

Defend Local Businesses Response Table – Policy announcements and election commitments

TiCSA’s Policy Priorities & Our Ask for Industry	Defend Local Businesses Response:	
<p>POLICY PRIORITY 1: BUSINESS RESTART & REINVESTMENT <i>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.</i></p>	<p>PLEASE INDICATE: ✓ = Yes, committed in full ○ = Partially committed</p>	<p>COMMENTARY</p>
DIRECT SUPPORT REQUEST:		
<p>State Government to commit to a new SA Tourism, Events & Hospitality Restart & Recovery Fund consisting of \$10 million per year over 3 years:</p> <ul style="list-style-type: none"> • Business restart and investment co-investment fund. • Relief for government fees, charges, and taxes. • Festival and event insurance underwriting. 	<p>Yes committed Yes committed Yes committed</p>	
ADDITIONALLY, WE CALL ON THE SA GOVERNMENT TO:		
<ul style="list-style-type: none"> • Recognise and support Quality Tourism Accreditation programs as a vehicle for operators to demonstrate compliance with existing regulatory requirements. 	<p>Yes committed</p>	
<ul style="list-style-type: none"> • Reduce complexity and red tape for tourism operators’ compliance obligations by: <ul style="list-style-type: none"> • 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. 	<p>Yes committed Yes committed</p>	
<p>POLICY PRIORITY 2: DRIVING DEMAND <i>To restore the value of tourism and hold market share gains, demand needs to be stimulated locally, interstate and internationally.</i></p>	<p>PLEASE INDICATE: ✓ = Yes, committed in full ○ = Partially committed</p>	<p>COMMENTARY</p>
DIRECT SUPPORT REQUEST:		
<p>State Government to commit to an SA Tourism Demand Stimulus package:</p> <ul style="list-style-type: none"> • \$10 million/year for short-term activation and tactical activities to motivate local and interstate visitors to book SA tours, experiences and accommodation. 	<p>Yes committed Yes committed</p>	

- 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. **Yes committed**

ADDITIONALLY, WE CALL ON THE SA GOVERNMENT TO:

- 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. **Yes committed**
- Continue the [Leisure Events Bid Fund](#). **Yes committed**
- 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. **Yes committed**
- Communicate local Visitor Information Centre resources and services to consumers when promoting or encouraging tourism to a particular region. **Yes committed**

POLICY PRIORITY 3: INFRASTRUCTURE & EXPERIENCE DEVELOPMENT

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 the industry.

PLEASE INDICATE:

✓ = Yes, committed in full

○ = Partially committed

COMMENTARY

DIRECT SUPPORT REQUEST:

State Government to re-commit and boost existing programs that stimulate private investment in Tourism Infrastructure and Experiences including: **Yes committed**

- [Tourism Industry Development Fund](#) (TIDF) – \$20 million per year for 3 years. **Yes committed**
- [‘Parks 2025’ Nature-Based Tourism Co-Investment Fund](#) – \$5 million per year for 3 years. **Yes committed**
- Establish a new Tourism Icon Fund to be established as a sub-program of either the TIDF or RGF – \$10 million per year for 3 years. **Yes committed**
- Commit to re-establishing strategic inbound international aviation partnerships as a matter of urgency. **Yes committed**

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

ADDITIONALLY, WE CALL ON THE SA GOVERNMENT TO:

<ul style="list-style-type: none"> In setting regional infrastructure priorities, Infrastructure SA to use the South Australian Regional Visitor Strategy 2025 as a key reference. 	Yes committed
<ul style="list-style-type: none"> 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. 	Yes committed

POLICY PRIORITY 4: BUSINESS CAPABILITY & WORKFORCE

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.

PLEASE INDICATE:
 ✓ = Yes, committed in full **COMMENTARY**
 ○ = Partially committed

DIRECT SUPPORT REQUEST:

State Government to commit to Tourism Business Capability Support program to be delivered by industry for industry:		Would consider more funding say \$1.5m and over 5 years
<ul style="list-style-type: none"> \$1 million / year for 3 years for capability development workshops and mentoring program to be administered by industry bodies 	Yes committed	

ADDITIONALLY, WE CALL ON THE SA GOVERNMENT TO:

<ul style="list-style-type: none"> Commit to developing a whole-of-state strategy and actions to address growing tourism industry skills shortages and operator capabilities; 	Yes committed
<ul style="list-style-type: none"> Department of Human Services to work with the tourism industry to help attract and better support volunteers in the region; 	Yes committed
<ul style="list-style-type: none"> 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 	Yes committed
<ul style="list-style-type: none"> Ensure that the delivery and oversight of the strategy fit within the whole-of-government approach. 	Yes committed

POLICY PRIORITY 5: PARTNERSHIPS & COLLABORATIONS

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

PLEASE INDICATE:
 ✓ = Yes, committed in full **COMMENTARY**
 ○ = Partially committed

Government Departments, stakeholders, businesses and policymakers need to work together collaboratively and cooperatively with the tourism industry to ensure the recovery and future prosperity of our businesses.	Yes committed
WE CALL ON THE SA GOVERNMENT TO:	
<ul style="list-style-type: none"> • Work collaboratively with industry to commit to a cross-government Tourism Industry Recovery Plan. 	Yes committed
<ul style="list-style-type: none"> • 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. 	Yes committed
<ul style="list-style-type: none"> • 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. 	Yes committed
<ul style="list-style-type: none"> • Have the Minister for Tourism host roundtables with industry representatives, in partnership with TiCSA, twice a year. 	Yes committed