

MINISTER FOR TOURISM AND SPORT AND RECREATION AND MINISTER FOR WOMEN

OVERVIEW

<i>Agency</i>	<i>Budget 2002-03 \$m</i>	<i>Budget 2003-04 \$m</i>	<i>Variation %</i>
Tourism New South Wales			
Total Expenses	54.1	52.4	-3.1
Asset Acquisitions	1.4	0.8	-40.4
Sydney Olympic Park Authority			
Total Expenses	88.6	110.9	25.1
Asset Acquisitions	18.1	10.8	-40.5
Department of Sport and Recreation ^(a)			
Total Expenses	n.a.	82.9	n.a.
Asset Acquisitions	n.a.	11.2	n.a.
Centennial Park and Moore Park Trust			
Total Expenses	17.6	18.8	6.8
Asset Acquisitions	6.1	6.9	13.1
Department for Women			
Total Expenses	5.5	5.7	2.5
Asset Acquisitions	0.2	0.1	-63.8
Luna Park Reserve Trust			
Total Expenses	0.8	0.7	-12.5
Asset Acquisitions
State Sports Centre Trust			
Total Expenses	3.7	4.1	13.4
Asset Acquisitions	0.1	0.1	0.0
Total, Minister for Tourism and Sport and Recreation and Minister for Women ^(b)			
Total Expenses	n.a.	275.5	n.a.
Asset Acquisitions	n.a.	29.9	n.a.

(a) A number of Public Sector agencies have been restructured as at 2 April 2003. At this stage only high level aggregates are available for the 2002-03 year and 2003-04 Budget. Detailed Financial Statements and program statements for these agencies will be published on 26 August 2003.

(b) Total figures are not available due to the restructure of some agencies.

TOURISM NEW SOUTH WALES

Tourism New South Wales is responsible for the marketing of New South Wales as a holiday destination in the Australian domestic market and in international markets.

The organisation 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

Response to International and Domestic Events

Tourism New South Wales has continued to play a leading role in implementing the two year \$15 million government assistance package announced in 2001-02 in response to the September 11 terrorist attacks and the collapse of Ansett Airlines. In 2002-03, \$5.5 million of the package was utilised to provide assistance and support measures to aid the recovery of the tourism industry.

Tourism New South Wales has also continued to implement a special \$1 million government funded initiative to assist tourism regions impacted by the December/January 2001-02 bushfires. In 2002-03, the final \$0.3 million was utilised to promote the Blue Mountains and Shoalhaven regions.

Drought and further bushfires in 2002-03 resulted in additional marketing expenditure to assist regional New South Wales generally and, in the case of the bushfires, \$0.4 million was used to promote the Snowy Mountains and Capital Country regions.

In response to the Iraq War and Severe Acute Respiratory Syndrome (SARS), Tourism New South Wales has been coordinating with other State and Commonwealth agencies in the development and implementation of a National Tourism Crisis Response Plan. The plan aims to co-ordinate policy and marketing responses that will help the tourism industry recover from the negative impacts of these events.

Domestic Marketing

Brand New South Wales - The "Feel free" unifying brand identity for the State as a tourist destination was updated and enhanced in consultation with industry and relaunched in October 2002.

Drive touring campaigns and short breaks campaigns – These successfully raised awareness of the extensive range of driving based tourism options and easy getaway holidays available in the State.

Farmhand - A special campaign was undertaken to assist drought stricken regional New South Wales through promoting farm and country holidays. A kit was also developed to guide land owners and potential tourism operators interested in further involvement in the tourism industry.

Tourism Sydney - Tourism New South Wales, the Sydney Harbour Foreshore Authority and the Department of State and Regional Development have collaborated in a joint initiative focussed on branding and promotion of Sydney as a tourism leisure destination.

New South Wales Holidays - New South Wales Holidays entered its eighth year as a tourism-wholesaling program targeting Australian consumers, enabling exposure of more than 400 tourism products through the travel agency network.

International Marketing

Tourism New South Wales continues to focus on trade marketing with some selected consumer campaigns in the primary markets of United Kingdom, United States of America, New Zealand, China, Japan, South Korea, Hong Kong, Germany, Malaysia and Singapore.

Activity in China, Hong Kong and Singapore is being closely monitored in line with developments in the management of SARS in these markets.

Development

Towards 2020 – New South Wales Tourism Masterplan – The masterplan was released outlining the development of the tourism industry in New South Wales over the next twenty years.

