The ACT visitor
Telstra Tower related activities

August 2024

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VISIT CANBERRA

Understanding the ACT visitor

The following provides an overview of the ACT Tourist, interest in activities related to the Telstra Tower experience, and information regarding potential demand for such activities

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1. **Visitor numbers to the ACT**

2. **Who, What, When, Where, Why & How regarding ACT visitation**

3. **International demand for specific tourism offerings**

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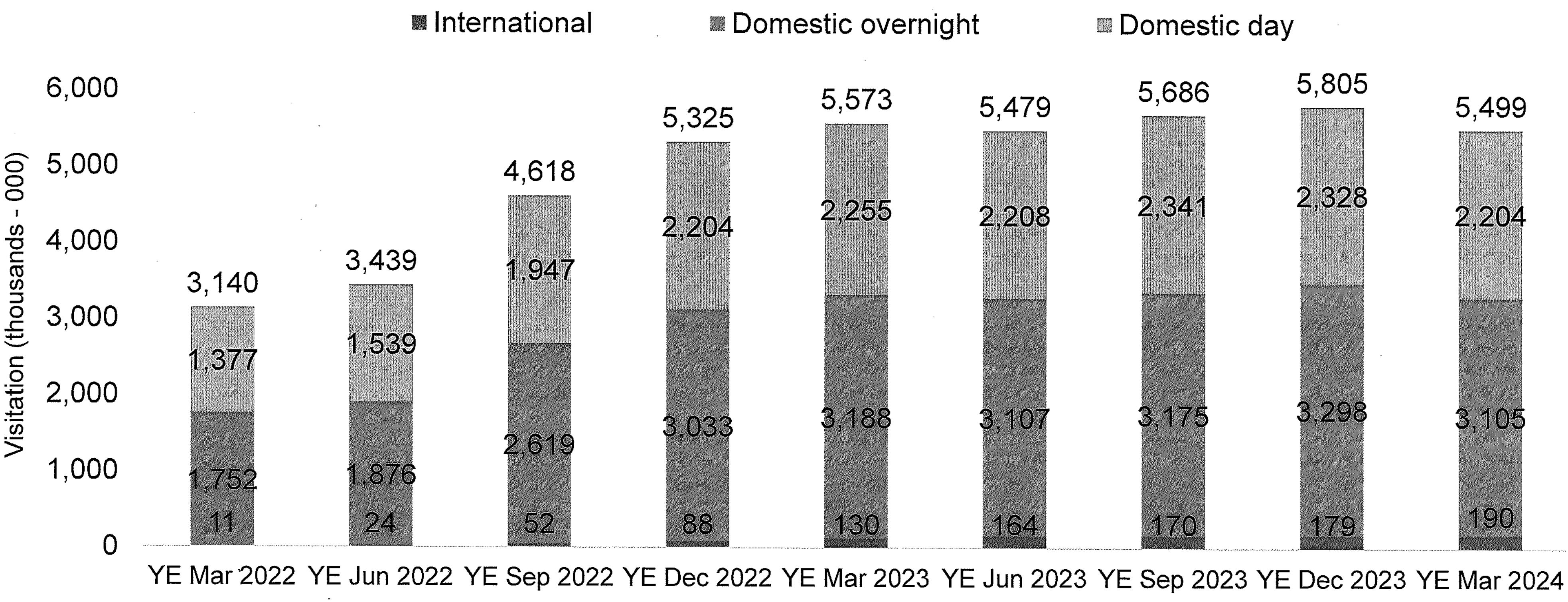
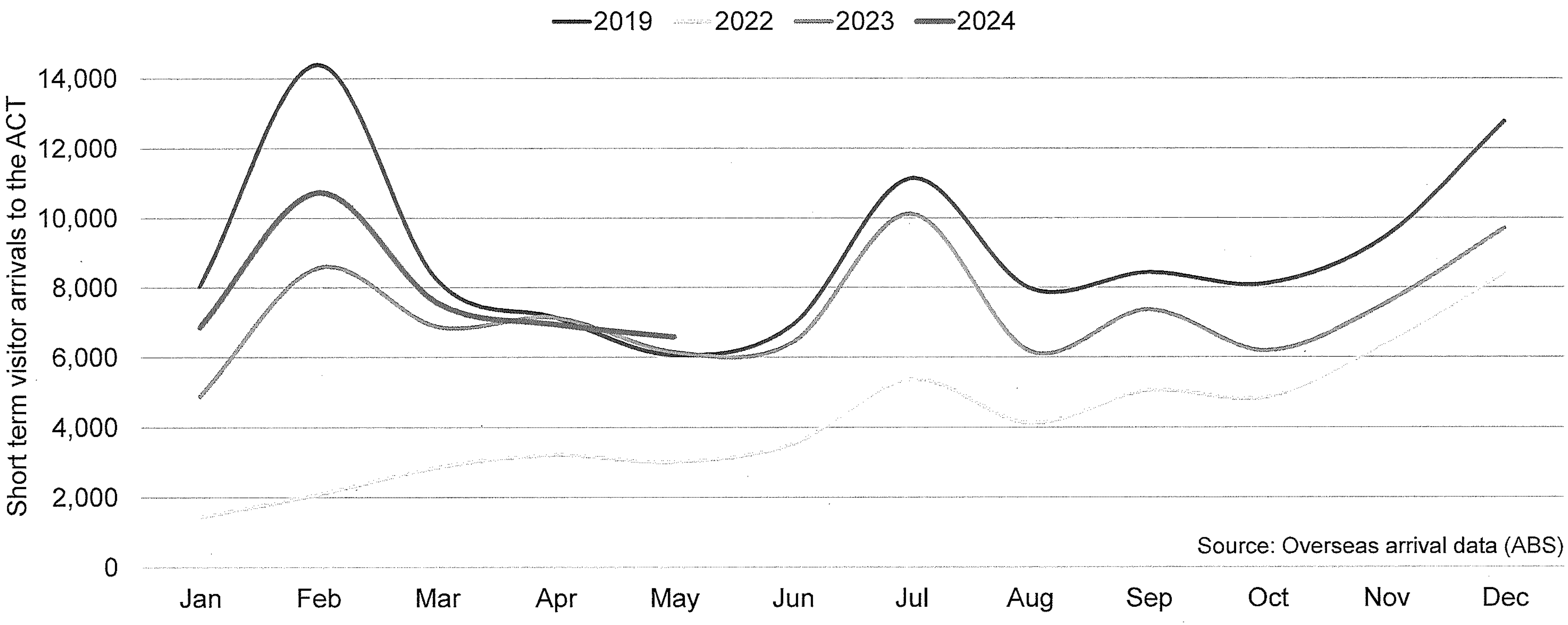
Visitor numbers to the ACT

Visitor numbers to the ACT were 5.8m for year ending Dec'23, current 5.5m for year ending March 2024



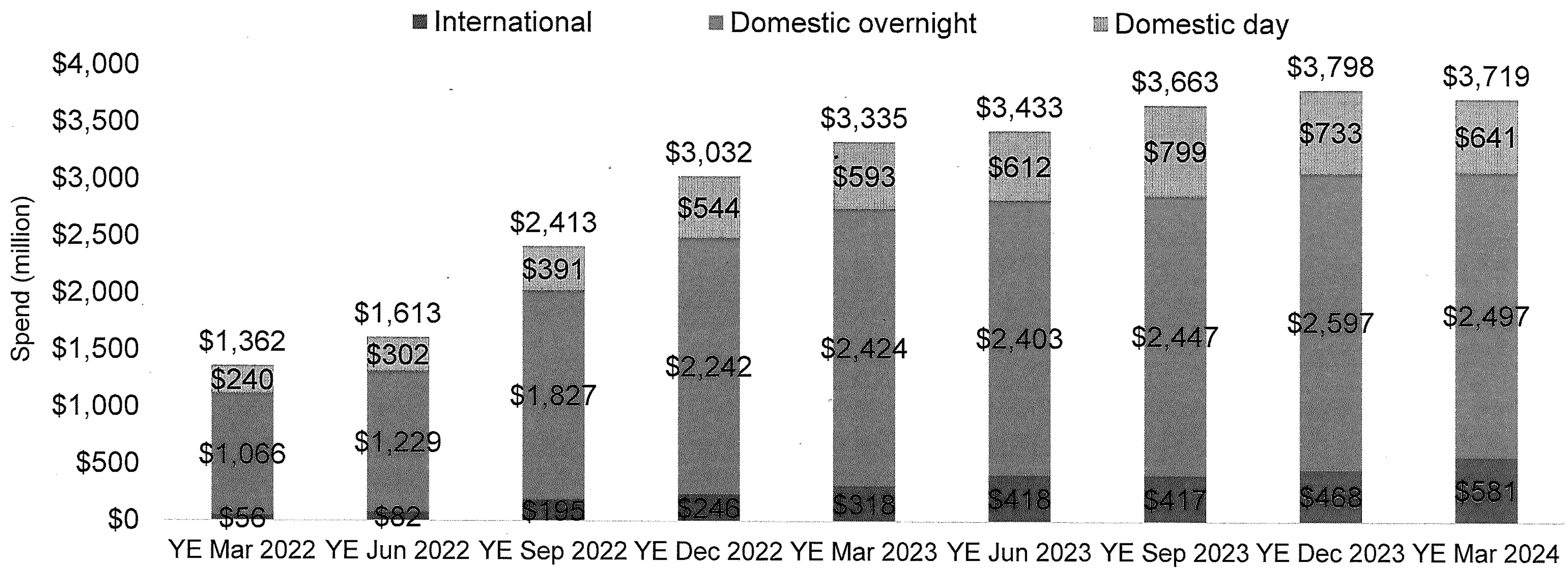
International recovery: Monthly Overseas Arrival Data (ABS) shows Mar-May 2024 are at 90%+ pre-Covid levels

OAD trend data emphasises the importance of the student market for the ACT



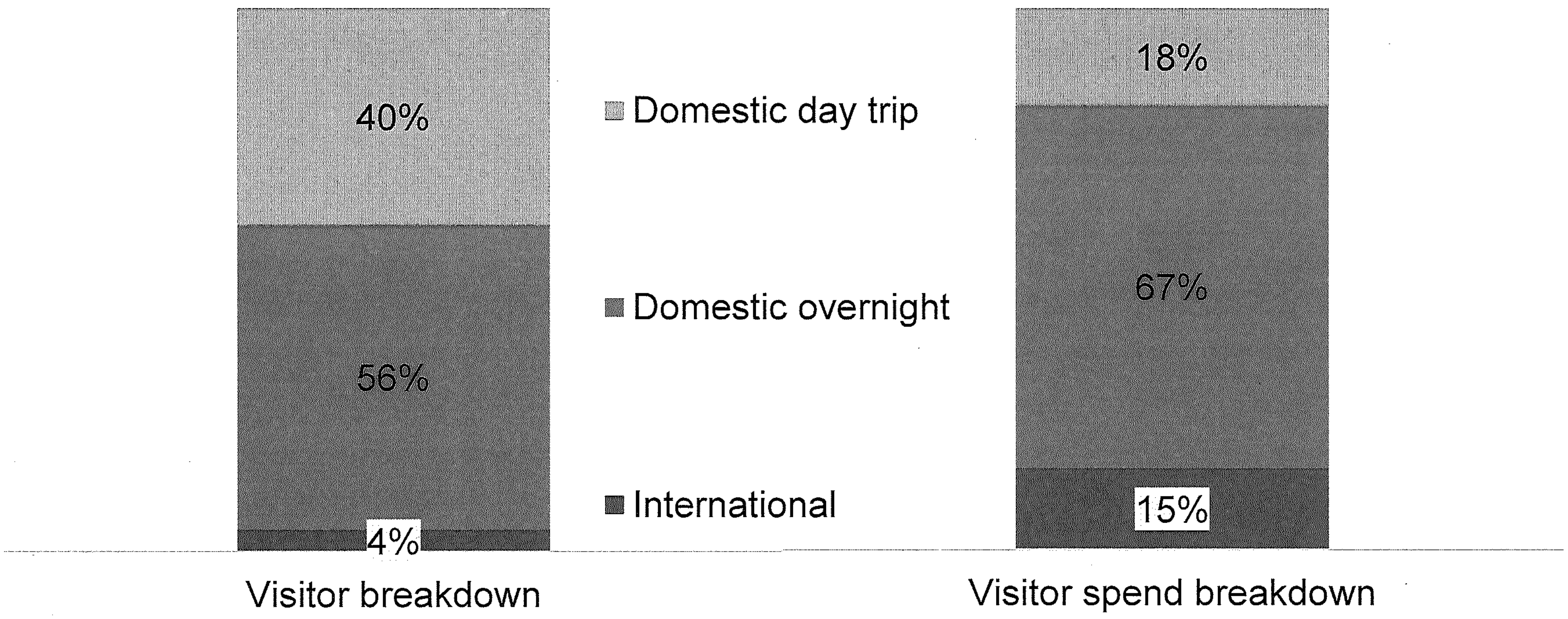
Expenditure is overall steady at $3.7bn for year ending March 2024

Interim 2025 target: $31.bn, 2030 target: $4.0bn



96% of visitors are domestic, with domestic overnight accounting for the most visitors and spend

