



29 September 2009

Kate Lamont
Chairman
Tourism WA

Dear Kate,

As you are aware Tourism Council WA and the Australian Hotel Association WA jointly conducted a Tourism Industry Leadership Forum on Wednesday 16th September to develop a collective tourism industry response to your invitation to provide the Board of Tourism Western Australia with opinions, observations and ideas about future opportunities to better meet the needs of the tourism industry and its customers in Western Australia.

The results of the Forum clearly outline a strong need for change at TWA and we seek your continuing support and that of the Minister Elizabeth Constable to ensure these ideas and recommendations get put to the Premier and his Coalition Government as soon as possible.

Twenty-four industry representatives from a broad cross section of the tourism industry attended the Forum and a further sixty-six provided input via a survey that was circulated prior and post the Forum.

The views expressed at the Forum have been consolidated into the attached tourism industry forum results document and the survey results are also attached.

Also attached are some submissions from industry members who could not attend the Forum.

A list of those who attended the Forum and who completed the survey is attached for your information.

Whilst there was no definitive outcome developed at the Forum the following encapsulates the current mood of the tourism industry in Western Australia as expressed at the Forum.

- The Chairman and Board of Tourism WA have demonstrated a willingness to instigate change at Tourism WA
- The current State Government is receptive to change.
- The Tourism Portfolio needs to be elevated in status within Government or aligned with the Department of State Development.
- There needs to be significant structural change to how tourism is managed in Western Australia to separate the roles of destination marketing, industry development and event tourism.
- This may well involve a Ministry of Tourism or Tourism Development Authority.
- The most strongly held view of the day was that TWA should either focus on marketing and increasing visitation or that role be taken over by industry with a continuing level of government funding

In closing we thank and commend you and your Board for recognizing the need to do a review of TWA which the industry has been advocating for this for years.

We trust that the information provided by the Forum will be useful both you and your Board and will be presented to Cabinet by Minister Constable in due course.

Yours Sincerely,

A handwritten signature in black ink, appearing to read 'G. Moss'.

Graham Moss
CEO
Tourism Council WA

A handwritten signature in black ink, appearing to read 'B. Woods'.

Bradley Woods
CEO
Australian Hotels Association (WA)