



# Tourism Industry Recovery Agenda 2022 Election

## TICSA's Five Policy Priorities for Tourism Industry Recovery:



**Business Restart  
& Reinvestment**



**Driving Demand**



**Infrastructure &  
Experience Development**



**Business Capability  
& Workforce**



**Partnerships  
& Collaboration**

## Our Ask:

An additional

**\$81 million**

per year for three years

**invested into the  
tourism industry**

represents 0.63% of the \$12.8 billion per annum value the SA Visitor Economy Sector Plan is striving for by 2030.

## MESSAGE FROM TICSА CHAIR:

While the past two years has challenged us like never before, we remain optimistic that the future will be bright for tourism across South Australia. Now is the time for our industry to lead a recovery-focussed agenda, to build our visitor economy back up to its pre-COVID glory.

While border closures and accompanying restrictions have kept our communities safe, it cannot be mistaken that they have led to significant job losses and an outflow of skilled workers from across the industry, businesses have depleted their cash reserves, gone into further debt, sold off assets to stay afloat and, sadly, many businesses have made the heartbreaking decision to close their doors.

**As the country transitions from the health emergency phase into recovery and eventually focus our attention back to growth, our tourism industry needs our support.**

With Adelaide being recognised as the third most liveable city in the world, we need to invest our time and resources into the tourism and hospitality industry as it is the lifeblood of the vibrancy and appeal of our state.

We have consulted extensively with our members, the broader industry and stakeholders to inform this Recovery Agenda and set out a path forward. This document signals the start of our recovery program and we will continue to advocate to government and other stakeholders to get behind the priority areas and work with us to drive a brighter future once again for South Australia's tourism and hospitality industry.

We've been knocked down, but we are here, ready to stand up again.

**Eoin (Own) Loftus**  
Chair, TICSА



## BUSINESS RESTART & REINVESTMENT

**\$10M**  
PER YEAR

It is important to recognise that recovery is not business as usual, and a considered approach is required. To enable businesses to restart and invest in reactivating their activities, they need direct and indirect financial support including reprieve or rebates on fixed costs and reduction of red tape which erode cashflow.

### DIRECT SUPPORT REQUEST:

State Government to commit to a new **SA Tourism, Events & Hospitality Restart & Recovery Fund** consisting of \$10 million / year over 3 years:

- Business restart and investment co-investment fund;
- Relief for government fees, charges and taxes; and
- Festival and event insurance underwriting.

### ADDITIONALLY, WE CALL ON THE SA GOVERNMENT TO:

- Recognise and support Quality Tourism Accreditation programs as a vehicle for operators to demonstrate compliance with existing regulatory requirements.
- Reduce complexity and red tape for tourism operators' compliance obligations by:
  - Implementing the South Australian Productivity Commission's Tourism Regulation Review recommendations as a matter of urgency.
  - Developing and implementing simple regulations for the sharing economy that provide a 'level playing field' for business owners and investors and improve the turnaround time for tourism projects.



## DRIVING DEMAND

**\$35M**  
PER YEAR

To restore the value of tourism and hold market share gains, demand needs to be stimulated locally, interstate and internationally in anticipation of borders re-opening.

### DIRECT SUPPORT REQUEST:

State Government to commit to an **SA Tourism Demand Stimulus** package:

- \$10 million/year for short-term activation and tactical activities to motivate local and interstate visitors to book SA tours, experiences and accommodation.
- Boost SATC's marketing budget by \$25 million/year over the forward estimates to enable SA to vie for visitor attention in the extraordinarily competitive interstate and international markets.

### ADDITIONALLY, WE CALL ON THE SA GOVERNMENT TO:

- Commit to the continuation and increase of the Leisure Events Bid Fund.
- Develop a festivals and events strategy as a blueprint for the scheduling and acquisition of new events that play to the state's brand, long-standing reputation as the 'festival state' and result in dispersing visitors across the state (i.e. Illuminate). The strategy should ensure that the social, cultural and economic impacts of events are measured.
- Continue to recognise the critical role of the Adelaide Convention Bureau in securing business events for South Australia, which generate more than \$2 billion per year to the state's economy.
- Communicate local Visitor Information Centre resources and services to consumers when promoting or encouraging tourism to a particular region.



