

SA Labor Party Response Table – Policy announcements and election commitments

TiCSA's Policy Priorities & Our Ask for Industry	SA Labor Party's 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>
<p>DIRECT SUPPORT REQUEST:</p>		
<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>Labor will get our tourism industry back on track. We will invest to position South Australia as a bucket list destination and a leader in event management.</p> <p>We will give this industry, critical to our state's economy and jobs growth, the support it needs to thrive and prosper.</p> <p>And we will ensure that the way we market our state aligns with our unique tourism products and values.</p>		<p>✓ = Yes, A Malinauskas Labor Government will put an additional \$40m to attract new events</p> <p>A Malinauskas Labor Government will provide certainty to South Australia's events and live music industry by introducing a COVID-19 Event Insurance Scheme.</p> <p>The scheme will seek to limit financial losses associated with running major ticketed events in South Australia including live music and festivals. Under the plan, financial assistance of between \$10,000 and \$250,000 will be made available if an</p>

event or performance is cancelled or rescheduled due to the introduction of COVID-19 restrictions.

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.

Labor support TICSAs for \$1.6m for business support. This will enable TICSAs to direct this to training for a diverse range of business needs

- 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.

Labor supports the recommendations of the Tourism Regulation Review and will continue to work with industry to address issues raised

Labor introduced a private members bill into the SA Parliament "Short Term Holiday rental accommodation". It was not supported by the government and did not progress. Labor in government will continue with legislative change

POLICY PRIORITY 2: DRIVING DEMAND

To restore the value of tourism and hold market share gains, demand needs to be stimulated locally, interstate and internationally.

PLEASE INDICATE: committed in full

COMMENTARY

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.

✓ = Yes,
Labor will provide an additional \$20m over 2 years to marketing SA as a destination

- 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.

O = Partially committed
Labor will provide an additional \$20m over 2 years to marketing SA as a destination

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
A Malinauskas Labor government will commit an additional \$40 million over 4 years to the Major Events Fund which will be used for:
Developing new home grown, world-class events.
Growing our existing owned and managed events.
Chasing major national and international business events
Labor has already announced it will bring back the Adelaide 500 , 1-4 December 2022 and will reinstate the Adelaide Motorsport Festival.

A Malinauskas Labor Government will support Adelaide's iconic Fringe Festival to go global, through an \$8 million investment committed to support the event in:

hosting a headline anchor event each year, such as the highly acclaimed

	Borealis in 2021 effectively marketing the event interstate and overseas to bring more visitors and the dollars they spend to South Australia boosting Fringe's grant program to continue to bring new and emerging local artists to the event.
<ul style="list-style-type: none"> Continue the Leisure Events Bid Fund. 	Yes
<ul style="list-style-type: none"> 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. 	<p>The Shadow Minister has met with the ACB regularly over the last four years.</p> <p>A Malinauskas Labor government will commit an additional \$40 million over 4 years to the Major Events Fund which will be used for:</p> <p>Developing new home grown, world-class events.</p> <p>Growing our existing owned and managed events.</p> <p>Chasing major national and international business events</p>
<ul style="list-style-type: none"> Communicate local Visitor Information Centre resources and services to consumers when promoting or encouraging tourism to a particular region. 	

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:

- **Tourism Industry Development Fund** (TIDF) – \$20 million per year for 3 years.
 - **'Parks 2025' Nature-Based Tourism Co-Investment Fund** – \$5 million per year for 3 years.
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A Malinauskas Labor Government will provide \$2 million worth of grants to small businesses offering nature-based tourism experiences in and around SA's magnificent national parks.

The grants will be valued between \$10,000 and \$50,000 for businesses looking to expand their offerings, train staff in how to engage people about the natural world, increase their marketing reach and invest in transport infrastructure they may need to get people around parks.

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- 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.

From opposition we don't have any oversight as to what the current government has already committed from

	<p>these grant funds. Therefore, we will need to investigate this if we form government.</p>
<ul style="list-style-type: none"> Commit to re-establishing strategic inbound international aviation partnerships as a matter of urgency. 	<p>Boost the Tourism Marketing Fund, with an additional \$20 million over the next 2 years to: Rebuild our brand strengths of food and wine, nature-based and cultural tourism. Rebuild South Australia’s profile as a destination in our key markets nationally and internationally. Partner with leading commercial partners in aviation and accommodation industries to maximise the value of our marketing budget</p>
<p>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.</p>	<p>We will investigate this if we form government.</p>
<p>ADDITIONALLY, WE CALL ON THE SA GOVERNMENT TO:</p>	
<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. 	<p>Yes</p>

- 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.

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
 ○ = Partially committed

COMMENTARY

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

A Malinauskas Labor government will provide the Tourism Industry Council of South Australia with \$1.6 million to build the industry's capability and encourage more young people to consider a career in tourism

ADDITIONALLY, WE CALL ON THE SA GOVERNMENT TO:

- Commit to developing a whole-of-state strategy and actions to address growing tourism industry skills shortages and operator capabilities;

A Malinauskas Labor government will provide the Tourism Industry Council of South Australia with \$1.6 million to build the industry's capability and encourage more young people to consider a career in tourism

- Department of Human Services to work with the tourism industry to help attract and better support volunteers in the region;

<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 Labor will commit to this.
<ul style="list-style-type: none"> • Ensure that the delivery and oversight of the strategy fit within the whole-of-government approach. 	

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
 ○ = Partially committed

COMMENTARY

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.

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
<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. 	
<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
<ul style="list-style-type: none"> • Have the Minister for Tourism host roundtables with industry representatives, in partnership with TiCSA, twice a year. 	Yes

- Tourism and Events
- Festival Boost
- Motorsport Festival and Bringing back the Adelaide 500
- Labor's Plan for the Live Music Industry