

20 April 2004

The Secretary
Senate Economics Legislation Committee
Room SG 64
Parliament House
Canberra ACT 2600

Dear Secretary,

TTF Australia Response to Tourism Australia Bill 2004

TTF Australia has reviewed the Tourism Australia Bill and supports the proposed legislation.

TTF considers the successful implementation of the structural aspects of the Tourism White Paper require this new legislation.

TTF Australia has worked closely with the Hon Joe Hockey, MP, Minister for Tourism, and his department in the development of the White Paper for Tourism and in the formulation of an Implementation Plan. Since the launch of the White Paper in November 2003, TTF has been involved in the Industry Implementation Advisory Group (IIAG) providing the Government with advice on the most effective means of implementation. We have also been involved in two sub-committees to the Group - on the issues of Research and Tourism Yield. Through these committees we have provided feedback on the preferred organisational structure for Tourism Australia and continue to provide input to wider issues of White Paper Implementation.

TTF and the Industry have strong ownership of the White Paper, and have worked closely with the Government at all stages in the lead up to the White Paper being delivered.

First, we provided feedback to the Government's Discussion Paper: *A Ten Year Plan for Tourism* in 2002 with a comprehensive submission "*Taking Tourism and Transport Forward: a Ten Year TTF Blueprint*".

Following the publication of the *Green Paper*, TTF played a lead role in formulating a 'whole-of-industry' response through the National Tourism Alliance (NTA) to the recommended strategic options put forward. Industry was united in its contribution to the White paper. The whole of Industry response was provided as a matrix that addressed all of the strategic options put forward in the Green Paper and provided industry comment and prioritisation. The agreement and consistency of views across the NTA (representing over 30 industry groups, including AHA, ATEC and TTF), reflected the maturity of this industry. There is strong support across industry for the benefits that will be delivered to the tourism industry.

Overall, and in broad agreement with the NTA Industry Forum position, TTF Australia identified the following Key Priorities among the Green Paper options:

Marketing – funding and 'Brand Australia'
Delivery structures of Tourism Australia, Australian Tourism Research and Events Australia
Infrastructure support - aviation & funding

Government/industry coordination
Research and data collection

We consider the Government has responded well to the priorities put forward by Industry in relation to implementation as the first initiative under the White Paper was to direct more funds into tourism marketing as per our priority 1 above.

Our second priority nominated above is for the structural changes in government institutions to improve efficiency in the context of changing domestic and global environment of the tourism industry. Specifically, the Tourism Australia Bill provides for the amalgamation of four existing bodies (the Australian Tourist Commission, the Bureau of Tourism Research, the Tourism Forecasting Council and See Australia) into a new body called Tourism Australia.

TTF Australia supports the proposed legislation and urges the Senate to move the Bill forward as the structural reforms brought about by the Act will provide the necessary platform for many of the important White Paper initiatives, including better research and forecasting, more co-ordinated marketing and a national focus on business tourism and events.

We would be happy to discuss further if it will assist the Committee's deliberations. Please do not hesitate to contact me, or Deputy Chief Executive, Owen Johnstone-Donnet on (02) 9368 1500.

Yours faithfully

CHRISTOPHER BROWN
Managing Director & CEO