

National Tourism Strategy Very Timely

The announcement by Federal Tourism Minister Martin Ferguson that a National Tourism Strategy is to be developed for Australia over the next twelve months is good news.

Australia's tourism industry is facing a range of challenges at the moment and these have been emerging for some years. The 2006 Tourism Futures Conference Communiqué reflected strong industry support for a national strategy, so it is gratifying that the Federal Minister has taken this vital and immediate step.

Minister Ferguson said the tourism industry has the productive capacity to meet its future market demands and this means greater attention must be paid to supply-side issues such as investment, labour and skills, climate change, and infrastructure. This approach is well aligned to the Tourism Futures Communiqué request of December 2006:

*'The delegation and speakers confirmed strong industry support for a **National Tourism Strategy** to unite the focus of Australia's tourism industry. Importantly, delegates emphasised the need for the development of the plan to be inclusive, with active involvement of State and Territory governments and industry – a whole of government and whole of industry approach...This would be a document providing unified direction for the industry, containing clear advice and an action plan covering brand development, product development, marketing and distribution...'*

The timing and theme of this year's Tourism Futures Conference will be perfect for input to the National Tourism Strategy. With the theme **Global Market, Competitive Edge** we will examine the supply side of the equation; the product base, infrastructure, investment, human resources, quality and sustainability. We will also focus on the demand side with an examination of consumer trends, distribution and marketing directions and strategic alliances.

The 2008 Tourism Futures Communiqué will provide an excellent input to the National Tourism Strategy team and will be forwarded to the independent steering body charged with spearheading the strategic changes.



Tony Charters

EDITORIAL

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NEWS



National Tourism Strategy Needs Independent Voice

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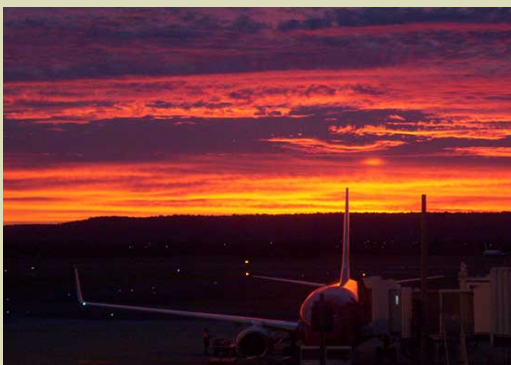


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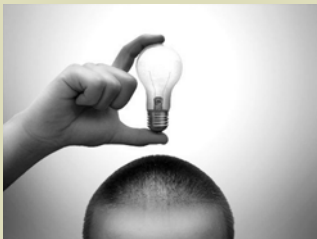
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