

A silhouette of a kangaroo is captured in mid-leap on a sandy beach. The background features a calm ocean and a bright, golden sunset sky, with the sun's reflection shimmering on the water's surface. The kangaroo's long tail is extended behind it, and its front limbs are tucked forward.

The next generation of Australian Icons

10 Projects to grow the Australian tourism industry into the 21st Century.

ATIC AUSTRALIAN TOURISM
INDUSTRY COUNCIL ■

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About



Tourism is one of the superstars of the Australian economy.

Our industry supports the employment of almost 1 million Australians and contributes \$50 billion to the Australian economy each year. Tourism reaches every corner of the country generating growth, investment, jobs and vibrancy in our largest cities through to our most remote communities.

While other export sectors struggle for competitiveness in the global market, Australian tourism continues to grow around our compelling brand strengths as a destination and unprecedented access into and around the country, along with the innovation, investment and hard work of tourism operators.

To continue to grow and be competitive as a global destination, Australia must invest in quality visitor infrastructure and experiences.

The Australian Government has a critical role in supporting economic-enabling infrastructure that stimulate regional visitation and Australia's competitiveness. This has been demonstrated with tremendous success through Australian Government support for the Three Capes Track in Tasmania, and the Stockman's Hall of Fame in Queensland, among others.

For Australian tourism to continue to grow, we need to continue to identify and invest in the next generation of demand driving visitor infrastructure priorities across the country. The Australian Government can provide leadership in facilitating action on projects that have been identified by the tourism industry as critically important in developing key destinations across the country, along with direct investment in projects with far-reaching economic and tourism outcomes.

The Australian Tourism Industry Council is calling on the next Australian Government to lead the development of a 'next generation' of Australian tourism icons – investments in major visitor infrastructure projects across Australia that will quickly become demand drivers encouraging further visitor growth into regional destinations, stimulate business confidence and private sector investment, and ensure Australia continues to be globally competitive as a high quality visitor destination.

ATIC and its members – the 8 State and Territory Tourism Industry Councils – have done the hard work; identifying 10 priority projects across each State and Territory that have the support of the local tourism industry, councils and State Governments.

Each of these projects have been determined as 'game changers' for local and state tourism industries with the capacity to drive visitor activity and growth in parts of the country that most need tourism growth. All require Australian Government leadership and investment to fast track their development and leverage investment.

We have named one national priority – the realisation of the long held aspiration for a world class national centre showcasing and celebrating Australian Indigenous Art and Culture.

We have also nominated one priority project in each State and Territory, along three visitor infrastructure projects to be considered as part of the national focus on investing in enabling infrastructure in Northern Australia.

ATIC and its members stand by these projects, and will be strongly support within our local industries any commitment to bring these projects forward as national visitor infrastructure priorities in the next term of government.

A commitment by the incoming Australian Government to progress these projects as national tourism infrastructure priorities will be very well received by tourism operators across the country.

Introducing ATIC and its Members

The Australian Tourism Industry Council (ATIC) is the national representative body of Australia's State and Territory tourism industry councils (TIC).

Together, ATIC members represent over 8000 tourism operators across the length and breadth of the country, from Broome to Bruny Island, and Port Lincoln to Port Douglas.

This is easily the largest and most diverse representation of tourism operators across Australia.

ATIC and its members deliver three major national programs for and on behalf of the Australian tourism industry; the Australian Tourism Accreditation Program, the Australian Tourism Awards and Star Ratings Australia, to support quality Australian tourism businesses in their continued development, to review and to benchmark against industry best practice.

ATIC is a not for profit and independent organisation supported by industry. The ATIC board is made up by the Chief Executives of the State and Territory TIC, ensuring decisions and policies of the organisation are grounded in the real priorities and concerns of tourism operators across Australia, and represent the interests and aspirations of the tourism industry across our vast national network.

ATIC Members:



National Aboriginal Cultural Centre

Western Australia

A commitment to progress over the next term of government the long-held vision for a National Aboriginal Cultural Centre – and an internationally significant indigenous cultural heritage and art collection in the heart of Perth.

The NACC would be an iconic experience featuring Aboriginal art, culture, music, history and performance. The Centre would present Aboriginal culture and life from the distant past through early settlement to today.