# INFRASTRUCTURE & EXPERIENCE DEVELOPMENT

**\$35M  
PER YEAR**

To attract visitors to the state we need to ensure our infrastructure and experiences are world class, innovative and enticing. Fundamental to this is the policy principle that private sector investment will be stimulated by public investment in the growth of our industry.

## DIRECT SUPPORT REQUEST:

State Government to re-commit and boost existing programs which stimulate private investment in **Tourism Infrastructure and Experiences:**

- Tourism Industry Development Fund (TIDF) - \$20 million / year for 3 years
- 'Parks 2025' Nature-Based Tourism Co-Investment Fund - \$5 million / year for 3 years and
- Establish a new Tourism Icon Fund to be established as a sub-program of either the TIDF or RGF - \$10 million / year for 3 years.
- Commit to re-establishing strategic inbound international aviation partnerships as a matter of urgency.

Funding eligibility must be amended to enable greater accessibility for micro and small businesses, businesses across metropolitan Adelaide and local government-run commercial tourism enterprises.

## ADDITIONALLY, WE CALL ON THE SA GOVERNMENT TO:

- In setting regional infrastructure priorities, Infrastructure SA to use the South Australian Regional Visitor Strategy 2025 as a key reference.
- Invest and deliver demand-driving infrastructure, for example, the Riverbank Arena as a multi-purpose venue that will generate significant direct and flow-on economic activity for the tourism and hospitality industries.



# BUSINESS CAPABILITY & WORKFORCE

**\$1M  
PER YEAR**

To enable businesses to grow they need a workforce that is willing, skilled and enthusiastic to be part of the industry for the long-term. Therefore, investment is required to reverse the damage to the desirability of tourism as a long-term career opportunity and to make sure the industry has access to the training and capability development support it needs to thrive.

## DIRECT SUPPORT REQUEST:

State Government to commit to **Tourism Business Capability Support program** to be delivered by industry for industry:

- \$1 million / year for 3 years for capability development workshops and mentoring program to be administered by industry bodies

## ADDITIONALLY, WE CALL ON THE SA GOVERNMENT TO:

- Commitment to develop a whole-of-state strategy and actions to address growing tourism industry skills shortages and operator capabilities;
- Department of Human Services to work with the tourism industry to help attract and better support volunteers in region;
- Hold a joint round table with tourism and hospitality industry leaders with the Minister for Tourism, Minister for Innovation and Skills and Minister for Education as the kick-off and commitment to the whole-of-state strategy development; and
- Ensure that the delivery and oversight of the strategy to fit within the whole-of-government approach (described over the page).



