

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

Resources, Energy and Tourism Portfolio  
Supplementary Budget Estimates  
18 October 2012

**Question:** SR23

**Topic:** Australia's National Landscapes Program

**Proof Hansard Page:** Written

**Senator Wright asked:**

Australia's National Landscapes Program was launched in December 2006, and since the launch, there are now 15 National Landscapes: Australian Alps, Australia's Coastal Wilderness, Australia's Green Cauldron, Australia's Red Centre, Australia's Timeless North, Flinders Ranges, Great Barrier Reef, Greater Blue Mountains, Great Ocean Road, Great South West Edge, Kangaroo Island, Tasmania's Island Heritage, The Kimberley, Ningaloo - Shark Bay, and the Wet Tropics.

1. What criteria were used to select these environments as "Australia's National Landscapes"?
2. This initiative "aims to achieve conservation, social and economic outcomes for Australia and its regions", how are these outcomes measured, and what are the key performance indicators for this program?
3. The program aims to achieve these outcomes 'via the promotion of superlative nature based tourism experiences. What key experiences have been identified for promotional use for each of the 15 National Landscapes?
4. What has been the total cost of the National Landscapes Program per financial year since its launch in 2006? And what is the cost of implementing the program over forward estimates?
5. How is the National Landscapes Program Budget divided amongst the 15 National Landscapes? What has been the total amount spent per landscape under the National Landscapes Program budget, per financial year? And what will the costs be per landscape over forward estimates?

**Answer:**

1. The key selection criteria used to select regions for the National Landscapes Program are:
  - Natural and/or cultural places that have the capacity to be a major draw card for national and international visitors, have the potential for iconic imagery, and the capacity to cater for manageable levels of visitor access.
  - Natural and/or cultural places with management arrangements to ensure the appropriate development of tourism products and services that benefit regional communities.
2. The success of the National Landscapes Program is measured against the Program's five pillars:
  - Partnerships: Successful stakeholder collaboration with tourism organisations and operators working with protected area agencies, local councils, conservation groups, government agencies, and Indigenous communities.

- Point of Difference: Each Landscape, through a series of workshops and research, uncovers their unique 'point of difference' and the experiences that make them world class. This work is then used to form a strategic framework for planning, regional tourism development and marketing.
- Planning: Each Landscape must prepare an Experience Development Strategy, to focus the Landscape's destination management planning.
- Protection: Protection of the natural environment through increasing visitor appreciation of the environment and cultural values and encouraging contributions from the tourism industry to conservation initiatives.
- Promotion: Promotion of the Landscape through marketing initiatives led by Tourism Australia.

The 2011/12 Australia's National Landscape Program Outcome Report summarises the outcomes of the Program from March 2011 to July 2012 and is available at [http://www.tourism.australia.com/en-au/downloads/Outcome\\_Report\\_-\\_NL\\_Program\\_only.pdf](http://www.tourism.australia.com/en-au/downloads/Outcome_Report_-_NL_Program_only.pdf)

3. Travel and experience information for each of Australia's National Landscapes is available on Tourism Australia's consumer website Australia.com at [http://www.australia.com/campaigns/nationallandscapes/australiasnationallandscapes.htm?ta\\_intcmp=en:enter:landscapes](http://www.australia.com/campaigns/nationallandscapes/australiasnationallandscapes.htm?ta_intcmp=en:enter:landscapes).
4. Tourism Australia's spend on the National Landscapes Program is as follows:

2007/08 \$202,951  
2008/09 \$153,810  
2009/10 \$219,880  
2010/11 \$379,512  
2011/12 \$196,534

Note: The National Landscapes Program is a joint marketing and conversation initiative between Tourism Australia and Parks Australia. The above amounts do not include expenditure by Parks Australia or funds received under the Department's Strategic Investment Grants.

Across the forward estimates, Tourism Australia expects to allocate approximately \$200,000 per annum to the National Landscapes Program.

5. Tourism Australia does not allocate budget per landscape. The National Landscapes budget supports the program as a whole and funds are spent on public relations activity, digital activity, stakeholder engagement activities, program materials and marketing content.