The NACC would be located beside the Swan River in a purpose-built facility. The unique design of the facility would embrace the Swan River and its cultural meaning to Aboriginal people in the past, present and future. It is expected to attract more than 400,000 patrons per annum including 160,000 international and 80,000 interstate visitors. From concept and design to building, governance and operation - the NACC would be a collaborative effort engaging the Aboriginal community, the broader Australian community and our international guests.

The NACC would house the State Government's significant collection of Aboriginal art and cultural material. The NACC will also host the University of Western Australia's famous Berndt collection of Aboriginal and Torres Strait Islander cultural objects, art, archives, manuscripts, film and sound and photographic collections. Significant private collections could also be presented and preserved at the NACC including those of Kerry Stokes and Janet Holmes a Court.

More than an art gallery, the NACC would provide a focal point for Aboriginal performances, experiences, tours, food and creative industries. An engaging place where visitors from around the world can meet Aboriginal people and experience Aboriginal culture. The centre could serve as a starting point for Aboriginal cultural journeys across Perth, WA and Australia.

Why is this a future Australian Tourism Icon?

International visitors to Australia, particularly from UK and Europe, are very interested in Aboriginal cultural. However, many international and Australian visitors find it difficult to access Aboriginal cultural experiences and many return home disappointed.

The NACC would provide our visitors with a highly engaging and accessible Aboriginal cultural experience and a real opportunity to meet Aboriginal people. The NACC would provide an iconic 'gateway' experience of Aboriginal culture for international visitors flying direct to Perth from Europe and Asia. The NACC would be the start of Aboriginal cultural journeys across Australia. From the Perth International Airport guests could drive or fly direct to Aboriginal cultural destinations such as Broome & the Kimberley, Darwin and Alice Springs & Uluru. Aboriginal cultural centres in these destinations would promote Aboriginal experiences across Australia and continue the cultural journey.

Support of Local Industry and Government:

The project is strongly supported by the Western Australia Indigenous Tourism Operators Council; Tourism Council WA; Western Australia Government; and a range of Aboriginal, cultural, artistic, community and corporate institutions.

Australian Government Support:

- Funding of \$235 million is sought from the Australian Government to develop the NACC. This funding will be matched by the WA State Government. Additional funding, contributions and cultural collections would be provided by a range of institutions.

For more information

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Northern Rivers Rail Trail New South Wales

Supporting the vision to establish the Northern Rivers Rail Trail to become a world class multi-purpose trail drawing visitors from the famous NSW North Coast into a rich diverse blend of landscapes, destinations and visitor experiences.

The Northern Rivers Rail Trail (NRRT) will be different things to different people depending on whether they like to walk, ride a bicycle or a horse, or drive a zero-emissions vehicle such as a mobility scooter, a Segway or an electric bike. It will also depend on whether they want to cover the whole 132 kilometres from Casino to Murwillumbah, or a specific section of the trail that appeals to their interest.

The outstanding feature of the NRRT is in answering the vexed question long asked in places like Lismore and Casino, "how do you draw the tourism dollars inland"? Those dollars are tantalisingly close by, but without a 'hallmark' attraction that motivates tourism customers to visit and experience the product, those dollars may as well be elsewhere entirely.

The proposed Trail will form the foundation infrastructure that will allow entrepreneurs to develop the tourism and hospitality products that attract longer duration stays in the wider region and return greater tourism yields than would normally be possible. Rail trail tourists are often high yielding, middle aged, well-educated, cycling enthusiasts.

Why is this a future Australian tourism icon?

Northern Rivers is a significant regional destination as part of "Australia's Green Cauldron" one of Tourism Australia's National Landscapes, and Byron Bay the 2nd largest international destination in NSW, with world renowned coastal surfing beaches and sub-tropical hinterland. Events in the region range from world class music festivals and agricultural expos, to some of the best community events in the country.

The Rail Trail from Casino to Murwillumbah will provide a world class product expanding the product offering in the region. It will provide a connector between shires, villages and towns. It will provide access to do such things as walk, run, cycle, hike, camp, eat, explore overnight in one of the most climate friendly, sub-tropical, scenic locations in Australia and be a driver for the delivery of Nature based tourism product.

Rail Trails are being developed internationally and tourists are searching them out as a healthy experiential alternate, these types of tourists are wanted in this destination, and the Northern Rivers Rail Trail has the visitation, the infrastructure and the access to be like no other.

