The tourism industry network

THE FEDERAL NETWORK

Department of Resources, Energy and Tourism (RET)

RET is responsible for the implementation of Australian Government tourism policy and programs. The Australian Government is responsible for maximising tourism’s net economic contribution to the Australian economy and to fostering an industry that promotes the principles of environmental responsibility and sustainable development.

The Department of Resources, Energy and Tourism has policy responsibility for two tourism programs. The first, TQUAL Grants, is a competitive merit-based grants program aimed at stimulating sustainable growth in the Australian tourism industry. The second, Approved Destination Status (ADS), is a bilateral tourism arrangement between the Chinese Government and a foreign destination (in this case Australia), whereby Chinese tourists are permitted to undertake leisure travel in groups to that destination. The Department of Resources, Energy and Tourism manages the Australian scheme on a day-to-day basis. For more information, visit www.ret.gov.au

Tourism Australia

Tourism Australia is the Federal Government statutory authority responsible for international and domestic tourism marketing, as well as the delivery of research and forecasts for the sector. Its main objectives are to influence people to travel to Australia and visit as many places as possible; encourage Australians to see their own country; and help build a sustainable and profitable industry. For further information, go to www.tourism.australia.com

Tourism Research Australia (TRA)

TRA collects research and intelligence across domestic and international markets and the tourism industry and undertakes respected, reliable research and analysis. Key information collected from the international visitor surveys and national visitor surveys includes expenditure, places visited, activities, accommodation, transportation and demographics. For more information, go to www.ret.gov.au

TRA offers a Statistical Enquiries Service to industry operators. More than 300 research publications and papers are available on the website and can be downloaded for free. For enquiries, contact tourism.research@ret.gov.au
Australian Bureau of Statistics (ABS)
The ABS is Australia’s official statistical organisation. By providing a high quality, objective and responsive national statistical service, the ABS assists and encourages informed decision-making, research and discussion within governments and the community. For further information, go to www.abs.gov.au

Austrade
Austrade assists Australian businesses to succeed in international trade and investment in order to boost national prosperity. Austrade also promotes and supports productive foreign investment into Australia and administers the Export Market Development Grants (EMDG) scheme. For further information about this scheme, go to www.austrade.gov.au

THE STATE NETWORK
Each state and territory within Australia has its own government tourism agency that works with the industry within its borders. These agencies also work in partnership with the Federal Government to promote Australia as a tourism destination internationally. Within each state and territory there are a number of other organisations that address issues of tourism and the needs of tourists. Destination NSW is the lead agency in this state.

DESTINATION NSW
Destination NSW is the New South Wales (NSW) State Government statutory authority responsible for devising and implementing strategies to grow the visitor economy, with particular focus on driving tourism and acquiring and developing major sporting and cultural events for Sydney and regional NSW.

Destination NSW was established in July 2011 and brought together the functions of four organisations: Tourism NSW, Events NSW, the Homebush Motor Racing Authority and the Greater Sydney Partnership, into a new state body.
Destination NSW’s vision is to make Sydney and NSW one of the world’s most successful tourism and events destinations with the strategic aim of achieving the NSW Government’s goal of doubling the overnight visitor expenditure by 2020 and maximising the benefits of the visitor economy for NSW.

The NSW Government has established a Visitor Economy Taskforce to develop a tourism and events strategy to help it reach the 2020 goal. The Visitor Economy Taskforce is coordinating planning for the strategy which is due to be presented to the Government during 2012 for implementation by Destination NSW.

**Our Strategic Objectives**
1. To generate increased overnight visitor expenditure to Sydney and NSW to achieve the 2020 goals
2. Position DNSW / Sydney & NSW as Australia’s premier tourist and events destination
3. Develop the strongest and most compelling events calendar in Australia
4. Maximise yield and dispersal for the visitor economy
5. Create and sustain a high performance organisation

Destination NSW’s main priorities are:
- increasing domestic and international visitor nights and expenditure in NSW to drive economic growth for businesses in the tourism industry and benefit the NSW community;
- building and communicating destination appeal to potential visitors;
- Attract and secure high value major events to drive visitation;
- working with and providing advice to industry, government agencies and other key stakeholders about the development of sustainable destinations;
- and retaining the State’s position as tourism market leader and growing market share.

