

## Budget Estimates 2010-2011

### Questions on Notice

#### General Purpose Standing Committee No. 1

#### Questions relating to the portfolio of Tourism

#### Questions from Mr Cohen

**1. Will the Minister provide the Committee with details about its program to support tourism operators and industry representatives participate in tourism trade missions? Specifically will the Minister indicate the names of the 80 operators and industry representatives?**

The NSW Government established the \$1.48 million Industry Incentive Fund which commenced in March 2009. The Fund provides incentives for NSW tourism businesses to visit international markets such as the United Kingdom and Europe, the United States, New Zealand, India and China through Tourism NSW's overseas trade missions, new product workshops or nominated Tourism Australia international trade shows.

Encouraging tourism businesses to make these visits gives NSW a strong presence in key international markets.

I am advised in 2009-10 the following businesses were supported through the Industry Incentive Fund:

AAT Kings
Accor Hospitality
Arts Hotel
Aussie Bush Discoveries
Aussie Farmstay and Bush Adventures
Australia Surrounds
Australian Attractions
Australian Eco Adventures
Australian Farm Tourism
Australian Museum
Australian Reptile Park
Australian Walkabout Wildlife Park
Australian Wild Escapes
Bells at Kilcare Boutique Hotel
Blue Line Cruises
Blue Mountains Tourism Ltd
Bonza Bike Tours
Bounce Walking Tours

Boutique Tours Australia
BridgeClimb
Business Tourism Australia
Captain Cook Cruises
Catch a Crab
Chateau Elan Hunter Valley
Crystal Creek Meadows
Diamant Hotel Sydney
Dockside Group
Dolphin Sands Jervis Bay
Dolphin Watch Cruises
Eastsail
Europcar
Fantastic Aussie Tours Group
Featherdale Wildlife Park
Four Seasons Hotel
Grand Pacific Drive
Greater Blue Mountains Drive
Hunter Regional Tourism Organisation
Hunter Resort
Jenolan Caves
Lets Go Surfing
Mercure Sydney
Metro Hotels
Mirvac Hotels & Resorts
Moonshadow Charters
Mount N' Beach Safaris
Mungo Lodge
Northern Rivers Tourism
Oaks Hotels & Resorts
Outback NSW Tourism
Paperbark Camp
Port Stephens Tourism
Q Station
Radisson Plaza Hotel Sydney
Restaurants at The Rocks
River Deep Mountain High
Sea Sydney Cruises
Shangri La Hotel
Star City
Surf Camp Australia
Sydney Attractions Group
Sydney Cricket and Sports Ground Trust
Sydney Harbour Marriott Hotel
Sydney Harbour Tall Ships
Sydney Harbour YHA
Sydney Helicopters
Sydney Opera House
Sydney Seaplanes
Sydney Showboats
Sydney Urban Adventures
Sydney-Melbourne Touring

Taronga Zoo + Scenic World
The Byron at Byron Resort and Spa
The Coast Track
The National Opal Collection
Tobrook Sheep Station
Toga Hospitality
Tourism Wollongong - Grand Pacific Drive
Tri State Safaris
Ultimately Sydney
Wolgan Valley Resort & Spa

**2. How does Tourism NSW evaluate the effectiveness of programs and campaigns? Specifically, what methodologies does it apply to calculate the income generation potential of its programs and campaigns?**

I am advised Tourism NSW evaluates the effectiveness of all campaign activity against its key performance measures of visitor nights, expenditure, brand health and online results.

Tourism NSW analyses data collected by Tourism Research Australia through the National Visitor Survey and the International Visitor Survey.

Tourism NSW also collates data from a range of sources including brand health tracking surveys, campaign evaluation studies, visits and leads to consumer websites sydney.com and visitnsw.com and sales results from industry partners.

**3. How many internal and independent evaluations, audits or reviews of Tourism NSW programs have been undertaken in the last financial year?**

I am advised in the 2009/10 financial year Tourism NSW participated in the wider Industry and Investment NSW Internal Audit Program.

An independent review was also undertaken on the Regional Tourism Partnership Funding Program.

Regular reviews are conducted to track the effectiveness of Tourism NSW advertising.

Tourism NSW also participated in the State and Regional Development & Tourism Client Survey.

**4. Minister, how do we know the \$52.9 million allocated to Tourism NSW is been effectively used to develop our tourism sector in NSW? What independent empirical evidence does the Minister have to demonstrate the Tourism budget is been used to increase tourism in NSW?**

I am advised Tourism NSW utilises a range of measures to monitor the performance of the tourism sector and Tourism NSW activities. Please refer to the answer to question two.

**5. What evidence does Tourism NSW provide to Treasury to justify increases in the Tourism budget allocation?**

I am advised that Tourism NSW regularly provides results on performance measures to NSW Treasury under the Results and Service Plan for Industry & Investment NSW.

Tourism NSW also provides regular reports on visitor nights and visitor expenditure

**6. Was the Premier's trip to the World Expo paid for by the Tourism NSW Budget?**

No.

