

1. Workforce and Skills

The Australian tourism industry lacks available workers and requires greater business competency.

- ▶ Fund a marketing program to attract more international working visitors, international students, skilled migrants and backpackers.
- ▶ Reduce visa fees, taxes and charges on international working visitors.
- ▶ Maintain the COVID-19 recovery changes to Working Holiday Maker Visas and continue to extend visas, working hours and areas of work for international workers in tourism and hospitality, consistent with agricultural industries.
- ▶ Fund unaccredited training and micro credentials to small businesses in each state via ATIC.
- ▶ Provide \$8 million to expand small business capacity and skills via the Quality Tourism Framework – including programs for micro credentialing.

2. Climate Change

Enhance Australian tourists' destination appeal and sustainability through climate change adaption and mitigation.

- ▶ Commit to a net zero carbon emissions by 2050 and a 50% reduction by 2030 legislated target for Australia.
- ▶ In line with Infrastructure Australia's plan, commit to linking the national Electric Vehicle network for self-drive and caravanning road trips.
- ▶ Provide grants or tax rebates, for aviation, marine and land transport to move to low emission electric battery fleets and vehicles, particularly for small businesses.

3. Developing Demand Driving Attractions and Visitor Experiences

Australia needs ongoing investment in new demand driving visitor experiences.

- ▶ Continue matched funding for the next generation of iconic attractions in each state and territory.
- ▶ Provide a \$70 million competitive grants scheme for Small and Medium Enterprise tourism businesses 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.

4. Internet Access and Digital Connectivity

Continue to upgrade the NBN nationwide and work constructively with State and Territory Governments to reduce internet and telecommunications blackspot areas in our regional communities.



COVID RECOVERY



Due to the COVID-19 pandemic, the tourism industry requires urgent rebuilding of its markets, trade, and cash flow to retain businesses and destinations.

- ▶ Match funding to secure major and business events – activating critical venues in each state.
- ▶ Provide Fringe Benefits Tax waivers for domestic interstate business travel in 2022–23.
- ▶ Fund domestic, interstate holiday vouchers.
- ▶ Provide income support for small businesses affected by interstate or international border restrictions.



5. Insurance

Insurance companies are increasingly not covering a variety of tourism experiences such as horse riding and zip lines, and rising premiums for tourism businesses are making a variety of products uncompetitive.

- ▶ 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

6. Aviation Attraction and Recovery Fund

Domestic and international aviation capacity will be critical in the post-covid world.

- ▶ Restore pre-pandemic international and domestic aviation capacity.
- ▶ Develop new international air routes to diverse markets.
- ▶ The development of new domestic air routes, particularly to ensure greater regional connectivity.

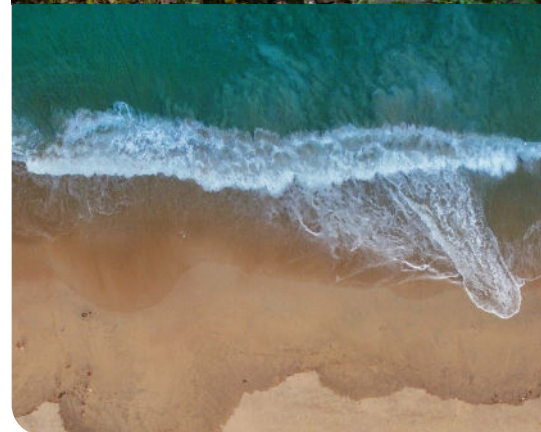
7. Marketing and Governance for Tourism Australia

Australia must compete in a busy tourism market and remain front of mind for people holidaying both at home and abroad.

- ▶ Ensure that Tourism Australia remains a statutory independent body, with predictable and long-term funding.
- ▶ Lift Tourism Australia's budget to \$250 million in the next Commonwealth Budget.
- ▶ Develop a Whole of Government Tourism Strategy.

8. 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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