Support of Local Industry and Community:

The Northern River Rail Trail section 1 is fully funded with matching commitments of \$6.5 million by the NSW and Australian Governments, along with \$900,000 funding from the Lismore Government. Over \$100,000 has been crowd funded and sourced from the region's local councils and community for business case planning.

Australian Government support:

- A funding commitment of \$15 million to fast-track the development of the rail trail project as a game changing project for Australian tourism. Estimated at \$62.5 million for the full development.

For More Information:

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Sovereign Hill Beyond 50

Victoria

Supporting the Sovereign Hill Beyond 50 Project to deliver a suite of new and exciting infrastructure that will enhance the visitor experience at one of Australia's most treasured tourism icons and boost regional overnight stay and spending.

The 'once in a generation' transformation of the Sovereign Hill Museum will coincide with the 50th (Golden) Anniversary of Sovereign Hill in 2020. The multi-stage development, will deliver a new world-class entry building and arrival experience, refurbishment of the Gold Museum in Ballarat and a new Big Events Building for major functions, conferences and corporate events.

The project is expected to boost annual Sovereign Hill ticket sales from 800,000 to 1 million by 2025 and attract even more international visitors to the region. Sovereign Hill in the year 2015-16 contributed \$260 million to the Victorian economy and created 1665 jobs. The new museum is one component of a major revitalisation of the conference

Why is this a future Australian tourism icon?

Sovereign Hill is a Victorian and Australian tourism icon, engaging intrastate, domestic and international visitors in Australia's rich pioneering and mining heritage. The site underpins tourism and regional dispersal across regional Victoria, attracting over 450,000 visitors to Ballarat and surrounding areas each year.

The Sovereign Hill Beyond 50 project is about ensuring the attraction continues to draw new and repeat visitors to regional Victoria for the next 50 years, with contemporary exhibition and interpretation space, and the capacity to host major events and business events. The project will also leverage public funding with private investment in a much-needed international-brand hotel in Ballarat.

Support of Local Industry and Government:

The Sovereign Hill Beyond 50 project has the strong support of the Ballarat Council and surrounding local government areas, Regional Tourism Organisations, and the Victorian tourism industry.

Australian Government support:

- An Australian Government contribution of \$23 million to the Sovereign Hill Museum redevelopment to enable this stage of the project to be underway in time for the fiftieth anniversary of Sovereign Hill in 2020

For further information:

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Cleland Wildlife Park

South Australia

A contribution towards transforming the iconic Cleland Wildlife Park into a world class nature and wildlife visitor experience in the Adelaide Hills, establishing a new demand-driving visitor experience in South Australia.

Cleland Wildlife Park welcomes approximately 125,000 guests per annum, however, the infrastructure at the park does not meet the expectations of current or future visitors, and the South Australian Government is actively pursuing its redevelopment.

The intent is for Cleland to become a world-class attraction that will deliver an extraordinary experience for guests, building on Cleland's unique core strengths. Guests appreciate the immersive animal encounters, the open bushland setting and the spectacular views over Adelaide. It is these iconic features that will be celebrated in any future development – to create a world-class and uniquely South Australian attraction.

Business case modelling suggests that with a \$105 million upgrade to the park, promoting an increase to 600,000 visitors per annum is achievable and would deliver 300 new jobs per annum for South Australia. Redevelopments will significantly enhance local pride and engagement with the facility, as well as provide an opportunity to capitalise on the connection to international markets through increased direct flights into Adelaide.

Why is this a future Australian Tourism Icon?

Cleland Wildlife Park has a 50-year history of providing up close encounters with many of Australia's most-loved animals and is known and loved by South Australians and visitors alike. Located 20 minutes from the CBD and 30 minutes from Adelaide's international airport, Cleland Wildlife Park is perfectly positioned to provide a 'bush in the city' immersive nature experience for visitors, unique in Australia.

Support of Local Industry and Government:

The vision to transform Cleland Wildlife Park has the strong support of the South Australian tourism industry, the Adelaide Hills Tourism Committee and the Adelaide Hills Council and the Government of South Australia. The South Australian Government has expressed its vision for the site, with strong public enthusiasm for the revitalisation of this ageing but beloved site.

