

1. Driving Attractions and Visitor Experiences

- ▶ Match Federal/State/Territory funding for the next generation of iconic attractions in each state and territory.
- ▶ Provide a \$70 million competitive grants scheme for Small and Medium Enterprises that meet the QTF standard to develop new or renewed products including digital capability, equipment, infrastructure or new services.
- ▶ Develop new Aboriginal-owned and operated tourism businesses, including attractions, tours and events.
- ▶ Provide grants to small business who have completed a QTF decarbonisation plan to move to low emission electric battery fleets and vehicles, particularly for small businesses.

2. Embrace Leading Edge Business Practice

- ▶ Support businesses to meet national carbon reduction targets of 43% by 2030 through decarbonisation plans under the Quality Tourism Framework.
- ▶ Invest in the development of accessible tourism products where business product shortfalls have been identified through the QTF accessibility program.
- ▶ Invest in businesses adaptation of Accessibility Guides that have been developed through the QTF accessibility program, which encourage greater visitation by the accessible market.
- ▶ Develop a policy framework to cap public liability insurance risks for Small and Medium Enterprises; and develop a policy framework to ensure affordable insurance for businesses and customers.

3. Build markets and attract visitors

- ▶ Continue the roll out of the National EV Charging Network and extend this to include regional destinations for self-drive and caravanning road trips.
- ▶ Lead the pathway for restoring international aviation to pre-COVID markets and the development of new international air routes to diverse markets via the development of an Aviation Bid Fund for new international air routes with State/Territory Government funding, to be administered by Tourism Australia.
- ▶ Price freeze the Passenger Movement Charge (PMC) for five years.
- ▶ Develop new domestic air routes, particularly to ensure greater regional connectivity.
- ▶ Lift Tourism Australia's budget by \$30M per annum and ensure Tourism Australia remains a statutory independent body, with predictable and long-term funding to ensure Australia is competitive in a busy tourism market and remain front of mind for people holidaying both at home and abroad.



Quality
Tourism
Framework



The Quality Tourism Framework (QTF) is a industry program recognised by the Federal Government as a key component of the THRIVE Strategy which provides tourism businesses with a single online system that they can move through in their own time, on a pathway that suits their business for product development.

The QTF provides an industry standard for businesses operating in the visitor economy and supports the development of their product into new markets.

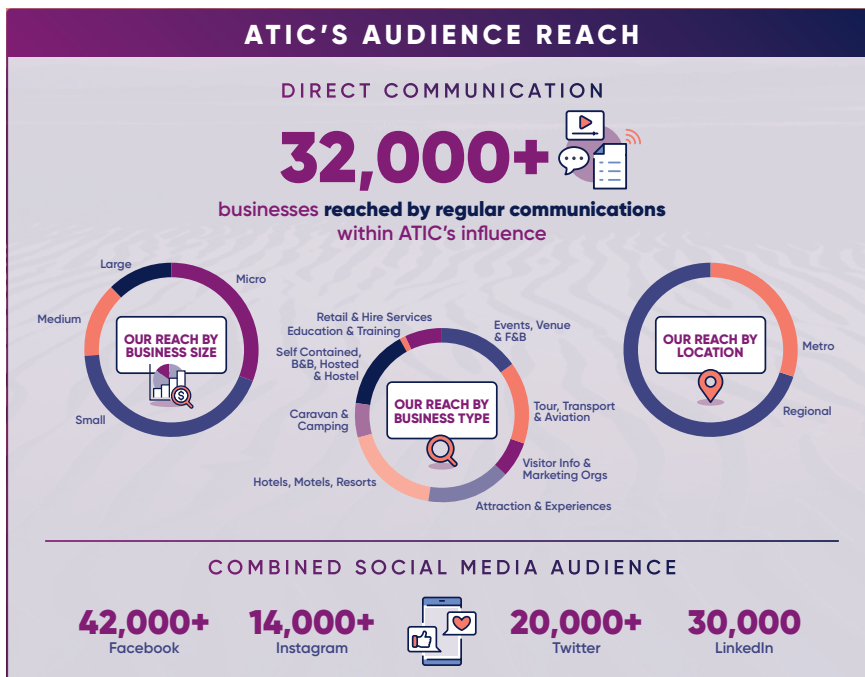


4. Grow a secure and resilient workforce

- ▶ Reduce VISA fees, taxes and charges on international working visitors.
- ▶ Reform working with holiday making visas to enable backpackers to work in any part of tourism and hospitality in their second and third year.
- ▶ Assist small business owners, operators and employees to upskill through training and micro credentialling under the QTF.

5. World Heritage Areas

- ▶ Our World Heritage Areas such as Kakadu National Park, Uluru-Kata Tjuta National Park, the Tasmanian Wilderness World Heritage Area, the Great Barrier Reef and Shark Bay are key drivers for our tourism industry. Provide for matched operational funding for World Heritage listings and sites.



The Australian Tourism Industry Council (ATIC) is the national representative body for tourism.

The role of ATIC is to provide leadership and industry representation through a national voice for tourism, and to manage national industry development programs.



Contact me to learn more

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