

**Senate Standing Committee on Economics****ANSWERS TO QUESTIONS ON NOTICE**

Resources, Energy and Tourism Portfolio  
 Supplementary Budget Estimates  
 19 October 2011

**Question:** SR32  
**Topic:** National Long Term Tourism Strategy  
**Proof Hansard Page:** Written

**Senator BUSHBY asked:**

1. What did the Jackson Review cost the taxpayer?
2. How many (full time or equivalent) DRET staff were put at the disposal of the committee to assist in its work
3. What were the recommendations of the Jackson Review to inform Australia's Long Term Tourism Strategy?
4. Given the ongoing work of the Working Groups set up to deliver the NLTTTS, what is the anticipated timeline on delivering the National Long Term Tourism Strategy
5. Can you explain the links between each of the 10 recommendations of the Jackson Review and the National Long Term Tourism Strategy?
6. What recommendations of the Jackson Review were not adopted in the National Long Term Tourism Strategy?
7. How well progressed is RET in responding to all of the recommendations of the Jackson Review?
8. Minister -- should tourism sector stakeholders expect that, eventually, all measures recommended by the Jackson Review will be taken up and funded?
9. Has RET prepared a proposal to the Minister on appropriate levels of funding against each of the recommendations of the Jackson Review

**Answer:**

1. Costs incurred by the Department of Resources, Energy and Tourism (RET) in relation to the Jackson Review are estimated at \$291,539, as outlined below.

<b>Description</b>	<b>Amount</b>
Remuneration for Committee members.	Nil
Travel and accommodation for Committee members.	\$101,004
Editing, design and printing of the Jackson Report.	\$17,165
Engagement of consultant (Andrew Lam Po Tang) to provide strategic assistance to the Committee in bringing together the broad range of available data and industry views on potential actions.	\$173,370
<b>Total</b>	<b>\$291,539</b>

2. The Department provided secretariat and administrative support for the Committee. No staff were specifically put at the disposal of the Committee to assist in its work.
3. The Jackson Review made 10 recommendations across the following topics:
  - Research.
  - Digital distribution.
  - People.
  - National scorecard.
  - Investment (2 recommendations).
  - Product development and innovation.
  - Leadership and industry coordination (3 recommendations).

Full text of the recommendations is contained on pages 4-7 of the Jackson Report which is available on RET's website at <http://www.ret.gov.au/tourism/Documents/tmc/jackson-report-july09.pdf>.

4. The National Long-Term Tourism Strategy (the Strategy) is a *long term* approach to maximising the economic potential of the tourism industry. As a policy framework rather than a highly detailed plan, no specific timeframe has been set for the Strategy. The Strategy is intended to evolve over time. In this regard, following the Prime Minister's announcement of 6 October 2011 that an updated tourism strategy would be released before the end of the year, on 14 October 2011 Tourism Ministers from all jurisdictions agreed to update the Strategy to ensure it continues to position the industry for growth and take advantages of opportunities, particularly those arising from the Asian growth economies.
5. Each of the 10 recommendations from the Jackson Review directly informed the development of the Strategy. See the chart below for an explanation.

The Jackson Report Recommendations	Commentary
<p><i>1) Develop a high-powered national research capability focussed on tourism industry development, to complement the existing capability in demand-side research and statistics.</i></p>	<p>✔ Accepted in-principle. Tourism Research Australia (TRA) was reintegrated into the Department of Resources, Energy and Tourism. TRA is overseen by an Advisory Board comprising the Secretary of the Department, the Chair of Tourism Australia, ASCOT and industry representatives to provide a clear focus on the research needs of the industry and policy makers.</p>
<p><i>2) Urgently support the acceleration of the online capability of Australian tourism product, working with State and Territory Tourism Organisations to fund programs that expand cost-effective digital platforms for distribution and bookings and accelerate SMEs' uptake.</i></p>	<p>✔ Accepted. Tourism Australia retained as a stand alone agency, focussing on promoting the uptake of online media by Australia's tourism businesses.</p>
<p><i>3) Ensure tourism has equitable and adequate access to skills programs at national and state level, and focus tourism skills programs and labour policies in two areas: the recruitment, development and retention of career tourism employees; and the facilitation of sufficient part-time and casual employees.</i></p>	<p>✔ Accepted. Labour and skills highlighted as a key priority in the Strategy.</p>
<p><i>4) Establish a comprehensive national tourism scorecard with targets and key performance indicators (KPIs) for economic impact, environmental impact, social impact and product quality.</i></p>	<p>▪ Accepted in part</p> <p>Performance metrics on the implementation of the Strategy will be developed and reported by TRA overseen by the Advisory Board. Reporting will also identify general industry performance and current issues facing the industry.</p>
<p><i>5) Improve the case for tourism investment through developing integrated destination development plans and creating a national visitation priorities list.</i></p>	<p>✔ Accepted in part.</p> <p>The development and identification of best practice in destination development planning will be undertaken through the enhanced research capability. Responsibility for rolling out destination development plans will be the responsibility of STOs and RTOs.</p> <p>The enhanced research capability will also identify high value investment opportunities for industry to pursue rather than creating priorities list.</p>

