

Industry, Science & Tourism

Australia Bound

Australia Bound – With a \$50 million funding boost for international marketing, a new \$8m commitment towards a domestic tourism advertising campaign, an \$8m doubling of funds for the Regional Tourism Program and lower costs as a result of tax reform, the Coalition is strengthening Australia's tourism industry.

Australia Bound

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Executive Summary

The Coalition will:

- Commit up to \$8m for a joint Commonwealth-State domestic tourism campaign. The campaign will target attitudinal change and will be industry driven and contingent upon matched contributions from all States and Territories and the industry peak body.
- Double the Regional Tourism Program, boosting funding by \$8 million over four years.
- Allocate \$2 million of Regional Tourism Program funding to enable regional tourism organisations to establish websites.
- Ensure the tourism industry continues to receive maximum benefit from the record \$359 million appropriation.
- Slash diesel fuel costs for heavy vehicle operators such as coaches and rail by 25c per litre, and eliminate all excise for off-road users, including marine operators.
- Make international air and sea travel, domestic travel purchased overseas by non-residents, and continuous domestic legs of international flights GST- free, assisting the competitiveness of the inbound industry.
- Abolish 10 taxes, including the Bed Tax.
- Allocate Tourism Council Australia \$300,000 over two years to develop, implement and market its National Accreditation Program.
- Maintain a liberal and flexible approach to the negotiation of Australia's air service agreements.
- Encourage the development of air charter operations, particularly to

regional Australia.

- Ensure that tourism continues to be represented in air-service negotiations where a major tourism interest has been identified.
- Expand the work of the Tourism Forecasting Council to provide more comprehensive forecasts of demand and supply indicators, particularly at regional level.

Labor's Record

Business unfriendly, Tourism neglect

- Labor was too busy looking after union mates and interest groups to take business seriously, especially tourism.
- They allowed the **budget deficit** to blow out to \$10 billion, and created the largest debt burden in the history of the nation.
- This led to **high interest rates** peaking at more than 20%, and **high unemployment** which reached more than 11%.
- Productivity suffered due to Labor's collusion with their union mates, and their industrial relations policy led to the disastrous **pilots' strike** which crippled the domestic tourism industry.
- Labor's **unfair dismissal laws** made it too expensive to employ people and destroyed jobs.
- Labor **denied access** for the tourism industry to the Export Market Development Grants Scheme.
- Labor failed to reform the **unfair tax system** which penalises business and makes our industries less competitive.
- Labor's **red tape** business requirements swamped businesses with enormous compliance demands.

Highlights of the Government's Achievements

The Coalition Government has: -

- Restored the fundamentals of the Australian economy, delivering the **lowest home mortgage rates in nearly 30 years, the lowest inflation since the 1960s**, and the **lowest number of strike days** lost since 1913.
- Increased funding to record levels to the Australian Tourist Commission, with an additional **\$50 million** to secure Australia's established and emerging markets, including **\$9 million** to tap the huge tourism potential of the Sydney 2000 Games.
- Launched a detailed **National Action Plan** which provides national direction for tourism policy formulation and industry planning into the new millennium.
- Provided full access to the **Export Market Development Grants Scheme** (bringing the total annual allocation to tourism under the scheme to **\$30 million**). This has assisted operators to market tourism products more effectively in an increasingly competitive international marketplace.
- Funded a two-year **\$10.4 million National Tourism Development Program** in the Government's first budget to enhance the tourism potential of regional and rural Australia.
- Allocated **\$8 million** over four years to the **Regional Tourism Initiative**, to help the tourism potential of regional and rural Australia.
- Funded the establishment of the **Cooperative Research Centre for Sustainable Tourism**, which will provide the means and mechanism to achieve best practice in tourism development. With a Federal Government pledge of **\$14.7 million** over seven years, the CRC has attracted a further \$47.8 million in funding from five universities, tourism peak bodies and the Queensland Government.
- Provided the full **\$920,000** required to fund the development of an **Australian Tourism Satellite Account**. The account is being set up by the Australian Bureau of Statistics and is linked to the National Accounts. It will allow direct comparisons between tourism and other sectors of the economy and will help the industry to effectively analyse trends and policy initiatives.
- Provided \$900 million from the **\$1 billion Centenary of Federation Fund** for major projects of national significance.