Regional Tourism Action Plan – Assistance was provided in the creation of tourism marketing and development plans for South Coast, Northern Rivers Tropical New South Wales and Riverina regions. These were in addition to the already established plans for the New England, North West and Snowy Mountains regions and the Coffs Coast area.

Infrastructure Development – Potential investors in New South Wales tourism infrastructure are being assisted with information and advice. A signposting strategy to ensure the integration of signage and a tourism aviation strategy focussing on increasing international capacity are also being developed.

STRATEGIC DIRECTIONS

The New South Wales tourism masterplan provides the framework for the new *Tourism New South Wales' Strategic Plan 2002-2005*. Key objectives are:

- ◆ Marketing - Partner with industry to attract more visitors who spend more money;
- ◆ Industry Development - Partner with industry to help improve its viability and service delivery; and
- ◆ Government Co-ordination - Partner with government organisations to help disperse the net benefits from tourism.

2003-04 BUDGET

Total Expenses

Total expenses in 2003-04 are estimated at \$52.4 million. The focus of work will include:

- ◆ \$47.9 million to grow tourism in New South Wales to achieve economic benefit throughout the State; and
- ◆ \$4.5 million to develop a sustainable tourism industry through long term government planning for tourism and initiatives assisting industry viability.

Asset Acquisitions

The asset acquisition program of Tourism New South Wales is \$0.8 million in 2003-04. The work will include the introduction of electronic information management, improving information technology infrastructure and enhancing the Tourism New South Wales consumer website.

SYDNEY OLYMPIC PARK AUTHORITY

The Sydney Olympic Park Authority (SOPA) was established under the *Sydney Olympic Park Authority Act, 2001* to manage the long-term future of Sydney Olympic Park and commenced operations from 1 July 2001.

SOPA is responsible for the management and orderly economic development and use of Sydney Olympic Park and for the promotion and co-ordination of sporting, educational, recreational, cultural, commercial and tourist activities.

EXPENDITURE TRENDS AND RECENT DEVELOPMENTS

New residential and commercial development by the private sector is to be undertaken on four sites over the next 5-7 years. The development will be at a cost of approximately \$470 million. This level of investment confirms private sector confidence in the unique living and working environment that Sydney Olympic Park has to offer. The sale and development of the land will also realise a return of some \$70 million to the Government.

Together, the projects constitute approximately 116,000 square metres in seven individual buildings – they represent the first phase in the development of Sydney Olympic Park's Town Centre and will become home for some 1,500 residents, 3,000 employees as well as a variety of restaurants, shops and town facilities such as a library and childcare centre.

SOPA has also prepared a Plan of Management for the 430 hectares of surrounding parklands.

SOPA is now responsible for the budget funding of the Sydney Aquatic and Athletic Centre and asset management of the State Sport Centre.

STRATEGIC DIRECTIONS

The aims for Sydney Olympic Park are to:

- ◆ increase visitors, participation and activity;
- ◆ achieve long term economic, environmental and social viability; and
- ◆ to be internationally recognised as an 'intelligent' example of place making.

These will be achieved through focusing on a number of development themes. Sport will continue to be important. The intention is to build on Sydney Olympic Park's position as Australia's premier sports destination and to create a totally integrated sports industry model.

Opportunities to become a centre for excellence in education and training will be pursued. A new 'college town' model featuring a diverse student and institutional base will be developed.

Sydney Olympic Park will also take opportunities to become a regional centre for culture, the arts, food and entertainment. The aim is to offer a distinctive array of social and cultural opportunities.

2003-04 BUDGET

Total Expenses

Operating expenses in 2003-04 are estimated at \$110.9 million. The majority of the increase over last year's Budget relates to depreciation for transferred and new assets.

Expenses include:

- ◆ maintenance, security and operation of facilities at Sydney Olympic Park;
- ◆ supporting the infrastructure and ongoing land remediation works at Sydney Olympic Park;
- ◆ marketing and customer services including the staging of festivals and events; and,
- ◆ operation of Millennium and Bicentennial Parklands under the Parklands Plan of Management.

Asset Acquisitions

The Authority's 2003-04 asset acquisition program is \$10.8 million. The major component of the program is a \$6 million injection to the Millennium Parklands for additional landscaping, picnic facilities, shade structures, cycle ways, educational technology and supporting infrastructure.

DEPARTMENT OF SPORT AND RECREATION

The Department of Sport and Recreation has been restructured to take responsibility for a number of urban parks including Centennial Park and Moore Park Trust, Parramatta Park Trust and a number of Regional Parks previously part of the National Parks and Wildlife Service. The transfer will be effective from 1 July 2003.