**7. What programs are Tourism NSW currently participating in to support tourism opportunities for people with disabilities?**

The NSW Government recognises the importance of improving access to tourist and recreational facilities for people with disabilities and the elderly.

Tourism NSW developed the *Sydney for All* website which was launched in November 2008.

The *Sydney for All* website provides accessible tourist information through a range of aids such as type variation and colour contrast for people with vision difficulties.

I am advised that the website is based on research that evaluated and assessed tourism environments and accessibility using universal design principles.

Vision Australia independently assessed the prototype of the website before it went live and noted the following:

*"The Tourism New South Wales Accessible Tourism Website is by far the most accessible website the reviewer has encountered. No serious accessibility issues were found, in fact, only 2 issues were identified. The reviewer greatly appreciates that the recommendations given in the initial prototype review all have been implemented."*

Tourism NSW received a Vision Australia Highly Commended Certificate as part of the 2009 Vision Australia Making a Difference Campaign for the *Sydney for All* Website.

The website was also awarded the World Leisure International Innovation Prize. This award will help publicise the website world wide, providing much broader awareness of accessible NSW tourist and recreation facilities.

**8. Has Tourism NSW completed the new Aboriginal Tourism Action Plan? Will the Minister explain the consultation process involved in the Aboriginal Tourism Action Plan?**

The Aboriginal Tourism Action Plan is currently being developed. I am advised that to date, the following agencies and stakeholders have been consulted:

***Government agencies:***

Aboriginal Affairs NSW  
Aboriginal Heritage Office  
Art Gallery of NSW  
Arts NSW  
Australian Museum  
Botanic Gardens Trust  
City of Sydney  
Department of Premier and Cabinet  
Department of Resources, Energy and Tourism  
Economic Development Officer Network (Industry & Investment NSW; Aboriginal Affairs NSW)  
Events NSW  
Department of Education Employment and Workplace Relations  
Forests NSW  
Historic Houses Trust  
Indigenous Business Australia  
Land and Property Management Authority  
Museum of Sydney  
National Parks and Wildlife Service (NPWS)  
Powerhouse Museum  
Redfern Waterloo Heritage Taskforce  
Screen NSW  
State Library of NSW  
Sydney Harbour Foreshore Authority  
Sydney Opera House  
TAFE NSW  
Taronga Conservation Society Australia  
Tourism Australia

***Industry Associations:***

Australian Tourism Export Council  
Ecotourism Australia  
NSW Tourism Industry Council  
Tourism and Transport Forum

***Aboriginal Businesses/Organisations/Representatives:***

Armidale Regional Aboriginal Cultural Centre

Big River Café/G country/Gurewha Ceramics  
Bruz Design  
Cathie Craigie  
Clarence Slockee, Botanic Gardens  
Dnaag Kempsey  
Descendance  
Dhinawan Dreaming  
Djeebahn Cronulla Cruises  
Jumbulla Aboriginal Discovery Centre  
Les Ahoy  
Lorna Munroe Rocks Dreaming  
NSW Aboriginal Land Council  
Purple Goanna  
Sand Dune Adventures (Worrimi Local Aboriginal Land Council)  
Satwater Freshwater Festival  
The Jaaning Tree  
Tobwabba Art (Foster Local Aboriginal Land Council)

**9. Has Tourism NSW played any role in assisting communities in the Riverina region develop tourism opportunities associated with the new River Red Gum National Parks?**

I am advised that Tourism NSW is assisting the National Parks and Wildlife Service to identify potential tourism product development opportunities and is providing advice on the Service's marketing strategy for the protected areas.

Tourism NSW provides funding to the Riverina Regional Tourism Organisation through the Regional Tourism Partnership Funding Program.

This year the Riverina Regional Tourism Organisation has access to \$282,000 in NSW Government funding under the program.

**Questions from Ms Pavey**

**Visit Sydney Funding**

- 10. How much of Tourism NSW funding goes into Visit Sydney?**
- 11. Of the money put in Visit Sydney, how much money is spent on marketing Sydney domestically within Australia?**
- 12. Of this Sydney domestic tourism funding how much is spent on destination promotion?**
- 13. In regards to Sydney domestic tourism funding how much is spent on tactical/co-operative marketing in partnership with private sector operators?**
- 14. How much of Visit Sydney, money spent on marketing Sydney internationally?**
- 15. Of this Sydney international tourism funding how much is spent on destination promotion?**

**16. How much of the Sydney international tourism funding spent on tactical/co-operative marketing in partnership with private sector operators?**

Visit Sydney is a division within Tourism NSW.

I am advised that the Visit Sydney budget allocation for 2009/10 was \$8.9 million.

Visit Sydney undertakes partnership activity with industry in the domestic and international markets as well as coordinating the activities and programs of the Tourism NSW overseas offices located in China, New Zealand, Singapore, Japan, the United Kingdom and the United States.

