



# CEO REPORT

I am pleased to present this CEO report, highlighting ATIC's achievements, ongoing initiatives, and strategic priorities over the FY24 period. Our work continues to champion the Quality Tourism Framework as a leading program for our industry's development as well as driving policy and advocacy efforts for the advancement of the visitor economy.

## KEY HIGHLIGHTS

### 1. Quality Tourism Framework (QTF) Development

The QTF remains a cornerstone of ATIC's activities to enhance the professionalism and competitiveness of Australian tourism businesses. This period has seen:

- The development of additional programs including the Risk Management Assessment Tool and the Tourism Emissions Reduction Program.
- Continued updates to existing programs including the introduction of the Accessible Guide via URL and updating the Sustainable Tourism Accreditation Program to ensure it meets the Sustainable Tourism Framework, released by Federal Government.
- Significant IT development work with a new Dashboard for businesses, new awards submission platform and initial development of the admin dashboard.

### 2. QTF Developing SME Grant

The year saw a significant amount of work completed as a part of the QTF Grant. In this period we have:

- Developed and signed state/territory Tourism Industry Council Service Agreements
- Developed the IT infrastructure of the whole QTF including updated work flows, terminology and status's
- Initiated the First Nations Reference Group and the QTF Advisory Board, and held meetings with both.
- Entered into an agreement for the Project Management of the Microcredential program with initial scoping underway.
- Quarterly reporting to AUSTRADE
- Over 1600 outcomes in the period

### 3. Industry Events

Delivered a range of events that supported and recognised industry development.

- 2023 Australian Tourism Awards in March 2024.
  - Attendance exceeded expectations, with 760 delegates, including industry leaders, government representatives, and media.
- 2023 Top Tourism Town Awards
  - 107 attendees
- Inaugural Talking Tourism Business Forum
  - 150 attendees

### 4. Advocacy and Industry Representation

ATIC has continued to advocate for the tourism sector at a national level, with a range of policy and advocacy efforts such as:

- Meetings with key Ministers on workforce challenges, including skills shortages and VISA reforms, Environmental Protection policies specifically on the proposed Nature Positive plan.
- Submissions to the Aviation Green Paper, Review of Regional Migration Settings and VISA Reforms.
- A Pre Budget submission.
- The development of FY24 Policy Priorities

### 5. Internal Growth and Capability Building

Investments in ATIC's internal operations have ensured our capacity to deliver industry support effectively:

- Expansion of our team with the addition of two new staff
- Upgraded financial systems with conversion to Xero and reporting templates
- Developed the FY25 Operational Plan
- Updated communication processes with TICs to streamline action requests
- Continued staff training

### 6. Support for NSW

This year we have continued to caretaker the accreditation for NSW businesses as well as support the development of the NSW Tourism Association by:

Setting up a new business

Creating website, email and social media accounts

Recruiting a CEO and program administrator

Commencing licencing and service agreements.

### 7. Strategic Partnerships

ATIC has strengthened ties with key partners to advance shared goals:

Progress in our partnership with Tourism Australia to amplify industry programs.

Further engagement with the Australian Tourism Data Warehouse (ATDW) to enhance digital content for operators.

I extend my heartfelt thanks to the ATIC team, our board, and industry partners for their ongoing support.

CEO, Australian Tourism Industry Council

# FY24 SNAPSHOT

## ORGANISATIONAL

- Updated the HR manual to ensure relevancy for new staff
- Updated reporting templates for Board
- Created new financial reporting system for Board with additional reporting on projects
- Moved to new accounting software – Xero
- Prepared a 3 year budget
- Developed the FY25 Operational Plan
- Updated communication processes with TICs to streamline action requests

## ATIC EVENTS

### 2023 AUSTRALIAN TOURISM AWARDS

Mar '24 760 pax

### 2023 TOP TOURISM TOWN AWARDS

Sep '23 107 pax

### 2024 TALKING TOURISM BUSINESS FORUM

Mar '24 150 pax

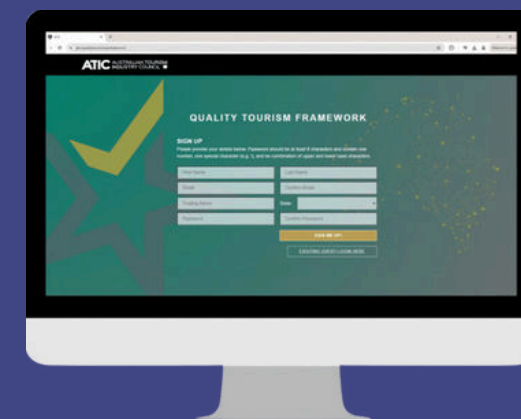


# ATIC AUSTRALIAN TOURISM INDUSTRY COUNCIL

## QUALITY TOURISM FRAMEWORK

### PROGRAMS

- Launched Don't Risk It Program
  - Manual and Case Studies
  - Risk Management Assessment Tool
- Launched TER program
- Updated Accessible Program URL



99 Registrations



192 Registrations

### SUPPORT

- Monthly PM meetings
- Over 90 scribes developed to provide training
- Delivered PM in person training July 2023

### IT DEVELOPMENT

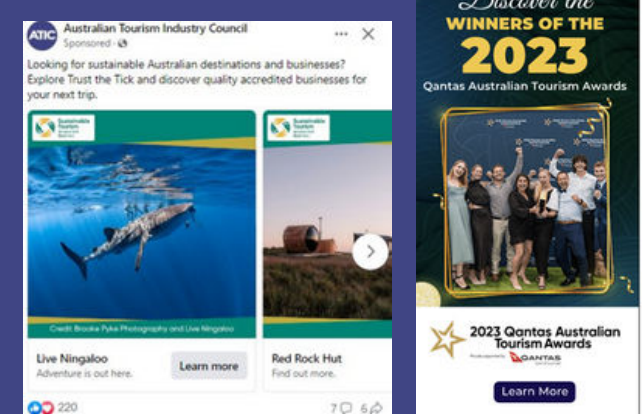
- Significant development work and testing of IT systems
- New Business Dashboard
- Updated Awards platform
- Beta site for Admin Dashboard

## QTF SME GRANT

- Developed a working group with Tourism Industry Council representatives
- Engaged Project Manager for eLearning program
- Established First Nations Reference Group
- Established QTF Advisory Committee
- Developed quarterly reporting to Austrade

## MARKETING

- Created a QTF Presentation Deck
- Ran two News Xtend digital marketing campaigns
  - Campaign 1 – 2023 Australian Tourism Award Winners
  - Campaign 2 – Sustainable Tourism accredited businesses
- Attended ATE24 with 17 leads followed up post event
- Developed a monthly calendar of white label communications
- Seven national media releases issued



## POLICY

- Attended quarterly meetings of the Visitor Round Table
- Submission to the Aviation Green Paper
- Submission to the Review of Regional Migration Settings
- Pre Budget submission
- Significant advocacy for the WHM reforms
- Development of FY24 Policy Priorities
- Quarterly Business Sentiment Survey

## NSW

- Supported the development of the NSW Tourism Association
- Supported over 570 NSW businesses in renewals, registrations and new accreditations.
- Processed CRM updates
- Provided training to new NSW Tourism Association staff