



LEGISLATIVE ASSEMBLY FOR THE AUSTRALIAN CAPITAL TERRITORY

STANDING COMMITTEE ON ECONOMY AND GENDER AND ECONOMIC EQUALITY
Ms Leanne Castley MLA (Chair), Ms Suzanne Orr MLA (Deputy Chair),
Mr Johnathan Davis MLA

Inquiry into Annual and Financial Reports 2020-2021 ANSWER TO QUESTION TAKEN ON NOTICE 3 March 2022

Asked by LEANNE CASTLEY MLA on 3 MARCH 2022: JONATHAN KOBUS took on notice the following question(s):

[Ref: Hansard Proof Transcript 3 March 2022 PAGE 85-87]

In relation to: Tourism Recovery Action Plan

THE CHAIR: [...] Chief Minister, I want to chat with you about the 2020 action plan for recovery. There were 32 action items in that recovery plan. I would like to know the detail about which individual actions have been completed so far, and if you could update the committee on the progress of the actions that have not yet been completed?

[...]

THE CHAIR: Thank you. Can you just outline which actions we have not quite got to yet?

Mr Kobus: There are a number of actions on that list. To save time in this hearing, I am happy to take that on notice and provide a list, but I think the majority of those actions either have been completed or have at least commenced.

ANDREW BARR MLA: The answer to the Member's question is as follows:—

All 32 action items listed under the 2022 Action Plan for Recovery have commenced, with the majority of these linked to ongoing activity over the short to medium term to support the recovery of the visitor economy.

Specific actions that have been completed include the following:

- Deliver destination marketing activities under the 2021 Destination Marketing Strategy.
- Implement the 2021 calendar of community and major events, with specific focus on the involvement of local business and local talent.
- Establish the Business Events Fund, under the Major Event Fund framework, to enable attraction of significant conferences and business events.
- Launch the Tourism Cooperative Marketing Fund to encourage new product and experience development opportunities.
- Support new business product and experiences through the launch of the COVID Safe Tourism Demand Program.

- Launch the industry development program, Tourism Reboot, to support the enhancement of existing, and implementation of new tourism experiences.
- Support the implementation of the Choose Canberra trial to encourage Canberrans to spend with local businesses.
- Tourism will be among the priority industries targeted by Skills Canberra's programs in 2021, to support training, education and employment needs.

All other action items have commenced and are ongoing.

Approved for circulation to the Standing Committee on Economy and Gender Equality

Signature: 

Date: 19.3.22

By the Minister for Tourism, Andrew Barr MLA