Visit Sydney also develops overseas missions and trade events, and conducts travel trade education programs and industry familiarisation visits. It also works closely with the precincts of Greater Sydney on tourism activities.

Sydney is also promoted through various campaigns in key domestic and international markets.

All Tourism NSW marketing activities include destination promotion.

**Regional Tourism Funding**

**Without taking into account funding that provided for Regional Tourism Organisations,**

**17. How much is spent on marketing Regional NSW domestically?**

**18. How much was spent per region?**

**19. In regards to Regional NSW domestic tourism funding how much is spent on tactical/cooperative marketing in partnership with private sector operators?**

**20. How much is spent marketing Regional NSW internationally?**

**21. In regards to Regional NSW international tourism funding how much is spent on tactical/cooperative marketing in partnership with private sector operators?**

In April 2010, the NSW Government launched a new tourism campaign to promote regional NSW in key markets.

The campaign has been running in Queensland, Victoria, the Australian Capital Territory and in New Zealand and has also appeared in NSW markets including Sydney.

Tourism NSW allocated the marketing funding by campaign zone or at a state-wide level. Funding is not allocated at a specific regional level.

**Regional Tourism Partnership Program**

**22. Is it possible for Tier 2 Regional Tourism Organisations to become Tier 1 Regional Tourism Organisations?**

**23. If so, how can this be achieved?**

Yes. Each year, the Regional Tourism Organisations have the opportunity to self-nominate which tier they will operate under for the next calendar year.

**24. What are the requirements Tier 2 RTO's have to achieve to become Tier 1 RTO's?**

**25. Are these requirements standard or do they vary from RTO's?**

Tier One Regional Tourism Organisations have the ability to cover their base operating costs from local sources which allows all NSW government funding to be allocated to co-operative campaign activities to increase visitor numbers to the region.

These requirements apply to all Regional Tourism Organisations.

**26. How are KPI's formulated for the 13 RTO's?**

I am advised that the development of the criteria for Regional Tourism Partnership Funding Program was undertaken by Tourism NSW and the Forum of Regional Tourism Organisations (FORTO), through extensive consultation with all Regional Tourism Organisations.

**27. Do RTO's have an opportunity to voice concerns over given KPI's if they feel that they are unrealistic or overambitious?**

Yes. I am advised that at the commencement of the program some concerns were raised and that some amendments were made to the program to address these concerns.

Tourism NSW has also conducted an independent mid-term review of the Regional Tourism Partnership Funding Program model to monitor its success and make recommendations on how it might be improved.

I am advised that all Regional Tourism Organisations were invited to make written submissions as part of the review.

**28. Since the Regional Tourism Partnership Program started have any RTO's failed to reach their KPI's?**

The three year agreement with each Regional Tourism Organisation sets out a number of Key Performance Indicators with milestone dates. I am advised that some Organisations did not meet these milestone dates on time.

Tourism NSW is continuing to monitor the agreements and will address any non-compliance with agreed timelines on a case by case basis.

**29. How much funding does each of the 13 RTO's receive from Tourism NSW? Please list.**

**30. Which RTO's are in the Tier 1 category?**

**31. Which RTO's are in the Tier 2 category?**

I am advised that \$5.133 million is being provided to Regional Tourism Organisations in 2010. This is broken down as follows:

<b>RTO</b>	<b>CAPACITY</b>	<b>DEMAND</b>	<b>TOTAL</b>
<b><u>TIER 1</u></b>			
Blue Mountains		\$556,200	\$556,200
Hunter		\$556,200	\$556,200
Mid North Coast		\$556,200	\$556,200
Snowy Mountains		\$556,200	\$556,200
South Coast		\$556,200	\$556,200
<b><u>TIER 2</u></b>			
Capital Country	\$170,000	\$112,000	\$282,000
Central Coast	\$170,000	\$112,000	\$282,000
Central NSW	\$170,000	\$112,000	\$282,000
Lord Howe	\$95,000	\$50,000	\$145,000
New England North West	\$170,000	\$112,000	\$282,000
Northern Rivers	\$170,000	\$112,000	\$282,000
Outback	\$170,000	\$112,000	\$282,000
Riverina	\$170,000	\$112,000	\$282,000
Forum of Regional Tourism Organisations (FORTO)			\$233,000

#### **Breakfast on the Bridge 2010**

**32. How much money is Tourism NSW contributing to the event?**

**33. How much is spent promoting the event domestically?**

**34. Is the domestic funding spent in partnership with private operators?**

**35. How much is spent promoting the event internationally?**

**36. Are international promotion funds spent in partnership with private operators?**

**37. How many domestic tourists are expected to visit the State as a result of this event?**

**38. How many international tourists are expected to visit the State as a result of this event?**

Tourism NSW is supporting Breakfast on the Bridge through marketing and promotion of the Crave Sydney International Food Festival. I am advised that approximately \$616,000 has been spent on the promotion of the festival, including industry investment. Approximately \$130,000 is being spent on the international promotion of the festival.