	<i>2002-03 Revised \$000</i>	<i>2003-04 Budget \$000</i>
Recurrent Appropriation	62,121	48,942
Capital Appropriation	26,971	11,246
Total Expenses	94,421	82,911

STRATEGIC DIRECTIONS

The purpose of the Department of Sport and Recreation is to create opportunities and facilitate active involvement so that people benefit from participating in sport, recreation and physical activity.

Assuming responsibility for the urban parks will provide increased scope for the Department to achieve its new Corporate Plan for 2003-2007. The vision of this plan is for a community using sport and recreation to improve its wellbeing: *more people, more active, more often.*

2003-04 BUDGET

Initiatives/Total Expenses

The key initiatives for 2003-04 are \$1.5 million to establish the NSW Soccer Foundation and \$1 million per annum in support of Surf Life Saving NSW.

The Department will spend \$82.9 million in 2003-04 mostly on sport and recreation programs (\$31.8 million), grants for community participation, facilities and sports and athlete development (\$15.5 million) and grant funding of \$5.7 million towards the operation of the NSW Institute of Sport. The Department will also spend \$0.5 million on the newly transferred regional parks.

Asset Acquisitions

A total of \$11.2 million will be spent in 2003-04. The major components of the asset acquisition program are:

- ◆ \$10.4 million on works at Sport and Recreation Centres and Academies of Sport and Recreation; and
- ◆ \$0.8 million for projects at Regional Parks.

CENTENNIAL PARK AND MOORE PARK TRUST

The Centennial Park and Moore Park Trust is responsible for the open space in Sydney, known as the Centennial Parklands. The Parklands comprise Centennial Park, Moore Park, Queens Park, Fox Studios Australia, the Hordern Pavilion, Royal Hall of Industries, and the Centennial Parklands Equestrian Centre. The Trust operates in a complex and changing business environment, balancing conflicting demands for recreational use, protection of parklands, financial sustainability, and equity of access.

EXPENDITURE TRENDS AND RECENT DEVELOPMENTS

Total expenses for the Trust have increased during the last five years from \$11.3 million in 1998-99 to \$17.6 million in 2002-03. This reflects additional costs for the maintenance of the Parklands, services to address public safety and environmental issues and a range of business activities to improve financial viability. In addition, there have been significant increases in the depreciation expense as a result of the large capital program in recent years. During the same period, retained revenues have grown from \$8 million to \$11.3 million.

In 2002-03, the Trust was provided with \$1 million each year for 4 years for a catch-up maintenance program for building and infrastructure assets.

This is targeted to achieve the following benefits:

- ◆ reduction of risk and liability issues, such as the repair of the running track at ES Marks Athletic Field and stabilisation works on the Kensington Culvert;
- ◆ addressing areas of public concern, including the refurbishment of amenities facilities across the Parklands and the upgrade of the Golf Course and Equestrian Centre;
- ◆ addressing compliance issues, including heritage, environmental, Building Code of Australia and Sydney Water requirements; and
- ◆ restoration of high use/visibility assets, including the heritage stone program for fences, gates and statues and the maintenance of the toll house.

Capital expenditure has increased significantly during the last four years due to the restoration of the Hordern Pavilion and Royal Hall of Industries, ponds restoration, rehabilitation of Moore Park, Centenary of Federation projects and the first year of the seven year Park Improvement Plan.

STRATEGIC DIRECTIONS

The Trust's corporate strategy aims to achieve the following outcomes in six key result areas:

- ◆ maintaining and enhancing business viability;
- ◆ enhancing the integrity of Centennial Parklands;
- ◆ improving relationships with stakeholders;

- ◆ preserving the natural and cultural heritage of the Parklands;
- ◆ ensuring safe and equitable access to the Parklands; and
- ◆ securing opportunities for diversity of cultural expression.

2003-04 BUDGET

Total Expenses

Total expenses in 2003-04 are estimated at \$18.8 million. This includes the additional \$1 million for the asset maintenance program for buildings and infrastructure in Centennial Parklands.

Asset Acquisitions

The Trust's asset acquisition program for 2003-04, estimated at \$6.9 million, is the second year of the planned seven-year Park Improvement Plan. The Plan, estimated at \$49.5 million in total, addresses the following key issues:

- ◆ improvement to the park environment - including ponds and landscape restoration, tree planting and the horticulture master plan;
- ◆ enhancing transport and access to the park- including new bridges, paths, signage, and the resurfacing and line marking of the Grand Drive cycle lane;
- ◆ improving visitor information and services - including visitor signage, restoration of public amenities buildings, new picnic facilities and the development of visitor service centres;
- ◆ heritage conservation - including restoration of heritage buildings, infrastructure and monuments;
- ◆ enhancing leisure facilities – including the upgrade of equestrian grounds and sporting fields, new playgrounds, community and sports club facilities, and enhancements to the golf course and its facilities; and
- ◆ upgrading of utilities and services - including upgrades to stormwater, water supply and sewerage, electricity and lighting systems, and security improvements.