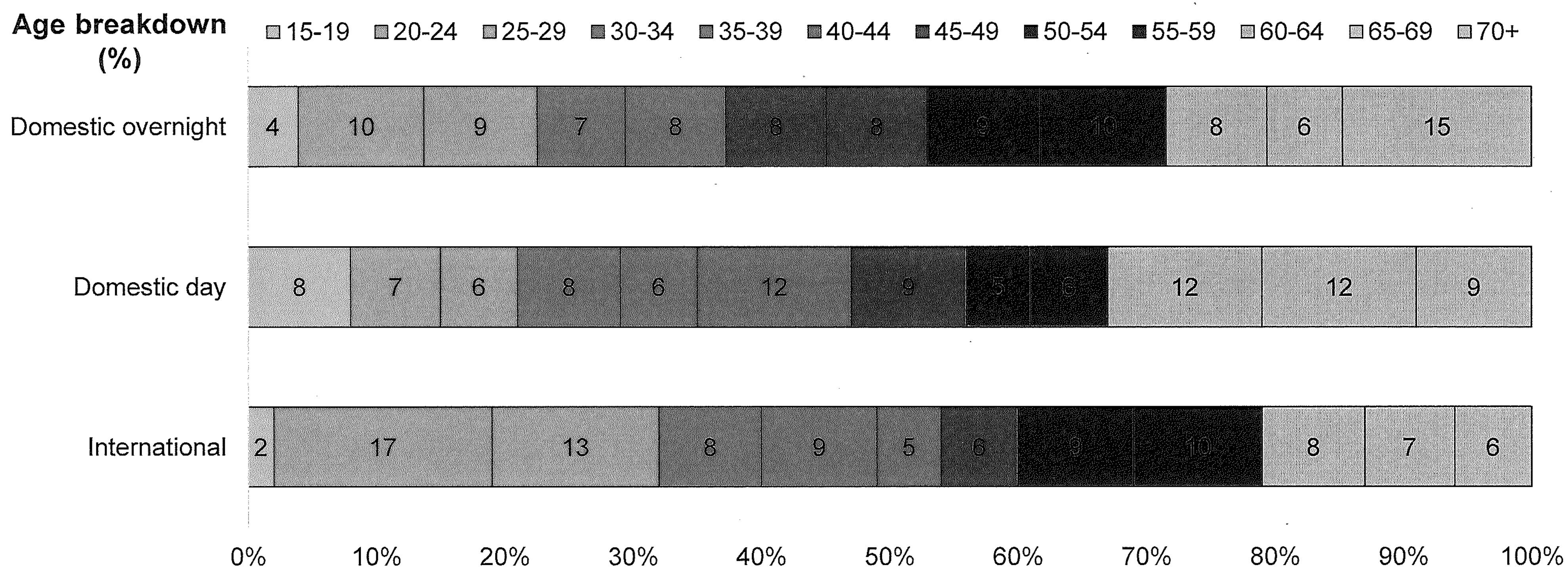
International = small group with a big spend: at 1 in every 25 visitors to the ACT, international spend accounts for $1 in every $7



Who, What, When, Where, Why & How regarding ACT visitation

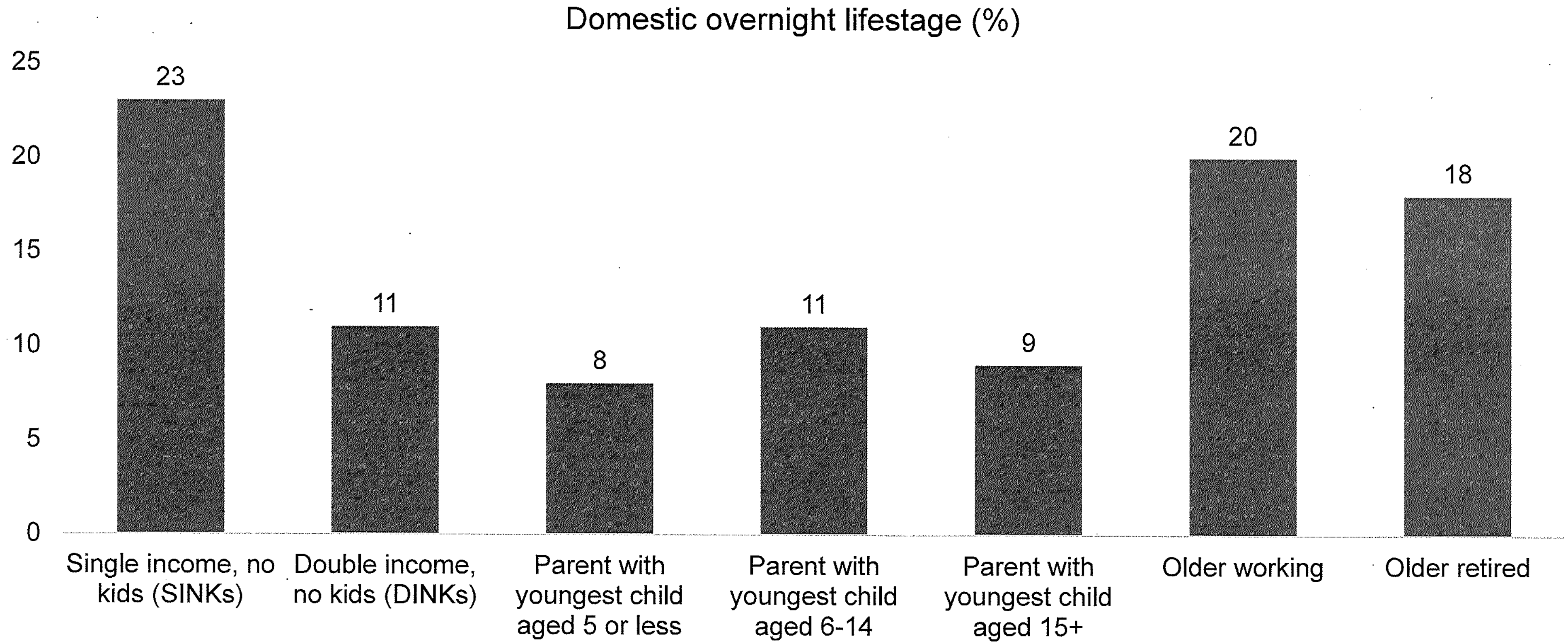
Who visits Canberra: age breakdown by visitor type

1 in 4 of the domestic overnight audience are under 29 and nearly 1 in 3 are over 60
International skews younger than domestic due to international students



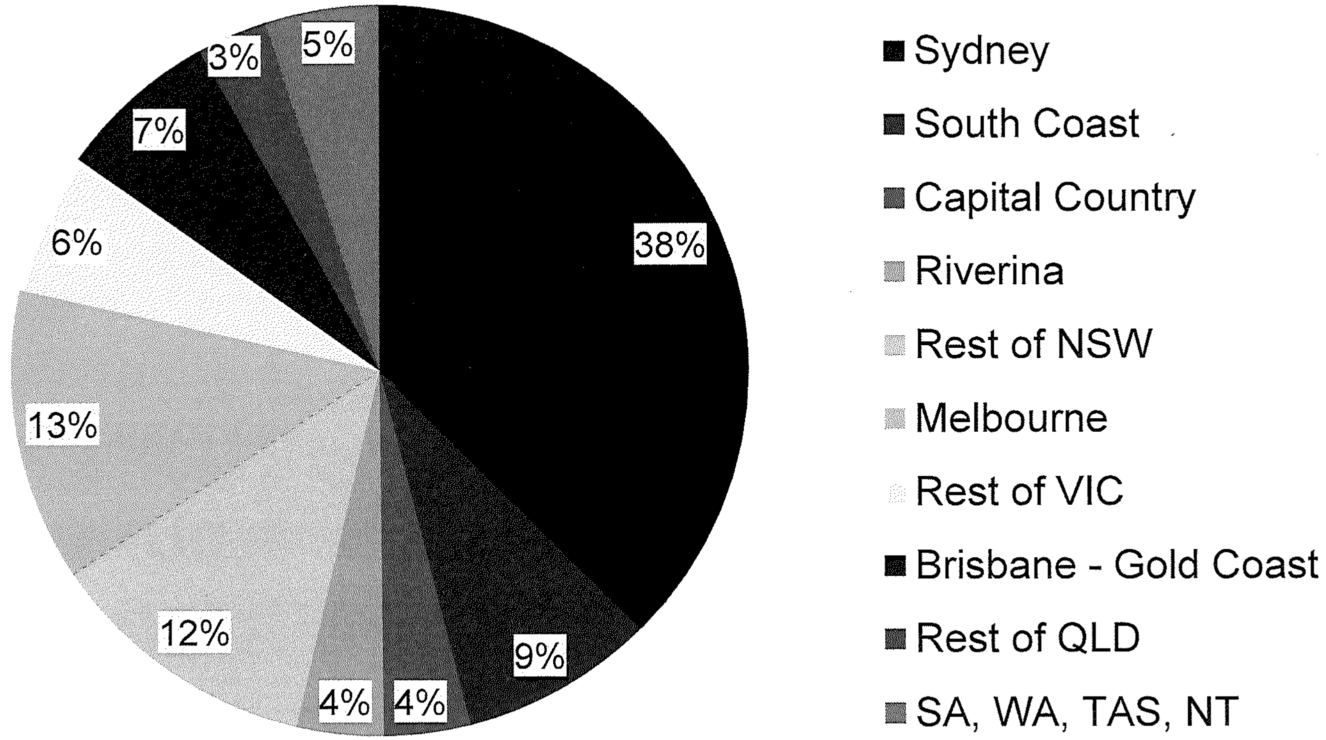
Who visits Canberra: domestic overnight lifestages

1 in 4 are SINKs, over 1 in 5 are retired



Domestically, 2 in 3 overnight domestic visitors are from NSW

About 60% of our visitors come from capital cities, 40% from regional Australia



Top international markets are USA, UK, China & India

International visitation to the ACT is at two thirds of pre-Covid levels

	ACT top 10 INT markets	Y.E. Mar'24	% recovery vs Y.E. Dec'19
1	China	25,000	45%
2	United States of America	20,500	88%
3	New Zealand	16,000	84%
4	United Kingdom	13,500	63%
5	India	12,500	75%
6	Germany	7,500	76%
7	Indonesia	5,000	110%
8	Philippines	5,000	77%
9	Japan	5,000	102%
10	Singapore	4,500	71%

Domestic overnight audience participation in activities related to Telstra Tower

Number of visitors participating in activity for year ending Mar'24 (000)

Activity	ACT
Eat out / dine at a restaurant and/or cafe	2,042
Visit friends & relatives	1,282
Visit museums or art galleries	656
Sightseeing/looking around	578
Go shopping for pleasure	568
Visit national parks / state parks	311
Visit botanical or other public gardens	259
Bushwalking / rainforest walks	254
Visit history / heritage buildings, sites / monuments	216
Go to markets	185
Attend festivals / fairs or cultural events	148
Attend theatre, concerts or other performing arts	90
Visit amusements / theme parks	86
Picnics or BBQs	71
Cycling	51
Go on guided tours or excursions	48
Visit breweries	38
Visit art / craft workshops / studios	30
Experience aboriginal art / craft and cultural displays	25
Visit distilleries	14
Visit an aboriginal site / community	13
Birdwatching	6
Visit a health spa / sanctuary / well-being centre	5
Attend aboriginal performance	-
Go on a tour with an Aboriginal guide	-
Participate in traditional activities	-
Have an Aboriginal food experience	-
Have a camping experience on Aboriginal land	-

Social activities are top of the list

A spread of activities, providing multiple opportunities for engagement and collaboration

Low engagement in indigenous experiences, due to a lack of local offering

State and territory (competitor) comparison:

Potential to boost ACT's offering with Telstra Tower to meet demand being met in other states and territories

	Number of visitors participating in activity for year ending Mar'24 (%)							
Activity	**ACT**	**NSW**	**VIC**	**QLD**	**SA**	**WA**	**TAS**	**NT**
Eat out / dine at a restaurant and/or cafe	**74.6%**	69.7%	69.0%	71.7%	68.3%	**67.8%**	71.9%	68.5%
Visit friends & relatives	**46.8%**	45.1%	43.0%	43.4%	41.1%	40.5%	37.5%	**23.7%**
Visit museums or art galleries	23.9%	7.4%	10.2%	**6.7%**	8.8%	9.1%	19.1%	**24.0%**
Sightseeing/looking around	**21.1%**	25.2%	24.6%	22.1%	24.7%	25.3%	**30.4%**	27.3%
Go shopping for pleasure	20.7%	20.4%	22.7%	**23.3%**	22.3%	21.3%	21.3%	**15.5%**
Visit national parks / state parks	**11.4%**	15.0%	14.4%	14.2%	12.8%	18.7%	28.9%	**38.6%**
Visit botanical or other public gardens	**9.5%**	**5.0%**	6.9%	5.8%	6.8%	5.3%	8.6%	7.2%
Bushwalking / rainforest walks	**9.3%**	15.1%	15.3%	14.2%	13.2%	18.8%	29.2%	**32.5%**
Visit history / heritage buildings, sites / monuments	7.9%	3.6%	3.7%	**2.1%**	5.3%	4.6%	**9.6%**	8.5%
Go to markets	6.8%	**6.4%**	8.2%	10.1%	7.3%	6.8%	**18.0%**	13.5%
Attend festivals / fairs or cultural events	5.4%	2.8%	2.9%	2.9%	2.9%	**2.2%**	4.9%	**7.0%**
Attend theatre, concerts or other performing arts	3.3%	5.3%	**6.3%**	4.0%	**3.4%**	4.4%	3.9%	4.7%
Visit amusements / theme parks	3.2%	1.6%	1.8%	**4.3%**	**1.2%**	1.8%	1.5%	2.7%
Picnics or BBQs	2.6%	3.1%	**2.6%**	3.2%	2.7%	3.2%	**3.3%**	3.0%
Cycling	1.8%	2.2%	2.7%	**1.7%**	1.8%	3.3%	**3.7%**	2.2%
Go on guided tours or excursions	1.8%	**0.9%**	1.0%	1.5%	1.9%	1.8%	5.3%	**14.0%**
Visit breweries	1.4%	1.1%	1.7%	1.4%	1.9%	**5.2%**	2.7%	**0.2%**
Visit art / craft workshops / studios	1.1%	0.9%	0.8%	**0.7%**	1.1%	0.9%	1.5%	**4.7%**
Experience aboriginal art / craft and cultural displays	0.9%	**0.4%**	**0.4%**	**0.4%**	0.6%	0.8%	0.8%	**10.5%**
Visit distilleries	0.5%	0.4%	0.4%	0.3%	0.9%	1.1%	**2.1%**	**0.2%**
Visit an aboriginal site / community	0.5%	0.4%	**0.2%**	0.3%	0.3%	0.6%	0.5%	**9.9%**
Birdwatching	**0.2%**	0.4%	0.4%	0.3%	0.6%	0.7%	**0.8%**	0.7%
Visit a health spa / sanctuary / well-being centre	0.2%	0.4%	0.8%	0.1%	0.1%	0.1%	-	**0.9%**
Attend aboriginal performance	-	0.0%	0.1%	0.1%	0.2%	0.2%	0.1%	**4.3%**
Go on a tour with an Aboriginal guide	-	0.1%	0.1%	0.2%	0.2%	0.2%	0.5%	**5.2%**
Participate in traditional activities	-	0.1%	0.1%	0.1%	-	0.4%	0.3%	**3.6%**
Have an Aboriginal food experience	-	0.0%	0.0%	0.1%	0.0%	0.0%	0.4%	**3.2%**
Have a camping experience on Aboriginal land	-	0.0%	0.0%	-	0.0%	0.0%	-	**2.0%**