Tourism NSW is also producing a brochure promoting regional destinations and produce which will be given to people who participate in Breakfast on the Bridge. I am advised that the estimated cost of the brochure is \$6,000.

The Breakfast on the Bridge event falls within the portfolio responsibilities of the Minister for Major Events, the Hon Kevin Greene MP. Questions relating to the staging of the event should be addressed to Minister Greene accordingly.

### **Major Events Cabinet Committee**

**Given that at the same time Ian Macdonald was appointed Minister for Major Events, yourself along with Minister's Borger, Greene and Judge were a part of a 'high level cabinet committee ' responsible to report to Ms Keneally can you inform us;**

**39. What was the purpose of the committee other than reporting the Premier?**

**40. Did Minister Borger provide the committee with a reason as to why he did not attend the meeting?**

**41. If so, for what reason did he miss the meeting?**

**42. Did Ian Macdonald provide the committee with a reason as to why he did not attend the meeting?**

**43. If so, for what reason did he miss the meeting?**

**44. How many times did the Premier seek briefings from this committee?**

**45. Did the Premier provide the committee with a reason as to why he did not attend the meeting?**

**46. If so, for what reason did she miss the meeting?**

Matters relating to major events in NSW fall within the portfolio responsibilities of the Minister for Major Events, the Hon Kevin Greene MP. Questions should be directed to Minister Greene accordingly.

### **Business Events**

**47. In June of last year, Ashley Spencer, vice-president of Hilton Hotel's Australasian operations stated that "*We (Sydney) should be hosting much more international conventions...that Melbourne is taking*".**

**Given that Sydney does not have a comparable facility to the Melbourne Convention and Exhibition Centre in terms of size, what impact do you think this has on the State's tourism spending figures?**

**48. John O'Neill's 2007 review of Exhibition and Convention space found that NSW has lost \$218m per year because of inadequate space, what bearing do you think this has on tourism in NSW?**

**49. Do you think NSW potentially loses out on high-yield visitors as a result of this?**

The O'Neill Review of Tourism indicated the need for investment in Sydney's convention and exhibition space which is why the NSW Government established a joint Ministerial Taskforce on Tourism, Planning and Investment.

The Taskforce was asked to review future planning, infrastructure and investment opportunities for convention and exhibition space in Sydney.

The Taskforce delivered 35 recommendations.

As the first step in responding to the Taskforce's final recommendations, the NSW Government committed \$1 million to fund a Masterplan to expand and upgrade the Sydney Convention and Exhibition Centre at Darling Harbour.

The masterplan project will expand Sydney's share of the convention centre market and will explore options to upgrade and expand facilities at Darling Harbour and consider the use of the Sydney Showground at Sydney Olympic Park.

The NSW Government will also establish an Interdepartmental Committee to:

- Develop and co-ordinate a detailed implementation plan;
- Develop a destination planning framework for NSW that applies best practice destination planning to key regions of the State;
- Co-ordinate advice on policy and/or technical issues related to the recommendations; and
- Develop a preferred model for industry engagement on Taskforce recommendations.

## **Major Events**

### **50. Do you think Major Events are important in attracting tourists to NSW?**

Major events are one of the many drawcards that attract visitors to Sydney and regional NSW.

These events contribute to the State's tourism industry which supports 162,500 jobs and contributes more than \$28 billion to the economy each year.

## **VIVID Festival**

**51. How much money did Tourism NSW contribute to this event?**

**52. How much money was spent promoting Vivid domestically?**

**53. Was this done in partnership with a private operator(s)?**

**54. How much money was spent promoting Vivid internationally?**

**55. Was this done in partnership with a private operator(s)?**

I am advised that in 2009/10 Tourism NSW and industry partners spent approximately \$1.2 million promoting Vivid Sydney in domestic and international markets.

Approximately \$800,000 was spent promoting Vivid Sydney domestically.

Approximately \$400,000 was spent promoting Vivid Sydney in international markets.

### **Wollongong Convention Centre**

**In relation to the proposed Wollongong Convention Centre:**

**56. How much money did the NSW Government commit to do a feasibility study into a convention centre in Wollongong?**

**57. If the plan is feasible will the NSW Government contribute funds to the construction of a Wollongong Convention Centre?**

**58. If the plan is feasible will the NSW Government assist in the purchase of land for a Wollongong Convention Centre? How many additional tourists is it expected a Wollongong Convention Centre would attract to the region?**

**59. What impact would the additional tourists have on the region's economy?**

Matters relating to proposed infrastructure projects fall within the portfolio responsibilities of the Minister for Planning, the Hon Tony Kelly MLC. Questions should be directed to Minister Kelly accordingly.

### **Illawarra Region Major Events Spending**

**60. How much money did the NSW Government spend promoting major events in the Illawarra region each financial year from 2003-04 to 2010-11?**

Matters relating to major events in NSW fall within the portfolio responsibilities of the Minister for Major Events, the Hon Kevin Greene MP. Questions should be directed to Minister Greene accordingly.

