



## **MEDIA RELEASE**

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### **Tourism industry unveils bold new plan to draw more tourists and jobs to South Australia**

The South Australian Tourism Industry Council (SATIC) has earmarked funding and further development of Adelaide's CBD, as key priorities for the State to secure growth in its visitor economy.

SATIC will for the first time release its own Tourism Industry Policy Agenda 2017-18 at a business breakfast this morning, attended by Tourism Minister Leon Bignell and other political and business leaders.

The Agenda, based on extensive consultation with industry, members and stakeholders, identifies ten policy priorities aimed at providing significant industry growth opportunities.

"We are stepping up our advocacy in representing the tourism industry, so we can push our agenda to government at all levels, and maximise our industry's full potential," SATIC General Manager Shaun de Bruyn says.

"There is a significant need for all tourism stakeholders in our State to work more collaboratively to ensure future success and prosperity," Mr de Bruyn says.

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

"Our number one priority as an industry body is to push for the ongoing injection of funds to the South Australian Tourism Commission (SATC).

"We are calling for the current \$89 million State Government funding to the SATC for 2017/18 to be maintained, with minimum CPI applied per annum over the forward estimates for current activities," Mr de Bruyn says.

"The key to driving demand within the industry is to ensure the government is consistent in its delivery of funding to the SATC," he says.

SATIC is also calling for additional funding to further unlock regional tourism;

- Reinstatement of the Tourism Development Fund - \$2 million annually
- Federal Government funding for the Tourism Demand Driver Infrastructure (TDDI) program or similar initiative - \$1 million per annum for South Australia
- Implement Regional Tourism Strategy (due for release in 2018)
- and a statewide three year funding commitment for workforce development - \$455,000 per annum

The Industry Agenda also outlines a greater need for a more robust alignment between the State Government and The Adelaide City Council, to more effectively promote Adelaide's Riverbank precinct, and further develop a cultural city area through infrastructure investment.

"We need to lift our game when it comes to supporting business to activate the River Torrens precinct and the presentation of key heritage buildings," Mr de Bruyn says.

"Consideration should also be given to developing the sporting precinct by relocating an AFL team to Adelaide Oval and improving the adjacent tennis centre.

"The continuation of the State's Bid Fund is also crucial to attracting events to South Australia and supporting the work of the Adelaide Convention Bureau," he says.

"By strengthening our visitor economy it in turn brings benefits to regional communities, which has a positive impact on other industries such as agriculture, wine, retail, education, real estate and transport."

The State Government has set a goal to grow South Australia's visitor economy to \$8 billion and create 41,000 jobs over the next three years, as outlined in the South Australian Tourism Plan 2020.

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**FOR MORE INFORMATION CONTACT: The Message Bureau on 08 8418 7500 or 0419 754 564**