Green = highest acr
all states & territorie
Red = lowest across
states & territories

Sta

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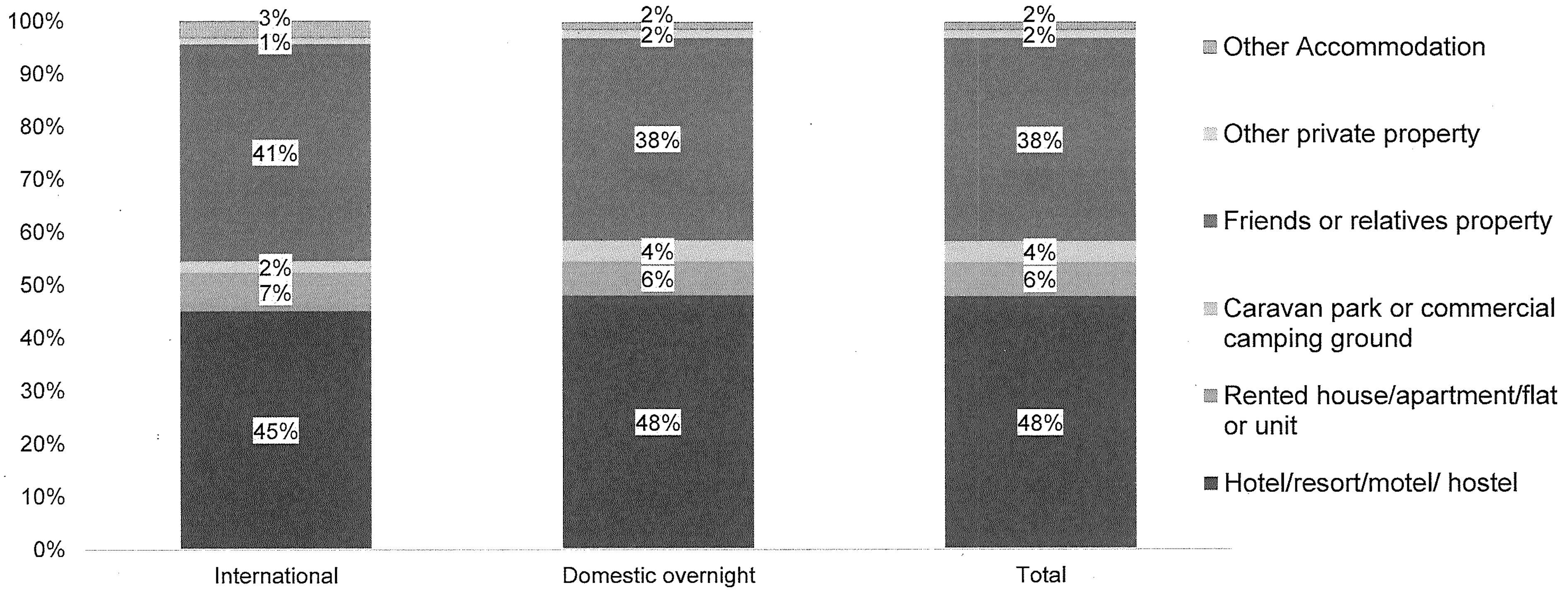
Where do visitors stay: 1 in 2 stay in a hotel, about 1 in 20 stay in an AirBnB and 1 in 20 stay in a caravan park

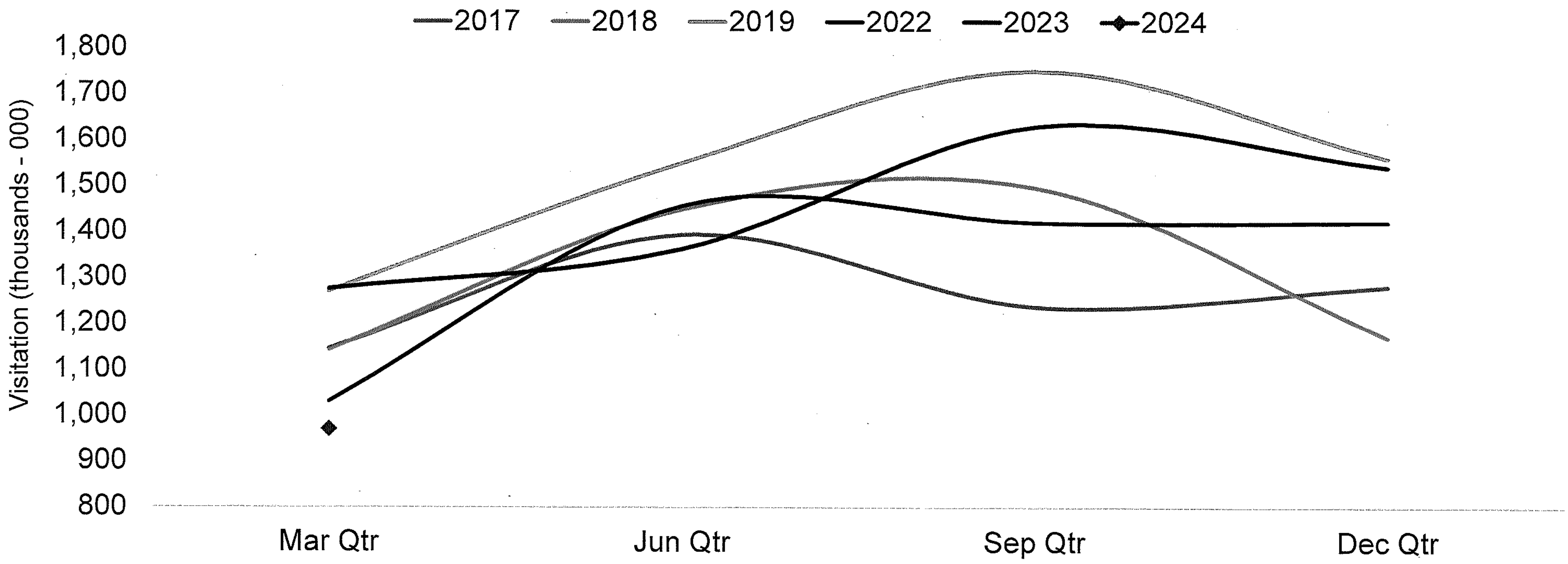
Little variation by INT and DOM, with majority of visitors staying in hotels



When do visitors come: Looking at 2017-2023*, Jan-Mar QTR is typically the lowest quarter for visitation

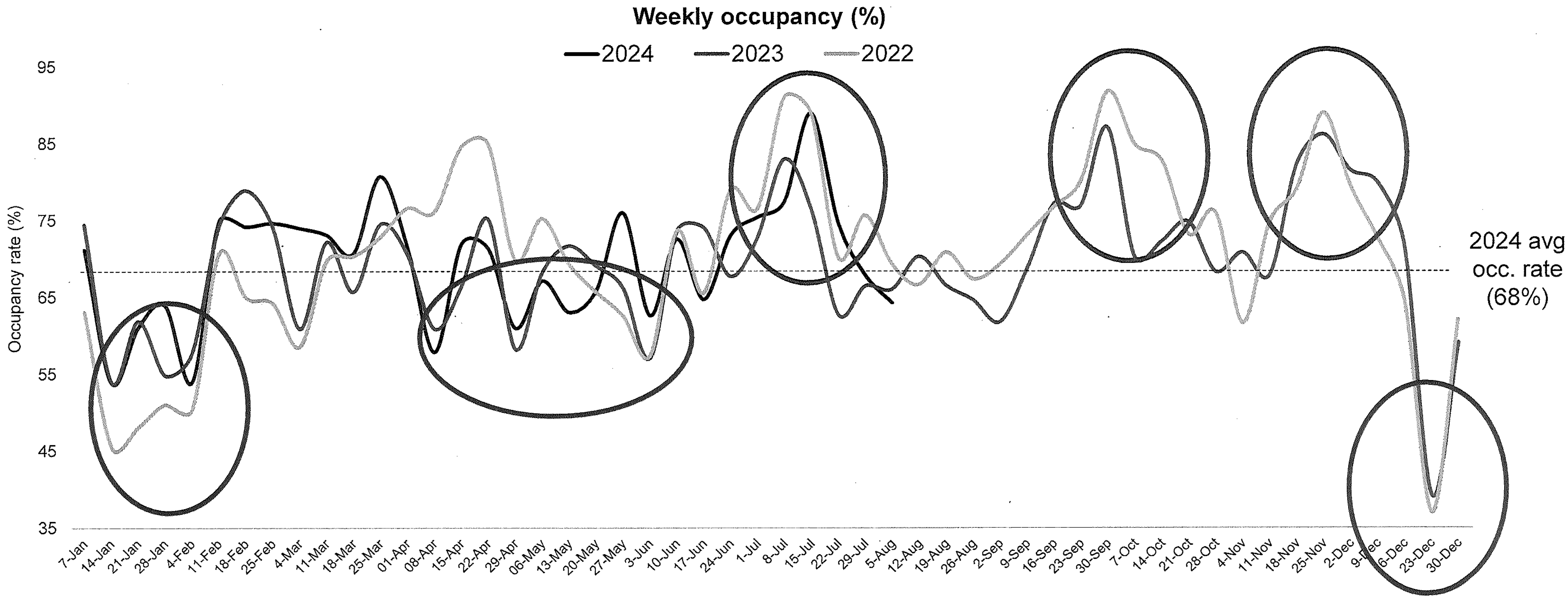
'Best' quarter varies, with Apr-Jun and Jul-Sep quarters strongest in different years

*2020 and 2021 removed due to Covid



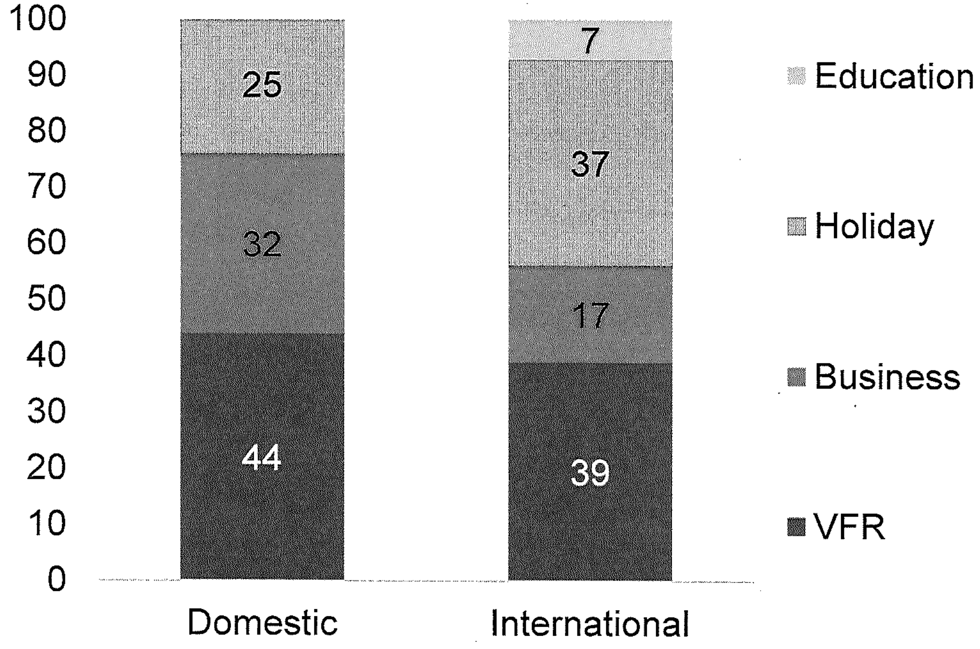
When visitors are here: Weekly hotel occupancy rates shows 3 peaks and 3 troughs throughout the year

