



MEDIA RELEASE

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TOURISM INDUSTRY REINFORCES POLICY PRIORITIES

The South Australian Tourism Industry Council (SATiC) is calling on the next State Government to strengthen its commitment to tourism in South Australia by establishing a cabinet sub-committee dedicated to the visitor economy, and hosting an annual forum for all stakeholders.

SATiC chief executive officer Shaun de Bruyn said the Government needs the appropriate infrastructure in place to ensure that all relevant ministers and associated agencies have accountability and strategic vision for the part they play in growing tourism.

“The tourism industry currently employs over 36,000 people and injects \$6.3 billion into the South Australian economy,” Mr de Bruyn said.

“The Weatherill Government has set a target of \$8 billion and 41,000 jobs by 2020. Establishment of a ‘whole of government’ approach to tourism is essential to achieving this target, as presently there are no mechanisms in place to foster collaboration and synergies between agencies to maximise the economic potential.”

Speaking at SATiC’s Political Perspective and Program launch this morning at Adelaide Oval, Mr de Bruyn pointed to the Queensland *DestinationQ Partnership* as an example of government and industry working together to further tourism.

“This initiative has provided a partnership framework that drives outcomes across cabinet in collaboration with the industry. *DestinationQ* forums are held annually, and an Industry Reference Group is charged with ensuring that real outcomes result from the forums.”

The proposal is one of ten policy priorities identified by SATiC in the lead-up to the State election. Also speaking this morning were current Tourism Minister Hon Leon Bignell MP, Shadow Tourism Minister Hon David Ridgway and SA Best representative Mr Paul Brown, who outlined their respective parties’ visions for tourism in SA.

Mr de Bruyn said the policy priorities were identified following extensive consultation with SATiC’s 900-plus members over the past year, combined with a formal online survey and qualitative research.

“We are also calling on the State Government, in partnership with industry, to invest in workforce development,” he said. “There are three key areas of need - positioning a career in tourism as desirable for young people; investing in building business expertise and capacity so our visitors get amazing experiences and services; and product development, providing new experiences to the ever-changing marketplace.”

Other policy priorities identified by SATiC include State Government regulation of the sharing economy industry such as AirBnBs; a three-year funding commitment for SATiC’s ServiceIQ industry development program; and greater funding for regional tourism infrastructure through reinstatement of the Tourism Development Fund.

“SATIC is also calling for State and Local Governments to work together to create an Adelaide CBD Vision, including repurposing of the old RAH site into a contemporary art precinct; ongoing support for the attraction of more international airlines to Adelaide Airport; and further development of sporting infrastructure in the city, including Victoria Park and the tennis centre adjacent Adelaide Oval,” Mr de Bruyn said.

Mr de Bruyn said a commitment to tourism and the growth of the visitor economy was vital for South Australia as a whole, not only those businesses directly involved with tourism.

“The visitor economy created by tourism matters because much of the economic benefit it brings to the State flows to regional communities,” he said.

At this morning’s event SATIC also launched its program calendar for the year, including the State Tourism Conference in May, the 2018 South Australian Tourism Awards, Australian Tourism Accreditation Program and Service IQ: Smarter Business Workshops Program. For more information visit www.satic.com.au

...SATIC’S TOP TEN PRIORITIES - AT A GLANCE...

1. SATC Funding - Funding for South Australian Tourism Commission to be maintained at current levels, plus CPI.
2. Industry Fragmentation - SATIC to host an Industry Summit in 2018 with key tourism associations and industry organisations.
3. Whole of Government Support - Cabinet sub-committee dedicated to tourism, annual Tourism Forum.
4. The Sharing Economy - regulation to protect already established accommodation providers.
5. Industry and Workforce Development - three-year funding for ServiceIQ Industry Development Program and a new product development program.
6. Adelaide CBD Vision - marketing for Riverbank precinct, repurpose RAH site, support for Adelaide Convention Bureau, support for more international flights to Adelaide, development of sporting precinct.
7. Regional Tourism - four-year funding for SA’s Regional Tourism Strategy, reinstate Tourism Development fund for infrastructure, partnership approach with Regional Development Australia, local and state government and industry to support Regional Tourist Associations and visitor information centres.
8. Impact of the cost of doing business in SA
9. Nature-based tourism - renewing and developing visitor experiences at Cleland/Mount Lofty Summit, identification of infrastructure investment opportunities.
10. Government process and red tape - recognise Australian Tourism Accreditation Program modules as a vehicle to comply with existing regulatory requirements.

For more information:

Shaun de Bruyn, Chief Executive Officer, SA Tourism Industry Council, ph: 0419 841 190

Rebecca Somerfield, Mercury Public Relations, ph: 0408 823 831