Australian Government Support:

- A commitment of \$30 million representative of the Australian Government's contribution to the vision to transform Cleland Wildlife Park into one of Australia's leading nature and wildlife tourism experiences - a magnetic attraction that will drive visitation in South Australia and support new jobs in the Adelaide Hills.

For more information:

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Australia's National Institutions

ACT

A commitment to establish in the next term of government a vision and transformational business model for Australia's National Institutions to enable them to evolve and prosper as Australia's premier cultural icons.

The 18 national institutions that make up the National Capital Attractions Association include many of Australia's most significant cultural and historic icons, including the Australian War Memorial, National Library of Australia, National Gallery of Australia, Australian Institute of Sport, among others. They are also Australia's major visitor destinations, underpinning the visitor and service economy of Canberra and its surrounding areas.

The NCAA is seeking a commitment from the Australian Government to reform and re-set the long-term business and operating model of Australia's National Institutions. Establishing a vision and model for the institutions to evolve and prosper free of the tight restraints of Commonwealth Agencies, and implement some of the successful models and strategies applied by the Smithsonian Institutes in the United States. This includes closer collaboration and resource sharing among the institutes, a skill-based governance structure, and a financial model that enables management to pursue revenue opportunities beyond recurrent government appropriations.

Why is this a future Australian Tourism Icon?

Canberra's national institutions are the nations' assets and attract visitors domestically and internationally. These institutions are custodians of collections of artwork, sculpture, artefacts and other objects of artistic, cultural, historical, or scientific importance.

The national institutions provide the country with an understanding of its history, propagate ideas, debate or knowledge; provide a stepping-stone into Australia's culture and life; creating intergenerational links and understanding. They also help the government deliver educational or social initiatives by reacting to current affairs and providing a context for analysis and promoting Australian ideas and creativity overseas.

Support of Local Industry and Government:

The long-term growth and development of Australia's National Institutions is a priority concern for the ACT tourism industry and government, given their importance to the local visitor economy. The need for reform is widely recognised among stakeholders, but clear leadership and direction from the Australian Government is ultimately required.

Australian Government Support:

- A commitment to a reform agenda for the governance, management and funding of Australia's National Institutions

For more information:

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Cradle Mountain Master Plan

Tasmania

Recommitting Australian Government support for the Cradle Mountain Master Plan - an ambitious and bold vision to establish Cradle Mountain as the premier temperate-climate National Park visitor experience in the world.

The plan to replace poor and inadequate visitor infrastructure at Tasmania's most famous National Park into world leading, low impact visitor infrastructure is designed to sustainably manage visitor growth now and into the future, while stimulating private investment in the region.

The proposed low-rise cable way will not only become a global example of environmentally -sensitive mass transit into a conservation area, but become an iconic attraction in its own right. While the Wilderness Gateway Village located on the boundary of the Park will become a magnet for visitors, investment and employment over the long-term.

Deloitte Australia has projected the Master Plan will stimulate a further 70,000 annual visitors into regional Tasmania within the first two years of completion, creating demand for an additional 200 accommodation rooms within the region. Cradle Mountain is a major drawcard for visitation into Regional Tasmania, attracting and dispersing visitors across Northern, North-West and Western Tasmania.

Why is this a future Australian Tourism Icon?

Cradle Mountain is already an Australian tourism icon, as the major destination within the Tasmanian Wilderness World Heritage Area – one of only two sites in the world that meet seven of the ten criteria for world heritage listing. It is also an extremely important attraction driving visitation across regional North and North-West Tasmania – one of the most tourism dependent regional economies in Australia.

The Master Plan will not only enable Cradle Mountain to manage and grow as a major Tasmanian destination, but elevate the Park into the echelon of Australia's most iconic world heritage destinations, alongside the Great Barrier Reef and Uluru.

Support of Local Industry and Government:

The Tasmanian Government has committed around \$60 million towards progressing the Cradle Mountain Master Plan, as a major regional economic development priority. The project is also a major regional priority for local government across North-West Tasmania, as represented by the Cradle Coast Authority. The project is the number one visitor infrastructure priority for the Tasmanian tourism industry.

Australian Government Support:

- In the 2018 Braddon Bi-Election both major parties committed \$30 million towards progressing the Cradle Mountain Master Plan as the Australian Government's contribution. It is critical these commitments are honoured by future Australian Governments.

