

2010/11 State Budget

One of the major outcomes of the State Budget announced by the Premier and Treasurer today was a major transformation of Tourism Western Australia (TWA) aimed at delivering greater business growth for tourism operators and investors and to increase the tourism industry's contribution to the State's economy.

In conjunction with the handing down of the State Budget Kate Lamont the Chair of TWA announced that TWA would focus on three key operational areas to increase visitor numbers. These are:

- Marketing the State as a competitive tourist destination.
- Developing, attracting and marketing major events.
- Supporting significant tourism infrastructure and development projects.

Tourism Council WA Chief Executive Officer Graham Moss welcomed the re-structure which he said "was something the tourism industry had been advocating for some time".

"Kate Lamont and the Board of TWA are to be congratulated for listening to the industry's concerns about the small proportion of TWA's budget that is actually spent on marketing to attract tourists to this State" Moss said.

Moss said that "the additional \$31m in funding over the next four years that will be freed up from the re-structure will be directly invested into marketing Western Australia as a tourist destination. This will have a significant positive effect on the tourism industry in WA".

Moss also said that TWA's sharper focus on delivering significant tourism infrastructure projects such as national and international aviation to the Margaret River region, developing Broome as an international aviation gateway and attracting more quality hotel rooms in Perth would also provide a major boost to the tourism industry".

Moss said that "Any major re-structure comes at a cost and that the decision to close TWA's seven regional offices would not be welcomed by certain sectors of the industry however a portion of additional funding of \$12.4m over the next three years would be used to transition some of the services currently delivered by its regional staff into other agencies such as Regional Development Commissions and the Small Business Development Commission".

Moss said that “while the re-structure of TWA was a positive for tourism in this State there was concern over the significant reduction in funding for TWA particularly in event tourism in the forward estimates from 2012/13”.

“Event tourism, whether they are sporting, cultural or business events play a significant role in attracting tourists to WA and showcasing WA to the rest of the world”. He said that “TWA as part of its refocus, would be developing a new major events strategy and I urge the State Government to provide sufficient funding to support this strategy”.

Moss said that “the Tourism Council WA looked forward to working with the Government and the Board of TWA to maximise the outcomes of the new strategy and business model for TWA”.

END

For further information please contact: Graham Moss, CEO, Tourism Council WA, (08) 9416 0700 or 0419 851 140.