With 2024 similar pattern to 2023, we have a good idea when the dips will be

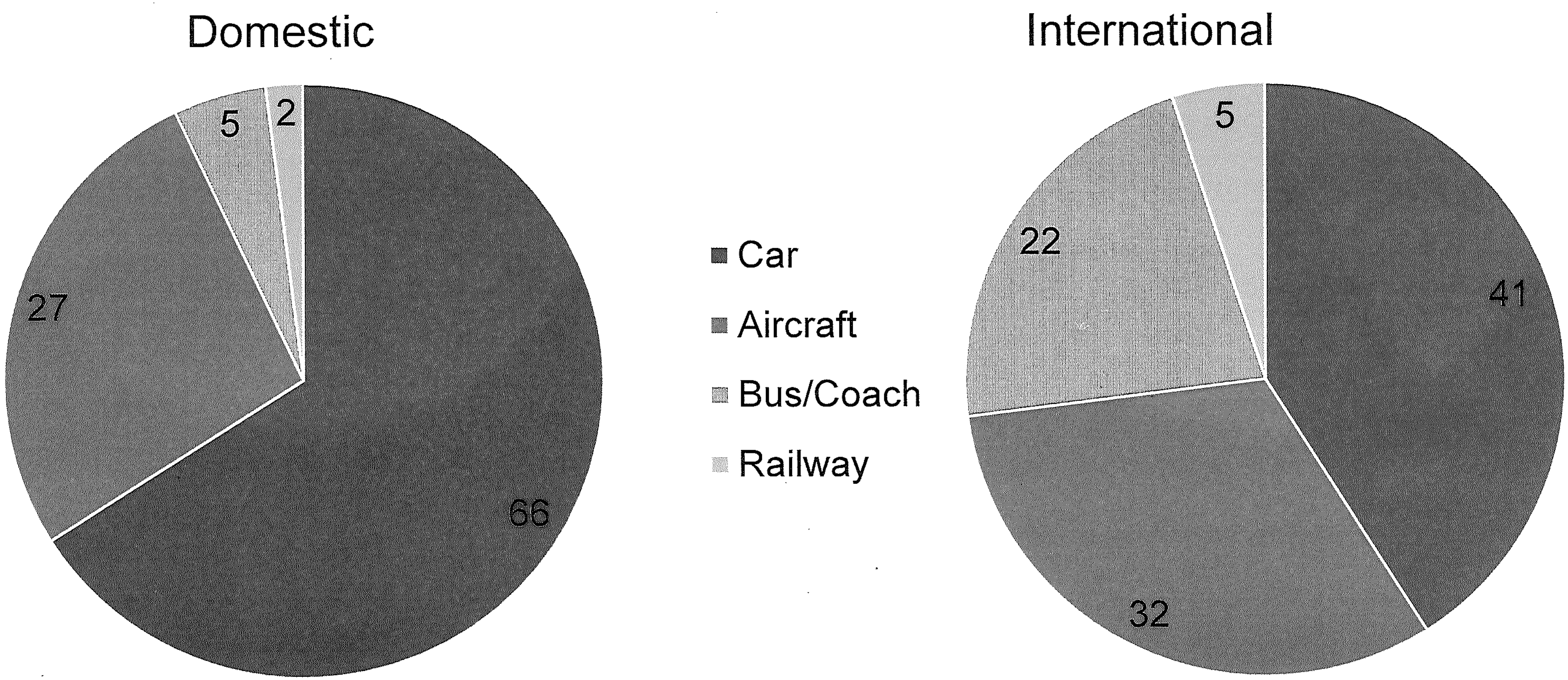


Why visitors come: A spread of reasons

Business overtook holiday as 2nd highest reason for domestic visitation



How visitors get here: mostly a drive market for domestic and international



VISIT CANBERRA

International demand for specific tourism offerings

Interest in potential experiences at Telstra Tower should leverage Tourism Australia's audience understanding

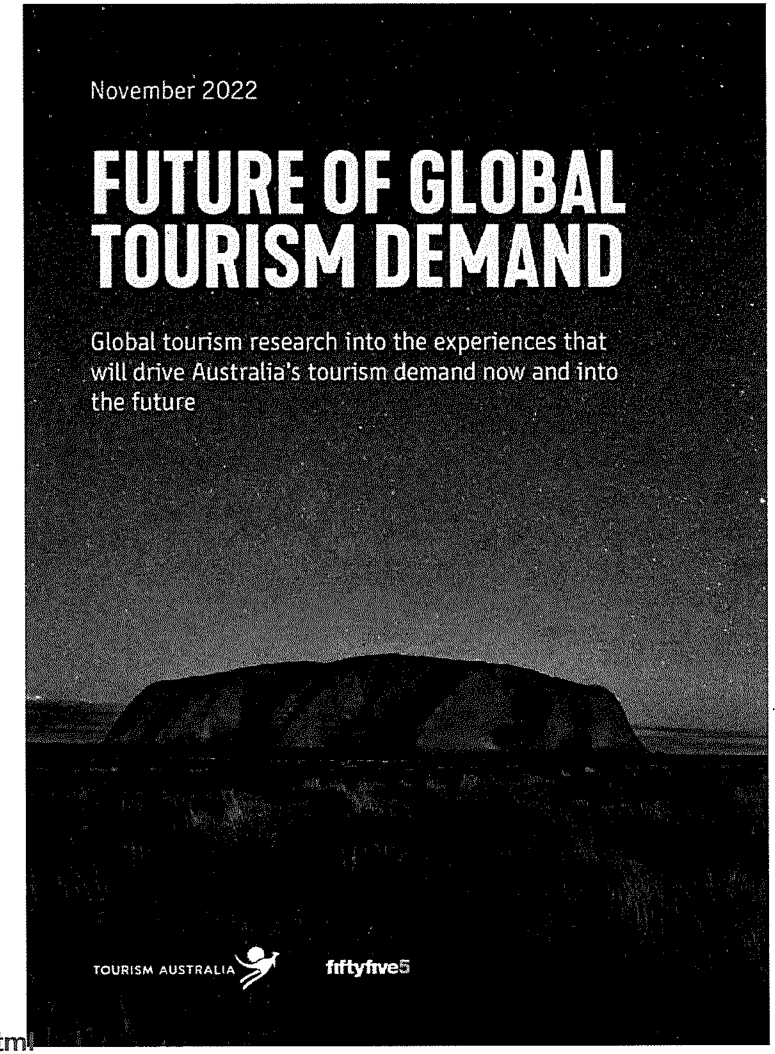
Tourism Australia research provides a view on current and future demand patterns

The most comprehensive view on global demand undertaken by Tourism Australia

Developed to help industry find and convert demand

Global findings, Australia (domestic) findings, country-specific findings

View the full report, here:
https://www.tourism.australia.com/en/insights/consumer-research/future-of-demand.html



What it covers

20 countries
143 experiences
24,000 respondents

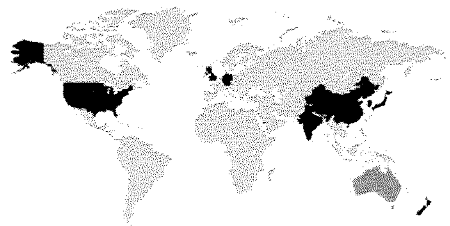
A ranking of what experiences travellers are interested in, for each country

A breakdown of each experience outlining who is interested in it, and what else they are interested in

An outline of global themes and trends regarding travel into 2023

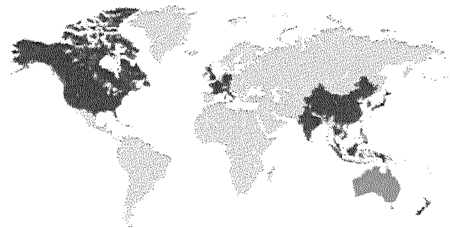
Qualitative exploration | February-March 2022

Online community and focus groups with 240 High Yield Travellers across **10** key markets



Quantitative validation | April-May 2022

Online survey, 20 minutes in length, with 23,771 Out of Region travellers across 20 markets



China	Japan	India	Singapore	South Korea
UK	USA	Germany	Indonesia	Malaysia
France	Canada	New Zealand	Italy	Hong Kong (SAR)
Taiwan	Philippines	Vietnam	Thailand	Australia

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VISIT CANBERRA

Indigenous Tourism

Chance to experience local authenticity, immersive experiences and vibrant cultures

Predicted to be a growing travel trend

Willingness to pay more for an experience in an indigenous setting for:
- Wildlife
- Wellness
- Learning
- Natural Environment

What enhances the appeal:
- Deepens connection to locals/ adds richness
- Learning about the past
- Experiencing a unique culture with interesting scenery
- Opportunity to gain a new perspective (on a country and its heritage)
- Learning and preserving ancient knowledge
- Expectation the experience will be 'remote' – benefit of untouched nature

The barriers:
2 in 3 expect a compromise in safety, cost, hygiene, convenience or quality
- 31% worried it might be unsafe

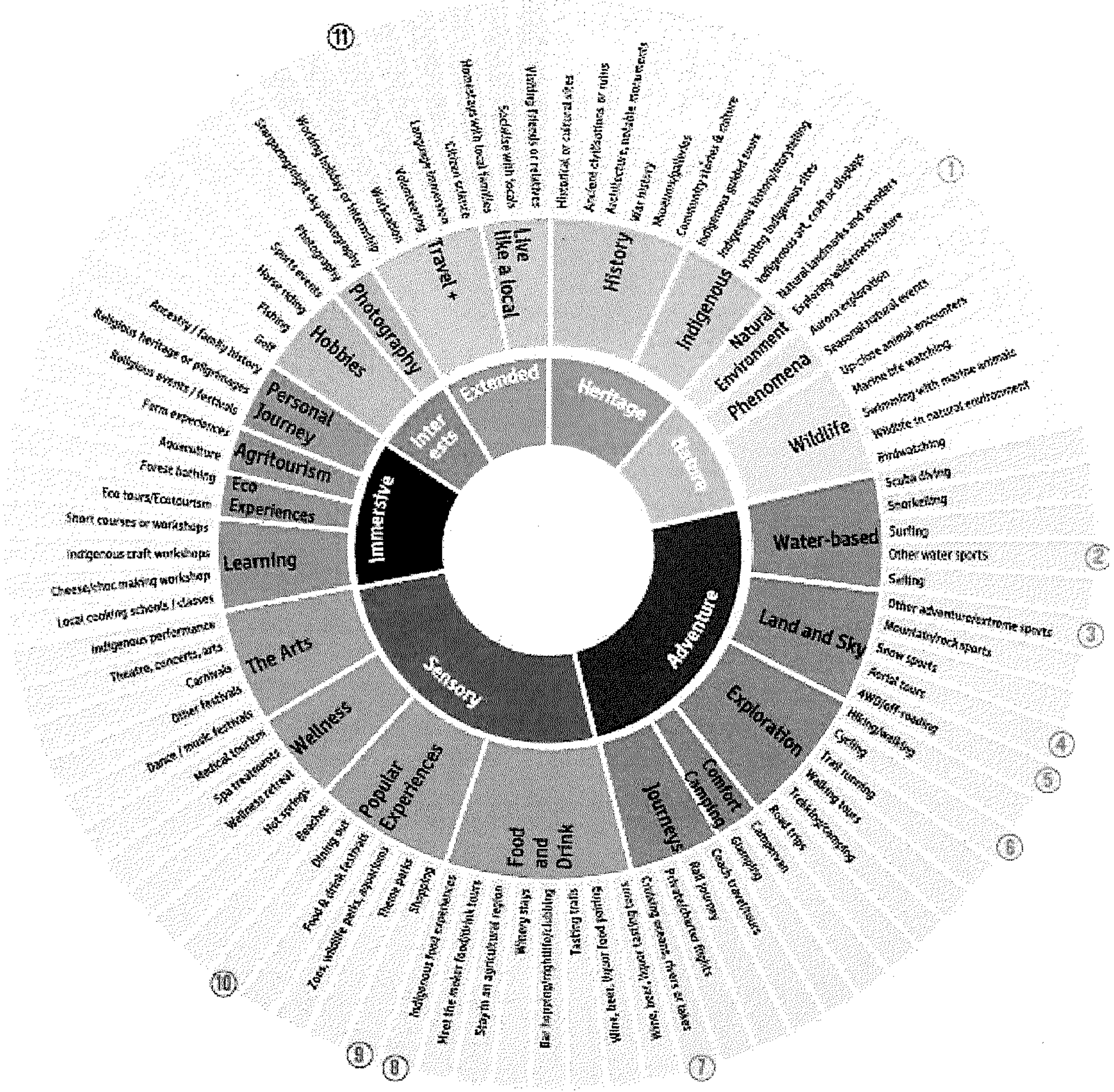
1 in 2 held back by cultural awareness/ sensitivity
- 23% afraid I would do or say something to offend

1 in 3 fear cultural risks
- 23% concerned it might exploit such groups

Experience demand

Demand for experiences was measured and ranked in each market

Full report gives a cluster and subcluster description, traveller interest, highest market appeal, Australian case studies and outlines which travellers are driving higher demand for this experience



View the full report, here: https://www.tourism.australia.com/en/insights/consumer-research/future-of-demand.html

ERF

Deep dive on every experience

2-page summary for every experience

- Summary of findings
- Interest by segment
- Travel behaviour profile
- Interest across the globe
  - % interest in that country
  - # rank in that country
- A pretty picture

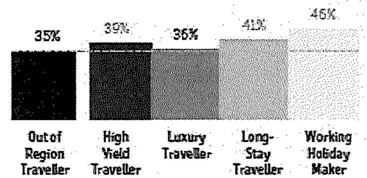
ROAD TRIPS

ADVENTURE • EXPLORATION

https://www.tourism.australia.com/en/insights/consumer-research/future-of-demand.html

- More than a third of Out of Region Travellers are interested in road trips, with greater interest among key segments
- Canada, India and New Zealand, as well as Australia, show particularly strong interest in road trips
- Those interested in road trips tend to be motivated by exploration when they travel
- Cross-sell opportunities include a range of other soft adventure activities including hiking/walking, trekking/camping, rail journeys and campervan