More information:

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Whitsunday Skyway, Queensland

A contribution to assist with associated infrastructure costs to facilitate a major new private visitor investment into one of Australia's most tourism-dependent communities.

This is a private sector proposal to build a detachable Gondola Cableway to a peak in the Conway National Park. The project would connect the tourism centre of Airlie Beach via a high-tech transfer system to the cableway's base station. The main experience will be focused on access to a currently inaccessible rainforest setting with spectacular view over the Whitsunday coast and islands from a 430-metre peak. The full facility will include, apart from the cable way, a high quality, 'adrenalin' sports experiences with down-hill bike trails, luge courses, zip lines and ropes courses

Currently the project is entirely funded by Jimmy Crow Ltd, a company that has been involved in tourism for around 34 years. Full project implementation will require an investment of around \$50 million.

Why is this a future Australian Tourism Icon?

The Whitsundays is ranked amongst the top regional destinations for both domestic and international visitation. Three domestic airports service the region with daily services (Proserpine, Hamilton Island and Mackay). Despite the high profile and high visitation, the region has been adversely affected by the impacts from several cyclone events and the media attention on coral bleaching. This has exposed the vulnerability of the region due to a lack of alternative experiences and, specifically on the mainland, reasons for visitors to stay longer.

For self-drive visitors, an important market for regional tourism, the Whitsundays are a critical waypoint on the main travel route along the East Coast of Australia. Adding an iconic, experience-based activity, with a unique visual appeal, will enhance the attractiveness of the entire drive route.

Support of Local Industry and Government:

The project enjoys strong local industry support due to the significant 'pull factor' of an investment such as this, bringing more visitors for longer into the local economy. The community is substantially tourism-dependent and supportive of new investment.

Australian Government Support:

- A commitment of \$3 million in Australian Government support for non-commercial associated infrastructure (access facilities, public access information) to facilitate the private investment.

For further information:

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Kimberley Cultural, Entertainment and Conference Centre, Western Australia

Investing in Events Infrastructure to open Broome and Far-North Western Australia to new visitor markets and year-round activation.

The proposed Kimberly Cultural, Entertainment and Conference Centre (KCECC) will host a permanent cultural exhibition and provide facilities for conferences, temporary exhibitions, entertainment and performance space.

The exhibition space would feature permanent exhibits of Aboriginal and other cultural heritage from across the Kimberley.

The KCECC would serve as a key destination in Aboriginal cultural journeys across WA and Australia. The conference facilities would cater to conventions and conferences of up to 1,000 delegates. The multipurpose space would be able to host conference exhibitions, temporary cultural exhibitions, performances and entertainment for up to 2,000 visitors.

It is expected that the KCECC will attract an additional 20,000 visitors to Broome per annum. A potential for the site for the KCECC is vacant land adjacent to the iconic Cable Beach Club and Resort owned and operated by Hawaiian property group. This would provide the KCECC with immediate access to accommodation for delegates and the appeal of Cable Beach. The property is also one of the few sites for development in Broome for which native title and planning issues are resolved.

Why is this a future Australian Tourism Icon?

The KCECC will attract additional visitation to Broome and the Kimberley by hosting conferences which attract delegates and exhibitions and entertainment that attracts additional leisure visitors. Importantly, the KCECC can be programmed with conferences and events that attract visitation during shoulder season outside the peak winter leisure season.

This ability to attract visitors, and extend the season is critical to; maintaining and improving regional employment; investment in existing accommodation and experiences; attracting more cruise ship visits; and underpinning investment in direct air routes from Singapore.

Support of Local Industry and Government

The project is strongly supported by the Western Australia Government; Local Government; Australia's North West regional tourism organisation; and Tourism Council WA.

Australian Government Support:

- An Australian Government contribution of \$20 million to develop the KCECC. This funding will be matched by the WA Government. Additional funding, contributions and cultural collections would be provided by a range of institutions.

For more information:

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Jabiru Township

Northern Territory

The bold vision to reimagine Jabiru township as a visitor service centre within Kakadu National Park will re-establish Kakadu as one of Australia's premier visitor destinations.

The Gundjeihmi Aboriginal Corporation (GAC) has developed a business case for the repurposing of Jabiru township within Kakadu National Park from mining to tourism.

