on 19 May, including a handover session with that joint working group. The question of the budget was addressed at that meeting and the Tourism Quality Council is just taking some further consideration, working on the overall budget of four years, to plan what actions will be taken. I do not have a detailed breakdown yet. It is still being considered by the members but they have \$5.5 million and there are some indicative allocations that are being determined over coming weeks.

Answer:

Implementation of the National Tourism Accreditation Framework (NTAF) is being supported by the Department of Resources, Energy and Tourism (the Department) and Tourism Australia.

Funding of \$5.5 million has been allocated over four years (from 2010/11) to the NTAF. This funding will be used to support the implementation and administration of the NTAF including to:

- offset the costs of running the Tourism Quality Council of Australia;
- fund the engagement of independent assessors and enable the evaluation and monitoring of the NTAF; and
- fund enhancements to the Australian Tourism Data Warehouse that are required to support the NTAF, including facilitating the collection and distribution of information on accredited businesses and the development of an online consumer feedback mechanism.

This funding will be administered by the Department. A large proportion of the funding will be used to supplement Tourism Australia's marketing activities in select targeted areas as required.

An indicative breakdown of the NTAF funding allocation is as follows:

	2010-11 (\$m)	2011-12 (\$m)	2012-13 (\$m)	2013-14 (\$m)
<u>Departmental Expenses</u>				
Marketing, evaluation and monitoring, legal advice and administration	2.120	1.178	1.258	0.685
<u>Administered Expenses</u>				
IT systems and support	0.100	0.050	0.050	0.050
Total	2.220	1.228	1.308	0.735

[Source: RET 2010/11 Portfolio Budget Statements, page 16.]

Tourism Australia is responsible for the NTAF brand including the development and implementation of a marketing strategy, the in kind value of Tourism Australia's support is estimated to be \$2.144 million over four years.

The Department is responsible for providing administrative and secretariat support for the NTAF, with annual Tourism Division staffing costs (including overheads) expected to be approximately \$300,000.