- The **Federation Fund** projects include:-
- **\$4.6 million** for a **Shearers' Hall of Fame** in Hay
- **\$4 million** for the **Stockmans' Hall of Fame** and **Qantas Museum** at Longreach, and the **Waltzing Matilda Centre** at Winton
- **\$20 million** reconstructing the **Abt Railway** in Tasmania.
- **\$147 million** to build the **National Museum of Australia**
- **\$25 million** for the **National Gallery of Victoria**
- **\$12 million** to build a **National Wine Centre** in Adelaide
- Designated 2001 as the year to '**Meet in Australia**' and is implementing a multi-million dollar campaign over five years to attract the international business travel market to Australia in that year and beyond.
- Launched the **National Ecotourism Accreditation Program** to develop sustainable tourism.

A - A Better Tax System for Tourism

Key Features

- **Lower costs** for tourism businesses.
- **Wholesale sales tax** abolished.
- Income tax cuts totalling **\$13 billion**.
- **Provisional tax** abolished.
- **State bed taxes**, many **business stamp duties**, **financial institutions duty** and **debits tax** abolished.
- **Excises** on petrol and diesel reduced to offset impact of GST.

- New diesel fuel credit scheme to slash **diesel fuel excise** to zero for all off-road business users, including marine users, and an enormous credit of **25c per litre** for heavy transport and rail services.
- An additional saving of around **7 cents a litre** on diesel and petrol for businesses through GST input credit on fuel.
- More generous **capital gains tax** rollover relief.
- Introduction of 10 per cent Goods and Services Tax with exports, health, education, government taxes and charges, childcare, charities and religious services **GST-free**.
- Tourism services to be **GST-free** include: international air and sea travel and domestic travel purchased overseas by non-residents; continuous domestic legs of international flights; and goods valued over \$300 purchased in Australia by inbound tourists and subsequently exported.

Lower Costs

Tourism businesses will face much **lower costs**. For example:-

- Transport and storage costs will be down 4.8%
- Food 3.4%
- Beverages 3%
- Electricity gas and water 4.1%
- Construction 4.7%
- Motor vehicles 3.7%
- Communications 4.9%.

There will be over **\$1 billion** in cost reductions to the tourism industry from the abolition of Wholesale Sales Tax alone. These massive cost reductions will boost the competitiveness of all tourism businesses.

Abolition of "Bed Taxes"

The abolition of **bed taxes** will address the current anomalous situation where one section of the industry, accommodation, is subject to this discriminatory tax in certain locations (eg Sydney central business district).

Fuel Excise Slashed

The new **diesel fuel credit scheme** will greatly benefit tourism. Tourism businesses which are large users of diesel fuel, for example, operators of tour coaches, reef cruises and remote tourism resorts, will all benefit from the dramatic reduction in fuel costs.

Under the scheme:-

- diesel fuel excise for all off-road, including marine, business users will be reduced from 43 cents per litre to **zero**
- the excise on diesel used by heavy transport (eg passenger coaches over 3.5 tonnes) and passenger rail will be reduced from **43 cents to 18 cents per litre**, and
- there will be a saving of around **7 cents a litre** on diesel and petrol for businesses through a GST input tax credit on fuel.

Goods and Services Tax

The following tourism goods and services will be **GST-free**:

- international air and sea travel
- domestic travel purchased overseas by non-residents;
- continuous domestic legs of international flights; and
- goods purchased in Australia and not re-imported (minimum purchase of \$300 from a single business) by inbound tourists and Australians travelling overseas. A GST refund will be able to be claimed at the departure gate.

Inbound tourism expenditure (including accommodation and meals purchased abroad) has not been made GST-free. This is consistent with international practice whereby goods and services are subject to the tax regimes of the country in which they are consumed.

Provisional Tax and Many Stamp Duties Gone

The abolition of **provisional tax** will be of substantial benefit to the many small businesses in the tourism industry. Also gone will be many business stamp duties as well as taxes on bank accounts (**FID** and **BAD**).

Income Tax Cuts

The **\$13 billion** in income tax cuts will put more money in the pockets of individuals and families for potential expenditure on discretionary items such as travel. More than 80 per cent of Australians will now have a top marginal tax rate of 30 per cent or less, and the average family will be **\$40 to \$50 per week** better off.

B - Marketing Australia Overseas

The Howard-Fisher Government recognises the vital importance of the promotion of Australia to overseas markets, and for this reason boosted the budget of the Australian Tourist Commission by **\$50 million** to a record level of **\$359 million** over four years.