**Working with industry**
Destination NSW works closely with other government agencies, industry associations, local councils, regional tourism organisations (RTOs), local tourism associations (LTAs), visitor information centres (VICs) and tourism managers.

Destination NSW has also developed partnerships with key festivals, major events and industry stakeholders. By working across all sectors of the industry, Destination NSW is ideally placed
to provide quality advice to government regarding tourism; major events; develop strong strategies to guide the industry; effectively influence the development of the industry; and maintain the State’s position as Australia’s premier visitor destination.

Most successful operators develop strong links with their tourism manager and VIC, including working with them to access Destination NSW’s services. When tourism managers and VICs develop an understanding of an operator’s business this can be combined with their detailed knowledge of Destination NSW services, so as to provide operators with more targeted advice. Many tourism managers and VIC’s consult with Destination NSW on behalf of operators.

**International marketing**
- New product workshops, in which operators ready to enter the international market can showcase their product to the trade.
- Overseas sales missions and trade events.
- Familiarsation visits for visiting travel trade buyers, showcasing NSW destinations and export-ready product.

**Public relations**
- Publicity opportunities for NSW tourism products, events and destinations, including NSW itineraries for visiting journalists

**Services to industry**
Destination NSW offers a number of services to assist the tourism industry grow and develop in NSW. The following information provides an overview of what is offered in each service area:

**Developing tourism**
- Up-to-date research, analysis and market information for the NSW tourism industry.
- Business development resources, events and advice for tourism operators.

**Domestic marketing**
- E-business opportunities, including tourism product listings on consumer travel, events and tourism websites and targeted consumer e-newsletters.
- Participation in domestic marketing campaigns.

**Other services**
- The accredited Visitor Information Centre program provides accreditation for VICs. Accredited VICs, AVICs, are recognised as being of a high standard, and therefore eligible for inclusion in Destination NSW collateral.
- TASAC: Tourist Attraction Signposting Assessment Committee is responsible for the brown and white road signage on the NSW road network.

If any of these items are of interest to your business, please contact your tourism manager or VIC, to discuss how to access these services and to find out about the latest opportunities. For information about Destination NSW services and opportunities to work with Destination NSW, go to [www.destinationnsw.com.au](http://www.destinationnsw.com.au)

Destination NSW produces a weekly newsletter for the tourism industry called Insights: Destination NSW industry news. To subscribe to Insights, visit [www.destinationnsw.com.au](http://www.destinationnsw.com.au)
OTHER STATE AGENCIES

Trade and Investment (T&I)
The T&I’s major role is to expand business and industrial development by attracting domestic and international investment to NSW. T&I has overall responsibility for economic development in NSW including enterprise development, export planning and development, industry assistance programs and attraction of new technology-based enterprises and investment.

T&I provides a range of business assistance for start-ups through to established ventures:
- The Business Mentoring Program provides company owners access to an experienced business mentor to help develop a profitable growth path. The program provides for targeted streams including Women in Business, Young Entrepreneurs, Small Business and an Advanced program for High Growth Companies.

Assistance is provided to micro and home-based business through various workshops and resources including business planning, marketing and better systems to equip home-based operators with essential business tools.

T&I supports 14 business advisory services around the State. These provide free advice to people starting and operating a business.

Available online at T&I, is the Small Business Tool Kit, which covers topics such as marketing, finance, employment, legal issues and business planning. For further information, go to http://toolkit.smallbiz.nsw.gov.au. This is the ideal place to help you develop a business plan using an interactive, helpful tool.

The small business website at www.smallbiz.nsw.gov.au can also link you to other programs to help your business grow through exporting, innovation and lists a number of programs designed to help businesses grow.

Transport for NSW
Transport for NSW is the leading public transport agency of the NSW Government. The agency is responsible both for providing transport and infrastructure policy advice and managing a multi-billion dollar budget allocation to support rail, bus, ferry and taxi services in NSW.

