



Inquiry into Appropriation Bill 2026–2027 and Appropriation (Office of the Legislative Assembly) Bill 2026–2027

Answer to question on notice

Asked by: Mr Thomas Emerson MLA

Addressed to: Canberra Region Tourism Leaders Forum

Redirected to:

Reference: Tourism

Hearing: 3 July 2026

In relation to: ACT Tourism Strategy

Question received: 3/07/2026

Answer Due: 22/07/2026

(1) On 10 December 2025, the Chief Minister launched Phase 2 of the ACT Government's T2030 ACT Tourism Strategy, with an ambition to grow the visitor economy by \$1 billion over the next five years. This Budget includes \$7 million over three years to support the delivery of this strategy. Is this sufficient to ensure the aims of this strategy are achieved?

(2) Your budget submission notes that the VisitCanberra annual budget is roughly \$15 million, but our nearest state level competitor, Tasmania, has a budget of roughly \$40 million for its tourism agency. Does the Government need to increase funding for VisitCanberra to remain competitive with other destinations around Australia?

(3) Your submission to the recent night-time economy inquiry notes that the Government's support for events through the Event Development Fund is "very small compared with other states and territories." Does the Budget address this

Question 1:

[David Marshall], Chair Canberra Region Tourism Leaders Forum: The answer to the Member's question is as follows:

Question 1 Response:

The Tourism Leaders Forum would like more funding to be allocated to Visit Canberra to deliver this strategy. The strategy does however align with the pillars highlighted in the T2030 document. The question of 'is this sufficient to ensure the aims of this strategy are achieved' is a matter for the ACT Government.

Question 2 Response:

Yes it does

Question 3 Response:

There has been an increase in events funding and new events introduced in the budget for the 2026/2027 year. This was the result of the Tourism Minister's initiative in hosting a tourism and events forum and the strong recommendations from those present to increase events funding to stem the potential decline in people traveling due to cost of living pressures and the fuel crisis emerging. The grant funding available for events needs increasing as each year the applications for funding support exceeds the funds available several fold.

Approved for circulation to the Select Committee on Estimates

Signature: 

Date: 15 July 2026

By the [Commissioner for/Officer.....], [name of Commissioner/Official]