



A Five Point Plan to keep Tasmanian tourism ahead of the pack

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The Tasmanian tourism industry's priorities for the 2019 Federal Election

TICT



Who is TICT?

Tourism Industry Council Tasmania (TICT) is the peak industry body for the Tasmanian tourism industry.

TICT is an independent not for profit organisation that promotes the value of tourism and provides a strong, united voice for the industry.

TICT has a large representative based board bringing together the many industry sectors, operators and associations that together make-up Tasmania's dynamic and vibrant visitor economy.

'56% of Tasmanians named tourism as the industry with the greatest potential to contribute to Tasmania's economic development over the next five-years. Agriculture was next with 26% followed by Fisheries with 8%'

- EMRS Community Research on attitudes to industries, 2018

Keeping Tasmanian tourism ahead of the pack

'Tasmania is currently on the radar (and the envy) of many other tourism destinations in Australia. With the state enjoying strong performance across both international and interstate visitor markets, there is a real confidence about tourism in Tasmania now.'

- Adele Labine-Romain, Travel & Hospitality Lead Partner, Deloitte Access Economics – 2018

The growth and evolution of Tasmania's tourism industry into arguably Australia's premier tourism industry is one of this State's great modern success stories.

From less than 500,000 annual visitors at the turn of this century, Tasmania is on-track to welcome over 1.3 million visitors to our shores this year. This visitor growth is fuelling investment across the hospitality, accommodation and transport sectors which are the backbone of our tourism industry.

It has also expanded the markets for Tasmania's agriculturalists, producers and retailers, while introducing

new audiences to our arts scene and creative industries. Today, Tasmania is an outstanding example of a vibrant and dynamic visitor economy where visitation is fuelling investment, opportunities and innovation across so many sectors of our economy and community.

But this growth has not happened by accident – and cannot be taken for granted.

It has occurred through a series of strategic policy decision by successive Australian and Tasmanian Governments, supporting the bold investments of the private sector, that together have made Tasmania the envy of the national tourism outlook.

In this spirit, Tourism Industry Council Tasmania is offering its Five Point Plan to keep Tasmanian tourism ahead of the pack – our priorities for the forthcoming Federal Election.

Five smart, strategic investments and policy initiatives for the next Australian Government to keep Tassie tourism forging ahead.



Reimagining Castray Esplanade

Hobart, Southern Tasmania

"The vision is pretty exciting as a thought-starter. It shows what an amazing site the CSIRO buildings currently occupy, and just what an incredible opportunity is in front of us."

- Editorial, *The Mercury*,
August 7, 2018

In August 2018 the Tasmanian tourism industry launched its vision to reimagine the Hobart waterfront when the CSIRO laboratories are relocated to Macquarie Point.

The opportunity for Castray Esplanade and Headlands to be recreated as an iconic waterfront public space for both locals and visitors to Hobart, that embraces Tasmania's rich maritime heritage and connectivity to the water has been broadly welcomed by Tasmanians.

It has shown what could be possible with the redevelopment and relocation of the CSIRO to the proposed International Antarctic Precinct at Macquarie Point.

But for this exciting vision to progress the Australian Government needs to commit to the relocation of the CSIRO as part of the proposed Hobart City Deal.

Keeping Hobart and Southern Tasmania tourism ahead of the pack:

- A Commonwealth Government commitment to progress within the next term of government the relocation of the CSIRO Laboratories from Castray Esplanade to Macquarie Point.
- An agreement between the Australian and Tasmanian Governments to progress the reimagining of the Castray Esplanade and Headlands as a major initiative of the Hobart City Deal.



Cradle Mountain Master Plan

Cradle Mountain, North-West Tasmania

‘Putting a fresh face on Cradle Mountain is vitally important for the North-West of Tasmania. It will be the biggest economic injection to the region in a very long time, because it will open up a swathe of new opportunities in the tourism space.’

*- Editorial, ‘The Advocate’
21 September 2017*

The Cradle Mountain Master Plan is one of the most exciting tourism projects currently underway anywhere in Australia.

The bold vision to transform existing inadequate and poor visitor infrastructure at Tasmania’s famous National Park into one of the most contemporary visitor experiences in a high value conservation area anywhere in the world, has secured the strong support of the Tasmanian tourism industry, local business and community leaders, and all three levels of government.

The Cradle Mountain Master Plan will elevate Cradle Mountain to a whole new level as an iconic, demand-driving visitor attraction in Northern Tasmania, bringing more visitors into towns and communities across Northern and North-West Tasmania, while generating private investment and new tourism jobs across the regions.

The Cradle Mountain Master Plan is an ambitious vision that will take several years to realise.

Both the Australian Government and the Federal Opposition have committed bi-partisan support of \$30 million towards realising the Cradle Mountain vision. This represents the single largest Commonwealth Government commitment to visitor infrastructure in a National Park anywhere in Australia.

It is critical this bi-partisan support and \$30 million funding commitment is maintained over this election cycle and into the next term of government.

