

GENERAL PURPOSE STANDING COMMITTEE NO. 3

INQUIRY INTO TOURISM IN LOCAL COMMUNITIES

Friday 9 August 2013

Questions on Notice issued to Sandra Chipchase, CEO Destination NSW

QUESTION – Page 4

Ms CHIPCHASE: Just on the China market, interestingly a couple of weeks ago Sydney hosted the Perfect China Incentive Group. There were 3,000 Chinese visitors and delegates here for that event. That direct selling market is a great opportunity for us, and we have got another couple of pieces of business—

The Hon. STEVE WHAN: There is Chinese Amway or something, is there not?

Ms CHIPCHASE: Exactly. There are quite a few of them. We have had Amway China in Sydney before and we hope to have them back again because they are a high-spending group and they really get in amongst it.

The Hon. LYNDIA VOLTZ: How many additional visitor nights did we get on top of the conference in terms of those 3,000?

Ms CHIPCHASE: They stayed in Sydney for, I believe, five nights.

The Hon. LYNDIA VOLTZ: But how many added on?

Ms CHIPCHASE: That I do not know. I could find out for you. I personally do not know but I could find out for you.

The Hon. LYNDIA VOLTZ: If they know how many they added on and whether they stayed within the State or whether they went somewhere else.

Ms CHIPCHASE: I will ask.

ANSWER

Business Events Sydney has confirmed that a total of 3,003 delegates travelled to Sydney in three waves for the Perfect China Incentive Tour. Of those 3,003 delegates 2,250 spent seven days, with the remaining 753 spending six days in Sydney.

These delegates spent a total of 20,268 days in Sydney. Based on the average business visitor spend in Sydney of \$281 per night, this group contributed almost \$5.7 million to the NSW economy.

QUESTION - Page 5

The Hon. STEVE WHAN: Do you have information about where companies are building new hotels in regional New South Wales?

Ms CHIPCHASE: Yes, we do.

The Hon. STEVE WHAN: Are we able to get that?

Ms CHIPCHASE: Yes, sure.

ANSWER

At the time of response, Destination NSW is aware of the following hotel and tourist accommodation developments currently underway in regional New South Wales:

Hydro Majestic Hotel refurbishment
Travelodge Hotel Mariners Tuggerah
Quest Albury
Quest Nowra
Crowne Plaza Hunter Valley upgrade
Fairmont Leura extension
Mercure at Newcastle Airport

QUESTION - Page 8

The Hon. PAUL GREEN: Page 7 of your submission states:

State, Territory Tourism Organisations and the Commonwealth are developing Tourism Employment Plans through *Tourism 2020* for eight selected regions across Australia.

Can you provide us with a progress update?

Ms CHIPCHASE: No I cannot, but I will get back to you on that. What specifically are you looking for?

The Hon. PAUL GREEN: Just an update on the tourism employment plans through Tourism 2020? If we are going to double our tourism, we want to see what stage it has reached. It is no good if we have a goal that is way up there and they are still way down here.

Ms CHIPCHASE: Okay.

ANSWER

The development of Tourism Employment Plans is a Commonwealth Government initiative through Tourism 2020. Information pertaining to the status of all Tourism Employment Plans is available from the Commonwealth Department of Resources Energy and Tourism website at:

<http://www.ret.gov.au/tourism/policies/nltts/workinggrps/labour/TEPs/Pages/default.aspx>

QUESTION - Page 8

The Hon. PAUL GREEN: You have mentioned some other things in terms of social Media, and how you are using that. Can you tell us of any other wins your Department is having by using that type of social media to reach markets?

Ms CHIPCHASE: Sure. I will have a look at my notes and see if I can give you a specific statistic on that.

The Hon. JAN BARHAM: Maybe you could do that on notice.

The Hon. PAUL GREEN: Yes, I will put that question on notice.

ANSWER

The NSW Government's core social media strategy for tourism and events is to create or share authentic stories about great experiences in Sydney and NSW destinations and events.

In line with this strategy, Destination NSW currently maintains social media channels for Sydney, regional NSW and Vivid Sydney on Facebook, Twitter, YouTube and Google+.

Sydney and regional NSW social media channels have more than 710,000 Facebook fans, almost 53,000 Twitter followers, almost 800,000 Google+ fans and more than 1.5 million video views on YouTube.

QUESTION – PAGE 9

Mr SCOT MacDONALD: Can I commend you. I was at a launch of International Children's Games 2014 in Lake Macquarie, where Destination NSW is contributing quite a bit. It seemed fairly Hunter-centric and I wondered whether other councils—it is a council orientated thing—are going to be encouraged to send people along to that. Maybe you could take that on notice too.