INTEREST IN THE EXPERIENCE BY SEGMENT



TRAVEL BEHAVIOUR PROFILE	GLOBAL TOTAL	INTERESTED IN THIS EXPERIENCE
Reconnection	17%	18%
Into Nature	17%	18%
Exploration	17%	20%
Adventure	14%	14%
Transformation	13%	12%
Passion, hobbies	14%	13%
Restoration	7%	6%
Consideration of Australia	37%	45%
Actively planning to visit Australia	15%	16%

INTEREST IN EXPERIENCE ACROSS THE GLOBE

MARKET	INTEREST %	RANK OUT OF 89 EXPERIENCES	SIZING ('000)
GLOBAL	35%	22	40,198
Canada	48%	6	2,995
India	50%	7	1,842
New Zealand	50%	7	372
USA	41%	9	10,901
UK	41%	12	3,929
Singapore	40%	13	622
Thailand	46%	13	975
Italy	37%	21	1,144
Philippines	46%	21	1,271
Germany	34%	22	1,930
France	29%	24	2,158
South Korea	34%	27	3,369
Malaysia	33%	37	541
Indonesia	35%	38	478
Taiwan	30%	42	812
Japan	17%	54	1,348
China	17%	64	4,776
Hong Kong	19%	67	235
Vietnam	23%	72	499
AUSTRALIANS	49%	5	4,258

fiftyfive5

Base: Future Of Demand research 2022, Total out of region travellers, global excluding Australia (n=22,190); Interested in Road trips (n=7,909)

Significantly higher than those not interested • Significantly lower than those not interested

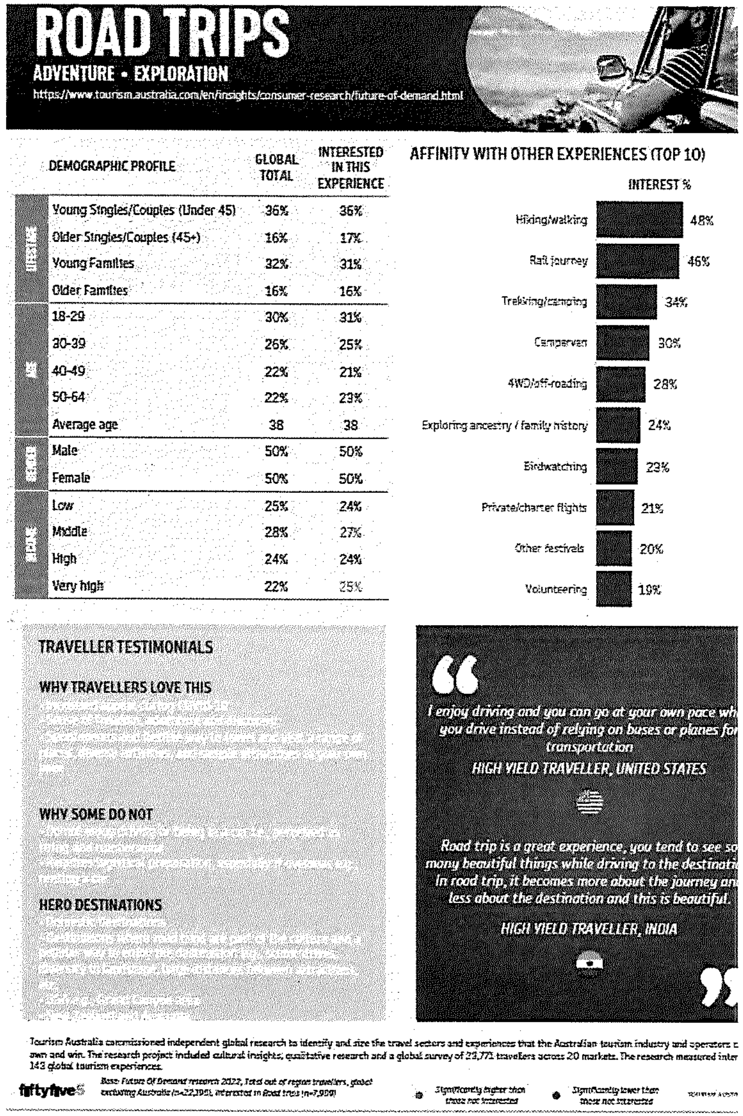
VISIT CANBERRA

View the full report, here: https://www.tourism.australia.com/en/insights/consumer-research/future-of-demand.html

Deep dive on every experience

2-page summary for every experience

- Demographic profile
- Cross sell opportunity for that experience
- Why travellers love this
- Why some do not
- Hero destinations for this experience
- Some nice quotes



ROAD TRIPS

ADVENTURE • EXPLORATION

https://www.tourism.australia.com/en/insights/consumer-research/future-of-demand.html

	DEMOGRAPHIC PROFILE	GLOBAL TOTAL	INTERESTED IN THIS EXPERIENCE
LIFESTAGE	Young Singles/Couples (Under 45)	36%	36%
	Older Singles/Couples (45+)	16%	17%
	Young Families	32%	31%
	Older Families	16%	16%
AGE	18-29	30%	31%
	30-39	26%	25%
	40-49	22%	21%
	50-64	22%	23%
	Average age	38	38
GENDER	Male	50%	50%
	Female	50%	50%
INCOME	Low	25%	24%
	Middle	28%	27%
	High	24%	24%
	Very high	22%	25%

AFFINITY WITH OTHER EXPERIENCES (TOP 10)

	INTEREST %
Hiking/walking	48%
Rail journey	46%
Trekking/camping	34%
Campervan	30%
4WD/off-roading	28%
Exploring ancestry / family history	24%
Birdwatching	23%
Private/charter flights	21%
Other festivals	20%
Volunteering	19%

TRAVELLER TESTIMONIALS

WHY TRAVELLERS LOVE THIS

WHY SOME DO NOT

HERO DESTINATIONS

"I enjoy driving and you can go at your own pace wh[...] you drive instead of relying on buses or planes fo[...] transportation

HIGH YIELD TRAVELLER, UNITED STATES

Road trip is a great experience, you tend to see so[...] many beautiful things while driving to the destinati[...] In road trip, it becomes more about the journey an[...] less about the destination and this is beautiful."

HIGH YIELD TRAVELLER, INDIA

Tourism Australia commissioned independent global research to identify and size the travel sectors and experiences that the Australian tourism industry and operators c[...] own and win. The research project included cultural insights, qualitative research and a global survey of 23,771 travellers across 20 markets. The research measured inter[...] 143 global tourism experiences.

fiftyfive5

Significantly higher than those not interested • Significantly lower than those not interested

Latest research insights - March 2023

View the full report, here: https://www.tourism.australia.com/en/insights/consumer-research/future-of-demand.html

VISIT CANBERRA

Experience demand – indigenous guided tours

High interest among working holiday makers,

Travellers into nature and exploration are interested in this experience

Top countries of are Thailand, Vietnam and Singapore

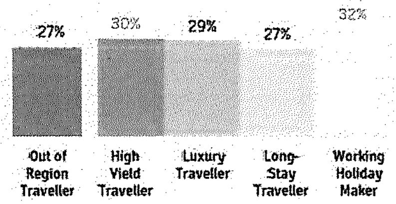
INDIGENOUS GUIDED TOURS

HERITAGE • INDIGENOUS / LOCAL

https://www.tourism.australia.com/en/insights/consumer-research/future-of-demand.html

- Just over a quarter of Out of Region Travellers are interested in Indigenous guided tours
- This audience has higher-than average incomes, with stronger interest among High Yield Travellers
- Those interested in this experience skew slightly older and towards family households
- This audience has higher consideration and intention for Australia and is more likely to travel for exploration and nature motivations
- Strong cross-sell opportunities with other heritage experiences, performing arts and immersive experiences

INTEREST IN THE EXPERIENCE BY SEGMENT



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	Restoration	7%	5%
	Consideration of Australia	37%	46%
	Actively planning to visit Australia	15%	20%

INTEREST IN EXPERIENCE ACROSS THE GLOBE

MARKET	INTEREST %	RANK OUT OF 89 EXPERIENCES	SIZING ('000)
GLOBAL	27%	46	28,815
Thailand	42%	19	884
Vietnam	41%	21	871
Singapore	29%	32	453
France	25%	34	1,836
Philippines	37%	39	1,037
UK	27%	40	2,587
Italy	26%	44	806
New Zealand	28%	45	211
Germany	23%	45	1,293
USA	25%	45	6,541
Hong Kong	25%	47	311
Indonesia	29%	49	399
Taiwan	26%	50	712
Canada	22%	51	1,384
South Korea	22%	51	2,115
India	31%	52	1,122
Malaysia	26%	57	431
Japan	16%	58	1,301
China	16%	71	4,522
AUSTRALIANS	24%	55	2,085

fiftyfive5 Base: Future Of Demand research 2022. Total out of region travellers, global excluding Australia (n=22,190), Interested in Indigenous guided tours (n=5,849)

● Significantly higher than those not interested ● Significantly lower than those not interested

TOURISM AUSTRALIA

INDIGENOUS GUIDED TOURS

HERITAGE • INDIGENOUS / LOCAL

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AGE	18-29	30%	26%
	30-39	26%	26%
	40-49	22%	23%
	50-64	22%	24%
	Average age	38	39
GENDER	Male	50%	48%
	Female	50%	52%
INCOME	Low	25%	22%
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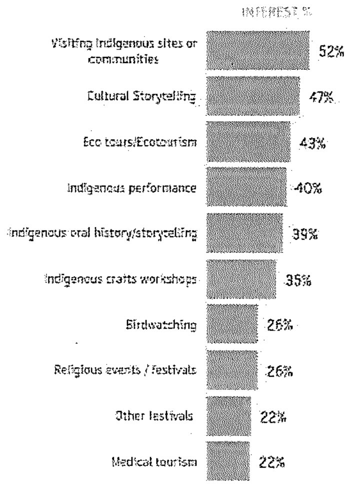
	Very high	22%	25%

AFFINITY WITH OTHER EXPERIENCES (TOP 10)



TRAVELLER TESTIMONIALS

WHY TRAVELLERS LOVE THIS
- Niche experience to learn the history and culture of the region
- Authentic and safer to be with an Indigenous guide
- Get local knowledge, stories and information

WHY SOME DO NOT
- Logistical concern for getting to destination
- Sceptical of authenticity
- Concern of exploitation

HERO DESTINATIONS
- Destinations with strong Indigenous guided tours e.g., New Zealand and Australia

"It sounds like a unique experience I wouldn't be able to see elsewhere, and it would be interesting. I am interested in the day of the dead festival in Mexico. It definitely seems like something a little different and I think they have costumes and makeup on for the festivities. I imagine delicious food also"
HIGH YIELD TRAVELLER, NEW ZEALAND

"I think it's worth going because it's an internationally recognized heritage site, and I think it will be great for educating children"
HIGH YIELD TRAVELLER, SOUTH KOREA

Tourism Australia commissioned independent global research to identify and size the travel sectors and experiences that the Australian tourism industry and operators can own and win. The research project included cultural insights, qualitative research and a global survey of 23,771 travellers across 20 markets. The research measured interest in 143 global tourism experiences.

fiftyfive5 Base: Future Of Demand research 2022. Total out of region travellers, global excluding Australia (n=22,190), Interested in Indigenous guided tours (n=5,849)

● Significantly higher than those not interested ● Significantly lower than those not interested

TOURISM AUSTRALIA

Experience demand – architecture, notable buildings or monuments

High interest among working holiday makers and high yield travellers,

Travellers into nature and exploration are interested in this experience

Top countries of are Malaysia, South Korea and France

ARCHITECTURE, NOTABLE BUILDINGS OR MONUMENTS
HERITAGE • HISTORY

https://www.tourism.australia.com/en/insights/consumer-research/future-of-demand.html

- Just over 2 in 5 are interested in experiencing architecture, notable buildings or monuments, with higher interest among High Yield Travellers and Working Holiday Maker segments, and several Asian markets
- Those interested in architecture-based experiences are more likely to be motivated by exploration when they travel
- This audience skews towards higher incomes
- Opportunities to cross-sell or package with key historical experiences such as historical/cultural sites, museums/galleries and ancient civilisations

INTEREST IN THE EXPERIENCE BY SEGMENT

Out of Region Traveller	High Yield Traveller	Luxury Traveller	Long-Stay Traveller	Working Holiday Maker
43%	48%	44%	39%	51%

	TRAVEL BEHAVIOUR PROFILE	GLOBAL TOTAL	INTERESTED IN THIS EXPERIENCE
TRAVEL MOTIVATIONS	Reconnection	17%	17%
	Into Nature	17%	18%
	Exploration	17%	22%
	Adventure	14%	11%
	Transformation	13%	12%
	Passion, hobbies	14%	13%
	Restoration	7%	6%
	Consideration of Australia	37%	43%
	Actively planning to visit Australia	15%	18%

INTEREST IN EXPERIENCE ACROSS THE GLOBE

MARKET	INTEREST %	RANK OUT OF 89 EXPERIENCES	SIZING ('000)
GLOBAL	42%	9	49,786
Malaysia	49%	6	819
South Korea	53%	8	5,220
France	39%	9	2,879
Indonesia	48%	11	652
Japan	42%	11	3,274
Vietnam	49%	11	1,040
China	36%	11	10,282
Taiwan	50%	12	1,359
Philippines	54%	12	1,499
Germany	38%	13	2,139
Italy	45%	14	1,413
UK	38%	17	3,624
Canada	39%	17	2,429
Hong Kong	41%	17	506
Thailand	41%	20	872
India	39%	20	1,419
Singapore	35%	20	546
USA	36%	21	9,530
New Zealand	38%	22	285
AUSTRALIANS	37%	21	3,249

fiftyfive5 Base: Future Of Demand research 2022. Total out of region travellers, global excluding Australia (n=22,190), interested in Architecture, notable buildings or monuments (n=9,273)

● Significantly higher than those not interested ● Significantly lower than those not interested

TOURISM AUSTRALIA

ARCHITECTURE, NOTABLE BUILDINGS OR MONUMENTS
HERITAGE • HISTORY

https://www.tourism.australia.com/en/insights/consumer-research/future-of-demand.html

	DEMOGRAPHIC PROFILE	GLOBAL TOTAL	INTERESTED IN THIS EXPERIENCE
LIFESTAGE	Young Singles/Couples (Under 45)	36%	36%
	Older Singles/Couples (45+)	16%	18%
	Young Families	32%	30%
	Older Families	16%	16%
AGE	18-29	30%	29%
	30-39	26%	25%
	40-49	22%	23%
	50-64	22%	23%
	Average age	38	39
GENDER	Male	50%	48%
	Female	50%	52%
INCOME	Low	25%	23%
	Middle	28%	27%
	High	24%	26%
	Very high	22%	24%

AFFINITY WITH OTHER EXPERIENCES (TOP 10

	INTEREST %
Historical and cultural sites	
Museums/galleries	
Ancient civilisations or ruins	
Visiting Indigenous sites or communities	42%
Cultural Storytelling	42%
Indigenous arts and crafts	42%
Theatre or performing arts	37%
War history	35%
Indigenous oral history/storytelling	29%
Indigenous crafts workshops	29%

TRAVELLER TESTIMONIALS

WHY TRAVELLERS LOVE THIS
- Passionate about architecture
- Destination is known for its architecture i.e., it's a must-do activity

WHY SOME DO NOT
- Not interested in architecture
- Find it too slow paced or boring

HERO DESTINATIONS
Destinations with renowned architecture and famous buildings e.g. Egypt, Tel Aviv

"Great culture, architecture ... I like to visit pl... read or seen a lot about. It's nice to visit pl... you know in theory and make them your r... mostly choose famous places - that you hear about and just "have" to go to.
HIGH YIELD TRAVELLER, NEW ZEALAN...

