



Kristina Keneally MP

Friday, 11th March 2011

11/3

Mr Tony Harris
Acting Parliamentary Budget Officer
NSW Parliament
Macquarie Street
SYDNEY NSW 2000

4.30pm

Dear Mr Harris

I am writing to you to formally request, under Part 4 (Election policy costings) of the Parliamentary Budget Officer Act 2010, an official costing for the following announced policy documents:

- *An Active NSW*
- *Better Public Transport*
- *Bringing tourism and major events to NSW*
- *Championing childhood- A better start for our kids*
- *Celebrating our volunteers*
- *Protecting Jobs*

These policy documents outline our ongoing commitments in key areas of government.

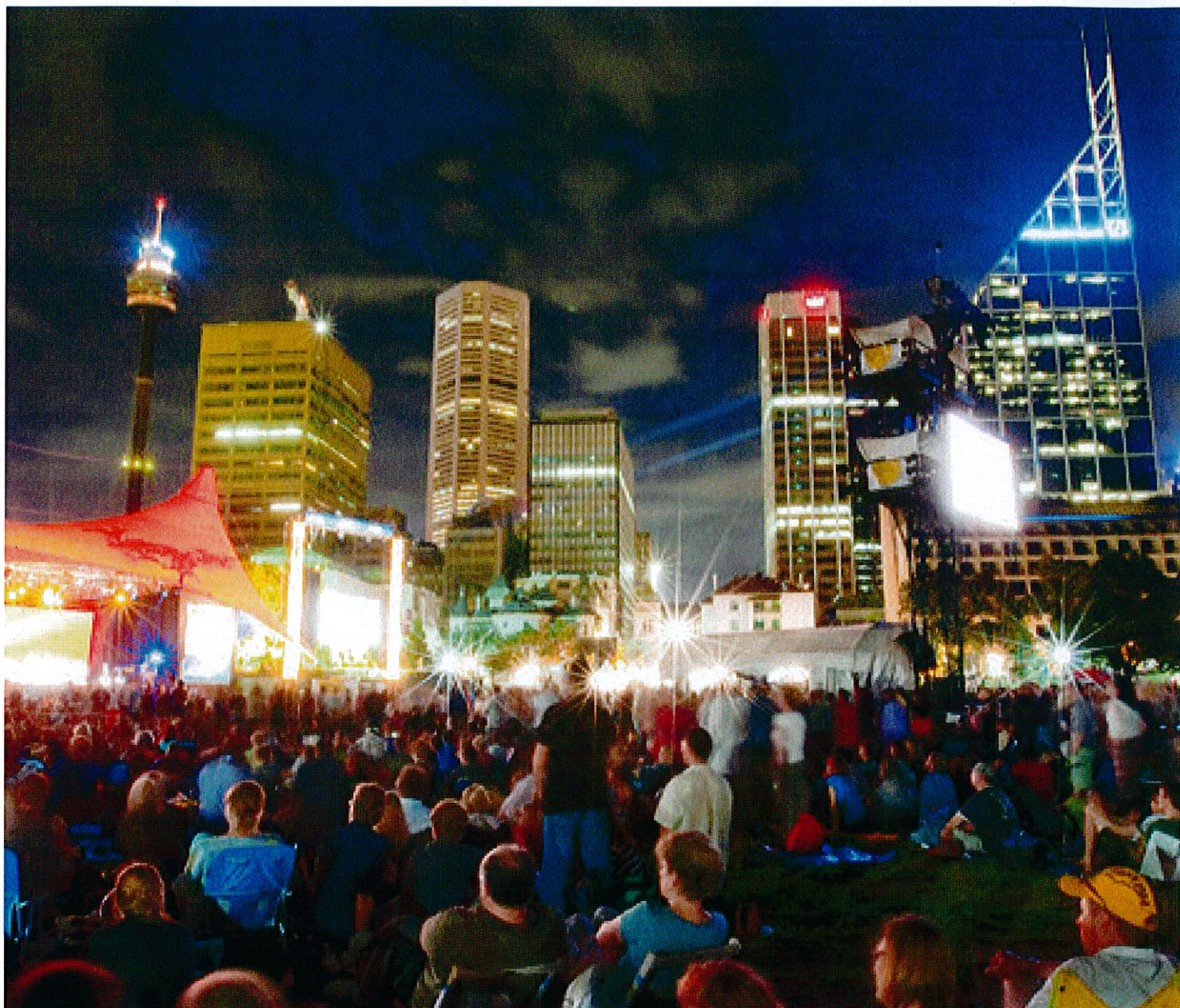
Please find attached a copy of these policies outlining the purpose of the policy and relevant details required to complete the costing as per the requirements of the Act.