Keeping Cradle Coast tourism ahead of the pack:

- Honour the Australian Government’s commitment of \$30 million to the Cradle Mountain Master Plan

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Bass Strait Passenger Vehicle Equalisation Scheme

"Visitors to Tasmania who arrive by sea, stay on average much longer, spend more, and disperse further into regional Tasmania than visitors who arrive by air. The Spirit of Tasmania ships are the lifeblood of regional tourism across the State."

*- Premier Will Hodgman,
March 2017*

The Bass Strait Passenger Vehicle Equalisation Scheme (BSPVES) is the backbone of regional tourism across Tasmania.

Established by John Howard in 1996, and indexed to CPI by Kevin Rudd in 2007, the bi-partisan support and commitment to the BPVES over two-decades has underpinned tremendous growth in sea arrivals to Tasmania.

Visitors to Tasmania who arrive by sea stay significantly longer, spend substantially more, and disperse much

wider across regional Tasmania than those who arrive by air. In reducing the cost of coming to Tasmania by sea, the BSPVES is a direct and effective investment in regional Tasmanian communities.

The BSPVES has facilitated substantial investments by the Tasmanian Government increasing sea access across Bass Strait; starting with the purchase of Spirit of Tasmania I & II in 2002, the refurbishment of the twin ships in 2014, and now two new purpose-built replacement ships from 2021.

The BSPVES is effective, targeted and fair, in ensuring Tasmania remains an accessible and affordable destination for Australians who choose to travel with their own vehicle.

Keeping Bass Strait Passenger Transport affordable and accessible:

- Commit to no change in the Bass Strait Passenger Vehicle Equalisation Scheme over the next term of government and beyond.

Upgrading Northern Tasmania's Events Capacity and Capabilities

"On Wednesday it was announced Launceston had successfully won the right to host not only the Special Olympics Australia Junior National Games in 2020, but also the National Games in 2022... This event is just as important as any Hawthorn match or Big Bash game."

- The Examiner,
6 September 2018

Northern Tasmania is defining itself as a premier destination in Australia for major participatory events.

The recent highly successful Australian Master's Games, along with Launceston's Rugby 7s and securing the Special Olympics, Along with a similar scale of cultural events have proven both region's capabilities to attract and host nationally significant events with outstanding quality.

From a tourism perspective, participatory events like these are critically important in generating visitation and visitor spending during the quieter times of year for the holiday visitor market.

The Special Olympics in 2022, for example, is expected to attract over 3,000 athletes, families and support teams, into Northern Tasmania, injecting millions of dollars of visitor spending and economic activity across the region.

This is the equivalent of the visitor activity generated by a sell-out AFL match in Launceston.

These types of major participatory events in Northern Tasmania perfectly compliment Tasmania's busy calendar of major events, and Hobart's focus on cultural and business events over the cooler months. They also feed upon themselves. Successfully hosting more of these events in regional Tasmania only supports the case for others to follow.

But for the region to realise its potential as major destination for lucrative participatory events, an investment is needed in upgrading the region's performance sports and event infrastructure, particularly the area of ball sports/multi sport, show court and large format event space. These are not only much needed community investments to replace ageing infrastructure such as Elphin, but also offer the potential for a significant economic return to the region through state of the art facilities that can be used across a broad range of nationally significant events.

Keeping Northern Tasmanian Events ahead of the pack:

- A funding commitment to upgrade Launceston's sporting infrastructure, including the Elphin Sports Stadium, to enable the city to attract more national championships and major participatory events.

Freycinet Management Plan

Coles Bay, Tasmania

Freycinet is Tasmania's most visited National Park and drives visitation along the East Coast of Tasmania – the fifth most tourism dependent regional economy in Australia.

The jewel in Tasmania's crown – Freycinet is not just one of Australia's most iconic and beautiful conservation areas, but also a major economic generator for the State. Like many of Tasmania's beloved National Parks and conservation areas, Freycinet has not secured over many years the necessary public and private investment in visitor infrastructure needed to sustainably manage growing visitation and activity. This has lead to critical pressures on visitor access into the National Park and the failing sewerage system.

The Tasmanian Government has released for comment a draft Management Plan for the Freycinet National Park laying out for the first time a clear blueprint to address the long-term under investment in infrastructure on the Freycinet Peninsula while enabling the National Park to sustainably manage visitor activity into the long-term.

The Tasmanian tourism industry believes the infrastructure priorities in this Master Plan must be fast-tracked to address immediate pressures on the National Park, and this requires the strategic investment of all levels of government the private sector.

The Tasmanian Government's immediate priority must be to work with TasWater in addressing the urgent need to upgrade sewerage on Freycinet Plan. The Australian Government's priority should be to expedite the development of the proposed Freycinet Gateway Visitor Hub, enabling a sustainable transport solution for visitor accessing the Park, while stimulating new private investment opportunities and economic activity outside the Park.

How to keep Tasmania's East Coast ahead of the pack?

- An Australian Government contribution of \$10 million towards fast-tracking priority visitor infrastructure projects with the Freycinet Management Plan.



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