The increase in funding will be used for extending the reach in traditional markets such as Europe and the USA to new segments within those countries, as well as developing the potential of emerging markets such as China, India, and Latin America.

New areas to be targeted will include adventure travel, cruise shipping, the MICE sector and web users.

The extra funding will also allow the ATC to focus on maximising the benefit of the Sydney 2000 Games, extending Brand Australia to fully reflect the large diversity of holiday experiences within Australia, and reinforcing Australia's reputation as a safe and friendly destination.

A Coalition Government will:

- Ensure that the tourism industry continues to receive maximum benefit from the record **\$359 million** appropriation.

C - Marketing Australia at Home

Each year more than two-million Australians holiday overseas instead of at home.

The Bureau of Tourism Research (BTR) estimates that Australians spend, on average, \$3500 while overseas, and says that if 10 percent of that money was diverted to domestic tourism around 20,000 new jobs could be created over the next three years.

In February, peak body Tourism Council Australia (TCA) and lobby group Tourism Task Force (TTF), proposed a partnership with Government, to launch an \$8m domestic tourism campaign.

The Government provided funding for a feasibility study to consider the factors shaping people's travel choices and has been briefed informally on the outcomes, but awaits further detail.

Labor's proposal to run a domestic campaign by diverting the Australian Tourist Commission (ATC) from its core function of marketing Australia overseas will harm the tourism industry.

A Coalition Government will:

Commit up to \$8m towards a joint domestic tourism "attitudinal change" campaign. The campaign must be industry-driven and support is contingent upon matched contributions from all States and Territories and Tourism Council Australia.

D - Regional Tourism

One of the main aims of the Coalition has been to encourage a wider dispersal of tourism around Australia. The economic benefits of spreading tourism beyond the major gateways are considerable, and there is widespread recognition of the fact that there is tremendous potential for growth in this area.

The Coalition's **\$8m Regional Tourism Program** has been designed to address this. This Program aims to enhance the tourism potential of rural and regional Australia through the development of regional tourism infrastructure and the promotion of rural areas.

Most of the program is directed towards "hard" infrastructure, such as interpretive centres, with funding also going towards "soft" infrastructure such as skills development and training. The Coalition regards this scheme as an excellent mechanism for furthering growth in the industry and will expand the program to enable the potential to be realised.

In an increasingly sophisticated travel market, one clear way of improving the domestic tourism "product" is for regional tourism

organisations to have **websites** on the internet, and the Coalition will devote significant funding to ensure this outcome.

Another element of improving the domestic tourism product is to **lift standards** throughout the industry. The Tourism Council Australia has proposed a framework and gained industry agreement to develop a national standard of service, and the Coalition will support this scheme financially.

A Coalition Government will:

- Double funding for regional tourism by expanding the **Regional Tourism Program** by **\$8 million** over four years.
- Direct **\$2 million** of Regional Tourism Program funds towards **establishing websites** for the 40 regional tourism organisations.
- Provide TCA with **\$300,000** over two years from the expanded Regional Tourism Program to develop, implement and market its **National Accreditation Program**.

E - Transport in the Tourism Industry

Coach Operators and other Road Users

Coach operators and other road users will be major winners under the proposed Coalition tax reform plan.

In a move sure to increase domestic tourism, coach operators will receive a rebate to reduce their diesel fuel excise from **43c to 18c a litre**.

Other tourism businesses will receive a saving of around **7c a litre** through a GST input tax credit on petrol and/or diesel used for business.

Motorists will enjoy further downward pressure on petrol prices in the cities and in rural and regional areas as a result of our tax plan.

A Coalition Government will:

- Slash diesel fuel excise costs for heavy transport users from **43c a litre to 18c a litre**.

- Continue rolling out its **\$750m** upgrade of the Pacific Highway.
- Invest an additional \$195 million to fund major new roads of national importance, as well as improve the quality of bridges and safety on major roads and highways.
- Ensure that **road funding** priorities focus on areas of highest need, taking tourism usage into account.
- Encourage all levels of Government to allocate adequate levels of funding for the **construction, maintenance and upgrading of road networks** and promoting private-sector involvement where appropriate.
- Encourage improvements in **coach terminal, traffic and parking arrangements** to enhance coach movements and access to tourist facilities.

Aviation Policy

Efficient and competitive transport links are vital to the ongoing development of the tourism industry.