<p><b>6) Incorporate a stronger recognition of tourism in government planning and approval process, taxation and infrastructure investment planning. The Steering Committee recommends that the Council of Australian Governments (COAG) undertake an urgent systemic review of planning and regulatory regimes and the Henry tax review take account of issues that impact tourism investment.</b></p>	<p>✔ Accepted. Regulatory reform is identified as a key priority in the Strategy.</p>
<p><b>7) Renew and rebuild Australia's competitiveness by developing and maintaining long-term product strategies for Australia.</b></p>	<p>✔ Accepted. The Strategy identifies as a priority the need to drive product quality and service delivery to ensure that Australia is a high value destination.</p>
<p><b>8) The Prime Minister to establish a federal ministerial taskforce to periodically review tourism issues and opportunities that are shared with key non-tourism portfolios.</b></p>	<ul style="list-style-type: none"> <li>• Not accepted.</li> </ul> <p>The Tourism Ministers' Council will be the key body to establish tourism priorities and drive national tourism agenda.</p>
<p><b>9) Industry associations to lead industry participants to work with the government to make these recommendations successful.</b></p>	<p>✔ Accepted. The Strategy recognises that that industry has a role in establishing and progressing priorities.</p>
<p><b>10) Restructure Tourism Australia to enable it to implement these recommendations.</b></p>	<ul style="list-style-type: none"> <li>▪ Accepted in part</li> </ul> <p>The Strategy recognises the role of Tourism Australia in the promotion of the Australian tourism product – reorientation of Tourism Australia towards an industry development role is ongoing.</p>

6. All recommendations from the Jackson Review informed the development of the Strategy. While the following two recommendations are not directly incorporated in the text of the Strategy, the intent of the recommendations were adopted into the Strategy as noted below.

Recommendation 8: The Prime Minister to establish a federal ministerial taskforce to periodically review tourism issues and opportunities that are shared with key non-tourism portfolios.

Recommendation 9: Industry associations to lead industry participants to work with the government to make these recommendations successful.

Section 2 of the Strategy deals with 'Leadership. This section documents a clear message and the importance of strong leadership for the Strategy. This has occurred through a reinvigorated Tourism Ministers' Meeting which has driven implementation of national tourism priorities. Industry associations have a close working relationship with governments through their participation in all of the Strategy's Working Groups and regular industry roundtables with the Minister for Tourism.

7. RET has made solid progress in assisting with implementation of the Strategy, including by inference the related recommendations of the Jackson Review. RET works closely with Tourism Ministers, their officials and the Strategy's Working Groups to implement the Strategy. Progress Reports and Work Plans published on the Department's website document the strong progress that has been made.  
(see <http://www.ret.gov.au/tourism/nlts/publications/Pages/default.aspx>)

Further work will be directed by the Strategy update that will be released before the end of the year, as foreshadowed by the Prime Minister's announcement on 6 October 2011.

8. All of the Jackson Review recommendations are reflected in the Strategy and in the implementation work that has been occurring since December 2009. The priorities outlined in the Strategy, and in any updates to the Strategy, will all be progressed during the life of the Strategy.
9. All state and territory governments and the Australian Government jointly committed \$2.2 million for implementation of the Strategy for 2009-10 and 2010-11; and \$2.9 million for 2011-12 and 2012-13.