Ms CHIPCHASE: Yes, certainly.

ANSWER

Destination NSW involvement in this event is as an investor only. Destination NSW understands that as the host city, Lake Macquarie has the responsibility of issuing the first round of invitations to previous host cities, this is followed by invitations to previous participant cities and then approaches are made to new cities.

Destination NSW has been advised that Lake Macquarie City Council presented information on the International Children's Games to senior representatives from 70 Local Government Areas across Australia at the Chief Officers conference in July 2013.

QUESTION – PAGE 11

Mr SCOT MacDONALD: I went to the Aberdeen Highland Games festival last year. It was a great weekend. The local event organiser there attended one of your workshops and then put in for some marketing funding: a small amount—I think it was \$12,000 or \$15,000. They doubled their numbers to that event, on the numbers of the previous year. It was fantastic to see that they had learnt from the workshop, applied for the funding, and then received the funding to assist with marketing and promotion of the event. They obviously had a huge result. Are you getting enough small festival or event operators to these workshops? Could you tell us roughly how many of those workshops are being run throughout regional New South Wales? You can take that on notice.

Ms CHIPCHASE: Sure. I am happy to give you the exact numbers. We have completed a series of about 12 but we want to have this as an ongoing program over the next 18 months so that people know where the workshops are on, they can lock in the dates and make their arrangements around it. We are also holding them here in Sydney, to make them as accessible as possible, so that if people happen to be in town for any reason they can come along to those.

ANSWER

The Aberdeen Highland Games received funding of \$10,000 in 2012 from the Regional Flagship Events Program, administered by Destination NSW. This Program seeks to identify and assist the development of events that reflect and contribute to the unique character of the tourism regions of NSW. These events become the 'flagship' events for Regional NSW and are promoted within Destination NSW's marketing activity.

Destination NSW supports the Program with coordinated marketing, public relations and advertising activities to promote the events. In addition workshops are delivered from time to time to mentor event proponents to maximise the success of their events.

In addition, Destination NSW commenced the NSW First: Industry Development Program in June 2013 to help tourism operators by providing information and an expanded skills base to grow their own business and their region.

The Program comprised of a total of 16 workshops on topics including: Refresh your product to maximise profits; Generating good public relations; Simple tips for marketing success; Profitable partnerships; Internet basics and Advanced e-marketing. The content for each workshop has been tailored to the needs and interests of the tourism industry in each location, following expressions of interest from tourism businesses.

The workshops were held in Wollongong, Batemans Bay, Canberra, Coffs Harbour, Ballina, Albury, Wagga Wagga, Sydney, Terrigal, Newcastle, Dubbo, Tamworth, Sydney, Katoomba, Orange and Broken Hill and attracted 446 participants.

QUESTIONS – PAGE 11

CHAIR: I have a couple of questions, and I am happy for you to take those on notice, on employment. In your submission you state that there are vacancies nationally of 35,800 positions, and approximately half of those are for unskilled workers. Do you have a breakdown of how many vacancies there are in New South Wales and by region?

Ms CHIPCHASE: I will get that information for you.

CHAIR: Also on that, what is being done to address that issue of vacancies, particularly in regional areas as opposed to in Sydney?

Ms CHIPCHASE: Okay.

CHAIR: I have another question on the data that is collected. I would like to get an explanation of how it is gathered, the methodology and whether that is actually standardised region to region as well.

Ms CHIPCHASE: Yes, I am happy to give you that information.

The Hon. JAN BARHAM: I have a follow-up question on that point. Do you have that data in terms of full-time, part-time and casual employment? I would like to have a look at that.

Ms CHIPCHASE: Yes.

ANSWER

All relevant information pertaining to these questions is available in the Australian Tourism Labour Force Report, which was prepared by Deloitte Access Economics for the Labour and Skills Working Group and the Department of Resources, Energy and Tourism. The report is available for download from the Commonwealth Department of Resources Energy and Tourism website at:

<http://www.ret.gov.au/tourism/policies/nltts/workinggrps/labour/Pages/default.aspx#documents>

QUESTION – PAGE 12

CHAIR: My other question is on evaluating the effectiveness of the grants that are provided and the criteria in relation to that.

ANSWER

The effectiveness of grants provided by Destination NSW is measured against a range of key criteria/result indicators depending on the activity, this includes but is not limited to:

- Ability to contribute to the NSW Government's target of doubling overnight visitor expenditure in NSW by 2020;
- Number of domestic and international visitors received in NSW;
- Number of nights spent in NSW;
- Number of room nights sold;
- Number of website hits for sydney.com and visitnsw.com;
- Number of leads to industry;
- Tickets sold (events, airline); and
- Event economic impact.