Cheaper airfares to Australia means more tourists will come here.

Likewise, affordable and efficient travel within Australia encourages more visitors to venture outside established gateways.

The granting of **GST-free status** to inbound international airfares, including continuous domestic legs of international flights, will enhance the competitiveness of the Australian product. On top of this, domestic airfares purchased overseas by non-residents will also be **GST-free**.

Current Government policy seeks to maximise the net national benefit to Australia, with balanced consideration being given to the interests of the tourism industry and airlines.

The Coalition instigated an examination of Australia's international air services by the Productivity Commission, and we are committed to responding promptly to its findings.

Charter operations have the potential to developing new markets in tourism, and the Coalition is expressly supportive in encouraging the growth of charters to Australia, particularly to regional areas.

The Coalition is also committed to maintaining healthy competition in the domestic market, noting that the result of domestic deregulation has been cheaper fares and greater flexibility, and increased flight frequencies.

A Coalition Government will:

- Maintain its commitment to a liberal and flexible approach to the negotiation of Australia's air service agreements.
- Encourage the development of charter operations, particularly to regional Australia and;
- Ensure that tourism continues to be represented in air-service negotiations where a major tourism interest has been identified.

Rail Transport

The "**Renaissance in Rail**" which has started under the Coalition is set to continue. Reform of the rail system is rejuvenating rail services and tourism in Australia by encouraging private sector development and a competitive national track access scheme.

Privatised services like the Indian-Pacific and the Ghan are now set to be upgraded and offer greatly enhanced tourist opportunities.

The Coalition has made a **\$100 million** commitment to the development of the **Alice Springs to Darwin railway**, has announced support for the development of a **Melbourne to Darwin** railway, and recently announced the preferred tenderer for the **Sydney-Canberra Very Fast Train**.

Continuing the refocus on rail, the Government also recently announced that it would be spending **\$20 million** reconstructing the **Abt railway** in Tasmania. This will be a major tourism drawcard in Tasmania and will open up much of the wilderness of Western Tasmania to mainland and local visitors.

One of the biggest boosts for rail transport will be the reduction of diesel fuel excise costs from **43c a litre** to **18c a litre**. This will make rail travel much cheaper and will enhance domestic tourism.

A Coalition Government will:

- Continue to foster the renaissance in rail by encouraging private sector development, and establishing **one authority** to manage the interstate network.
- Continue to encourage the commercially viable development of **high-speed rail** projects and improved rail connections in regional Australia.
- Cut diesel fuel excise costs from **43c a litre** to **18c a litre**, boosting rail transport and domestic tourism.

F - Major Events

Keeping the Olympic Torch Burning

The Tourism Forecasting Council estimates that the Sydney 2000 Games will bring an additional 1.6 million tourists to Australia and generate an estimated **\$6.1 billion**.

The Games are much more than a couple of weeks in September. The benefits that will flow from increased tourism extend well into the years leading up to, and following, the Games.

The Coalition's priorities are maximising the benefits for all Australians and keeping them flowing after the Olympic torch goes out. Already the Coalition has committed **\$9 million** to the Australian Tourist Commission over the next three years to leverage the tourism potential of the Games.

Through the Australian Tourist Commission, the Government launched the **\$5 million *New Century New World Australia 2001*** strategy to increase the number of Meetings, Incentives, Conventions, and Exhibitions/Events activities in Australia.

Meetings-related business is considered high-yield as international convention delegates travel more and spend up to eight times as much during their stay in Australia than the average tourist. During 1997, 112,000 international visitors, or 2.6 per cent of all visitors, arrived in Australia to attend a conference or convention (source: Australian Bureau of Statistics).

The ***New Century New World*** strategy involves assisting private sector companies and professional organisations to capitalise on the interest generated by the Games to stage conferences in Australia in 2001.

Centenary of Federation

The Centenary of Federation will provide a focus for tourism growth beyond the 2000 Games, particularly from the United Kingdom and other Commonwealth countries. It is an excellent opportunity to reflect on the nation's history and achievements, and foster pride in our country. This not only engenders national confidence, but helps to project Australia to the world as a vibrant, successful and attractive place to visit.

The Australian Tourist Commission has recently launched a **\$5 million**, five-year campaign to lure the lucrative international business travel market to Australia in 2001 and beyond. This campaign aims to bring into Australia more than \$100 million of additional business travel in 2001 alone.