### **Illawarra Region Tourism Spending**

**61. How much money did Tourism NSW spend promoting tourism in the Illawarra region each financial year from 2003-04 to 2010-11?**

The Illawarra region benefits from a new tourism campaign to promote regional NSW in key markets.

The campaign has been running in Queensland, Victoria, the Australian Capital Territory and in New Zealand and has also appeared in NSW markets including Sydney.

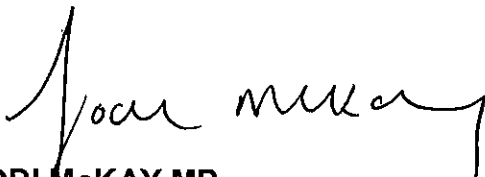
I am advised that Tourism NSW allocates funding for marketing activities by campaign zone or at a state-wide level. Funding is not allocated at a regional level therefore details on campaign funding specific to the Illawarra area is not available.

Tourism NSW invests in cooperative campaigns run by industry or local government partners at a regional level. For example, I am advised that \$50,000 has been provided to Tourism Wollongong for the "We Love the Gong" campaign and the "Champions" business tourism campaign launched in April this year.

**62. In relation to the proposed Wollongong Convention Centre:**

- a) How much money did the NSW Government commit to do a feasibility study into a convention centre in Wollongong?**
- b) If the plan is feasible will the NSW Government contribute funds to the construction of a Wollongong Convention Centre?**
- c) If the plan is feasible will the NSW Government assist in the purchase of land for a Wollongong Convention Centre?**
- d) How many additional tourists is it expected a Wollongong Convention Centre would attract to the region? What impact would the additional tourists have on the region's economy?**

Matters relating to proposed infrastructure projects fall within the portfolio responsibilities of the Minister for Planning, the Hon Tony Kelly MLC. Questions should be directed to Minister Kelly accordingly.

  
JODI McKAY MP

## **Budget Estimates 2010-2011**

### **QUESTIONS TAKEN DURING HEARING**

#### **General Purpose Standing Committee No. 1**

#### **Questions relating to the portfolio of Tourism**

##### **QUESTION**

The Hon. MELINDA PAVEY: I will open up questioning by talking about the major events Cabinet committee of which you are a member. You are a member of the committee along with Ministers Borger, Greene and Judge, is that right?

Ms JODI McKAY: Yes.

The Hon. MELINDA PAVEY: And Macdonald was on it, but not now.

Ms JODI McKAY: That is right. The Premier is also on the committee.

The Hon. MELINDA PAVEY: How many times has the committee met since Minister Macdonald left?

Ms JODI McKAY: The committee has met once.

The Hon. MELINDA PAVEY: And before that, how many times?

Ms JODI McKAY: The committee has met once.

The Hon. MELINDA PAVEY: Only once?

Ms JODI McKAY: That is right.

The Hon. MELINDA PAVEY: When was that?

Ms JODI McKAY: I will have to take the date on notice. I will have to get back to you.

The Hon. MELINDA PAVEY: Would Mr Buffier remember?

Mr BUFFIER: I do not.

The Hon. MELINDA PAVEY: Do you go to the committee?

Mr BUFFIER: No, I do not.

Ms JODI McKAY: I will come back to you with a date. I will take it on notice.

##### **ANSWER**

Matters relating to major events in NSW fall within the portfolio responsibilities of the Minister for Major Event, the Hon Kevin Greene MP. Questions should be directed to Minister Greene accordingly.

##### **QUESTION**

Ms JODI McKAY: I will say two things in regard to that: the convention bureau, which is where conferences come under, is funded by Events New South Wales, which is a matter for the Minister for Major Events. As I said, he will be fronting this Committee later in the week. In regard to any discussion that happened with officials of Tourism New South Wales, I would require more detail to be able to answer that.

The Hon. MELINDA PAVEY: If an organisation went to Tourism New South Wales saying that they have 300 people for a conference—

Ms JODI McKAY: Are you sure they went to Tourism New South Wales?

The Hon. MELINDA PAVEY: Yes, I am. I am very sure.

Ms JODI McKAY: Do you know who that meeting was with?

The Hon. MELINDA PAVEY: I am not able to say because the organisation is a bit embarrassed about the situation and it does not want to cause embarrassment to New South Wales.

Ms JODI McKAY: Unless you provide me with details on it, I am afraid that I cannot speak hypothetically.

The Hon. MELINDA PAVEY: I will provide you with details after the budget estimates and look forward to a response as to why we missed out on such a conference.

**CHAIR:** Make it a question on notice.

**ANSWER**

I am advised that the Hon Melinda Pavey MLC has not provided further details on this matter. As such, Tourism NSW is unable to investigate the matter in order to provide a definitive response.

Business events in NSW fall within the portfolio responsibilities of the Hon Kevin Greene MP. Questions should be directed to Minister Greene accordingly.

