

National Tourism Alliance

23rd April 2004

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



Dear Secretary,

National Tourism Alliance (NTA) Response to Tourism Australia Bill 2004

The National Tourism Alliance (NTA), has reviewed the Tourism Australia Bill and supports the proposed legislation.

NTA, representing over 40,000 tourism and hospitality operators, believes that this new legislation is essential to ensure the successful implementation of the structural aspects of the Tourism White Paper.

NTA had a significant role in the development of the Tourism White Paper with the Government. On release of the Green Paper the NTA formed eight Policy Working Groups (PWGs) to review and respond to key strategic areas in the paper.

The Policy Working Groups were chaired by NTA Executive Committee members who had input from representatives from a wide range of tourism industry sectors. This ensured robust and inclusive consultation.

In addition, NTA led an Industry Forum to review and agree a whole of industry response. This involved NTA PWG Chairs, and representatives from TTF Australia, AHA and ATEC.

This Industry Forum identified the following Key Priorities among the Green Paper options:

1. Marketing – funding and ‘Brand Australia’
2. Delivery structures of Tourism Australia, Australian Tourism Research and Events Australia
3. Infrastructure support - aviation & funding
4. Government/industry coordination
5. Research and data collection

NTA continues to work closely with the Hon Joe Hockey, MP, Minister for Tourism, and his department in the development and formulation of an Implementation Plan. Seven of our members were appointed to the Industry Implementation and Advisory Group (IIAG) to work with Government on the Implementation Plan.

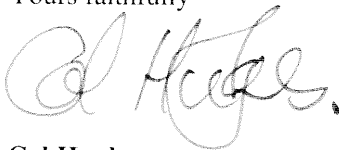
These representatives have been involved in several sub-committees to the Group - on the issues of Research, Yield, and the organisational structure for Tourism Australia.

NTA believes there is a need for structural change in government institutions to improve efficiency in the context of the 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.

NTA 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 on 02 9264 2185.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Col Hughes', written in a cursive style.

Col Hughes

Chair, National Tourism Alliance