

# TOURISM INDUSTRY POLICY AGENDA

2017-18

SOUTH AUSTRALIAN GOVERNMENT HAS SET A GOAL  
TO GROW OUR VISITOR ECONOMY

**\$8 BILLION + 41,000 JOBS**

FROM SA TOURISM PLAN 2020

The tourism industry currently employs over 36,000 South Australians and was worth \$6.3 billion as at 31 March 2017.

The South Australian Government has set a goal to grow our visitor economy to \$8 billion and 41,000 jobs by 2020, as outlined in the South Australian Tourism Plan 2020. Tourism has been identified by the Premier as an economic priority and the South Australian Tourism Commission's role is to make South Australia a destination of choice for international and domestic visitors to realise this priority. This vision has seen unprecedented infrastructure investment in the visitor economy such as the \$535m Adelaide Oval redevelopment and the \$397m Convention Centre East expansion.

The visitor economy created by tourism matters because much of the economic benefit it brings to the state flows to regional communities, which has a positive impact on other industries such as agriculture, wine, retail, education, real estate and transport.

The need for all tourism stake-

holders in our State to work more collaboratively is fundamental to our future success and prosperity.

SATIC's - Industry Agenda, seeks to align tourism business needs with those of partners and stakeholders for the purpose of driving economic growth and employment outcomes.

Now is the time for our industry to lead a growth focused agenda to unlock our full economic potential in the visitor economy.

We have spent the majority of 2017 undertaking extensive consultation with industry, members and stake-holders to identify the key opportunity areas that will best contribute towards unlocking the full potential of the visitor economy in our great state.

The consultation process comprised of a quantitative research stage utilising an online survey that was distributed to SATIC members, regional tourism organisations and other relevant industry bodies. With nearly 200 responses, a list of key themes was compiled.

The key themes were then tested through qualitative assessment methods. Meetings were held with

businesses, stakeholders and SATIC commenced hosting a series of highly successful Chairman's Lunches. Speakers at the Chairman's Lunches included the Hon Leon Bignell and Senator Nick Xenophon who interacted with industry representatives to further explore issues and opportunities facing our tourism industry.

This document seeks to inform members and stakeholders of the key policy priorities and funding priorities identified so far and provides a clear rationale on the most effective way forward. Our consultation will not stop here; this is merely the start of SATIC's advocacy program representing the tourism industry agenda to government, at all levels, to maximise our industry's full potential.

We welcome your feedback and continued dialogue on this important agenda.

What a great time to be in tourism in South Australia!



Eoin (Owen) Loftus  
Chairman, SATIC

**SATIC**  
SOUTH AUSTRALIAN  
Tourism Industry Council

# INDUSTRY PRIORITIES TO ACHIEVE

## 10 POLICY PRIORITIES



**1 FUNDING FOR SATC**  
**ACTION:** Funding for SATC to be maintained at current levels: **(\$89M – 2017/18)** with minimum CPI applied per annum over the forward estimates for current activities.

**2 INDUSTRY FRAGMENTATION**  
**ACTION:** SATIC to host an Industry Summit in the first half of 2018 with other key tourism associations and industry organisations.

**3 WHOLE OF GOVERNMENT SUPPORT**  
**ACTION:** For the South Australian Government to create a cabinet sub-committee dedicated to tourism and host an annual Tourism Forum in partnership with SATIC to discuss strategies to deliver on the Premier's economic priority for the Visitor Economy to achieve the target of

**\$8 BILLION +  
41,000 JOBS  
BY 2020.**

**4 THE SHARING ECONOMY**  
**ACTION:** The South Australian Government to develop and implement regulations for the sharing economy accommodation industry. To protect already established accommodation provider investments both metropolitan and regional, jobs, rental access, rental affordability and amenity.  
**ACTION:** SATIC is also calling for the Australian Government to implement measures to enable a fair and equitable application of taxation to sharing economy accommodation providers.




**5 INDUSTRY AND WORKFORCE DEVELOPMENT**  
**ACTION:** Maintain the current Industry Development Program (ServiceIQ) over the next three-years, which provides tourism businesses with training and mentoring covering customer service, quality standards and digital marketing.  
**ACTION:** Government and industry partners to promote careers in tourism through a series of career expo's.  
**ACTION:** A new Product Development program to be established that supports business to develop new and refreshed visitor experiences.



