

Review Committee for Destination NSW Act 2011  
Department of Industry  
GPO Box 5477  
Sydney NSW 2001

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### **Inquiry into Destination NSW Act 2011**

The Australian Tourism Export Council (ATEC) is pleased to have the opportunity to respond to the review of the Destination NSW Act 2011 ("The Act").

#### ABOUT THE AUTHOR

The Australian Tourism Export Council (ATEC) is the peak industry body representing the thousands of companies throughout Australia that provide tourism services to foreign visitors. Whilst the tourism export sector is experiencing positive growth, ATEC's role is to maximise opportunity for Australian businesses in both existing and emerging markets, and to ensure any impediments to that growth are managed and kept to a minimum.

ATEC is the only, singularly-focused national body with inbound tourism at its core. Our membership represents the depth and breadth of our industry and includes more than 1,000 large national and multinational companies as well as small-and medium-sized enterprises, many of whom are based in regional and remote parts of Australia. In this way, we have a solid connection to the 'grass-roots' of our industry. We see and hear their direct experiences and we work alongside these businesses to alleviate the pressures and provide support. Our core functions are to:

- Connect buyers and sellers and deliver commercial opportunity
- Support, train and mentor for export excellence
- Advocate for policy that supports growth
- Promote inbound tourism's contribution to the broader Australian community

#### POSITIONING OUR INDUSTRY FOR SUCCESS IN THE NEXT DECADE

Global tourism is growing at an astounding rate with predictions of 15 million international visitors travelling to Australia by 2030. While these figures are exciting, we need to consider how will our industry cope? If we are to realise this potential, what does success look like and how do we get there? There are important questions our industry needs to address if we are to maintain global **COMPETITIVENESS** in attracting high yielding international visitors and if we are committed to delivering a **HIGH QUALITY EXPERIENCE**.

#### QUESTIONS LIKE:



Where will our visitors be going?



How will they get there?



Where will they stay?



How do we preserve our tourism assets?



And, what will the industry need to meet this increasing demand?

## DISCUSSION

In the Act, the principal objective of Destination NSW is stated as being *“to achieve economic and social benefits for the people of New South Wales through the development of tourism and the securing of major events”*.

ATEC supports the retention of this objective in that tourism has been identified as key economic driver for NSW, and more broadly, Australia. The role of the state tourism organisation (STO) to actively and effectively promote a destination is critical to the success of creating awareness and building desire to travel. Thorough and informed knowledge about market trends, changing patterns of distribution, emerging products and experiences and evolving travel patterns are all vital if an STO is to deliver on its charter. Driving conversion requires engagement with industry – and conversion is the final piece in the formation of successful tourism marketing strategies.

Whilst we recognise and applaud government’s identification of tourism as one of the key economic drivers of NSW, we do highlight the importance of active industry engagement as a fundamental component of success. It is therefore vital that state tourism organisations such as Destination NSW do retain connectivity with the trade via an industry-based board to set and guide its marketing and strategies.

By its nature, tourism succeeds where government and the private sector work closely together; destination marketing succeeds where the tourism industry can integrate with the state tourism body and is able to convert interest generated by destination marketing into actual travel purchases; and investment in creating necessary infrastructure and experiences will flow if industry has confidence and engagement with the strategic direction and policies supporting growth.

In its 46-year existence, ATEC has seen the tourism success of states and territories vary based on the extent to which governments provide real opportunity for industry to work in partnership to set and leverage tourism strategies and provide input to relevant policies.

We therefore support the ongoing statutory position that Destination NSW is governed by an industry-based board comprising active, engaged tourism experts.

Thank you for the opportunity to make a submission.



Peter Shelley  
**MANAGING DIRECTOR**

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