Should you require any further information on this request, please contact my office on (02) 9228-5239.

Yours sincerely

Kristina Keneally
Premier of NSW
Leader of NSW Labor Party





Bringing tourism and major events to NSW

February 2011



Bringing tourism and major events to NSW

As standards of living continue to rise in some of the most populous regions of the world, such as China and India and their residents consider venturing overseas on holidays, NSW stands ready to attract and service a massive new business opportunity. It will deliver more jobs and grow our economy.

At the same time, we are maintaining our mature markets like North America, New Zealand and Europe.

A re-elected Keneally Government believes NSW is the best State in Australia and rightly holds the position as its most visited destination. We are determined to capitalise on NSW's exciting tourism products, expand the market for our major events, such as the New Years Eve fireworks, and create new events and exhibitions to attract more tourism dollars for our great State.

In NSW our tourism industry is already worth around \$28.2 billion a year – supporting 165,500 jobs – and it is only expected to grow in light of expanding inbound markets.

We have a proud track record. Sydney has been named the World's Best Festival and Event City by the International Festivals and Events Association and the world's number one city in the Conde Nast Traveller Reader's Choice Awards for the 9th year in a row.

My Government understands that our tourism operators have worked hard through the Global Financial Crisis, and have shown great resilience and strength in the face of external pressures such as the strong Australian dollar.

That's why we introduced the NSW Tourism Strategy and invested an extra \$40 million to attract more international and domestic visitors.

The NSW Tourism Strategy alone is responsible for an additional \$187 million for NSW businesses, hotels, restaurants and tourism attractions.

We will now build on that success with package worth \$117.5 million, with a number of initiatives including:

- Exploring securing international sport exhibition matches
- Exploring partnerships with other iconic global cities to expand the audience for our New Years Eve celebrations;
- Designating a 'Rock Commissioner' within Events NSW to ensure NSW is the Australian destination for touring international artists;
- Bringing international cricket to Western Sydney for the first time; and
- Continue our commitment to the Sydney V8 Supercar event.

This strategy is supported by our ground-breaking approach to major events that brings more visitors to our State and encourages families to get out and about and experience something new at an affordable price.

Major events allow us to showcase the very best of Sydney and NSW to national and international audiences, providing significant benefits to the state's tourism industry.

Under Labor's leadership we have had significant success in bringing major events to our State. Since the creation of Events NSW in 2008 we have brought 30 new events to NSW, including the Forbes Global CEO conference, doubling the number of Government sponsored events.

Last year, to complement this, my Government launched the "It's On in Sydney" campaign, which will add 18,000 visitors and \$15 million to the State economy.

We will continue this fantastic campaign in years to come, building on and expanding signature events such as the New Year's Eve spectacular and continuing to support the Sydney Racing carnival, Vivid Sydney and the International Food Festival.

Our innovative approach to tourism growth in NSW has seen us achieve one of the greatest coups for tourism in any country – hosting part of *Oprah's Ultimate Australian Adventure*. This unprecedented four-hour promotion for Sydney and Australia will be shown to around 145 countries with traffic to the Sydney.com website jumping by more than a third after the broadcast of the first show.



People are increasingly demanding travel experiences that are unique and authentic. NSW is the gateway to the most unique and diverse country on earth, and we are home to a vibrant and exciting culture, placing us well to make the most of this new global market.