**QUESTION**

Ms JODI McKAY: The Forum of Regional Tourism Organisations, or FORTO as it is known, did not commission the review. I have asked Tourism New South Wales to undertake what is a mid-year or mid-term review of the regional tourism partnership program, and that is the program that sees our 13 regional tourism organisations supported through Tourism New South Wales. The review is very much about monitoring its success and making recommendations to me on how it might be improved. Given the Government's commitment to the New South Wales Tourism Strategy and the extra \$40 million that we have put into tourism—that is an extra \$3.5 million annually for regional tourism, taking our annual regional tourism spend to \$5.1 million—it is appropriate that we conduct this review. So Tourism New South Wales has engaged Deloitte to undertake the review. I understand that that review has been completed and Tourism New South Wales is now examining those recommendations. Regional tourism is incredibly important to this State's tourism industry.

The Hon. DUNCAN GAY: How much did the review cost?

Ms JODI McKAY: The Deloitte review?

The Hon. DUNCAN GAY: Yes.

Ms JODI McKAY: I will take that on notice.

**ANSWER**

An independent mid-term review of the Regional Tourism Partnership Program model is being undertaken to monitor its success and make recommendations on how it might be improved. I am advised that Deloitte was engaged to undertake the review at a cost of \$29,975.00.

**QUESTION**

The Hon. MELINDA PAVEY: Returning to the Vivid festival, it had nothing to do with you?

Ms JODI McKAY: No. Events like Vivid and Vivacity are obviously important to Tourism New South Wales because they attract both domestic and international visitors. They also provide an opportunity for Sydneysiders and those living in regional New South Wales to participate in activities here in

Sydney. But the role that we have is very much in regard to promoting Vivid. The responsibility of Tourism New South Wales is in working with Events New South Wales in the promotion and advertising which includes sometimes putting together packages and working with airlines, et cetera. But the cost of the actual running and operation of the festival is more for the Minister for Major Events.

The Hon. MELINDA PAVEY: Tourism New South Wales does not put any money towards it at all?

Ms JODI McKAY: Yes, I just said we certainly do put money towards it in regard to promotion and advertising.

The Hon. MELINDA PAVEY: How much was that?

Ms JODI McKAY: I will take that question on notice and come back to you.

The Hon. MELINDA PAVEY: Ms Gray, do you have a ballpark figure that you might be able to share with us at budget estimates?

Ms JODI McKAY: I said I will take that on notice and come back to you.

The Hon. MELINDA PAVEY: Was it one or two? Surely, Minister, you have some idea of how much you contributed to Vivid Festival—just a ballpark figure.

Ms JODI McKAY: We usually recommend in terms of promotion and advertising of one of those three major festivals around \$1 million but that would also include industry partnership because keeping in mind the way we operate is very much about our funds leveraging industry support. Any dollars that we put in would need to also attract industry support. So including industry funding, it would be around \$1 million. It is a ballpark figure. I am happy to come back to the Committee and take that on notice.

The Hon. MELINDA PAVEY: From your analysis of the Vivid Festival how many domestic tourists attended Vivid?

Ms JODI McKAY: I would think that that is probably a matter that you need to discuss with the Minister for Major Events. Events New South Wales would be able to give you those figures.

The Hon. MELINDA PAVEY: As tourism Minister you cannot tell me how many international tourists either visited?

Ms JODI McKAY: You would need to talk to the Minister for Major Events.

The Hon. DUNCAN GAY: With respect, if you are investing that sort of money into something like that festival surely you and your department would be checking what sort of bang you get for your buck? If you say the ballpark figure is \$1 million you would need to know what sort of result you got.

**Ms JODI McKAY:** As I said, I will take that on notice. That conversation needs to be had in conjunction with Events New South Wales. What I can tell us is that the figures for the last three quarters have shown that our figures have been extremely healthy.

## **ANSWER**

I am advised that in 2009/10 Tourism NSW and industry partners spent approximately \$1.2 million promoting Vivid Sydney in domestic and international markets.

Events NSW is responsible for collecting data on event attendees. As such this matter falls within the portfolio responsibilities of the Minister for Major Event, the Hon Kevin Greene MP. Questions should be directed to Minister Greene accordingly.

### **QUESTION**

Ms JODI McKAY: It is in regard to how we promote nature tourism. As you will be aware, there was a ministerial task force that focused very much on how we increase visitor numbers in national parks, and it is incredibly important to us that we see visitor numbers increase. We have hundreds of national parks and reserves that are spread across the State—I do not need to tell you that—but we want our visitors to make the most of their time in New South Wales and we want them to experience the best that we have to offer with our national parks.

**The Hon. IAN COHEN:** You have identified the memorandum of understanding. Could you perhaps table it and take that on notice for the Committee?

**Ms JODI McKAY:** I am happy to take it on notice.

### **ANSWER**

A copy of the Memorandum of Understanding between Tourism NSW and the National Parks and Wildlife Service is attached.

