

19 January 2020

## **MEDIA STATEMENT**

### **ATIC provides big thumbs up to Federal Tourism Recovery Package**

The Australian Tourism Industry Council (ATIC), representing thousands of tourism enterprises including in fire-impacted and neighbouring communities, has given strong endorsement to the Federal Government's announced \$76 million Tourism Recovery Package.

ATIC had provided a constructive voice during one of Australian tourism's most challenging periods in living memory as a direct result of the impact of destructive, mass fire events across the country.

Executive Director of ATIC, Simon Westaway, said:

"This significant response by the Federal Government is categorically welcomed by ATIC and Australian tourism enterprises across the nation. The Package is arguably unprecedented for our sector because it represents a *step-change* in the thinking of government around just how important our industry is to the social and economic dynamics of our nation going forward.

"The open and constructive dialogue and the preparedness for the Commonwealth, led by the Prime Minister and Federal Tourism Minister Simon Birmingham, to hear out industry over the serious existing and future ramifications facing the visitor economy, particular amongst thousands of small tourism businesses and our tourism workforce, has delivered initial tangible outcomes.

"This Package's scope and scale provides recognition of what the tourism industry now represents to our regions and the wider economy. It also importantly delivers an incredible and timely shot of confidence back into both our domestic and international tourism markets.

"ATIC's has had long-term policy consistency in articulating for a major funding boost for Tourism Australia. The multi-layered Package and financial injection into our national marketing agency is right and proper and will support fresh engagement with consumer markets at home and abroad that Australian tourism is very much open for business.

"Tourism Australia's return into domestic marketing and promotion of our wonderful country is strategically sound and necessary for domestic tourism is at the core of our industry. The combination of \$20 million for a new nationally coordinated domestic marketing initiative and putting serious dollars behind small tourism businesses to ensure their presence at Australian tourism's largest trade event – ATE – to be held in May in Melbourne – ticks the boxes!

"Injecting \$25 million for additional global marketing campaign activity to sustain and drive international visitation, \$9.5 million for a critical expansion of international media and travel trade famils to help offset the impact the fires have had on our global brand and greater diplomatic network funds strengthens the team Australia approach around our largest services export.

"Most pleasingly the \$10 million regional tourism events initiative across bushfire affected areas will back grassroots, ground up concepts and activities into the future. These programs historically achieve success for regions impacted by fire, flood or cyclone events through the dual benefit of regional stimulus but also in helping bring communities together and raise their spirit and hope.

"ATIC also thanks Assistant Minister for Regional Tourism, Senator Jonathon Duniam, and other members of parliament and authorities for their support of regional tourism reliant communities during this terrible series of fire events.

"ATIC looks forward to the delivery timetable of this Package and how our members can best partner through these initiatives to bring more visitors back!"

#### **Further Details:**

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