Kristina Leneally

What This Policy Means For NSW

Labor will continue to work hard to secure and attract tourism and major events to this great State.

Building tourism in NSW will strengthen our economy, support local businesses and create new jobs.

Labor's record on tourism and major events has resulted in an unprecedented period of growth in the tourism industry in NSW. We have delivered prestigious events such as the Opera Winfrey Show, Top Gear Live and the world premiere of the blockbuster musical Dr Zhivago. It has also brought the largest cruise ships in the world to our harbours.

Through our actions NSW has experienced four consecutive quarters of growth in the tourism industry in the face of the Global Financial Crisis.

This means that not only do more international and domestic visitors get to experience our beautiful State, but the people of NSW collect the financial reward of a booming tourism industry.

A Labor Government will continue to aggressively pursue major events and support tourism operators, revitalise our signature events and attract new business in the tourism industry.

The Keneally Government's \$117.5 million Tourism and Major Events package will target an additional \$19.2 billion in visitor expenditure, totalling 160.6 million visitors to our State by 2015-16 and providing jobs for more than 23,000 people - a 14 percent growth in industry jobs.

NSW is the premier State and deserves premier events. We are looking to secure and support major events not only in Sydney, but also in regional areas of NSW. We will continue to provide the necessary resources and creative approach to ensure NSW remains the premier destination for international and domestic tourists.

ACTION:

Investing in Major Events

- Boost Events NSW budget by \$45 million over the next four years, from 2011/12 to 2014/15
- Explore securing international sport exhibition matches
- Additional \$2.24 million for the Sydney Film Festival
- Debut of international cricket in Western Sydney

Promoting Events in Sydney and Regional NSW

- Invest \$10.5m over four years to boost the successful "It's On in Sydney" campaign.
- Explore partnerships with other iconic global cities to expand the audience for our New Years Eve celebrations;
- Continue to invest in Sydney's signature major events
- Bring more major business events to NSW
- Continue to bring new and support existing major events in regional NSW

Secure Blockbuster Shows and Events for NSW

- Continue our commitment to the Sydney V8 Supercar event
- Bring more blockbuster shows and exhibitions to NSW – building on the Jersey Boys, Billy Elliot and Dr Zhivago
- Secure world first 'Opera on Sydney Harbour' for Sydney
- \$1 million to bring prominent exhibitions to NSW such as the Terracotta Warriors

Supporting Jobs for Tourism Workers

- Create 23,000 new tourism jobs by 2015-16
- Develop a plan to provide more career development opportunities for tourism businesses and employees
- Skill development programs for businesses and workers
- Additional support and guidance to industry associations

Supporting Cruise Ship Tourism

- Build a new \$57 million cruise passenger terminal to meet increased demand
- Support cruise passenger tourism industry as it reaches record growth levels
- Continue to work with and implement the recommendations of the Cruise Ship Taskforce to build and promote the cruise ship industry in NSW
- Continue to invest in regional cruise ship terminals
- Continue to promote Sydney as a cruise ship destination for both domestic and international visits

Attracting Tourists to NSW

- Invest \$5 million in 2011 to finalise a concept plan for convention and exhibition space in Sydney using Darling Harbour and Sydney Olympic Park
- Continue to promote and protect our iconic national parks
- Support businesses and local councils to better plan and manage tourist destinations
- Create more tourism benefits for businesses by hosting more sporting, cultural and business events
- Continue to target mature international markets and increase our presence in emerging markets

Bringing new tourism products and experiences to NSW

- Designate a Rock Commissioner within Events NSW to secure new musical events and experiences to NSW
- Roll out new business development programs with industry to help businesses develop and promote new products
- Develop and promote heritage, arts and cultural tourism products and destinations
- Support the development of Aboriginal tourism experiences and products through the Aboriginal Tourism Action Plan
- Help regional businesses and local Government develop and promote driving holidays and new touring routes

Labor on Tourism and Major Events

Tourism is an industry with high growth and job potential. Building tourism in NSW strengthens the economy, supports local businesses and creates jobs.

