



THE GREENS PLAN FOR SUSTAINABLE TOURISM

Protecting jobs and the environment in the new economy

Environment. Experiences. Employment.

With the end of the mining boom upon us, we now have a responsibility to provide an ongoing sustainable and economic future for our communities. Investment in tourism will bring jobs and economic growth to rural and regional Australia, and it encourages the protection of our natural places and the preservation of our heritage and cultural diversity.

Tourists spend more than \$100 billion a year in Australia, with international tourism in particular delivering nearly \$30 billion of export earnings to the Australian economy. It is our 5th largest export, our 2nd largest non-mining export and a booming growth sector. It is also jobs rich, with over 500,000 Australians employed directly in tourism related industries.¹

With the end of the mining boom upon us, we now have a responsibility to provide an ongoing sustainable future for our economy. And the tourism industry has the potential to take the place of fossil fuel mining and other extractive industries in our regional communities.

Australia's clean, green environment is the drawcard for domestic and international tourists alike. Unlike fossil fuel and other extractive industries, tourism is supported by and supports the protection of our natural places, our cultural diversity, and the heritage of our towns and cities.

With targeted support for tourism enterprises and an investment in marketing campaigns to draw visitors, we can go some way to making this transition a reality.

The Greens will:

- Provide a **\$60 million boost to regional and rural tourism**, through grants for local tourism operators, community groups and local governments.
- **Boost Tourism Australia's funding by \$40 million** to attract more visitors and generate sustainable economic activity.
- Put in place strong environment laws that will stop the biodiversity crisis, save our threatened species, and **protect the precious places that visitors love.**

> TRANSFORMING REGIONAL ECONOMIES

The Greens would contribute \$60 million to regional tourism grants to be awarded to local small to medium tourism businesses, community groups and local governments on a competitive basis.

These grants would be targeted towards rural and regional communities where tourism offers a long-term sustainable economic footing, in particular those areas in economic transition post-mining boom or those currently economically reliant on unsustainable fossil fuel extraction. The grants would be applied on a matched funding basis, with a funding range of \$1000 to \$100,000 per grant.

These grants would provide funding for infrastructure, marketing and service provision that would contribute towards a long term increase in tourism activity and visitor numbers. We know that smart investment in tourism infrastructure will tap into the current potential of our tourism industry to grow.²

By reducing the economic reliance of regional communities on extractive industries like fossil fuel mining and native forest logging, we can make the inevitable transition to a sustainable future cheaper, faster and more equitable.

The Greens have outlined an example of our regional tourism commitment in our announced plan for tourism in Victoria's Central Highlands³. This is a long-term economic plan for a regional area where destructive logging is damaging the region's natural forest assets. We must stop native forest logging and invest in long-term jobs in the local tourism sector.

¹ Tourism Research Australia 2015, *State of the Industry 2015*

² Driml et al. 2010, *Tourism Investment in Australia: A Scoping Study*, Sustainable Tourism CRC,

³ greens.org.au/central-highlands-tourism

The Greens are the only party committed to a sustainable economic future for our rural and regional areas. Our tourism investment is a plan for moving regional economies beyond the old 'dig it up and ship it out' mindset of the 19th and 20th centuries. Instead, we want to work with regional communities to transition to long-term prosperity via sustainable industries like regional tourism.

The Greens' plan for environmental protections and our investment in tourism will ensure that all Australians can experience our country's unique places and experiences into the future.

> ENCOURAGING INTERNATIONAL VISITORS

With emerging tourism markets on the global stage comes large competition from other locations to draw visitors.

International tourism, with the right investment, has the potential to be a significant component of the new economy beyond the mining boom, but we need to make sure that potential visitors are hearing about Australia's natural attractions and cultural experiences to ensure a strong future for our tourism-focused businesses and community enterprises.

Tourism Australia is the body responsible for advertising Australia as a desirable tourism location. **The Greens will provide \$40m over four years to boost Tourism Australia's work sharing Australian tourism experiences with our international neighbours**, an investment which could deliver a further return of up to \$170m per year to the Australian economy.⁴

> PROTECTING THE PLACES WE LOVE IN AUSTRALIA

The Greens will ensure that Australia's precious places and unique cultural heritage are protected, by putting in place environment laws that will stop the biodiversity crisis, save our threatened species, and protect our precious places⁵. We can protect what we love about Australia, now and into the future.

This will ensure that future generations of Australians can visit and experience our country's beauty and culture, protecting the lifestyle we love in Australia.

Over two thirds of tourism expenditure in Australia comes from domestic travellers.⁶ Investing in tourism is not just about encouraging people from abroad to see Australia, but also about preserving what we know and love about our natural environment and cultural heritage for all everyone in Australia to experience and enjoy.

⁴ Kulendran, Nada and Larry Dwyer 2008, *Measuring the Return from Australian Tourism Marketing Investment in Asia*, Sustainable Tourism CRC

⁵ greens.org.au/places

⁶ Tourism Research Australia 2015, *State of the Industry 2015*,