As part of the Centenary of Federation celebrations, the Government has established a **\$1 billion Centenary of Federation Fund** which will boost major projects of national significance, including tourism related projects.

The Howard-Fisher Government has already announced a number of major projects which have the potential to be significant catalysts for tourism growth:

- the reconstruction of the **Abt Railway in Tasmania (\$20 million)**.
- the construction of a **National Wine Centre** in Adelaide (**\$12 million**).
- the building of a **Shearers' Hall of Fame** in Hay (**4.6 million**)
- funding for the **Stockmans' Hall of Fame and Qantas Museum** in Longreach, and the **Waltzing Matilda Centre** in Winton (**\$4 million**).
- the construction of the **National Museum of Australia (\$147 million)**;
- a contribution to the **Alice Springs to Darwin Rail Link (\$100 million)**; and
- redevelopment of the **National Gallery of Victoria (\$25 million)**.

Given the increasing importance of our cultural heritage to the future development of the tourism industry, the Government also recognises

the need both to preserve the fabric of our built heritage and for the interpretation and presentation of our heritage places.

The Coalition is committed to the continuation of the **National Estate Grants Program** and the **Tax Incentive for Heritage Conservation Program** as a means of encouraging restoration and presentation of significant cultural heritage places in the lead up to the Centenary of Federation.

G - Investment Environment

The **pro-business** policies of the Coalition extend to the tourism industry, and there is a deep appreciation of the necessity of an investment environment conducive to growth.

The requirements of potential investors are that good quality information is available to enable sound decision making, that regulations are kept to a minimum, and that the approval process be clear and prompt.

A Coalition Government will:

- Reform **Commonwealth legislation** to ensure that a tourism project will only trigger Commonwealth environmental assessment processes when the project is likely to have a significant impact on a matter of national environmental significance.
- Establish a **one-stop shop** to provide information to developers and investors on the regulatory requirements that must be met to gain project approval.
- Formulate a strategy for attracting further foreign investment in the tourism industry, and monitoring foreign investment guidelines to ensure that they do not hinder productive investment in the industry.
- Request that the Australian Building Codes Board **review floor space ratios** applying to hotels and to review the Building Code of Australia with a view to reducing the construction costs of low-rise tourist accommodation.

H - Industry Sectors

Cruise Shipping

With its long coastlines, favourable climate and spectacular scenery,

Australia is set to benefit from substantial future growth in the cruise shipping industry.

The Coalition acted on this potential when it abolished cabotage for cruise liners. This saw the abolition of the requirement for cruise liners to apply for **Single Voyage Permits**.

Cruise shipping businesses will be big winners under the Coalition's tax reform plans. **Diesel fuel excise** for marine business users will be reduced to zero, thereby greatly reducing one of the main cost imposts on operators.

International sea travel will be **GST-free**.

A Coalition Government will:

- Eliminate **diesel fuel excise** for cruise shipping businesses, saving 43c a litre.
- Grant **GST-free status** to international sea travel, and also to domestic travel purchased overseas by non-residents.
- Continue to improve ship **passenger border clearance** arrangements.

Backpackers

The backpacking industry has been recognised by the Coalition Government as an underrated element of Australia's tourism market, but one with tremendous potential for further development.

The Government's study into the backpacker industry, ***With a Swag Upon My Shoulder***, showed that backpackers stay longer, travel more widely, and end up spending more in total than any other segment of the market.

Recognising the need for a nationally recognised guidebook, the Government, in association with the Australian Automobile Association, also developed the **National Backpacker Accommodation Guide**, and in order to provide a strategic approach to the development of the industry will support the development of a business plan for the Backpacker Industry Council of Australia.

Rural/Farm

Tourism offers an opportunity to assist with revitalising rural and

regional Australia and in spreading the economic benefits of tourism.

Enticing visitors to venture beyond the traditional major metropolitan gateways and popular coastal areas such as Sydney, Melbourne and the Gold Coast, will not only benefit rural areas but will demonstrate greater diversity of tourism product that can provide Australia with a competitive edge as an international tourist destination.

The Coalition recognises the challenges facing this sector and has acted to address some of the impediments to its growth. Sector specific initiatives include: support for the development of a strategic business plan for the **Australian Bed and Breakfast Council** to establish its future direction on a national basis; the provision of funds to the **Australian Rural Leadership Foundation** for a scholarship to develop leadership skills in rural areas and financial assistance to develop **Rural Tourist Accommodation Guidelines** for people interested in entering the sector.