NSW is already home to some of the biggest events in Australia. We have one of the world's greatest and largest New Year's Eve celebrations, the nation's oldest film festival, the nation's biggest writer's festival and the landmark Sydney Festival. And our State is attracting both domestic and international tourists to these extraordinary events at an ever increasing rate.

A re-elected Keneally Government will build on these successes and market them to new audiences.

That's why we have set ambitious targets for tourism in NSW. We want to grow the number of visits to NSW to 160.6 million and visitor expenditure to \$19.2 billion by 2015-16. We will work with the State's tourism industry to achieve these goals.

We will engage with industry on the best ways to promote Sydney and NSW to the rest of Australia and the world while continuing to fund marketing and advertising campaigns with industry partners in our key domestic and international markets.

We will work with industry on overcoming the challenges affecting consumer demand in the short and long term.

Our Challenges

Volatile economic factors affect our international competitiveness. These include changes to oil prices, fluctuations in the strong Australian dollar, and events such as the global financial crisis, which all put pressure on Australia's competitiveness as a tourist destination and our ability to draw major events.

In a labour intensive industry such as tourism, skills and workforce development must be a key focus of the industry. In order to grow and remain competitive, the industry must improve workforce management, labour retention and career development.

NSW Labor has a fantastic record working with the industry to address these concerns and will continue to do so to keep NSW as a premier tourist destination.

Our Record

LABOR

- Continued to grow domestic and international tourism in NSW over four consecutive quarters despite the Global Financial Crisis
- Hosted the first filming of the Oprah Winfrey Show outside of North America promoting NSW to 145 countries
- Sydney named the World's Best Festival and Event City by the International Festivals and Events Association and the world's number one city in the Conde Nast Traveller Reader's Choice Awards for the 9th year in a row
- Launched two new tourism campaigns for Sydney and Regional NSW worth \$22 million
- Established marketing partnerships with 13 major airlines worth more than \$10.5 million last financial year
- Built events calendar consisting of 87 Sydney and regional events, generating an estimated \$600 million of direct investment for the NSW economy
- Supported major events such as Vivacity, Vivid Sydney, the Crave Sydney International Food Festival, the V8s and Breakfast on the Bridge promoting NSW as a tourist destination to domestic and international visitors
- Provided an additional \$10.5 million investment in regional tourism
- Passed the *National Parks and Wildlife Amendment (Visitors and Tourists) Bill 2010* to protect and promote sustainable national parks in NSW
- Established the \$2.7 million three-year Greater Sydney Tourism Partnership Funding Program to promote tourism and events within Greater Sydney
- Supported regional activities and events such as the David Beckham and LA Galaxy friendly with the Newcastle Jets, the Bathurst 1000, the Tamworth Country Music Festival and the Parkes Elvis Festival

OPPOSITION

- Back flipped on their promise to deliver a new convention centre in their first term
- Will cut key programs and events, such as the V8s, to pay for their promises
- No plan to promote NSW to domestic and international markets
- Continually talked down NSW as a destination
- Failed to explain how funding will be allocated across tourism and major events programs

Boosting Major Events Budget

Since 2008 the Keneally Government has added 30 new events to the calendar, more than doubling the number of events in NSW directly sponsored by the Government.

Key events secured include:

- Sydney V8 Supercars;
- Triathlon World Series – Opening Round;
- World Rally Championship;
- Sydney International FIFA FanFest;
- AFI Awards;
- Top Gear Live;
- Edinburgh Military Tattoo;
- Sydney Festival of Football;
- Ben Hur Stadium Spectacular;
- Dr Zhivago World Premiere;
- Masterchef Live; and
- ATP Champions Downunder – Sydney 2010.

This year the NSW events calendar consists of 87 Sydney and regional events, generating an estimated \$600 million of direct investment for the NSW economy.