Transport for NSW is responsible for:
- developing and co-ordinating high level transport priorities in NSW;
- providing funding for NSW public transport services and major capital works;
- planning and implementing NSW transport priorities in collaboration with other agencies;
- integrating policies, regulations and service initiatives across metropolitan and rural and regional NSW;
- managing NSW bus and ferry contracts;
- and regulating the NSW bus, taxi and hire car industries.

For further information, go to www.transport.nsw.gov.au

Office of Environment and Heritage (OEH)
OEH is responsible for co-ordinating, managing and planning activities that work towards a healthy environment. This includes managing the natural and cultural heritage; promoting sustainable consumption, resource use and waste management; regulating activities to protect the environment; and conducting biodiversity, environmental and cultural heritage research to ensure informed decision-making.

Tourism operators intending to operate nature-based businesses or who want to provide their visitors with information about the cultural heritage and natural environment in NSW would benefit from accessing the resources of this department. For further information, go to www.environment.nsw.gov.au
**NSW National Parks and Wildlife Service (NPWS)**
The NPWS (which is part of OEH) focuses on the conservation and protection of the natural and cultural heritage of NSW including National Parks; nature reserves; native animals and plants; historic sites; and places, objects and sites of special significance to Aboriginal people.

Tourism operators wishing to conduct business (tours, surf schools, etc.) within a National Park or any other type of reserve managed by NPWS must obtain approval before they can conduct any activity. For further information, go to www.environment.nsw.gov.au/parksecopass

**Sydney Harbour Foreshore Authority (SHFA)**
SHFA owns and manages some of the most significant assets in NSW, including Sydney’s heritage and cultural precincts at The Rocks and Darling Harbour.

The Authority operates education, tourism and marketing services and holds significant events in The Rocks and Darling Harbour each year. Between them, the precincts attract more than 40 million visitors annually.

The Authority also owns sites at White Bay Power Station, Rozelle railway yards and Ballast Point and manages other major waterfront assets around Sydney Harbour on behalf of other agencies.

The Authority can assist if you want to operate a tourism business in any of these areas. For further information, call 1300 655 995 or go to www.shfa.nsw.gov.au

**NSW Fair Trading**
NSW Fair Trading safeguards consumer rights and advises business and traders on fair and ethical practice in NSW. Businesses can register business names; obtain the licences and certificates they need to operate in NSW; and receive information on their rights and obligations under fair trading laws. For further information, go to www.fairtrading.nsw.gov.au

**Business Licence Information Service (BLIS)**
This service is provided by the NSW Government to help you find information about licences, permits and other regulations that you might need in order to run a business in NSW.

If you are considering starting a business in NSW, but are not sure of what regulation might apply, BLIS can provide a general business start-up package that gives you the basic information and forms to get you up and running. If you are a bit further down the track, and know what kind of business activities you might undertake, then BLIS can provide more tailored information, targeted specifically at your proposed business.

For example, tourism operators may need a licence to:
- operate as a travel agent;
- conduct guided tours and activities in National Parks or marine parks;
- and operate transport such as aircraft, buses, coaches, motorcycles or 4x4 vehicles.

For further information visit http://blis.fairtrading.nsw.gov.au and click on Tour Operator, or search for specific licences.
Forests NSW
Forests NSW is a public trading enterprise within the NSW Department of Primary Industries. The role of Forests NSW is to sustainably manage approximately 2.8 million hectares of native State forests and plantations for the supply of timber, along with a wide range of other social, environmental and economic values. State forests provide a significant resource for recreation, sport, tourism and training and offer a range of nature-based opportunities that are not readily available on other land tenures.

Tourism operators require an annual permit to undertake activities in State forests. Forests NSW aims to promote and encourage the development of tourism ventures in State forests through the availability of annual state-wide permits. These provide operators with some security when making investment decisions for their business. Opportunities in State forests are based on the willingness of operators to address sustainable and responsible practices. Applications for permits should be made to the relevant regional office of Forests NSW. For further information, go to www.dpi.nsw.gov.au/forests

Business Events Sydney (BESydney)
Destination NSW (DNSW) and BESydney as a partnership are committed to the development of tourism as a key strategic industry in NSW. Together, they aim to generate employment, business growth and investment.