Architecture isn't really appealing unless it ... and has a lot of history such as Egyp...
HIGH YIELD TRAVELLER, UNITED STATE...

Tourism Australia commissioned independent global research to identify and size the travel sectors and experiences that the Australian tourism industry and o... own and win. The research project included cultural insights, qualitative research and a global survey of 23,771 travellers across 20 markets. The research meas... 143 global tourism experiences.

fiftyfive5 Base: Future Of Demand research 2022. Total out of region travellers, global excluding Australia (n=22,190), interested in Architecture, notable buildings or monuments (n=9,273)

● Significantly higher than those not interested ● Significantly lower than those not interested

Experience demand – Stargazing/ night sky photography

High interest among working holiday makers and high yield travellers,

Travellers into nature and exploration are interested in this experience

Top countries of are South Korea, Japan and Hong Kong

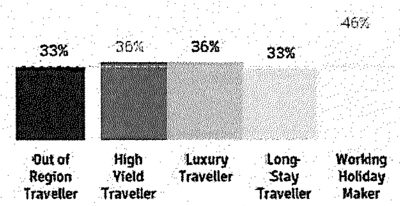
STARGAZING/NIGHT SKY PHOTOGRAPHY

INTERESTS • PHOTOGRAPHY

https://www.tourism.australia.com/en/insights/consumer-research/future-of-demand.html

- A third of Out of Region Travellers are interested in stargazing or night sky photography, with significantly greater interest among High-Yield Travellers and Working Holiday Makers
- South Korea has the strongest interest, with more than half of the market interested and this experience ranked within their top 10
- Those interested in stargazing/night sky photography tend to be younger, without children, and skew female
- Cross-sell opportunities include aurora exploration, theatre or performing arts, and camping and comfort camping experiences

INTEREST IN THE EXPERIENCE BY SEGMENT



	TRAVEL BEHAVIOUR PROFILE	GLOBAL TOTAL	INTERESTED IN THIS EXPERIENCE
TRAVEL MOTIVATIONS	Reconnection	17%	17%
	Into Nature	17%	19%
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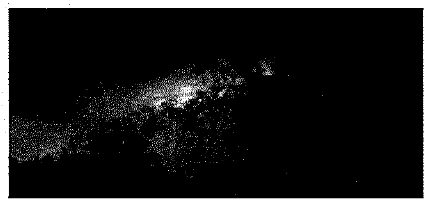
	Consideration of Australia	37%	45%
	Actively planning to visit Australia	15%	18%



INTEREST IN EXPERIENCE ACROSS THE GLOBE

MARKET	INTEREST %	RANK OUT OF 89 EXPERIENCES	SIZING ('000)
GLOBAL	33%	25	39,086
South Korea	52%	9	5,065
Japan	37%	15	2,919
Hong Kong	36%	23	450
China	29%	23	8,349
Malaysia	37%	24	621
Taiwan	41%	25	1,115
New Zealand	36%	26	266
Thailand	38%	26	796
Singapore	32%	27	498
Indonesia	38%	28	512
Philippines	42%	30	1,163
UK	29%	33	2,787
Vietnam	35%	34	748
Germany	26%	37	1,452
USA	28%	39	7,308
France	23%	43	1,671
Canada	25%	45	1,557
Italy	25%	47	779
India	28%	60	1,031
AUSTRALIANS	29%	38	2,577

fiftyfive5 Base: Future Of Demand research 2022, Total out of region travellers, global excluding Australia (n=22,330), interested in Stargazing/night sky photography (n=7,294)

Significantly higher than those not interested • Significantly lower than those not interested

STARGAZING/NIGHT SKY PHOTOGRAPHY

INTERESTS • PHOTOGRAPHY

https://www.tourism.australia.com/en/insights/consumer-research/future-of-demand.html

	DEMOGRAPHIC PROFILE	GLOBAL TOTAL	INTERESTED IN THIS EXPERIENCE
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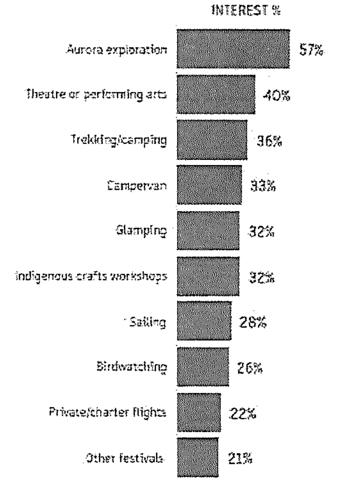
	40-49	22%	20%
	50-64	22%	17%
	Average age	38	36
GENDER	Male	50%	43%
	Female	50%	57%
INCOME	Low	25%	25%
	Middle	28%	28%
	High	24%	25%
	Very high	22%	22%

AFFINITY WITH OTHER EXPERIENCES (TOP 10)



TRAVELLER TESTIMONIALS

WHY TRAVELLERS LOVE THIS
- Immerse in nature / outdoors
- Peaceful and relaxing
- Passionate about astronomy and/or photography

WHY SOME DO NOT
- Something that can be experienced at home
- Too zen and not exciting enough as an activity alone

HERO DESTINATIONS
- Remote destinations far from city lights
- Destinations with vast landscape and nature e.g., Northern Canada

"I think it depends on exactly what it would be if I'd be interested in doing it. I'm not a big contemplator so sitting still at night in the dark would just make me fall asleep"
HIGH YIELD TRAVELLER, UNITED STATES

"I remember a time where I could see the stars well. I lay down and looked at the stars together with my children. I really liked that feeling"
HIGH YIELD TRAVELLER, SOUTH KOREA

Tourism Australia commissioned independent global research to identify and size the travel sectors and experiences that the Australian tourism industry and operators can own and win. The research project included cultural insights, qualitative research and a global survey of 23,771 travellers across 20 markets. The research measured interest in 143 global tourism experiences.

Thank you

Garrett Tyler-Parker
Garrett.tyler-parker@act.gov.au

[redacted]	150,000

Visitation

Schools	School Kids	% of overall kids
Questacon	114,500	76.33%
Australian War Memorial	95,187	63.46%
[redacted]		
National Capital Exhibition	45,582	30.39%
Australian Institute of Sport	86,064	57.38%
National Arboretum Canberra	60,133	40.09%
[redacted]		
Cockington Green	10,874	7.25%

General Visitors	
Questacon	341,901
Australian War Memorial	470,206
[redacted]	
National Capital Exhibition	174,661
Australian Institute of Sport	14,962
Canberra and Region Visitors Centre	234,181
National Arboretum Canberra	1,030,178
[redacted]	

Estimates for Telstra Tower	Visitors	% of overall kids
School Kids	75,000	50.00%
General Visitors	100,000	
Total Visitors	175,000	

REVENUE

Entrance Fee Revenue	
General Visitors @ $15	$1,500,000
School Kids @ $5	$375,000
Total Entrance Fees	$1,875,000

School Tour Fees	
Questacon	$21.50
Australian War Memorial	$5.50
National Museum of Australia	$7.00
National Capital Exhibition	FREE
Australian Institute of Sport	
National Arboretum Canberra	$5.00
MOAD	$7.00
National Zoo and Aquarium	$20.00
Cockington Green	$12.40
Royal Australian Mint	FREE
National Gallery of Australia	FREE
NFSA	$7.00
AEC	FREE
Geoscience	FREE

School kids numbers into ACT	150,000

Visitation

Schools	School Kids	% of overall kids
Questacon	114,500	76.33%
Australian War Memorial	95,187	63.46%
National Museum of Australia		
National Capital Exhibition	45,582	30.39%
Australian Institute of Sport	86,064	57.38%
National Arboretum Canberra	60,133	40.09%
National Dinosaur Museum		
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REVENUE

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General Visitors @ $15	$1,500,000
School Kids @ $5	$375,000
Total Entrance Fees	$1,875,000

2024-25 AVERAGE SALARY COSTING TEMPLATE (Whole of Government)

Assumptions

Salary figures based on average of salary classification increments.
New staff superannuation rates have been applied as indicated.

Instructions for manual lines

In columns N-S, enter each salary increment as it appears in the EBA at 9 June 2022. The template will automatically apply the Government's pay offer for 2024-25 and beyond.

2025-26

Position Level	Average Salary (a)	Superannuation (12.25%) (b)	LSL/LL (4%) (c)	Sub-Total (a) + (b) + (c) = (d)	Workers' Comp Rate* (e)	Total Workers Comp (f)	Total Salary and Salary On-Costs (d) + (f) = (g)	Admin On-Costs (h)	Total Salary, Salary on-costs and admin on-costs (g) + (h) = (i)	Number of Staff (FTE) (j)	Total Costs (i) x (j) = (k)
SOG A	170,559	20,894	6,822	198,275	1.14%	1,944.4	200,220	22,826	223,046	2.0	446,091
SOG B	156,049	19,116	6,242	181,407	1.14%	1,779.0	183,186	22,826	206,012	1.0	206,012
SOG C	130,843	16,028	5,234	152,105		0.0	152,105	22,826	174,931		0
ASO 6	107,670	13,190	4,307	125,167		0.0	125,167	22,826	147,993		0
ASO 5	97,227	11,910	3,889	113,027		0.0	113,027	22,826	135,853		0
ASO 4	89,090	10,913	3,564	103,567		0.0	103,567	22,826	126,393		0
ASO 3	80,478	9,859	3,219	93,556		0.0	93,556	22,826	116,382		0
ASO 2	72,619	8,896	2,905	84,419		0.0	84,419	22,826	107,245		0
MANUAL 1	5,745	704	230	6,679		0.0	6,679	22,826	29,505		0
MANUAL 2	5,745	704	230	6,679		0.0	6,679	22,826	29,505		0
MANUAL 3	5,745	704	230	6,679		0.0	6,679	22,826	29,505		0

*The applicable Workers' Compensation rate should be used. The figure is a percentage of the average salary (found on the Workers' Comp Rate tab)

Total 3.0 652,103

2026-27

Position Level	Average Salary (a)	Superannuation (12.50%) (b)	LSL/LL (4%) (c)	Sub-Total (a) + (b) + (c) = (d)	Workers' Comp Rate* (e)	Total Workers Comp (f)	Total Salary and Salary On-Costs (d) + (f) = (g)	Admin On-Costs (h)	Total Salary, Salary on-costs and admin on-costs (g) + (h) = (i)	Number of Staff (FTE) (j)	Total Costs (i) x (j) = (k)
SOG A	172,777	21,597	6,911	201,285	1.14%	1,969.7	203,254	23,397	226,651	1.0	226,651
SOG B	158,078	19,760	6,323	184,161		0.0	184,161	23,397	207,558		0
SOG C	132,544	16,568	5,302	154,413	1.14%	1,511.0	155,924	23,397	179,321	1.0	179,321
ASO 6	109,070	13,634	4,363	127,066	1.14%	1,243.4	128,310	23,397	151,706	3.0	455,119
ASO 5	98,491	12,311	3,940	114,742		0.0	114,742	23,397	138,139		0
ASO 4	90,248	11,281	3,610	105,139	1.14%	1,028.8	106,167	23,397	129,564	6.4	829,210
ASO 3	81,524	10,191	3,261	94,976		0.0	94,976	23,397	118,372		0
ASO 2	73,563	9,195	2,943	85,701		0.0	85,701	23,397	109,097		0
MANUAL 1	5,820	727	233	6,780		0.0	6,780	23,397	30,177		0
MANUAL 2	5,820	727	233	6,780		0.0	6,780	23,397	30,177		0
MANUAL 3	5,820	727	233	6,780		0.0	6,780	23,397	30,177		0

*The applicable Workers' Compensation rate should be used. The figure is a percentage of the average salary (found on the Workers' Comp Rate tab)

Total 11.4 1,690,301

2027-28

Position Level	Average Salary (a)	Superannuation (12.50%) (b)	LSL/LL (4%) (c)	Sub-Total (a) + (b) + (c) = (d)	Workers' Comp Rate* (e)	Total Workers Comp (f)	Total Salary and Salary On-Costs (d) + (f) = (g)	Admin On-Costs (h)	Total Salary, Salary on-costs and admin on-costs (g) + (h) = (i)	Number of Staff (FTE) (j)	Total Costs (i) x (j) = (k)
SOG A	175,023	21,878	7,001	203,901	1.14%	1,995.3	205,897	23,982	229,878	1.0	229,878
SOG B	160,133	20,017	6,405	186,555		0.0	186,555	23,982	210,537		0
SOG C	134,267	16,783	5,371	156,421	1.14%	1,530.6	157,951	23,982	181,933	1.0	181,933
ASO 6	110,488	13,811	4,420	128,718	1.14%	1,259.6	129,978	23,982	153,959	3.0	461,878
ASO 5	99,772	12,471	3,991	116,234		0.0	116,234	23,982	140,216		0
ASO 4	91,421	11,428	3,657	106,505	1.14%	1,042.2	107,548	23,982	131,529	6.4	841,787
ASO 3	82,584	10,323	3,303	96,210		0.0	96,210	23,982	120,192		0
ASO 2	74,519	9,315	2,981	86,815		0.0	86,815	23,982	110,796		0
MANUAL 1	5,896	737	236	6,868		0.0	6,868	23,982	30,850		0
MANUAL 2	5,896	737	236	6,868		0.0	6,868	23,982	30,850		0
MANUAL 3	5,896	737	236	6,868		0.0	6,868	23,982	30,850		0

*The applicable Workers' Compensation rate should be used. The figure is a percentage of the average salary (found on the Workers' Comp Rate tab)

**A growth rate of 1.3% has been used in 2026-27 and 2027-28 as the Government pay offer applies from 2022-23 to 2025-26 only.