Given the impact major events have on the NSW economy, a re-elected Keneally Government will boost the Events NSW budget by \$45 million over the next four years and secure more major events for the state. This will go towards:

- Explore securing international sport exhibition matches
- The return to NSW of the Australian Film Institute Awards, Australia's most prestigious film and television awards from 2011;
- \$2.25 million of extra funding for the spectacular Sydney Film Festival, a major event on the international film calendar;
- Four international Twenty/20 cricket games to be held at Sydney Olympic Park over a four year period – bringing international cricket to western Sydney for the first time; and
- The return of the Edinburgh Military Tattoo.

ACTION:

- Boost the Events NSW budget by \$45 million over the next four years, from 2011/12 to 2014/15
- Explore securing international sport exhibition matches
Additional \$2.24 million for Sydney Film Festival
- Debut of international cricket in Western Sydney

Promoting Events in Sydney and Regional NSW

In 2010 Labor launched the "It's On in Sydney" campaign, which has attracted 18,000 visitors and \$15 million for the state. Our sponsorship has helped promote the successful Parramasala Australian Festival of South Asian Arts, the 2010 Opera Winfrey show visit, and Top Gear Live.

A re-elected Keneally Government will reinvest in this program, pumping \$10.5m into marketing and promotion of NSW events over the next four years. This will continue to drive the campaigns of signature events such as the New Year's Eve spectacular, the Sydney Racing carnival, Vivid Sydney and the International Food Festival.

Sydney is the undisputed home of New Years Eve, with our celebrations and renowned fireworks attracting thousands of international and interstate visitors each year. To build on this a re-elected Keneally Government will launch an aggressive **International New Year campaign** which will establish live sites in five international live sites - such as New York, London, Las Vegas, Tokyo, Dubai – to showcase Sydney's New Year's Eve celebration. These cities already attract more than 2 million to their own New Years live sites. (Sydney is one of the first global cities to welcome the New Year.)

We recognise the importance of both small and large business events in creating networks and facilitating investment opportunities for our business community. Business events in Sydney alone generated in excess of \$150 million in 2010, with the prestigious Forbes Global CEO conference alone bringing some 450 business leaders to Sydney and creating numerous investment and business opportunities throughout NSW.

The NSW Government also has a firm commitment to supporting new and existing events to regional NSW. Key events already supported include the Tamworth Country Music Festival, the Bluesfest in Byron Bay and the Bathurst 1000. The NSW Government also has a commitment to bringing blockbuster one-off events, like the David Beckham and LA Galaxy friendly with the Newcastle Jets in 2010. A re-elected Labor Government will continue to support these events.

ACTION:

- Invest \$10.5m over four years to boost successful "It's On in Sydney" campaign
- Explore partnerships with other iconic global cities to expand the audience for our New Years Eve celebrations
- Continue to invest in Sydney's signature major events
- Bring more major business events to NSW
- Continue to bring new and support existing major events in regional NSW

Secure Blockbuster Shows and Events for NSW

Under the Keneally Government NSW is leading a worldwide movement to grow attractive blockbuster shows and exhibitions and is reaping the cultural and economic benefits as a result.

Evidence has shown that shows and exhibitions are strong drivers for both domestic and international tourism, pumping millions of dollars into the NSW economy.

The NSW Government established and is committed to continuing to support the **V8 Supercars at Homebush**. Since its inception in 2009 the **Sydney Telstra 500**, has attracted more than 350,000 fans and is broadcast live in more than 110 countries throughout Europe and the UK, the USA, the Middle East, Asia and New Zealand.

The event has attracted tens of thousands of interstate and international visitors and injected millions in the NSW economy. In contrast, the NSW Opposition have not committed one dollar to support the event - in fact they are campaigning directly against one of Australia's most successful events.

In September 2008, NSW Opposition Leader Barry O'Farrell said, "It makes no sense to have this race at Homebush." Despite the huge success of the 2009 event, on June 23, 2010 Barry O'Farrell continued his staunch opposition, describing it in NSW Parliament as "a reckless waste of taxpayers' money".

The **Sydney Telstra 500** is one of Australia's biggest sporting and entertainment weeks, with last year's event recently taking out the V8 Supercar Event of the Year award.

