

# Tourism Opportunity Plans

- responding to the challenge of  
the Jackson Report

*Tourism Future 2009*



# o Jackson Report

- \* Jackson Committee est. July 08 to inform the development of a National Long Term Tourism Strategy
- \* Hon. Martin Ferguson MP Minister for Tourism:  
*"...the industry is changing and it is time we revised our thinking to meet its new challenges. We need to ensure our tourism industry has the productive capacity to meet its future market demands and this means greater attention must be paid to supply-side issues....this strategy is not about another marketing plan – the industry needs more than advertising."*
- \* Committee to focus on supply-side issues to ensure Aust's tourism product meets the needs of a changing world

# o Jackson Report

**Jackson Report released June 09 with 10 recommendations:**

- \* **Research** - tourism development focus
- \* **Digital Distribution** – cost effective online capability
- \* **People** - tourism skills, careers & recruitment
- \* **National Scorecard** – economic, environment & social impact KPIs
- \* **Investment** – destination management planning & investment
- \* **Investment** - tourism & government planning/approvals
- \* **Product Development & Innovation** – build on Aust's assets
- \* **Leadership & Industry** - Federal Ministerial Taskforce
- \* **Leadership & Industry** – industry/government partnership
- \* **Leadership & Industry** - restructure Tourism Australia

# o Jackson Report

## Investment & Product Development Recommendations:

- 5 – *Improve the case for tourism investment through developing integrated destination development plans & creating a national visitation priorities list*
- 6 – *Incorporate a stronger recognition of tourism in government planning & approvals process, taxation & investment planning.*
- 7 – *Renew & rebuild Australia's competitiveness by developing & maintaining long-term product strategies for Australia.*

# What is a Tourism Opportunity Plan?

*The **TOP** is the new name for Regional Tourism Investment & Infrastructure Plans (RTIIPs).*

*The **TOP** is the identification of new tourism investment opportunities & infrastructure requirements in a region by key stakeholders:*

- ★ Mechanism for **engagement & buy-in** with regional stakeholders
- ★ Research based information on **supply & demand**
- ★ Shared **tourism vision/direction** for the region
- ★ Identifies the need for new investment in **product development** growth
- ★ Identifies **infrastructure upgrades** to support tourism
- ★ Basis for project **prioritisation & implementation**

# Why TOPs?

***"...a significant part of Australia's long-term economic prosperity depends on the release & realisation of new tourism investment opportunities across the whole nation.....the market will cater for mainstream incremental growth & investment in the tourism sector....however projects of a large scale & innovative capacity...or in building regional communities, will require creativity and a whole of government focus."***

(National Tourism & Investment Strategy DITR 06)

***"Other destinations are powering ahead of Australia with new tourism developments...Australia has lost its Mojo, its appeal and innovative streak to pioneer new tourism developments"***

(Peter Barge Jones Lang LaSalle TTF Outlook Forum 08)

***"Whilst there is general agreement that much effort and positive outcome has been generated from promotional initiatives in the past, there is major concern that the actual product base and overall product mix has become less competitive in ...stimulating greater visitor growth and improved yield of operators".***

(Stafford Group, Qld Tourism Network Review 08)

## TOP Progress

**Mackay-Whitsundays:** Feb 07

**Brisbane:** Sept 08

**Fraser Coast-Bundaberg:** Aug 09

**Townsville:** Aug 09

**Sunshine Coast:** Sept 09

**Gold Coast:** Sept 09

**SEQ Country:** Sept 09

**Central QLD:** Sept 09

**Tropical North Qld:** Oct 09

**Outback:** Early 2010

# TOP Catalyst Projects

## **Mackay**

- ★ Eungella Edge Eco-lodge, Restaurant & VIC
- ★ Mining Trail
- ★ South Sea Islander Cultural Centre

## **Whitsundays**

- ★ Marine Discovery Centre
- ★ Dive Wreck
- ★ Dingo Beach Safari Camp

## **Brisbane**

- ★ Mt Coot-tha Cableway
- ★ Moreton Bay & Islands Ferry Terminal
- ★ Additional 5-6 star Hotels

## **Sunshine Coast**

- ★ Hinterland Skywalk
- ★ Noosa Biosphere
- ★ Conference/Exhibition Centre

# TOP Catalyst Projects

## Fraser Coast

- ★ Fraser Is Visitor Site upgrades
- ★ Hervey Bay Biodiversity Centre
- ★ Fraser/Bundaberg Eco-trail

## Bundaberg

- ★ Bundaberg Turtle & Marine Centre
- ★ Regional Food Experience

## North Queensland

- ★ CBD Tourism Precinct
- ★ Palm Island Adventure Trail
- ★ Wetlands Network

## Gold Coast

- ★ Surfing Hall of Fame
- ★ Enhanced Public Transport
- ★ Hinterland World Heritage Interpretation Centre

## Value of the TOP

- ★ A well researched & considered statement of the **tourism needs of the region**.
- ★ A clear statement of the **role of tourism in regional economic** (social & environmental) development.
- ★ A sound basis to justify & plan **Local Government investment** in tourism.
- ★ A strong basis to attract **State & Australian Government investment** in regional & local tourism development.
- ★ A strong basis to attract **private sector investment** into regional & local tourism projects.

# TOPs & Jackson Report

## Investment & Product Development Recommendations:

- 5 – *Improve the case for tourism investment through developing integrated destination development plans & creating a national visitation priorities list*
- 6 – *Incorporate a stronger recognition of tourism in government planning & approvals process, taxation & investment planning.*
- 7 – *Renew & rebuild Australia's competitiveness by developing & maintaining long-term product strategies for Australia.*

**Thank you**

**Questions?**