# PARTNERSHIPS & COLLABORATION

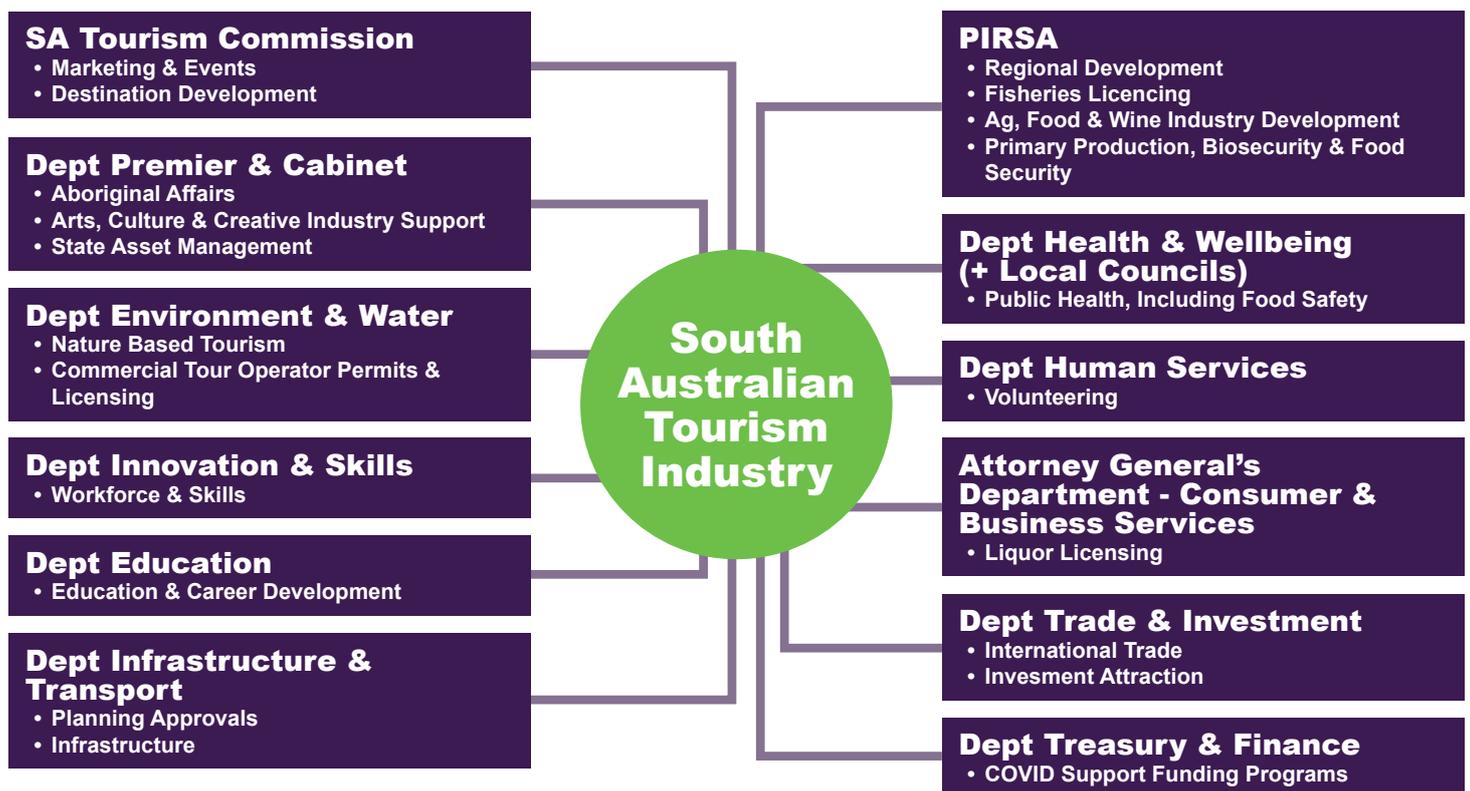
Tourism is an extremely important driver of our state's economy, driving benefit that flows to regional communities and has a positive impact on other industries such as agriculture, food and wine, retail, education, real estate and transport.

**Currently almost every SA Government Department plays a role in how our tourism industry operates.** However, there is no central strategic coordination point for all these activities, nor is there a consistent approach to engaging and collaborating with the tourism industry to ensure the recovery and future prosperity of our businesses.

The need for all tourism stakeholders in our state to work more collaboratively is fundamental to our recovery and future prosperity.

## WE CALL ON THE SA GOVERNMENT TO:

- Work collaboratively with industry to commit to a cross-government Tourism Industry Recovery Plan;
- Ensure the Chief Executive of the identified Departments has a KPI committing them to deliver on actions, project or partnerships which contribute positively to South Australia's Visitor Economy;
- Establish an annual agreement between the Premier, Minister for Tourism and TiCSA as the peak tourism industry body to determine key actions, responsibilities, partnerships and collaboration activities; and
- The Minister for Tourism to host roundtables with industry representatives, in partnership with TiCSA, twice a year.



## TiCSA At A Glance...

The Tourism Industry Council South Australia (TiCSA) is the peak body for South Australia's tourism industry and represents over 1,000 tourism businesses across the state. Established in 2009, TiCSA has two primary objectives: advocacy and business development.

### NOT A TiCSA MEMBER?

Now is the time to JOIN and be part of the Tourism Industry Recovery Agenda.

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