Stage shows are an integral part of the Sydney arts community, but also present significant opportunities for tourism investment in the local economy. In the past, the NSW Government has secured smash hits such as Jersey Boys and Billy Elliot.

This year the NSW Government has secured even more blockbusters, including the world premiere of the musical Dr Zhivago. From February this year Sydney plays home to the first stage adaption of the world's eighth highest grossing film. More than 100,000 people are expected to see the spectacular, injecting more than \$8 million into the NSW economy.

A re-elected Labor government will continue to secure blockbuster shows like Billy Elliot, Dr Zhivago and Jersey Boys.

A re-elected Keneally government will also deliver the spectacular new multi-million dollar Opera on Sydney Harbour. Audiences attending Opera on Sydney Harbour will enjoy a world class opera production to be performed on a unique floating platform moored off the Royal Botanic Gardens. Opera on Sydney Harbour will debut in March 2012, and will become an annual event.

In addition, Labor will continue to deliver prominent exhibitions at our galleries and museums. The Keneally Government has assisted in the delivery of exhibitions to be held at the Powerhouse and/or Australian Museum, with themes including Harry Potter, Cleopatra, Indiana Jones and Star Wars.

These events are a fantastic opportunity to attract families with children to Sydney over the winter and will complement the Australian Art Series over the summer.

ACTION:

- Continue our commitment to the Sydney V8 Supercar event
- Bring more blockbuster shows to NSW – building on Jersey Boys, Billy Elliot and Dr Zhivago
- Secure world first ‘Opera on Sydney Harbour’ for Sydney
- \$1 million to bring prominent exhibitions to NSW like the Terracotta Warriors

Supporting Jobs for Tourism Workers

With 162,500 workers, the tourism industry has become a keystone of both city and regional jobs all around NSW.

The Keneally Government has set ambitious industry targets, to reach 160.6 million international and domestic visits and visitor expenditure to hit \$19.2 billion by 2015-16. A re-elected Keneally Government will work towards this target and at the same time secure an additional 23,000 jobs for the industry all around NSW.

To make this possible, Labor will attract new tourism and event opportunities to NSW to expand the size of the industry. We will also focus on making the industry more flexible and efficient by developing skills and expertise for businesses and employees.

To direct this, we will undertake a report on the tourism industry's labour and skills needs as part of the National Long-term Tourism Strategy Workforce Development Plan.

We will look to provide additional education and training program opportunities for entry level and existing employees and businesses. In addition, a re-elected Labor Government will continue to support and work with industry associations to enable them to provide leadership and guidance to their members.

ACTION:

- Create new 23,000 new tourism jobs by 2015-16
- Develop a plan to provide more career development opportunities for tourism businesses and employees
- Skill development programs for businesses and workers
- Additional support and guidance to industry associations

Supporting Cruise Ship Tourism

In an increasingly globalised world the cruise tourism industry is recognised internationally as the fastest growing section of the tourism market. Globally, the industry is worth upwards of \$40 billion, carrying more than 16 million passengers to thousands of destinations around the world.

The NSW Government has recognised the economic potential of this high growth tourism sector and is maximising that return by investing in the industry right now.

As the only port in Australia with two dedicated passenger terminals, Sydney is Australia's premier cruise tourism destination. More than 250,000 passengers pass through our terminals annually at an average growth rate greater than 20 percent per year.

The Keneally Government's support for this industry has allowed it to reach a record growth level of 26 percent this season, contributing in excess of \$150 million to the State's economy.

In recognition of this flourishing growth Labor has set up the Cruise Ship Taskforce to address issues relating to short and long term planning for the industry. In its first report to Government it delivered the recommendation to build a new passenger terminal at White Bay to facilitate the growth of the industry.

A re-elected Labor Government will act on this recommendation by building a \$57 million cruise passenger terminal at White Bay. This project will allow more domestic and international tourists to visit our beautiful city and further stimulate the local economy. In addition it will create 80 construction and 700 permanent jobs.

A re-elected Keneally Government will continue to work with the Taskforce to build and promote the cruise ship industry in NSW.