This project has been prompted by the imminent closure of the Ranger Uranium Mine, operated by Energy Resources of Australia Limited (ERA) and the corresponding termination of the township lease over the mining town of Jabiru which was imposed by the Commonwealth Government and built by ERA and the Northern Territory Government 40 years ago.

While the brand of Kakadu is well known, its appeal, especially to international visitors, has been in decline since the 1980s. Annual visitation to Kakadu has dropped from close to 300,000 in the late 1980s to around 185,000 today. The GAC, Northern Territory Government, and tourism industry, share a vision to transform Jabiru into a nationally and internationally recognised tourism destination, and re-establish Kakadu National Park as an iconic Australian World Heritage Area.

The GAC Business Case proposes substantial new investment in public infrastructure and amenities within Jabiru, to stimulate private investment in new visitor experiences, services and activities; together establishing a new, globally unique world heritage destination within the heart of Australian cultural and natural landscape.

Why is this a future Australian tourism icon?

Kakadu National Park is a globally recognised major World Heritage Area in Australia, rich in its cultural history and significance, and greatly valued for its geographic size along with its various natural assets. It is also a major economic driver for the Northern Territory and communities across the Top End.

Supporting the transformation of Jabiru as a catalyst for generating visitor growth and investment into this iconic National Park will stimulate confidence and investment in Northern Australia's Visitor Economy, and re-establish the destination as must-do part of a true Australian experience.

Support of local industry and government

The GAC Business Case has the strong support of the Northern Territory Government, traditional owners, and tourism industry.

Australian Government Support:

- A substantial funding commitment towards the public and supporting infrastructure investments proposed for Jabiru and Kakadu National Park

For further information:

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Wangetti Trail

Far North Queensland

Partner in the realisation of an iconic multi-purpose trail along one of Australia's most famous coastlines and within one of the country's tourism-dependent regional areas.

The proposed project is an iconic, multi-use, multi-day trail experience for walkers and mountain bike riders. It is 76 kilometres long and will take day days walking and 2-3 days riding from Palm Cove to Port Douglas.

The project was originally conceived by World Trails Pty Ltd and is supported now by the Cairns Regional Council and Douglas Shire Council. The trail will be able to leverage existing infrastructure and logistical access and tap into a growing nature-based tourism market in North Queensland. There are significant flow-on effects expected from the additional visitation generated to the region, with conservative estimates suggesting about 28,000 trail visits a year.

It is expected that the trail which traverses significant Indigenous country of the Yirrganydji people will create new opportunities for Indigenous involvement and partnerships through tourism.

Why is this a future Australian Tourism Icon?

The trail will traverse some of the most beautiful and iconic coastline in Australia, World Heritage rainforests, mountain streams, and offers views of the Great Barrier Reef and some of Queensland's highest mountains.

The project fits into a growing reputation of Australia as a nature-focused destination with 'must do', active experiences in some of our most prominent landscapes.

It also will have strong connections to the Indigenous local community that is well placed to further its tourism engagement and offer new visitor experiences. Cairns offer a major domestic and international aviation gateway with direct flights to critical source markets. The southern starting point is located only minutes from the airport.

Support of Industry and Government:

After a number of years of public discussion, the project enjoys widespread community support and is recognised by the local tourism industry as a significant new addition to the range of experiences that would encourage new visitors and extend lengths of stay.

The two local councils involved are enthusiastic drivers for the project and the state government has assigned trail to its Special Projects Unit for administrative support.

Australian Government Support:

- An Australian Government contribution of \$5 million to facilitate final detailed and project planning and required track updates within the Wet Tropics Management Area.

More information:

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Costs:

National Priority	
National Aboriginal Cultural Centre (WA)	\$235 million
State Priorities	
Northern Rivers Rail Trail (NSW)	\$15 million
Sovereign Hill Beyond 50 (VIC)	\$23 million
Cleland Wildlife Park (SA)	\$27 million
Australia's National Institutions (ACT)	\$1 million
Cradle Mountain Master Plan (TAS)	\$30 million
Whitsundays Skyway (QLD)	\$3 million
Total State Priorities	\$100 million
Northern Australia Infrastructure Priorities	
Kimberly Cultural, Entertainment & Conference Centre (Northern WA)	\$20 million
Jabiru Township, NT	Up to \$200 million
Wangetti Trail, Far North Queensland	\$5 million