Food and Wine

Over the last decade Australia has earned an international reputation of being the producer of many fine wines and specialty produce unique to this continent. Wine tourism in Australia is currently estimated to be worth around **\$400 million** with the potential to grow substantially. As a natural link to the wine industry there has also been an increasing interest in regional food products, such as King Island Brie cheese, and with the natural linkages with restaurants serving regional produce.

The Coalition is encouraging and facilitating the growth of this new niche industry by fostering links between wine, food and the Australian lifestyle and identifying impediments to the development of the industry and devising strategies to overcome them.

The Coalition is supporting the development of a **national strategy** to maximise the tourism potential of the Australian wine industry.

The Coalition also recently announced **\$12 million** funding from the Federation Fund towards the **National Wine Centre** in Adelaide. The centre will showcase Australian wine, winemakers and wine regions.

The Coalition has supported the development of related infrastructure such as the **Barossa Visitor and Wine Interpretation Centre** in Tanunda and the **McLaren Vale Visitor Information Centre** both in South Australia and a signage system for the Hunter Valley vineyards. Other projects fostered by the government have included the

development of regional food and wine trails and guides.

Bed and Breakfast

The Bed and Breakfast industry is becoming increasingly popular and people are looking for short breaks and escapes from city life.

The Coalition has supported the industry to develop a strategic business plan for the **Australian Bed and Breakfast Council** to establish its future direction on a national basis. **\$20,000** was provided in 1996-97 and the Council has produced a plan which will help direct its actions for the next 5 years.

The Government has provided to the Council a further **\$20,000** in 1997-98 to identify the scope of the B&B sector in Australia including economic and employment impacts. This information will help further define the sector and how it relates to the larger accommodation industry.

I - Environmental Management

The Australian environment is one of the principal reasons that international visitors come here, and it is a major attraction for domestic tourists.

The Government recognises the dependence of the tourism industry on a healthy natural environment, and also realises that environmental management must take account of the needs of the tourism industry.

The Government is committed to promoting best practice environmental management within the industry, and we launched the **National Ecotourism Accreditation Program** to develop sustainable tourism.

The Government also developed an **Eco-awareness Program** which uses electronic and print media to help raise awareness of tourism in natural areas; and launched a web site resource directory for developing low environmental impact tourism accommodation.

The importance of **World Heritage Areas** to tourism is well recognised, with Australia currently having 13 sites listed including the Great Barrier Reef Marine Park, Kakadu National Park, Uluru-Kata Tjuta National Park and the Tasmanian Wilderness.

The Government is committed to allocating sufficient funds to provide for the effective management of these sites, and will ensure that

tourism interests are accounted for when specific management plans for World Heritage Areas are formulated.

A Coalition Government will:

- Promote the development of an **environmentally sustainable tourism** industry.
- Assist and encourage the industry with **research** directed towards maintaining and enhancing the natural environment.
- Continue to ensure that access and capacity limitations on tourist operators in **World Heritage Areas** are reasonable, and that operators have certainty and tenure to develop operations of high environmental quality.

J - Research

For tourism operators and investors, the provision of a solid statistical base is essential to running a successful business. Recognising this importance of good quality information, the Government provided **\$14.7 million** towards the development of a **Co-operative Research Centre for Sustainable Tourism** which will provide research that is responsive to the tourism industry's needs.

The Coalition has also initiated several other changes which will enhance the information available to the industry. We have committed almost **\$1 million** to the development of a **Tourism Satellite Account**, which will provide accurate information on tourism's contribution to GDP, employment and export earnings and numerous other useful indicators.

The Coalition will also introduce a **National Visitor Survey** in 1998 to replace the Domestic Tourism Monitor. This survey will provide previously unavailable data on domestic tourism expenditure as well as reliable regional level data.

A Coalition Government will:

- Expand the work of the **Tourism Forecasting Council** to provide more comprehensive forecasts of demand and supply indicators, particularly at regional level.
- Improve the timeliness and usefulness of overseas arrivals and departure information.

- Develop the **Tourism Satellite Account** which will provide better data of the impact of tourism across the whole economy.

Authorised by L. Crosby, Liberal Party of Australia, Corner Blackall & Macquarie Sts, Barton, ACT, 2600