

Visitor Economy Taskforce Terms of Reference

Objectives

The Visitor Economy Taskforce will deliver a strategy to double tourism measured by overnight visitor expenditure by 2020.

This is to be a comprehensive strategy which will include measures to influence people to travel to NSW including for events and to regional NSW.

The strategy should aim to foster a sustainable tourism industry and to help increase the economic benefits to NSW from tourism.

The work of the Visitor Economy Taskforce will be aligned with the NSW Industry Action Plan framework.

Functions

1. The Taskforce will develop a strategy for delivery over the next five years that will place the NSW tourism industry on a trajectory to achieve a doubling of overnight visitor expenditure by 2020. Taskforce recommendations will include:
 - Attraction of additional airlines and routes to New South Wales, development of new cruise shipping capacity;
 - Innovative approaches to visitation growth and product development;
 - The servicing of basic visitor needs such as way-finding and public transport with particular emphasis on the needs of non-English speaking visitors;
 - Identification of and policies to ameliorate product and service delivery gaps for eastern markets;
 - Investment attraction to deliver sustainable infrastructure, products etc to service growth;
 - Establishing destination development strategies;
 - Crown land tourism development schemes;
 - Industry development programs;
 - Strategies and programs to develop regional tourism and events;
 - A focus on the development and implementation of global growth strategies including Marketing/Communications strategies which will also address targeted markets, destination branding and event calendars and distribution strategies; and
 - Appropriate structures to oversee implementation and execution of the strategy.

2. The Taskforce will take into account the work that has been undertaken and is currently in progress, including:
 - The NSW Tourism Strategy;
 - The joint industry and government Taskforces on Tourism and National Parks, Tourism and Education, Tourism and Planning and Investment; and Tourism and Local Government,
 - The draft NSW Tourism Industry Plan endorsed by industry and government agencies; and
 - The National Long Term Tourism Strategy being undertaken jointly by Australian jurisdictions.

3. The strategy will also have regard to:
 - Consideration of the findings from an extensive, structured engagement and consultation program with stakeholders including industry, non government organisations and government at all levels, undertaken specifically to inform the Taskforce's final report;
 - The development of a diversified portfolio of tourism market segments that respond to trends in domestic and international tourism markets so as to protect the industry from unforeseen economic fluctuations;
 - Opportunities to enhance tourism outcomes by actions to address hard and soft infrastructure needs, and growth in segments such as events, indigenous tourism, youth travel, aged travel, health tourism, food and wine as well as addressing broader innovation matters relating to tourism;
 - Actions to maximise regional tourism including business travel, by addressing strategic imperatives such as destination planning, market priorities and market development activities, events leveraging, market channels, visitor information and services; and
 - Opportunities to attract, enhance and leverage major events to NSW.

The Taskforce may form reference and/or expert working groups and commission the use of experts and consultancies, as required to conduct in-depth assessment of aspects of the strategy. For example, to assess hard and soft infrastructure needs, events, innovation, distribution, consumer protection and individual markets as indicated under point 3 above.

The Taskforce will undertake extensive engagement with both Government and Industry, including the Board of Destination NSW, to assess and evaluate:

- Competitive strengths/points of competitive advantage for potential visitation growth;
- The appropriate mix of tourism sectors that maximises the economic benefit to NSW;
- The target visitor markets (demographic/geographic) that have or have the potential to, respond to the above strengths;
- Signature events for NSW, including for the regions; and
- Ways to maximise the destination appeal of Sydney and NSW and drive increased visitation.

This engagement will include appropriate representation from tourism industry sectors.

Timeframes:

The Taskforce will meet as soon as practicable after appointment and determine a timetable of activity in order to provide an interim report by end of February 2012 with a final report due by 30 May 2012.

Industry Engagement:

Representation for advisory groups and other engagement will be drawn from across industry including, but not limited to:

- Tourism Industry Council (NSW)
- Backpacker Operators Association
- The Transport and Tourism Forum
- Australian Tourism Export Council
- Business Chambers
- Aviation industry
- Australian Federation of Travel Agents
- Hospitality
- Local Government
- Regional Tourism Organisations
- Arts industry
- Retail sector
- International tourism
- Tourism business owners
- and from other industry associations and sectors.