

# MINISTER FOR SMALL BUSINESS AND MINISTER FOR TOURISM

## OVERVIEW

<i>Agency</i>	<i>Budget 1999-2000</i>	<i>Budget 2000-01</i>	<i>Variation</i>
	<i>\$m</i>	<i>\$m</i>	<i>%</i>
<b>Tourism New South Wales</b>			
Total Expenses	48.6	49.7	2.3
Asset Acquisitions	1.6	0.9	(-) 45.5
<b>Total, Minister for Small Business and Minister for Tourism</b>			
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## TOURISM NEW SOUTH WALES

Tourism New South Wales is responsible for marketing New South Wales as a holiday destination in the Australian domestic market and targeted international markets. It also provides strategic direction and leadership to the New South Wales tourism industry to ensure a wide range of tourism products and holiday experiences are available in the marketplace.

## EXPENDITURE TRENDS AND RECENT DEVELOPMENTS

During 1999-2000, major developments included a review and update of the New South Wales Regional Tourism Plan. A new action plan for 2000-2003 was prepared following extensive in-region consultation throughout the State. The plan sets out initiatives through which Tourism New South Wales helps drive tourism marketing direction, growth and development in the regions and comes into effect in July 2000.

The successful *Experience it* theme was further developed in 1999-2000. The South Coast Touring by Car television and print advertising campaign, the first of a series planned for regional New South Wales was launched in February with 18,720 consumer responses received in the first 7 weeks. The Short Breaks campaign was launched in March 2000, initially promoting the Central Coast, Hunter, Blue Mountains and the Shoalhaven as easy getaway breaks for the Sydney market.

*New South Wales Holidays* entered its fifth year as a major tourism-wholesaling program targeting consumers Australia-wide. Its sales force was increased during the year to promote Sydney, Short Breaks, Beaches and Outback holidays to the travel agent network.

In order to maximise the tourism benefits from the Sydney 2000 Olympic and Paralympic Games, Tourism New South Wales initiated the establishment of the Sydney Media Centre at Darling Island that will service all media, accredited or non-accredited. It will particularly specialise in the media who have not received SOCOG accreditation. These services are being delivered in partnership with other State and Federal government agencies and sponsors.

Tourism New South Wales continued its involvement in the development and promotion of a wide range of special events that draw visitors to Sydney and regional centres.

Tourism New South Wales, with the Australian Tourist Commission, will stage the Australian Tourism Exchange from 29 May-2 June 2000. New South Wales tourism products will be exposed to 800 international buyers and over 50 of the world's leading travel writers.

Throughout 1999-2000 Tourism New South Wales undertook targeted trade and media activity in key international markets, with a particular emphasis on UK, US and Japan. In Japan it conducted a major program with Qantas bringing 160 travel planners and retail agents to Sydney to educate them on new tourism products and holiday experiences as a way of addressing the decline in Japanese visitors to Australia.

## **STRATEGIC DIRECTIONS**

The New South Wales Tourism Masterplan provides the framework within which the following strategic objectives will be achieved:

- ◆ increase awareness, positive perceptions and intention to travel to New South Wales for a leisure holiday and convert this awareness into increased sales of New South Wales leisure holidays;
- ◆ grow business related tourism in New South Wales and enhance the long term sustainability of the New South Wales tourism industry;
- ◆ develop quality products and experiences that best motivate and meet customer demand; and
- ◆ facilitate effective networks that develop the industry.

## **2000-01 BUDGET**

### **Total Expenses**

Total expenses for Tourism New South Wales are estimated at \$49.7 million in 2000-01, with the major components being:

- ◆ over \$26 million for the further development and implementation of its integrated marketing campaign both within Australia and also targeted international marketing programs in the UK, Europe, North America, Japan, Asia and New Zealand, plus the delivery of services for the media in the lead up to and during the Olympic Games;
- ◆ \$310,000 towards a program to increase awareness of Sydney and regional New South Wales holiday experiences amongst retail travel agents in key international markets. This will increase the ability of agents to sell New South Wales knowledgeably and enthusiastically to their clients.
- ◆ \$1 million towards a major sales campaign in Asia aimed at providing holiday packages and special offers that support the images consumers saw of Sydney and New South Wales during Olympic Games broadcasts, and turning heightened awareness and interest into sales; and
- ◆ \$455,000 to deliver six international gateway websites, giving a local user-friendly “look and feel” to accessing New South Wales holiday experiences on the web.

### **Asset Acquisitions**

The asset acquisition program of Tourism New South Wales is \$878,000 in 2000-01, which is comprised of:

- ◆ \$694,000 in 2000-01 as part of the \$2 million program over four years (commenced in 1999-2000) to support the continued development of six Gateway Visitor Information Centres at Tweed Heads, Tenterfield, Eden, Bulli, Lithgow and Gosford; and
- ◆ \$184,000 to continue work on an innovative project that will provide the infrastructure to enable Tourism New South Wales and three other Government agencies to jointly purchase the remote management and administration of computer network services, to share a range of IT services and achieve other organisational efficiencies in the future.