

## Executive Director Update

The Australian tourism industry is moving forward following the end of the JobKeeper program. We know ongoing jobs and enterprise data will show how big an impact this policy change will have on various sectors of our industry as recovery has not returned for all.

The late April release of latest ABS employment data shows our collective sector with still large dips in payroll jobs around the cessation of JobKeeper.

Both the Government and Opposition are reminded that the largest job hit segment of our economy out of this phase of the global pandemic has been in the tourism, accommodation and hospitality industries. This, and other important future reform initiatives, will be strongly pushed by ATIC, when the next long-term national tourism strategy, regains momentum.

Still less than 2 per cent of Australians have received their first COVID-19 vaccine dose (and well under 1 per cent for both shots)! We must continue to urge authorities to effectively distribute and promote the need for greater vaccination rates across the country, as one of the best ways to counter concerns around travel inside Australia and for it to start to return internationally.

The global situation surrounding COVID-19 is very bad with record numbers of new daily cases. It is thus commendable that a safe travel zone on the Trans-Tasman route is in place. A safe return of Trans-Tasman flights provides authorities with the necessary benchmark to look to other future selective international re-openings, including high-value markets such as Singapore, when conditions will permit.

ATIC and our State and Territory TIC members will look to the Federal Budget on 11 May and respective State/Territory Budgets soon after. We will continue to advocate for ongoing targeted and direct support for our industry over time to enable tourism enterprises and most impacted visitor markets to be better enabled in recovery.

*Simon Westaway*  
 Executive Director



## Recent ATIC Media

- [Discount Airfares and Tourism Policy - Daily Mail](#)
- [Trans Tasman Travel Bubble Opening- The Australian](#)
- [Trans Tasman Travel Bubble Opening- ABC Radio AM](#)
- [National Vaccination Program - The Guardian](#)
- [Australian vaccine delay casts doubt over international borders reopening- Canberra Times](#)
- [Tourism Industry Direction - Sky News](#)
- [Border Closures Interview - The Australian](#)
- [International Borders- ABC Radio AM](#)
- [International Borders- ABC News 24](#)
- [International Borders- ABC News Radio- MediaView](#)
- [Trans Tasman Travel- The Australian](#)
- [Trans Tasman Travel- Australian Financial Review](#)
- [Trans Tasman Bubble- The Australian](#)
- [Vaccines- Sydney Morning Herald](#)



## National COVID-19 Vaccine Rollout

ATIC supports a safe and efficiently expedited national vaccine COVID-19 program.

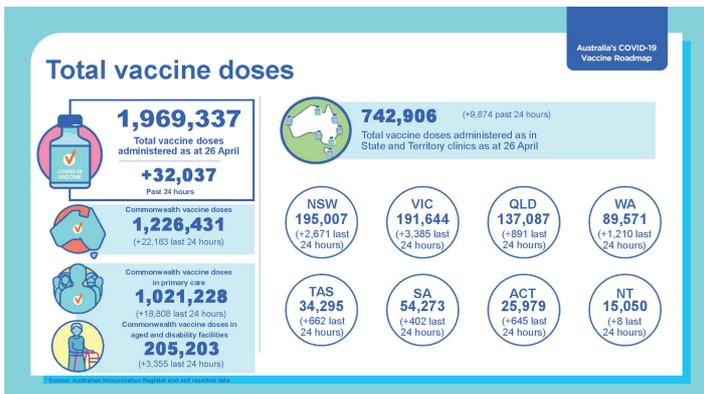
We also advocate that front-line tourism and hospitality workers do become part of the vaccine rollout's earliest phases.

There are strong health and wellbeing reasons why these workers should be considered as frontline workers after inoculating quarantine, health, aged care and disability staff and residents across Australia.

Latest information and recent data on the COVID-19 vaccine rollout is available here:

[Australia's COVID-19 vaccine rollout | Australian Government Department of Health](#)

[The latest news and information about COVID-19 vaccines in Australia](#)



## Federal Government Updates

- [TRA - January 2021 Domestic Monthly Snapshot](#)
- [TRA - State Tourism Satellite Account \(2019/20\)](#)
- [ABS - Employment and Payroll Data Release - at 28 April 2021](#)
- [BITRE - Domestic Airline Activity \(February 2021\)](#)
- [BITRE - International Airline Activity \(February 2021\)](#)
- [ABS - International Visitor Arrivals - Provisional - March 2021](#)

### National Cabinet Updates

- [National Cabinet outcomes - 22 April](#)

### Federal Media Statements

- [Media Release, Minister for Trade, Tourism and Investment - Long Term Tourism Strategy](#)
- [Media Statement - Trans Tasman Travel](#)
- [Media Statement - Discount Airfares](#)
- [Media Statement - New Austrade CEO](#)
- [Media Release: Going, going, almost gone – book your half-price holiday now](#)

### ATIC Communications

- [Media Releases](#)
- [ATIC Member and Industry Update 12 April 2021 – Edition 15](#)

## Tourism Industry Councils - Quality Tourism Member Product

With seamless domestic travel now back, it is imperative we forever reinforce the great tourism and visitor product offering in place right across Australia.

In mid-April I joined Ticsa and visited the McLaren Vale region for a SA Tourism Leaders luncheon. They hosted a strong briefing by Federal Labor's Shadow Tourism spokesperson, Senator the Hon. Don Farrell.

[Beresford Wines](#) situated in McLaren Flat hosted the event. Outstanding product.



### Quality Tourism Framework

The Quality Tourism Framework (QTF) is a business pathway to support the continuous growth and development of an Australia tourism business.

#### Quality Tourism Accreditation

The Quality Tourism Accredited Business logo signifies quality assurance and the delivery of quality tourism experiences.

### COVID-19 Clean Module

The complimentary COVID-19 Clean Practising Business module is offered through the QTF and is recognised as meeting the WTTTC Safe Protocols



[Click here to learn more](#)