**6 ADELAIDE CBD VISION**  
**ACTION:** State and Local Government to partner to create a robust, aligned governance and marketing focus for the Riverbank precinct.  
**ACTION:** Further development of a cultural city precinct and infrastructure investment. This includes improving the presentation of key heritage buildings, cleaning up the Torrens and consideration given for repurposing the old RAH site to deliver a "Mona" type experience.  
**ACTION:** Continuation of the Bid Fund to win events to the State. Supporting Adelaide Convention Bureau's work to attract conventions, business events and incentive groups.  
**ACTION:** Ongoing support for the attraction of more international airlines to Adelaide Airport.  
**ACTION:** Development of a sporting precinct. Consideration needs to be given to projects such as relocating an AFL team to Adelaide Oval, further development of Victoria Park and the tennis centre adjacent Adelaide Oval.

**8 IMPACT OF THE COST OF DOING BUSINESS IN SOUTH AUSTRALIA**  
**ACTION:** General business costs including power, payroll tax and penalty rates are all significant issues for tourism businesses.  
**ACTION:** State Government to advocate on behalf of South Australian tourism accommodation providers at a federal level to lessen the impact of costly commission structures of Online Travel Agents.




**ACTION:**  
**ADDITIONAL RESOURCES FOR INTERNATIONAL ATTRACTION OF INTERNATIONAL STUDENTS.**

**7 REGIONAL TOURISM**  
**ACTION:** A funding commitment over a four-year period to implement the South Australia's Regional Tourism Strategy once released in 2018.  
**ACTION:** Reinstating the Tourism Development Fund for investment opportunities into regional tourism infrastructure.  
**ACTION:** A partnership approach to regional tourism with Regional Development Australia Organisations, Local Government, State Government and Industry to support Regional Tourism Organisations and visitor servicing, this includes Visitor Information Centres.  
**ACTION:** The Australian government to commit to the continuation of the Tourism Demand Driver Infrastructure Program over a four-year period to encourage further investment into Regional Tourism Infrastructure.

**9 NATURE-BASED TOURISM**  
**ACTION:** Funding the implementation of the Nature like No-where Else action plan, with a focus on:  
 • Renewing and developing visitor experiences, Cleland Wildlife Park/ Mt Lofty Summit is a key priority.  
 • Identification of infrastructure investment opportunities by DEWNR.

**10 GOVERNMENT PROCESS AND RED TAPE**  
**ACTION:** The South Australian Government to recognise Australian Tourism Accreditation Program modules as a vehicle to comply with existing regulatory requirements.

**NOTE:** funding for programs to be supported across State Government - SATC, DSD, DEWNR and PIRSA.

# INDUSTRY FUNDING PRIORITIES TO ACHIEVE

1

## DRIVING DEMAND

**ACTION:** Provide consistent annual funding of

**\$89 MILLION**

(with minimum CPI applied per annum) to the South Australian Tourism Commission over the forward estimates.

2

## REGIONAL TOURISM

**ACTION:** Provide additional appropriation to SATC to undertake the following activities in region:

- Implementation of the Regional Tourism Strategy (due for release in 2018).
- Reinstatement of the Tourism Development Fund

**(\$2 MILLION)**

- For the Commonwealth to fund the Tourism Demand Driver Infrastructure (TDDI) program or similar program.

**(\$1M PA TO SA)**

3

## WORKFORCE DEVELOPMENT

**ACTION:** Provide a whole of Government approach to developing business capability and the workforce of the future, a three-year funding commitment for:

1. Careers in Tourism promotions

**\$55,000 PA**

2. Service IQ

**\$250,000 PA**

3. Product Development

**\$150,000 PA**

## ABOUT SATIC

South Australian Tourism Industry Council (SATIC) is the peak body for South Australia's tourism industry and will lead advocacy for South Australia's Tourism Industry. We are your one voice!

### OUR MISSION

To engage, represent, strengthen and empower the South Australian tourism industry contributing to sustainable growth.

### OUR VISION

To be a strong and valued industry body representing members and actively contributing to the growth of profitable tourism businesses.

### SPEAKING WITH ONE VOICE

SATIC engages broadly with industry through meetings, events and forum throughout South Australia. We consult with our members regularly to ensure our advocacy efforts are on target and reflective of industry concerns. We believe that tourism is everyone's business including the policy makers at all levels of government.

Policy decisions across a range of portfolio's such as planning, land management, visas, taxes, licences and transport affect our industry. We therefore need to advocate together with one voice through a unified approach – because **Tourism Matters to South Australia.**

### NOT A SATIC MEMBER?

Now is the time to Join. Be part of the Advocacy Agenda – Ask us How

### CONTACT:

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## WHAT'S NEXT?

The South Australian Tourism Industry Council will now use these funding and policy priority issues as identified by the industry to influence government, stakeholders and industry partners to grow the economic activity and employment outcomes in our State – Tourism Matters.

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**SATIC**  
SOUTH AUSTRALIAN  
Tourism Industry Council

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