

## SA Best Response Table – Policy announcements and election commitments

TiCSA’s Policy Priorities & Our Ask for Industry	SA Best Response:	
<b>POLICY PRIORITY 1: BUSINESS RESTART &amp; REINVESTMENT</b> <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>	<b>PLEASE INDICATE:</b> ✓ = Yes, committed in full ○ = Partially committed	<b>COMMENTARY</b>
<b>DIRECT SUPPORT REQUEST:</b>		
State Government to commit to a new SA Tourism, Events & Hospitality Restart & Recovery Fund consisting of \$10 million per year over 3 years: <ul style="list-style-type: none"> <li>• Business restart and investment co-investment fund. ✓</li> <li>• Relief for government fees, charges, and taxes. ✓</li> <li>• Festival and event insurance underwriting. ✓</li> </ul>	✓	SA BEST has been a very strong and outspoken advocate in support of the SA Tourism, Events, Hospitality and Music industries, especially so during the Covid 19 pandemic. We have consistently called for these measures to assist these industries to recover from the impacts they have suffered and the enormous flow on effects that will be felt of many years to come unless a substantial package of investment is committed to.
<b>ADDITIONALLY, WE CALL ON THE SA GOVERNMENT TO:</b>		
<ul style="list-style-type: none"> <li>• Recognise and support <a href="#">Quality Tourism Accreditation</a> programs as a vehicle for operators to demonstrate compliance with existing regulatory requirements.</li> </ul>	✓	SA BEST is committed to making it as easy as possible for tourism, hospitality, events and music industries to comply with regulations.
<ul style="list-style-type: none"> <li>• Reduce complexity and red tape for tourism operators’ compliance obligations by:               <ul style="list-style-type: none"> <li>• Implementing the South Australian Productivity Commission’s <a href="#">Tourism Regulation Review</a> recommendations as a matter of urgency.</li> <li>• 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.</li> </ul> </li> </ul>	✓	SA BEST strongly supports the urgent implementation of the SA Productivity Commission’s Tourism Regulation Review. As above SA BEST strongly supports a reduction in redtape, streamlining of regulatory compliance mechanisms and efficiencies that support these industries.

<b>POLICY PRIORITY 2: DRIVING DEMAND</b>		<b>PLEASE INDICATE:</b>	<b>COMMENTARY</b>
<i>To restore the value of tourism and hold market share gains, demand needs to be stimulated locally, interstate and internationally.</i>		✓ = Yes, committed in full ○ = Partially committed	
<b>DIRECT SUPPORT REQUEST:</b>			
State Government to commit to an <i>SA Tourism Demand Stimulus</i> package:			
<ul style="list-style-type: none"> <li>\$10 million/year for short-term activation and tactical activities to motivate local and interstate visitors to book SA tours, experiences and accommodation.</li> </ul>	✓		SA BEST strongly supports an SA Tourism Demand Stimulus package to strategically position and promote the Tourism industry to ensure that it recovers and thrives.
<ul style="list-style-type: none"> <li>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.</li> </ul>	✓		SA BEST strongly supports a substantial increase in the SATC's marketing budget.
<b>ADDITIONALLY, WE CALL ON THE SA GOVERNMENT TO:</b>			
<ul style="list-style-type: none"> <li>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.</li> </ul>	✓		SA BEST strongly supports work being undertaken to develop a comprehensive festivals and events strategy for South Australia, including regional and smaller events. We also support a commensurate marketing strategy for each festival and event.
<ul style="list-style-type: none"> <li>Continue the <a href="#">Leisure Events Bid Fund</a>.</li> </ul>	✓		SA BEST strongly supports the Leisure Events Bid Fund.
<ul style="list-style-type: none"> <li>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.</li> </ul>	✓		SA BEST recognises the role of the Adelaide Convention Bureau and would like to see better resourcing of this Bureau.
<ul style="list-style-type: none"> <li>Communicate local Visitor Information Centre resources and services to consumers when promoting or encouraging tourism to a particular region.</li> </ul>	✓		SA BEST agrees with this. We would like to see more visible Visitor Information Centres in the regions.
<b>POLICY PRIORITY 3: INFRASTRUCTURE &amp; EXPERIENCE DEVELOPMENT</b>		<b>PLEASE INDICATE:</b>	<b>COMMENTARY</b>
<i>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.</i>		✓ = Yes, committed in full ○ = Partially committed	
<b>DIRECT SUPPORT REQUEST:</b>			

