

TOURISM STRATEGY

57. Hon COLIN TINCKNELL to the minister representing the Minister for Tourism:

Recent reports by the ABC state that Western Australia is the only state in Australia where tourism revenue dropped in 2017, decreasing by about five per cent while other states have all grown, some by up to as much as 31 per cent. The next part of my question relates to senior positions being vacant.

- (1) Does the government have a solid strategic plan to increase visitor numbers to WA from;
 - (a) the domestic market; and
 - (b) the international market, particularly China, South East Asia and India?
- (2) If yes to (1), what are those strategies; and, if not, why not?
- (3) In reference to the vacant senior positions, does the minister believe the senior management skill shortage has played a part in the decreased numbers?
- (4) Does the minister believe that a key WA industry like tourism is adequately managed when vital positions remain vacant or temporarily filled by inexperienced people; and, if so, why?
- (5) If no to (4), when is the minister planning to fill these very important roles with suitably qualified candidates?

The PRESIDENT: Minister for Regional Development, I think the latter parts of those questions might be seeking your opinions around some broader issues, so I might leave it up to you.

Hon ALANNAH MacTIERNAN replied:

Thank you for your guidance, Madam President. I think the answer that has been provided to me by the Minister for Tourism successfully navigates those waters.

- (1) Yes. Visitor attraction is the government's number one tourism priority. Everything that we are doing is about growing visitor numbers to create jobs, develop business opportunities and diversify the economy.
- (2) At the Minister for Tourism's request, Tourism Western Australia has developed a two-year action plan to be launched on 21 March 2018, which outlines a range of destination marketing, and event attraction and destination development initiatives to increase visitation to Western Australia.
- (3)–(5) Tourism Western Australia is part of the Department of Jobs, Tourism, Science and Innovation and its director general is also CEO of Tourism Western Australia. The CEO role is not vacant. Tourism Western Australia's marketing divisions are headed by the executive director of strategy, brand and marketing services, who is also acting as the executive director of markets and partnerships. This person is a qualified and experienced marketing professional.