

1. Recover and Grow International Tourism

- ▶ Reverse the real decline in Tourism Australia funding by lifting funding by \$30M p.a. to recover and grow international holiday visitors to Australia.
- ▶ Commit to recovering international holiday visitors to pre-COVID levels by the end of 2025.
- ▶ Freeze the Passenger Movement Charge (PMC) at the current \$70 for five years but increase PMC revenue by growing international holiday visitors.

2. Develop High Quality and Sustainable Tourism Businesses

- ▶ Continue funding for the online QTF program to enable small and regional tourism businesses to develop their quality, sustainability and accessibility.
- ▶ Provide a competitive tourism grants scheme to enable small and regional tourism businesses to invest in their digital capacity, equipment and facilities to reduce emissions or enhance accessibility. Grants to be available to businesses that have completed the QTF Accessible Tourism and/or Tourism Emissions program.
- ▶ Cap public liability insurance risks for tourism business; and develop a policy framework to ensure access to affordable insurance for businesses and customers.
- ▶ Assist develop new Aboriginal-owned and operated tourism businesses, including attractions, tours and events.

3. Driving Tourism and Regional Destinations

- ▶ Provide funding for the next generation of National Icon tourism attractions in each state and territory.
- ▶ Develop reliable and affordable domestic air services to regional leisure destinations.
- ▶ Continue to roll out the National EV Charging Network and extend this to include regional destinations for self-drive and caravanning road trips.

4. Addressing seasonal, regional and tourism workforce needs

- ▶ Retain the second and third visa for Working Holiday Makers who travel and work in regional destinations.
- ▶ Reform Working Holiday Maker visas to enable backpackers to qualify for their second or third visa by working in any part of tourism and hospitality.
- ▶ Continue funding for the QTF to assist small and regional tourism business and staff upskill through the QTF e-learning program.
- ▶ Reduce VISA fees, taxes and charges on international working visitors.



**Quality
Tourism
Framework**



The Quality Tourism Framework (QTF) is an industry program recognised by the Federal Government as a key component of the THRIVE 2030 Strategy to grow the visitor economy. The QTF provides tourism businesses with a single online on-demand portal to develop their product quality, sustainability and accessibility.

The QTF incorporates the Australian Tourism Awards, Accreditation, e-learning and business capability programs ranging from risk management to accessible tourism, customer service and emissions reduction.

5. Nature-based Tourism and World Heritage Areas

- ▶ Provide funding for visitor access, facilities and promotion of World Heritage sites including Kakadu National Park, the Tasmanian Wilderness, Great Barrier Reef, Shark Bay, Gondwana Rainforests, Australian Fossil Mammal Sites and the Budj Bim Cultural Landscape.
- ▶ Reform the EPBC Act to recognise and approve small scale sustainable tourism experiences approved under relevant national park legislation in each State.
- ▶ Ensure current public access and visitor experiences are retained in all World Heritage Areas and National Heritage sites.

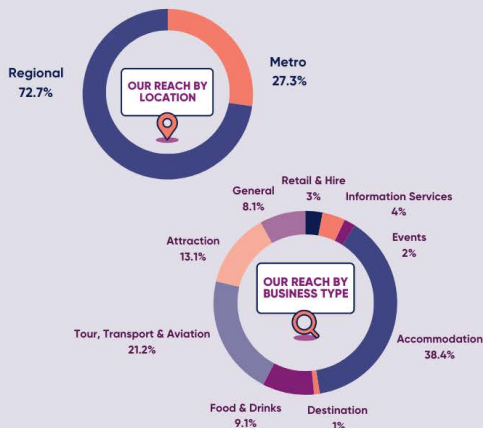
ATIC'S AUDIENCE REACH

DIRECT COMMUNICATION

28,200+



businesses reached by regular communications within ATIC's influence



COMBINED SOCIAL MEDIA AUDIENCE



The Australian Tourism Industry Council (ATIC) is the national representative body for tourism.

The role of ATIC is to provide leadership and industry representation through a national voice for tourism, and to manage national industry development programs.



Contact me to learn more

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