### **QUESTION**

Ms JODI McKAY: If I may finish, there was a great deal of consultation during the National Parks and Tourism Task Force.

**The Hon. IAN COHEN:** Could you list the environment peak bodies that were contacted in that process?

Ms JODI McKAY: I am happy to take that on notice.

### **ANSWER**

I am advised that a total of 293 submissions were received by the Ministerial Taskforce on Tourism and National Parks. A schedule of all submissions received is presented in Appendix 2a of the Taskforce report which is available on the tourism NSW Corporate Website [www.tourism.nsw.gov.au](http://www.tourism.nsw.gov.au).

I am further advised that in addition, the Taskforce members met with key conservation group representatives from the National Parks Association (NPA) and the Nature Conservation Council (NCC). Both organisations were also given the opportunity to present their submissions to the Taskforce and to submit a supplementary written submission for consideration following their presentation.



**JODI/McKAY MP**

# **MEMORANDUM OF UNDERSTANDING**

**BETWEEN THE**

**NATIONAL PARKS AND WILDLIFE GROUP OF  
THE DEPARTMENT OF THE ENVIRONMENT AND CLIMATE CHANGE**

**AND**

**TOURISM NSW  
A DIVISION OF THE DEPARTMENT OF STATE AND REGIONAL DEVELOPMENT**

**MEMORANDUM OF UNDERSTANDING (MOU) between Parks and Wildlife Group of the Department of Conservation and Climate Change and Tourism NSW a Division of the Department of State and Regional Development**

*This MOU will be in place for an initial period of 12 months from the date of signing and subject to review by both parties, may be extended for a further agreed period.*

**VISION**

NSW is rich in natural heritage and has a wealth of natural attractions, including four of Australia's sixteen natural World Heritage Areas. It is possible to experience almost every kind of environment that Australia offer without leaving NSW. NSW's national parks and reserves also protect historic heritage such as fortification, homesteads and lighthouses as well as significant Aboriginal cultural heritage.

The shared vision for the National Parks and Wildlife Service (NPWS) of the Department of the Environment and Climate Change (DECC) and Tourism NSW a Division of the Department of State and Regional Development (DSRD) is to both protect and promote our natural and cultural assets by developing these attractions in ways that are sustainable and that conserve the very qualities that visitors are seeking.

The intent of this MOU is to identify partnership opportunities for the planning, development and marketing of sustainable tourism products and experiences in NSW national parks and other protected areas, whilst protecting the State's biodiversity and cultural heritage values through the appropriate use of these outstanding natural assets.

The NSW Government's State Plan seeks to increase tourist visitation to NSW by 25.5 million visitor nights by 2016 and visitation to our national parks and reserves by 20 per cent by 2016. To meet these targets it is vital that NSW provides a range of high quality and diverse visitor experiences and promotes these special places effectively, while ensuring the continued conservation of their natural and cultural values.

**1. ROLES & RESPONSIBILITIES**

To foster a cooperative approach to the identification, development and marketing of sustainable tourism opportunities in national parks and reserves, the respective roles of each agency need to be clearly understood.

NPWS as the asset manager will bring the practical expertise of delivering sustainable visitation and developing products and experiences in the context of managing challenging environments, whilst Tourism NSW as the destination marketer, will bring expertise on the positioning and promotion of market-ready products and experiences, in partnership with the tourism industry, based on industry insights.

Through co-ordination and co-operation, NPWS and Tourism NSW will work collaboratively to ensure that the resources and assets upon which the reputation and future of the State's nature and cultural-tourism industry depend are promoted in a way that increases sustainable tourism growth in NSW yet conserves these assets for future generations.

This partnership between the tourism and conservation agencies recognises the Government's role in facilitating environmentally responsible management of tourism assets and activities.

#### **MOU Actions – Roles & Responsibilities**

- Identify and promote the accessible natural icons and significant cultural experiences of the State to integrate into Tourism NSW marketing activities.
- Identify "must see/must do" market ready attractions and experiences of the State's National Parks and reserves and match to market needs both domestically and internationally.
- Stimulate the creation of more innovative, market-orientated and investment-ready nature and cultural-tourism opportunities.
- Improve liaison, consultation and coordination between NPWS, Tourism NSW and industry via mechanisms such as the Forum of Regional Tourism Organisations (FORTO), and industry associations.
- Share knowledge, expertise and insights including information on: destination consumer research and marketing insights; sustainable cultural and nature-based experiences; and private sector investment opportunities.

#### **2. VISITOR INFORMATION & MARKET RESEARCH**

Through the cooperative analysis and exchange of insights based on the range of research and industry intelligence available to each agency, meaningful and comprehensive insights will be drawn on market opportunities.

The delivery of quality, accurate, relevant and timely visitor information is a critical success factor in the overall visitor experience in a destination. The two organisations will work together to enhance this aspect of the visitor experience.

#### **MOU Actions – Visitor Information & Market Research**

- Share insights and GIS systems where appropriate, based on the collection and management of research undertaken by each agency.
- Provide opportunities to communicate research findings and recommendations to respective agency staff and to industry.