State Government to re-commit and boost existing programs that stimulate private investment in Tourism Infrastructure and Experiences including:		
<ul style="list-style-type: none"> <li>• <a href="#">Tourism Industry Development Fund</a> (TIDF) – \$20 million per year for 3 years.</li> </ul>	✓	SA BEST strongly supports this fund, which may well need to be better funded to transition from the Covid 19 Pandemic.
<ul style="list-style-type: none"> <li>• <a href="#">‘Parks 2025’ Nature-Based Tourism Co-Investment Fund</a> – \$5 million per year for 3 years.</li> </ul>	✓	SA BEST is a strong believer in the potential of this sector and would strongly support this being expanded even further.
<ul style="list-style-type: none"> <li>• 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.</li> </ul>	✓	SA BEST would need to understand what a Tourism Icon Fund is but in principle supports all initiatives that will drive tourism in SA.
<ul style="list-style-type: none"> <li>• Commit to re-establishing strategic inbound international aviation partnerships as a matter of urgency.</li> </ul>	✓	SA BEST recognises that other jurisdictions have been much more proactive and successful in building and maintaining strategic inbound international aviation partnerships and believes there is huge potential to grow this.
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.	✓	SA BEST supports a review of all of the eligibility criteria to ensure that there is equity of access across all funding to all businesses big and small, and that there are no barriers to tourism, hospitality, events, festivals and music productions in this State.
<b>ADDITIONALLY, WE CALL ON THE SA GOVERNMENT TO:</b>		
<ul style="list-style-type: none"> <li>• In setting regional infrastructure priorities, Infrastructure SA to use the <a href="#">South Australian Regional Visitor Strategy 2025</a> as a key reference.</li> </ul>	✓	SA BEST agrees with this proposal but believes that with a new incoming Government and the need to transition out of the Covid 19 Pandemic that this strategy may need to be updated and better resourced.
<ul style="list-style-type: none"> <li>• 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.</li> </ul>	✓	SA BEST would want to see the detail of a comprehensive infrastructure plan rather than one off large disconnected announcements.
<b>POLICY PRIORITY 4: BUSINESS CAPABILITY &amp; WORKFORCE</b> <i>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</i>		<b>PLEASE INDICATE:</b> ✓ = Yes, committed in full ○ = Partially committed
		<b>COMMENTARY</b>

*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

✓

SA BEST supports this proposal but believes there could be a need for even greater resourcing for a Tourism Business Capability support that will address labour needs, skills shortages and the need to develop leaders in the industry for the future.

**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;

✓

See above. SA BEST believes there is a huge outstanding need to develop a whole of state strategy with clear and measurable outcomes to address current skills and labour shortages as well as future operator capabilities and capacity.

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

✓

SA BEST would be interested to learn more about how the Department of Human Services could assist industry in this way, especially in the regions. We support it in principle of course, but would want to see what they could actually deliver.

- 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

✓

SA BEST believes that there is a need to permanently establish round tables and to hold them regularly under the auspices of the TIC.

- Ensure that the delivery and oversight of the strategy fit within the whole-of-government approach.

✓

SA BEST strongly supports this but notes that it has been very challenging to get any Government to work in a whole of government approach, especially collaborating with our Commonwealth colleagues. We will continue to call for this.

**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*

**PLEASE INDICATE:**

✓ = Yes, committed in full

○ = Partially committed

**COMMENTARY**

*stakeholders in our state to work more collaboratively is fundamental to our recovery and future prosperity.*

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:**

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|--|---|---|
| • Work collaboratively with industry to commit to a cross-government Tourism Industry Recovery Plan.   | ✓ | See above. SA BEST would like to see the establishment of permanent consultative mechanisms for a Tourism Recovery Plan as well as a longer term strategy.  |
| • 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.        | ✓ | SA BEST strongly supports this proposal but notes that KPIs must be reviewed and reported upon in very specific terms if CEs are to be accountable. We note that many annual reports make generic positive statements that are not actually measures of performance or achievement of outcomes. |
| • 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. | ✓ | See above. SA BEST would like to see such an agreement signed off, and backed with a commitment to establish a permanent expert consultative forum or mechanism.  |
| • Have the Minister for Tourism host roundtables with industry representatives, in partnership with TiCSA, twice a year.   | ✓ | See above. SA BEST has noted that these should be held regularly and agree that twice a year would be the minimum.  |