



PROMOTING AUSTRALIA TO THE WORLD SUPPORTING OUR TOURISM INDUSTRY

The Greens' plan to ensure the ongoing success of the tourism sector

Australia's status as a desirable destination means the tourism industry will continue to grow if we promote ourselves effectively and protect our greatest tourism asset, the natural environment, including the Great Barrier Reef and the Tarkine.

Australia's natural environment is the tourism industry's most important asset. The Greens are committed to protecting the environment and caring for the people who work in tourism by ensuring a strong sustainable tourism industry. The mining boom threatens some of our most spectacular places such as the Great Barrier Reef, James Price Point and the Tarkine as well as contributing to driving up the Australian dollar, which has hurt tourism businesses.

> ENSURING THE GROWTH OF TOURISM

Tourism is an important part of the Australian economy. Unfortunately factors such as the high Australian dollar have meant parts of the industry are struggling. Underpinning this industry are over half a million employees and their families who work hard to ensure visitors to their cities, towns and regional areas enjoy their time away.

The Greens will assist the tourism industry by:

- **Increasing Tourism Australia's funding by \$100 million over the forward estimates** to allow an expansion of promotional activities.
- **Continuing to stand up for environmental standards and protections so our greatest tourism assets are protected for the long term.**
- **Providing \$3 million of federal funding for a World Heritage Interpretation Centre** in Tasmania that complements Tasmania's world heritage areas by telling the story of their values and the struggle to protect them.
- **Directing \$3 million for a digital tourism experiences program** to provide funding for the development of smartphone and tablet applications for specific regions that use crowd sourced content to help enhance the visitor experience.

These initiatives will help the tourism industry continue to be an important part of the Australian economy while embracing new technologies. Increased funding for Tourism Australia means they can expand their promotional activities further into established and new and developing markets such as China and Indonesia.

The ongoing fight to protect our precious places especially from the mining boom is critical to the continued growth of the tourism industry. Authenticity is key to marketing.

> PROTECTING OUR TOURISM ASSETS

The Greens have always stood up for the environment. What is increasingly being realised is that the natural environment not only inspires us but generates a considerable amount of economic activity for Australia. Protecting these places is in the interest not only of our natural heritage but also our economy.

A considerable amount of tourism in Australia is centred on spectacular natural places like the Great Barrier Reef and Kakadu. Much of Australia's tourism marketing to the rest of the world leverages off these natural wonders. The Greens will always stand up for these places and ensure they are protecting for future generations to enjoy.

> THE IMPACT OF THE MINING BOOM

The mining boom continues to have a large impact on Australia's tourism industry. It continues to threaten Australia's environment including important tourism assets as well as placing economic pressure on the tourism industry through the higher dollar.

The impact of mining in Australia especially the contribution of coal exports to climate change directly threatens our natural places. We will run down the value of our assets unless the environment and climate is protected.



The mining boom has also hollowed out some of the tourism sector as the higher dollar and in some areas the competition for accommodation between mining companies and tourism operators has led to tourism operators shutting down because of the high cost of accommodation.ⁱ Not only is the mining industry and port developments in Queensland directly threatening the Great Barrier Reef tourism industry and the 63 000 jobs it supports, a world heritage “in danger” listing will be devastating.

> HELPING TOURISM AUSTRALIA ACCESS MORE MARKETS

The growth of Asia has been well documented. Visits from Chinese tourists have grown rapidly over the past 10 years.ⁱⁱ The growth in tourists from Indonesia and Taiwan has also been impressive.

The potential for further growth in visitors from this region is exciting. Tourism Australia has done a great job in promoting the benefits of Australia to the newly developing middle classes of Asia who are keen to enjoy clean air, unpolluted water and unspoilt environment.

The Greens will provide extra funding to ensure Tourism Australia can expand their promotions and programs into other places within these markets. Extra funding will provide Tourism Australia with flexibility to expand to new markets especially in emerging economies to promote Australia, our world famous environment and continue to grow the industry.

> TASMANIAN WORLD HERITAGE INTERPRETATION CENTRE

The value of world heritage areas to the Tasmanian tourism industry is crucial. As well as the environmental significance of world heritage areas, the story of the establishment of Tasmania’s world heritage has become a point of interest and attraction for tourists visiting Tasmania. To complement the world heritage areas a world heritage interpretation centre will be established that explores the history and the people behind the environmental campaigns in Tasmania. The Greens will commit \$3m to begin the investigation, design and establishment of this centre in Tasmania. A contribution from the Tasmanian Government will also be sought.

> DIGITAL TOURISM EXPERIENCES

The way people interact with media has dramatically changed over the past few years. Many people, including tourists travel with smart phones and tablets which can receive and access incredible amounts of information. At the same time people are looking for more local and authentic experiences.

Arguably the tourism industry is yet to take full advantage of this change. This is especially the case for smaller regions that have less resources and time to invest in creating digital tourism applications.

To help this transition the Greens will establish a fund worth \$3m over three years to allow local councils or regional based tourism groups to apply for grants to develop their own smart phone and tablet application telling the unique stories of their region and promoting their tourism offerings. The funding is intended for the technical work of programming the application and preparing and editing the information sourced from the local community.

This will mean tourists are able to access the applications in these specific regions as they travel and gain an insight into an area they may not have otherwise had. At the same time regional groups can tap into new media and promote themselves and their area in a way that more and more people are finding easy and accessible.

> PROTECTING AND CREATING TOURISM JOBS

The contribution of the tourism industry to employment in Australia is under recognised. For instance in Tasmania more people are employed in the tourism industry than in agricultural, fisheries and forestry.ⁱⁱⁱ The tourism industry nationwide currently employs over half a million people twice the amount employed by the mining industry.^{iv}

By providing more funding to Tourism Australia the Greens will increase the promotion of Australia across growing markets in Asia. The continued promotion of Australia and our natural environment will help grow the Australian tourism industry and create jobs across the country.

ⁱ Tourism Research Australia, ‘The Economic Impact of the current mining boom on the Australian tourism industry’ January 2013.

ⁱⁱ Australian Bureau of Statistics, ‘Australia Triples in Popularity with Chinese and Indian Visitors’ 6 February 2013.

ⁱⁱⁱ Australian Bureau of Statistics, *Tourism Satellite Accounts*, 2011 - 12

^{iv} Australia Bureau of Statistics, *Labour Force*, July 2013.