In June 2011, DNSW was created to work towards the mission of doubling visitor expenditure by 2020 and maximise the benefits of the visitor economy for NSW. To achieve this, DNSW works with the State’s tourism and events sector to sell Sydney and NSW to the world.

DNSW is also a major investor in Business Events Sydney, with the aim of securing more international conventions, incentive travel reward programs, corporate events and exhibitions for the State.

BESydney’s role within the partnership is to promote and develop Sydney and regional NSW as the premier business tourism destination within Australia and internationally.

BESydney is a not-for-profit membership-based organisation, which provides free advice and assistance on convention and meeting planning. It offers members a variety of other services to promote Sydney and regional NSW, including bid development strategies; event planning services; and key linkages within the meetings industry through road and trade show events.

BESydney also provides a free event planning service, AccessNSW. This service assists meeting planners to source accommodation, venues and suppliers in Sydney and regional NSW. For further information, call 1300 134 920 or go to www.businesseventssydney.com.au.

Roads and Maritime Services (RMS)
The RMS is the NSW State Government agency responsible for:

• Improving road safety
• Testing and licensing drivers, and registering and inspecting vehicles
• Managing the road network to achieve consistent travel times

The RMS provides financial assistance to local councils to manage 18,474 kilometres of Regional Roads and also provides some funding and support to 144,750 kilometres of council-managed local access roads, which are funded by local ratepayers and Federal road assistance grants.
The RMS has a vast range of customers, including individuals, private organisations, community and road transport groups, local councils and State and Federal Government agencies. For more information, go to www.rms.nsw.gov.au

Tourist Attraction Signposting Assessment Committee (TASAC)
Formed by the NSW State Government, TASAC has overall responsibility for the planning and implementation of tourist signposting systems. These safely and efficiently guide motorists to their destination and inform visitors of the range of major attractions and services within a destination. TASAC signage is brown and white.

The TASAC team comprises representatives from Destination NSW, the RMS, regional tourism associations and local councils. All TASAC members participate equally in the assessment and feedback process to individuals or groups making representation.

TASAC’s key activities include:
- development of tourist signposting policy for NSW;
- assessment of applications for tourist signposting;
- input into National Tourist Signposting policy;
- consultation with other agencies to develop strategies and identify priorities in the implementation of signposting initiatives;
- project management of signposting initiatives across the State;
- communication of tourist signposting policy, initiatives and issues to stakeholders;
- and quality control audit of tourist signposting.

For further information, go to www.destinationnsw.com.au/TASAC or for enquiries email TASAC@dhsow.com.au

Industry and sector associations
Industry and sector associations exist for almost every type of business. They provide specific advice, training and networking opportunities for your business.

Most associations produce a newsletter to keep members informed of issues affecting their industry. If you are not clear which association is relevant to your business, talk to a few of them and see which ones offer the best support. You could also get some advice from your local tourist association or tourism manager regarding the best association to help you develop and enhance your business.

A comprehensive guide of the different associations is available in the Destination NSW industry contact list at www.destinationnsw.com.au/our-industry/contacts-and-associations
NSW is divided up into 15 tourism regions. These regions are supported by RTOs which are independent bodies separate to Destination NSW. The RTOs work with Destination NSW, the local tourist associations and VICs to package and promote products and services within their region.

Local tourism associations
Tourism associations are usually membership based groups of tourism-related businesses which work together to promote their destination and individual tourism products and services.

Visitor information centres
Visitor information centres showcase brochures and maps, provide travel advice or book tourism products for visitors. Accredited visitor information centres (AVICs) offer a higher range of visitor services and have trained tourism staff. For a list of AVICs in NSW, visit www.destinationnsw.com.au

Local councils
Your local council may have a tourism employee, who can provide local tourism knowledge and a list of local contacts, including LTAs and VICs. Councils can also provide information on local planning and other issues that may affect your business.