Total 11.4 1,715,476

2028-29

Position Level	Average Salary (a)	Superannuation (12.50%) (b)	LSL/LL (4%) (c)	Sub-Total (a) + (b) + (c) = (d)	Workers' Comp Rate* (e)	Total Workers Comp (f)	Total Salary and Salary On-Costs (d) + (f) = (g)	Admin On-Costs (h)	Total Salary, Salary on-costs and admin on-costs (g) + (h) = (i)	Number of Staff (FTE) (j)	Total Costs (i) x (j) = (k)
SOG A	177,298	22,162	7,092	206,552	1.14%	2,021.2	208,573	24,581	233,154	1.0	233,154
SOG B	162,215	20,277	6,489	188,980		0.0	188,980	24,581	213,561		0
SOG C	136,012	17,002	5,440	158,454	1.14%	1,550.5	160,005	24,581	184,586	1.0	184,586
ASO 6	111,924	13,991	4,477	130,392	1.14%	1,275.9	131,668	24,581	156,249	3.0	468,746
ASO 5	101,069	12,634	4,043	117,745		0.0	117,745	24,581	142,326		0
ASO 4	92,609	11,576	3,704	107,890	1.14%	1,055.7	108,946	24,581	133,527	6.4	854,572
ASO 3	83,658	10,457	3,346	97,461		0.0	97,461	24,581	122,042		0
ASO 2	75,488	9,436	3,020	87,944		0.0	87,944	24,581	112,525		0
MANUAL 1	5,972	747	239	6,958		0.0	6,958	24,581	31,539		0
MANUAL 2	5,972	747	239	6,958		0.0	6,958	24,581	31,539		0
MANUAL 3	5,972	747	239	6,958		0.0	6,958	24,581	31,539		0

*The applicable Workers' Compensation rate should be used. The figure is a percentage of the average salary (found on the Workers' Comp Rate tab)

**A growth rate of 1.3% has been used in 2026-27 and 2027-28 as the Government pay offer applies from 2022-23 to 2025-26 only.

Total 11.4 1,741,058

Overall Total 37.2 5,798,939

Impacts	2025-26	2026-27	2027-28	2028-29
$	652,103	1,690,301	1,715,476	1,741,058
FTE	3.0	11.4	11.4	11.4

2024-25 AVERAGE SALARY COSTING TEMPLATE (Whole of Government)
Assumptions
Salary figures based on average of salary classification increments.
New staff superannuation rates have been applied as indicated.

2025-26

Position Level	Average Salary (a)	Superannuation (12.25%) (b)	LSL/LL (4%) (c)	Sub-Total (a) + (b) + (c) = (d)	Workers' Comp Rate* (e)	Total Workers Comp (f)	Total Salary and Salary On-Costs (d) + (f) = (g)	Admin On-Costs (h)	Total Salary, Salary on-costs and admin on-costs (g) + (h) = (i)	Number of Staff (FTE) (j)	Total Costs (i) x (j) = (k)
GSO2	67,346	8,250	2,694	78,289		0.0	78,289	22,826	101,115		0
GSO3	68,852	8,434	2,754	80,041		0.0	80,041	22,826	102,867		0
GSO4	74,023	9,068	2,961	86,052		0.0	86,052	22,826	108,878		0
GSO5	78,524	9,619	3,141	91,284		0.0	91,284	22,826	114,110		0
GSO6	83,049	10,173	3,322	96,544		0.0	96,544	22,826	119,370		0
GSO7	87,671	10,740	3,507	101,917		0.0	101,917	22,826	124,743		0
GSO8	93,332	11,433	3,733	108,498		0.0	108,498	22,826	131,324		0
GSO9	100,019	12,252	4,001	116,272		0.0	116,272	22,826	139,098		0
GSO10	110,102	13,488	4,404	127,994		0.0	127,994	22,826	150,820		0
BSO1	68,852	8,434	2,754	80,041		0.0	80,041	22,826	102,867		0
BSO2	80,449	9,855	3,218	93,522		0.0	93,522	22,826	116,348		0
BSO3	86,505	10,597	3,460	100,562		0.0	100,562	22,826	123,388		0
BSO4	110,102	13,488	4,404	127,994		0.0	127,994	22,826	150,820		0
CSO1	68,852	8,434	2,754	80,041		0.0	80,041	22,826	102,867		0
CSO2	74,368	9,110	2,975	86,453		0.0	86,453	22,826	109,279		0
CSO3	86,505	10,597	3,460	100,562		0.0	100,562	22,826	123,388		0
CSO4	104,809	12,839	4,192	121,840		0.0	121,840	22,826	144,666		0
BTG	95,888	11,746	3,836	111,470		0.0	111,470	22,826	134,296		0
SBTG	101,672	12,455	4,067	118,194		0.0	118,194	22,826	141,020		0

*The applicable Workers' Compensation rate should be used. The figure is a percentage of the average salary (found on the Workers' Comp Rate tab)

Total 0.0 0.0

2026-27

Position Level	Average Salary (a)	Superannuation (12.50%) (b)	LSL/LL (4%) (c)	Sub-Total (a) + (b) + (c) = (d)	Workers' Comp Rate* (e)	Total Workers Comp (f)	Total Salary and Salary On-Costs (d) + (f) = (g)	Admin On-Costs (h)	Total Salary, Salary on-costs and admin on-costs (g) + (h) = (i)	Number of Staff (FTE) (j)	Total Costs (i) x (j) = (k)
GSO2	68,221	8,528	2,729	79,478		0.0	79,478	23,397	102,874		0
GSO3	69,747	8,718	2,790	81,255		0.0	81,255	23,397	104,652		0
GSO4	74,985	9,373	2,999	87,358		0.0	87,358	23,397	110,754		0
GSO5	79,544	9,943	3,182	92,669		0.0	92,669	23,397	116,066		0
GSO6	84,128	10,516	3,365	98,010		0.0	98,010	23,397	121,406		0
GSO7	88,811	11,101	3,552	103,464		0.0	103,464	23,397	126,861		0
GSO8	94,545	11,818	3,782	110,145		0.0	110,145	23,397	133,542		0
GSO9	101,319	12,665	4,053	118,037		0.0	118,037	23,397	141,434		0
GSO10	111,534	13,942	4,461	129,937		0.0	129,937	23,397	153,333		0
BSO1	69,747	8,718	2,790	81,255		0.0	81,255	23,397	104,652		0
BSO2	81,495	10,187	3,260	94,942		0.0	94,942	23,397	118,339		0
BSO3	87,630	10,954	3,505	102,089		0.0	102,089	23,397	125,485		0
BSO4	111,534	13,942	4,461	129,937		0.0	129,937	23,397	153,333		0
CSO1	69,747	8,718	2,790	81,255		0.0	81,255	23,397	104,652		0
CSO2	75,335	9,417	3,013	87,765		0.0	87,765	23,397	111,162		0
CSO3	87,630	10,954	3,505	102,089		0.0	102,089	23,397	125,485		0
CSO4	106,171	13,271	4,247	123,689		0.0	123,689	23,397	147,086		0
BTG	97,135	12,142	3,885	113,162		0.0	113,162	23,397	136,559		0
SBTG	102,994	12,874	4,120	119,988		0.0	119,988	23,397	143,385		0

*The applicable Workers' Compensation rate should be used. The figure is a percentage of the average salary (found on the Workers' Comp Rate tab)

Total 0.0 0.0

2027-28

Position Level	Average Salary (a)	Superannuation (12.50%) (b)	LSL/LL (4%) (c)	Sub-Total (a) + (b) + (c) = (d)	Workers' Comp Rate* (e)	Total Workers Comp (f)	Total Salary and Salary On-Costs (d) + (f) = (g)	Admin On-Costs (h)	Total Salary, Salary on-costs and admin on-costs (g) + (h) = (i)	Number of Staff (FTE) (j)	Total Costs (i) x (j) = (k)
GSO2	69,108	8,639	2,764	80,511		0.0	80,511	23,982	104,492		0
GSO3	70,654	8,832	2,826	82,312		0.0	82,312	23,982	106,293		0
GSO4	75,960	9,495	3,038	88,493		0.0	88,493	23,982	112,475		0
GSO5	80,578	10,072	3,223	93,874		0.0	93,874	23,982	117,856		0
GSO6	85,222	10,653	3,409	99,284		0.0	99,284	23,982	123,265		0
GSO7	89,965	11,246	3,599	104,809		0.0	104,809	23,982	128,791		0
GSO8	95,774	11,972	3,831	111,577		0.0	111,577	23,982	135,559		0
GSO9	102,636	12,830	4,105	119,572		0.0	119,572	23,982	143,553		0
GSO10	112,984	14,123	4,519	131,626		0.0	131,626	23,982	155,607		0
BSO1	70,654	8,832	2,826	82,312		0.0	82,312	23,982	106,293		0
BSO2	82,555	10,319	3,302	96,176		0.0	96,176	23,982	120,158		0
BSO3	88,769	11,096	3,551	103,416		0.0	103,416	23,982	127,397		0
BSO4	112,984	14,123	4,519	131,626		0.0	131,626	23,982	155,607		0
CSO1	70,654	8,832	2,826	82,312		0.0	82,312	23,982	106,293		0
CSO2	76,314	9,539	3,053	88,906		0.0	88,906	23,982	112,888		0
CSO3	88,769	11,096	3,551	103,416		0.0	103,416	23,982	127,397		0
CSO4	107,551	13,444	4,302	125,297		0.0	125,297	23,982	149,279		0
BTG	98,398	12,300	3,936	114,633		0.0	114,633	23,982	138,615		0
SBTG	104,333	13,042	4,173	121,548		0.0	121,548	23,982	145,530		0

*The applicable Workers' Compensation rate should be used. The figure is a percentage of the average salary (found on the Workers' Comp Rate tab)
**A growth rate of 1.3% has been used in 2026-27 and 2027-28 as the Government pay offer applies from 2022-23 to 2025-26 only.

Total 0.0 0.0

2028-29

Position Level	Average Salary (a)	Superannuation (12.50%) (b)	LSL/LL (4%) (c)	Sub-Total (a) + (b) + (c) = (d)	Workers' Comp Rate* (e)	Total Workers Comp (f)	Total Salary and Salary On-Costs (d) + (f) = (g)	Admin On-Costs (h)	Total Salary, Salary on-costs and admin on-costs (g) + (h) = (i)	Number of Staff (FTE) (j)	Total Costs (i) x (j) = (k)
GSO2	70,006	8,751	2,800	81,557		0.0	81,557	24,581	106,139		0
GSO3	71,572	8,947	2,863	83,382		0.0	83,382	24,581	107,963		0
GSO4	76,947	9,618	3,078	89,644		0.0	89,644	24,581	114,225		0
GSO5	81,626	10,203	3,265	95,094		0.0	95,094	24,581	119,675		0
GSO6	86,330	10,791	3,453	100,574		0.0	100,574	24,581	125,155		0
GSO7	91,135	11,392	3,645	106,172		0.0	106,172	24,581	130,753		0
GSO8	97,019	12,127	3,881	113,028		0.0	113,028	24,581	137,609		0
GSO9	103,971	12,996	4,159	121,126		0.0	121,126	24,581	145,707		0
GSO10	114,452	14,307	4,578	133,337		0.0	133,337	24,581	157,918		0
BSO1	71,572	8,947	2,863	83,382		0.0	83,382	24,581	107,963		0
BSO2	83,628	10,453	3,345	97,427		0.0	97,427	24,581	122,008		0
BSO3	89,923	11,240	3,597	104,760		0.0	104,760	24,581	129,341		0
BSO4	114,452	14,307	4,578	133,337		0.0	133,337	24,581	157,918		0
CSO1	71,572	8,947	2,863	83,382		0.0	83,382	24,581	107,963		0
CSO2	77,306	9,663	3,092	90,062		0.0	90,062	24,581	114,643		0
CSO3	89,923	11,240	3,597	104,760		0.0	104,760	24,581	129,341		0
CSO4	108,949	13,619	4,358	126,926		0.0	126,926	24,581	151,507		0
BTG	99,677	12,460	3,987	116,123		0.0	116,123	24,581	140,705		0
SBTG	105,689	13,211	4,228	123,128		0.0	123,128	24,581	147,709		0

*The applicable Workers' Compensation rate should be used. The figure is a percentage of the average salary (found on the Workers' Comp Rate tab)
**A growth rate of 1.3% has been used in 2026-27 and 2027-28 as the Government pay offer applies from 2022-23 to 2025-26 only.

