

# MINISTER FOR SMALL BUSINESS AND MINISTER FOR TOURISM

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## OVERVIEW

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<i>Agency</i>	<i>Budget 2001-02 \$m</i>	<i>Budget 2002-03 \$m</i>	<i>Variation %</i>
<b>Tourism New South Wales</b>			
Total Expenses .....	49.6	54.1	9.2
Asset Acquisitions .....	1.5	1.4	-9.6
<b>Total, Minister for Small Business and Minister for Tourism</b>			
Total Expenses .....	<b>49.6</b>	<b>54.1</b>	<b>9.2</b>
Asset Acquisitions .....	<b>1.5</b>	<b>1.4</b>	<b>-9.6</b>

## 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

In response to the September 11 terrorist attacks in the United States of America and the collapse of Ansett Airlines in Australia, the Government developed a comprehensive \$15 million package to aid the recovery of the tourism industry.

The Government also provided special funding of \$1 million over two years to help counter negative consumer perceptions about the impact of the December/January bushfires on tourism regions, especially the Blue Mountains and the Shoalhaven.

## **MARKETING**

During 2001-02, major domestic and international marketing projects were undertaken incorporating the “Feel free” brand. These included:

### **Domestic Marketing**

*Drive New South Wales* - Drive New South Wales was initiated as a response to the impact on tourism of the September 11 terrorist attacks and the collapse of Ansett Airlines. It is an umbrella campaign for New South Wales’ target market for specific driving holiday campaigns.

*Touring by Car* - The Touring by Car program continued to be a success for regional New South Wales with conversion studies from various routes showing a high percentage of people making inquiries actually taking the drive.

*Sydney Promotions* - Ten different Sydney campaigns with key industry partners achieved strong results in 2001-02.

*Short Breaks* - The successful Short Breaks campaigns continued in 2001-02 promoting the regions of Shoalhaven, Illawarra, Blue Mountains, Hunter, Port Stephens and the Northern Rivers as easy getaway breaks.

*New South Wales Holidays* - New South Wales Holidays entered its seventh year as a major tourism-wholesaling program targeting Australian consumers.

### **International Marketing**

Tourism New South Wales continues to focus mainly 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.

## **PLANNING**

During 2001-02, significant domestic and international planning and development activities included:

- ◆ New South Wales Tourism Masterplan - The new State tourism masterplan, Tourism in New South Wales – Towards 2020 is being developed.
- ◆ *Regional Tourism Action Plan 2000-03 Implementation* - In 2001-02, the organisation helped create tourism marketing plans for each of the regions as well as development plans for the Big Sky Country and Snowy Mountains regions and the Coffs Coast area.

- ◆ *Sydney Marketing and Development* – During 2001, three key government agencies, Tourism New South Wales, Sydney Harbour Foreshore Authority, and the Department of State and Regional Development, collaborated to ensure a more co-ordinated approach with industry to the marketing and development of Sydney.

## **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.

## **2002-03 BUDGET**

### **Total Expenses**

Total expenses in 2002-03 are estimated at \$54.1 million. The focus of work will include:

- ◆ incorporating the “Drive New South Wales” brand into all car touring promotions, including the Touring by Car domestic consumer promotion;
- ◆ growing the New South Wales Holidays domestic wholesaling program;
- ◆ progressing the Asia and New Zealand consumer campaigns;
- ◆ incorporating the "Feel free" brand into all domestic and international campaigns;
- ◆ increasing the number and capabilities of the international web portals; and
- ◆ communicating and implementing the new State tourism masterplan *Tourism in New South Wales - Towards 2020*.

### **Asset Acquisitions**

The asset acquisition program of Tourism New South Wales is \$1.36 million in 2002-03. The focus of work will be expanding the capabilities of the Virtual Multi-Agency Network (VMAN).