

# State Election 2021 Tourism Priorities

## Tourism Funding and Governance

Tourism WA needs to be a properly funded apolitical agency governed by an independent Board that has the tourism experience and authority to achieve commercial industry outcomes:

- \$110M annual recurring budget for Tourism WA with three consistent budget lines for Destination Marketing, Event Tourism and Destination Development.
- Tourism WA Board to retain independent authority to approve expenditure for maximum ROI.
- Tourism WA Board to predominantly comprise Directors with industry experience in marketing and events.
- Tourism WA Board to appoint a dedicated full time CEO reporting solely to the Board on tourism outcomes.
- Any election commitments to have additional funding i.e. not from the Tourism WA annual recurring budget.
- Establish a *Tourism Events and Activation Act* to streamline approvals for state significant events, attractions and sustainable tourism development.

## Attractions and Facilities

Deliver key public and private attractions and facilities via the *State Infrastructure Strategy* including:

- Expansion of Perth Convention & Exhibition Centre.
- Activate Perth CBD, Kings Park, Swan River Park and Rottnest Island with diverse public and private tourism attractions and experiences including a major outdoor attraction at Elizabeth Quay.
- Electric Vehicle network for interstate and intrastate road-trips for cars, caravans and RVs.
- National Indigenous Cultural Centre on the Swan River and regional Cultural Centres.
- Regional attractions including the Busselton Underwater Discovery Centre, Kimberley Event Centre and key National Park attractions and facilities.
- Priority transport access, staff housing and facilities to address critical regional destination gaps.
- Using the *Tourism Events and Activation Act* to attract and streamline approvals for private investment in new tourism attractions, resorts and experiences.

## Tourism Business Recovery Funding

Additional one-off funding of \$50M to sustain businesses which continue to face a significant downturn due to travel restrictions.

## Aviation Recovery Funding

Additional one-off funding of \$50M to attract and retain aviation services including:

- Recovering lost capacity and increasing WA market share.
- Discount regional and interstate air services and new direct routes to Perth and regional WA.

## Events Recovery Funding

Additional one-off funding of \$50M to attract and retain events including:

- Additional regional events funding to retain and disperse intrastate visitors.
- Recovering lost and postponed events to activate Perth venues and accommodation.
- Diverse new events from entertainment acts to the Solar Eclipse 2023 and a WA 'home grown' event.

## Supporting Tourism Businesses

Reforming government regulation and creating a fair environment for tourism businesses including:

- Replacing fixed water rates with charges based on actual usage.
- Implementing the recommendations of the *Parliamentary Inquiry into Short Stay Accommodation* and apply disability access standards equally to all dwellings offering short stay accommodation for financial gain.
- DoT and DBCA to undertake a campaign ensuring 'unauthorised' tour operators do not avoid licence fees and safety requirements to the competitive disadvantage of genuine tour operators.
- Reducing DoT and DBCA annual licence fees for Sustainable Tourism Accredited Businesses.
- DPIRD to make a specific fishing allocation for year round high-value low-take marine tourism.
- State and Federal reforms for universal and affordable public liability insurance for all businesses.
- Enhance funding for regional tourism marketing and product development programs for small tourism businesses.
- Provide funding and border arrangements to attract and house seasonal workers and working holiday makers.
- Implement the recommendations of the *Tourism & Hospitality Workforce Development Strategy*.