- Integrate NPWS Visitor Information Centres into the AVIC program (Accredited VIC program) across NSW and particularly in identified key visitor destinations.
- Jointly identify research priority needs where appropriate, including STCRC funding projects.
- Develop an inventory of natural "icons" and significant cultural experiences to establish NSW as a nature and cultural tourism destination together with "must see" national parks products and experiences to market to consumers. The key focus for these experiences are:
  - Sydney and surrounds (2-3 hours from the CBD) including the Blue Mountains;
  - Areas within 2-3 hours drive of major domestic and international airports (Ballina, Gold Coast, Coffs Harbour and Canberra.)
  - National Landscape areas and World Heritage areas.
- Provide seamless integration of information on nature and cultural-based products and experiences held on agency websites to improve consumer access to "must do" experiences in national parks.

### **3. PLANNING AND DEVELOPMENT**

Co-ordinated planning and development is integral to achieving sustainable tourism destinations. In order to address product gaps and increase NSW competitiveness, it is necessary to expand the range of nature and cultural-based experiences on offer. Destination and product development will be focused on a select number of key areas (mentioned above) that offer iconic sustainable tourism experiences matched to market needs.

Current levels of investment in nature and cultural-based tourism are insufficient to meet the forecast emerging market demand. Private sector investor opportunities will be identified jointly by both agencies.

#### **MOU Actions - Planning and Development**

- Focus efforts on developing sustainable nature tourism opportunities within:
  - Sydney and surrounds (2-3 hours from the CBD)
  - Areas within 2-3 hours drive of major domestic and international airports (Ballina, Gold Coast, Coffs and Canberra). These locations include the National Landscapes and World Heritage areas.
- Jointly identify opportunities for private sector investment to deliver or enhance visitor activities and facilities in national parks and on other public lands. In identified regions this might include the creation of iconic day and overnight walks and trails incorporating small, low impact, well designed eco- lodges and visitor facilities, and observation sites. Improved guiding, interpretation and the development of special events to appeal to a broad range of visitors also need to be facilitated.
- Align strategic planning and budget allocation to include destination and product development and to enhance consistency of messaging to the market.

- Annually review the achievement of priorities, actions and strategies.

#### **4. MARKETING & COMMUNICATION**

A key goal of Tourism NSW is to promote the State and its destinations to domestic and international visitors for the economic benefit of NSW residents. To assist in achieving this goal, Tourism NSW and NPWS will partner to undertake environmentally responsible marketing of agreed tourism activities. Through regular meetings between the two agencies a collaborative approach to marketing the State's natural and cultural assets in a sustainable way will generate considerable economic and social benefits to the State and regional economies.

A core NPWS objective is to provide opportunities for people to experience, enjoy and appreciate the natural and cultural heritage of NSW national parks and reserves. Through providing people with such appreciation, NPWS will build a stronger constituency and support for conservation in the long term.

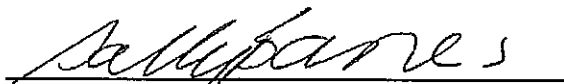
Marketing will address both raising awareness of NSW as a recognised nature and cultural tourism destination and converting awareness to visitation through the promotion of compelling visitor products and experiences that enable consumers to connect with the State's outstanding natural and cultural environment.

#### **MOU Actions – Marketing & Communications**

- Align marketing and communications strategies based on the identification of signature and emerging destinations, together with the "must-see/must-do" park products and experiences that can be integrated into Tourism NSW programs for national and international promotion.
- Tourism NSW and NPWS will invest in creating awareness of NSW and Sydney as a recognised sustainable tourism destination, underpinned by the State's natural and cultural icons and experiences.
- Marketing and promotion activities will be developed in consultation with industry and Regional Tourism Organisations through the Forum of Regional Tourism Organisations (FORTO).
- Tourism NSW & NPWS will work cooperatively to convert awareness to visitation through an agreed marketing strategy, incorporating cooperative marketing opportunities in conjunction with industry to highlight quality products and experiences.
- Jointly explore opportunities to co-operatively market park experiences through media and trade fairs; use of photographic images; and website content coordination and where possible integration.
- NPWS and Tourism NSW will work cooperatively to invest in (through cash and in-kind) professionally produced quality imagery for promotional purposes. An agreement will be negotiated on the waiving of film costs for programs that promote the parks as the State's natural attractions.


- NPWS will review its pricing structure to incorporate commission into product where appropriate to enable wholesale and retail networks to package, distribute and retail NPWS product.

Signed for and on behalf of the  
Parks and Wildlife Group of the  
Department of Conservation and Climate Change

  
(Deputy Director General)

Dated this day 24 of June 2009

Signed for and on behalf of  
Tourism NSW a Division of  
The Department of State and Regional Development

  
(Executive Director and General Manager)

Dated this day \_\_\_\_\_ of \_\_\_\_\_ 2009