Projects planned for 2003-04 including works carried over from 2002-03 are:

- ◆ continuation of the ponds improvement program;
- ◆ Eastern Suburbs Banksia Scrub regeneration;
- ◆ new directional signage;
- ◆ creating new cycleways;
- ◆ refurbishment of the Rotunda; and
- ◆ upgrading major new amenities buildings.

DEPARTMENT FOR WOMEN

The Department for Women was established in April 1995 to improve opportunities for women in New South Wales. The Department's purpose is to act as a key agent in improving the economic and social well-being of women through capacity building, information provision, policy advice and the development of strategic alliances.

EXPENDITURE TRENDS AND RECENT DEVELOPMENTS

The Department has established the Aboriginal and Torres Strait Island Women's Unit to work with communities across New South Wales. The Department continues to work with women across regional and rural New South Wales to develop programs, build capacity and strengthen communities. The innovative work of the Department around accessing information through the Women's Gateway and the website continued with the Women's Lives On Line project.

STRATEGIC DIRECTIONS

The Department for Women provides advice, leadership and direction in shaping whole-of-government policy, programs and services for women in line with the objectives of the Department and the Premier's Council for Women. This work is complemented by the Department's role in the provision of information services, capacity building initiatives, regional development projects and partnerships through the Women's Grants Program.

2003-04 BUDGET

Total Expenses

The Department has estimated total expenses of \$5.7 million in 2003-04, which includes funding of \$1 million for the Women's Grants Program. The Department will continue to implement the whole-of-government framework in the areas that impact on women. The emphasis will be on working with the Premier's Council for Women, other agencies and the community to support the Government's social justice objectives.

Asset Acquisitions

The total capital allocation in 2003-04 is \$68,000, which will be used for the ongoing upgrade of general office equipment.

LUNA PARK RESERVE TRUST

The role of the Luna Park Reserve Trust is to manage the land and other assets of Luna Park Reserve.

EXPENDITURE TRENDS AND RECENT DEVELOPMENTS

In February 2001, the Sydney Harbour Foreshore Authority (SHFA) was appointed to manage the affairs of the Luna Park Reserve Trust. The Trust's expenditure has historically been for administration, legal and consultancy fees.

Future expenditure will be driven by the Trustee's role in managing contractual arrangements with the long term operator of Luna Park, Metro Edgley Pty Limited. Metro Edgley presently occupies and operates the site under a license from the Trust. Future expenditure will also include the maintenance of heritage infrastructure on the site from the Heritage Infrastructure Fund.

STRATEGIC DIRECTIONS

Metro Edgley prepared a Master Plan Development Application for the Luna Park site which was approved by the then Minister for Planning in January 2002. Detailed Development Applications were approved in February 2003 and construction is now underway.

2003-04 BUDGET

Total Expenses

The level of expenditure for administering the Trust is expected to decrease to \$0.7 million in 2003-04, as the expenditure will be administrative costs only.

STATE SPORTS CENTRE TRUST

The State Sports Centre Trust provides affordable world-class facilities to the sporting community and assists NSW Institute of Sport athletes. To assist the Trust to discharge its community service obligations, the Sydney Olympic Park Authority provides an operating subsidy.

EXPENDITURE TRENDS AND RECENT DEVELOPMENTS

The Trust is increasing its expenditure on safety and security and allocating a higher proportion to information technology to stay abreast of customer demands.

The Trust is able to cover increased costs in 2003-04 through a one-off increase in revenue resulting from activities staged in association with the Rugby World Cup.

STRATEGIC DIRECTIONS

The Trust's objective is to provide the highest possible level of service to sport through its outdoor and indoor facilities and associated services. The Trust is concentrating on consolidating and co-ordinating its activities with those of the Sydney Olympic Park Authority to optimise the benefits available to its customers.

2003-04 BUDGET

Total Expenses

Total Trust expenses, estimated at \$4.1 million in 2003-04, will be used to operate and maintain the Centre's sporting facilities and facilitate increased usage wherever possible.

Asset Acquisitions

The Trust will spend up to \$50,000 on replacement sporting equipment in 2003-04.