



Monday, 9 May 2011

## **MEDIA STATEMENT: REGIONAL TOURISM GROWTH PLAN**

Ward Tilbrook, Chief Executive of the South Australian Tourism Industry Council (SATC) says SATIC members have voiced concerns over future levels of support for regional tourism from the South Australian Tourism Commission in lieu of the discontinuation of funding to regional tourism committees and removal of the dedicated regional tourism positions located within each of the State's eleven designated tourism regions.

"SATC presented its members' feedback on the Draft Regional Tourism Growth Plan to the South Australian Tourism Commission and pushed strongly for further industry and stakeholder consultation, more detail in the proposals and more realistic timeframes for responses as part of its decision-making process," Mr Tilbrook says.

"This regional tourism restructure by the State Government highlights the fact that the tourism industry should never take it for granted that it will receive the support it requires by Government to ensure its continued growth and development. Tourism should ensure it develops its own strong and sustainable industry structure independent of Government.

"I have not been a part of the South Australian Tourism Commission's consultations or deliberations in relation to its regional tourism restructure, neither has the role and functions of the new 'specialist roles' and where they will be located been communicated to me.

"SATC is still to be presented with formulated strategies, plans or timelines in relation to the future implementation of the new regional structure."

As South Australia's peak tourism industry body, the South Australian Tourism Industry Council represents over 550 members and its' role is to engage in all of the processes that shape our State's tourism future.

The South Australian Tourism Industry Council provides a range of support services, resources and assistance to its members such as training, accreditation, certification, awards and business to business networks, communication and information.