Total 0.0 0

Overall Total 0.0 0

Impacts	2025-26	2026-27	2027-28	2028-29
$	0	0	0	0
FTE	0.0	0.0	0.0	0.0

2024-25 AVERAGE SALARY COSTING TEMPLATE (Executive)

Assumptions

New staff superannuation rates have been applied as indicated.

The FBT vehicle allowance does not form part of salaries for the purposes of calculating superannuation entitlements

2025-26

Executive Level	Salary (a)	Additional Salary - Vehicle Entitlement** (b)	Total Salary for Superannuation Purposes (c)	Superannuation (12.25%) (d)	FBT Vehicle Allowance (e)	LSL [(c) + (e)] x 2.5% = (f)	Workers' Comp Rate* (g)	Total Workers Comp [(c) + (e)] x (g) = (h)	Admin On-Costs (i)	Total Unit Cost (c) + (d) + (e) + (f) + (h) + (i) = (j)	Number of Staff (FTE) (k)	Total Costs (j) x (k) = (l)
Level 1.1	177,084	24,000	201,084	24,633	7,500	5,215		0.0	22,826	261,257		0
Level 1.2	192,059	24,000	216,059	26,467	7,500	5,589		0.0	22,826	278,441		0
Level 1.3	207,024	24,000	231,024	28,300	7,500	5,963		0.0	22,826	295,613		0
Level 1.4	221,930	24,000	245,930	30,126	7,500	6,336	1.14%	2,889.1	22,826	315,607	0.4	126,243
Level 2.1	236,968	24,500	261,468	32,030	7,500	6,724		0.0	22,826	330,548		0
Level 2.2	257,845	24,500	282,345	34,587	7,500	7,246		0.0	22,826	354,504		0
Level 2.3	278,711	24,500	303,211	37,143	7,500	7,768		0.0	22,826	378,448		0
Level 2.4	299,667	24,500	324,167	39,710	7,500	8,292		0.0	22,826	402,495		0
Level 3.1	320,633	25,000	345,633	42,340	7,500	8,828		0.0	22,826	427,127		0
Level 3.2	333,497	25,000	358,497	43,916	7,500	9,150		0.0	22,826	441,889		0
Level 3.3	346,734	25,000	371,734	45,537	7,500	9,481		0.0	22,826	457,078		0
Level 3.4	359,771	25,000	384,771	47,134	7,500	9,807		0.0	22,826	472,038		0
Level 4.1	372,699	25,500	398,199	48,779	7,500	10,142		0.0	22,826	487,447		0
Level 4.2	383,474	25,500	408,974	50,099	7,500	10,412		0.0	22,826	499,811		0
Level 4.3	397,305	25,500	422,805	51,794	7,500	10,758		0.0	22,826	515,682		0
Level 4.4	433,058	25,500	458,558	56,173	7,500	11,651		0.0	22,826	556,708		0

*The applicable Workers' Compensation rate should be used. The figure is a percentage of the average salary (found on the Workers' Comp Rate tab)

**Additional annual salary payable following changes to the PSM Standards on 23 December 2021 - Executive Vehicle Entitlements

Total 0.4 126,243

2026-27

Executive Level	Salary (a)	Additional Salary - Vehicle Entitlement** (b)	Total Salary for Superannuation Purposes (c)	Superannuation (12.5%) (d)	FBT Vehicle Allowance (e)	LSL [(c) + (e)] x 2.5% = (f)	Workers' Comp Rate* (g)	Total Workers Comp [(c) + (e)] x (g) = (h)	Admin On-Costs (i)	Total Unit Cost (c) + (d) + (e) + (f) + (h) + (i) = (j)	Number of Staff (FTE) (k)	Total Costs (j) x (k) = (l)
Level 1.1	179,386	24,000	203,386	25,423	7,500	5,272		0.0	23,397	264,978		0
Level 1.2	194,555	24,000	218,555	27,319	7,500	5,651		0.0	23,397	282,423		0
Level 1.3	209,715	24,000	233,715	29,214	7,500	6,030		0.0	23,397	299,856		0
Level 1.4	224,815	24,000	248,815	31,102	7,500	6,408		0.0	23,397	317,222		0
Level 2.1	240,049	24,500	264,549	33,069	7,500	6,801		0.0	23,397	335,315		0
Level 2.2	261,197	24,500	285,697	35,712	7,500	7,330		0.0	23,397	359,636		0
Level 2.3	282,334	24,500	306,834	38,354	7,500	7,858		0.0	23,397	383,943		0
Level 2.4	303,562	24,500	328,062	41,008	7,500	8,389		0.0	23,397	408,356		0
Level 3.1	324,801	25,000	349,801	43,725	7,500	8,933		0.0	23,397	433,355		0
Level 3.2	337,832	25,000	362,832	45,354	7,500	9,258		0.0	23,397	448,341		0
Level 3.3	351,241	25,000	376,241	47,030	7,500	9,594		0.0	23,397	463,762		0
Level 3.4	364,448	25,000	389,448	48,681	7,500	9,924		0.0	23,397	478,949		0
Level 4.1	377,544	25,500	403,044	50,380	7,500	10,264		0.0	23,397	494,585		0
Level 4.2	388,459	25,500	413,959	51,745	7,500	10,536		0.0	23,397	507,137		0
Level 4.3	402,470	25,500	427,970	53,496	7,500	10,887		0.0	23,397	523,249		0
Level 4.4	438,687	25,500	464,187	58,023	7,500	11,792		0.0	23,397	564,899		0

*The applicable Workers' Compensation rate should be used. The figure is a percentage of the average salary (found on the Workers' Comp Rate tab)

**Additional annual salary payable following changes to the PSM Standards on 23 December 2021 - Executive Vehicle Entitlements

Total 0.0 0

2027-28

Executive Level	Salary (a)	Additional Salary - Vehicle Entitlement** (b)	Total Salary for Superannuation Purposes (c)	Superannuation (12.5%) (d)	FBT Vehicle Allowance (e)	LSL [(c) + (e)] x 2.5% = (f)	Workers' Comp Rate* (g)	Total Workers Comp [(c) + (e)] x (g) = (h)	Admin On-Costs (i)	Total Unit Cost (c) + (d) + (e) + (f) + (h) + (i) = (j)	Number of Staff (FTE) (k)	Total Costs (j) x (k) = (l)
Level 1.1	181,718	24,000	205,718	25,715	7,500	5,330		0.0	23,982	268,244		0
Level 1.2	197,085	24,000	221,085	27,636	7,500	5,715		0.0	23,982	285,916		0
Level 1.3	212,441	24,000	236,441	29,555	7,500	6,099		0.0	23,982	303,577		0
Level 1.4	227,738	24,000	251,738	31,467	7,500	6,481		0.0	23,982	321,167		0
Level 2.1	243,169	24,500	267,669	33,459	7,500	6,879		0.0	23,982	339,489		0
Level 2.2	264,593	24,500	289,093	36,137	7,500	7,415		0.0	23,982	364,125		0
Level 2.3	286,004	24,500	310,504	38,813	7,500	7,950		0.0	23,982	388,749		0
Level 2.4	307,509	24,500	332,009	41,501	7,500	8,488		0.0	23,982	413,479		0
Level 3.1	329,023	25,000	354,023	44,253	7,500	9,038		0.0	23,982	438,796		0
Level 3.2	342,224	25,000	367,224	45,903	7,500	9,368		0.0	23,982	453,977		0
Level 3.3	355,807	25,000	380,807	47,601	7,500	9,708		0.0	23,982	469,598		0
Level 3.4	369,186	25,000	394,186	49,273	7,500	10,042		0.0	23,982	484,983		0
Level 4.1	382,452	25,500	407,952	50,994	7,500	10,386		0.0	23,982	500,814		0
Level 4.2	393,509	25,500	419,009	52,376	7,500	10,663		0.0	23,982	513,530		0
Level 4.3	407,702	25,500	433,202	54,150	7,500	11,018		0.0	23,982	529,851		0
Level 4.4	444,390	25,500	469,890	58,736	7,500	11,935		0.0	23,982	572,043		0

*The applicable Workers' Compensation rate should be used. The figure is a percentage of the average salary (found on the Workers' Comp Rate tab)

**Additional annual salary payable following changes to the PSM Standards on 23 December 2021 - Executive Vehicle Entitlements

Total 0.0 0

2028-29

Executive Level	Salary (a)	Additional Salary - Vehicle Entitlement** (b)	Total Salary for Superannuation Purposes (c)	Superannuation (12.5%) (d)	FBT Vehicle Allowance (e)	LSL [(c) + (e)] x 2.5% = (f)	Workers' Comp Rate* (g)	Total Workers Comp [(c) + (e)] x (g) = (h)	Admin On-Costs (i)	Total Unit Cost (c) + (d) + (e) + (f) + (h) + (i) = (j)	Number of Staff (FTE) (k)	Total Costs (j) x (k) = (l)
Level 1.1	184,080	24,000	208,080	26,010	7,500	5,389		0.0	24,581	271,561		0
Level 1.2	199,647	24,000	223,647	27,956	7,500	5,779		0.0	24,581	289,462		0
Level 1.3	215,203	24,000	239,203	29,900	7,500	6,168		0.0	24,581	307,352		0
Level 1.4	230,698	24,000	254,698	31,837	7,500	6,555		0.0	24,581	325,172		0
Level 2.1	246,330	24,500	270,830	33,854	7,500	6,958		0.0	24,581	343,724		0
Level 2.2	268,032	24,500	292,532	36,567	7,500	7,501		0.0	24,581	368,681		0
Level 2.3	289,722	24,500	314,222	39,278	7,500	8,043		0.0	24,581	393,624		0
Level 2.4	311,506	24,500	336,006	42,001	7,500	8,588		0.0	24,581	418,676		0
Level 3.1	333,301	25,000	358,301	44,788	7,500	9,145		0.0	24,581	444,314		0
Level 3.2	346,673	25,000	371,673	46,459	7,500	9,479		0.0	24,581	459,693		0
Level 3.3	360,433	25,000	385,433	48,179	7,500	9,823		0.0	24,581	475,516		0
Level 3.4	373,985	25,000	398,985	49,873	7,500	10,162		0.0	24,581	491,102		0
Level 4.1	387,424	25,500	412,924	51,615	7,500	10,511		0.0	24,581	507,131		0
Level 4.2	398,625	25,500	424,125	53,016	7,500	10,791		0.0	24,581	520,012		0

Level 4.3	413,002	25,500	438,502	54,813	7,500	11,150		0.0	24,581	536,546		0
Level 4.4	450,167	25,500	475,667	59,458	7,500	12,079		0.0	24,581	579,286		0

*The applicable Workers' Compensation rate should be used. The figure is a percentage of the average salary (found on the Workers' Comp Rate tab)

**Additional annual salary payable following changes to the PSM Standards on 23 December 2021 - Executive Vehicle Entitlements

Total	0.0	0
Overall Total	0.4	126,243

Impacts	2025-26	2026-27	2027-28	2028-29
$	126,243	0	0	0
FTE	0.4	0.0	0.0	0.0

Current Agency	Current Premium Rate
ACT Health Directorate	1.21%
Canberra Health Services including North Canberra Hospital	1.45%
North Canberra Hospital	2.02%
Canberra Health Services	1.45%
Canberra Institute of Technology	1.94%
Environment Planning and Sustainable Development	1.80%
Infrastructure Canberra	1.45%
Infrastructure Canberra (excluding Property Group)	0.98%
ACT Property Group	2.50%
University of Canberra	1.06%
WorkSafe ACT	3.96%
Chief Minister, Treasury & Economic Development	1.35%
Chief Minister Stream	1.41%
Chief Minister (Core)	1.32%
Access Canberra (Core)	1.76%
Economic Development (Core)	1.14%
Digital, Data and Technology Solution (ICT Only)	1.27%
Treasury Stream	1.05%
Treasury Stream (Core)	1.02%
ACTIA	1.40%
Education	2.40%
Education Directorate (excl Cleaners)	2.40%
Education Directorate (Cleaners)	2.40%
Housing and Community	2.58%
Community Services Directorate	2.58%
Housing ACT	2.58%
Justice and Community Safety	4.06%
JACS (Core)	1.78%
ACT Corrective Services (ACTCS)	4.94%
ACT Emergency Services Agency (ESA)	5.59%
Transport	2.85%
Public Transport Operations	2.84%
City Services	3.69%
Yarralumla Nursery	3.69%
Canberra Cemeteries	3.69%
Capital Linen Service	3.69%
Transport Canberra and City Services Other	2.77%
Pooled Entities Group A	1.18%
ACT Audit Office	1.18%
City Renewal Authority	1.18%
Suburban Land Agency	1.18%
Public Trustee and Guardian	1.18%
Legal Aid ACT	1.18%

Pooled Entities Group B	1.56%
ACT Building & Construction Industry Training Fund Authority	1.56%
ACT Electoral Commission	1.56%
ACT Gambling and Racing Commission	1.56%
ACT Government Executives	1.56%
ACT Integrity Commission	1.56%
ACT Long Service Leave Authority	1.56%
ACT Teacher Quality Institute	1.56%
Independent Competition and Regulatory Commission	1.56%
Office of the Legislative Assembly	1.56%
Legislative Assembly Members Staff	1.56%