This includes the expansion of opportunities in cruise ship ports outside of Sydney, including Newcastle and Eden. Already we have invested \$2.35 million to upgrade Newcastle's port facilities to play home to some of the largest cruise ships in the world. A re-elected Keneally Government will continue this investment in regional cruise ship terminals.

By investing in this industry we are giving thousands of international and domestic tourists the chance to visit our beautiful harbours while allowing the people of NSW to reap the economic rewards.

ACTION:

- Build a new \$57 million cruise passenger terminal in Sydney to meet increased demand
- Support cruise passenger tourism industry as it reaches record growth levels
- Continue to work with and implement the recommendations of the Cruise Ship Taskforce to build and promote the cruise ship industry in NSW
- Continue to invest in regional cruise ship terminals
- Continue to promote Sydney as a cruise ship destination for both domestic and international visits

Attracting Tourists to NSW

Labor is encouraging the future of tourism in NSW by investing in the industry today.

Despite the Global Financial Crisis, the Keneally Government has facilitated four consecutive quarters of domestic and international tourism growth in NSW. We have outperformed the rest of Australia, growing at double the national average of international visits and almost six times the domestic visit average.

Labor will continue to facilitate the growth of the tourism industry in NSW by promoting opportunities in key mature markets – like New Zealand, the United Kingdom and the United States – but also by increasing our marketing presence in key emerging markets like China and India.

In addition, we have established four joint Ministerial Taskforces to address tourism issues relating to Education, Planning and Investment, Local Government and National Parks.

As a result of the work of these Taskforces, Labor has passed the *National Parks and Wildlife Amendment (Visitors and Tourists) Act 2010*. This legislation brings NSW into line with other major eco-tourism destinations like Africa and Tasmania and will allow us to promote our iconic national parks with low-key, sustainable activities and attractions, while protecting them for generations to come. This will continue to be a priority of a re-elected Keneally Government.

Labor has also provided \$1 million towards a comprehensive masterplan to redevelop and expand Sydney's convention and exhibition facilities. This figure will be increased to \$5 million in 2011 to finalise and move these plans forward. Labor will continue to take a lead role in identifying current and future supply-side needs and will work with industry to guide investment in new tourism facilities and services.

ACTION:

- Invest \$5 million in 2011 to finalise a concept plan for convention and exhibition space in Sydney using Darling Harbour and Sydney Olympic Park
- Continue to promote and protect our iconic national parks
- Support businesses and local councils to better plan and manage tourist destinations
- Create more tourism benefits for businesses by hosting more sporting, cultural and business events
- Continue to target mature international markets and increase presence in emerging markets

Bringing New Tourism Products and Experiences to NSW

It's important that the NSW tourism industry remains competitive by introducing new and innovative products and experiences.

A re-elected Keneally Government will work with Events NSW to designate a "**Rock Commissioner**" to specifically deal directly with global acts - like U2, Bon Jovi, and AC/DC - to sell the benefits of opening their World Tours in Sydney.

A re-elected Keneally Government will continue to support events that play an important role in bringing visitors to regional NSW and can deliver tourist dollars to communities and strengthen the regional economy.

We will support product sector research, business development initiatives and marketing to provide the catalyst for the development of new tourism products.

New research programs will be delivered to help the tourism industry develop innovative and competitive products and experiences.

A re-elected Labor Government will also help tourism businesses identify the potential for emerging products including easy access or accessible tourism, cycle tourism, and health, wellness and medical tourism.

We will work with industry to conduct new business development programs with training and support to focus on helping the tourism industry realise the opportunities available for new products and experiences.

ACTION:

- Designate a Rock Commissioner within Events NSW to secure new musical events and experiences for NSW
- Roll out new business development programs with industry to help businesses develop and promote new products
- Develop and promote heritage, arts and cultural tourism products and destinations
- Support the development of Aboriginal tourism experiences and products through the Aboriginal Tourism Action Plan
- Help regional businesses and local Government develop and promote driving holidays and new touring routes



www.kristinakeneally.com.au

