

DREAMTIME — TOURISM

**813. Mr J.N. CAREY to the Minister for Tourism:**

I refer to the state government's strong commitment to growing the state's tourism industry and creating jobs in the sector.

- (1) Can the minister outline to the house how this government has been able to secure Tourism Australia's signature event, Dreamtime?
- (2) Can he advise the house what this significant event will mean for Western Australia and, in particular, my electorate of Perth?

**Mr P. PAPALIA replied:**

I thank the member for his question and for his enthusiastic support of the tourism industry in Western Australia.

- (1)–(2) It is good news! We have been fortunate enough to secure Tourism Australia's signature incentive business travel event, Dreamtime. This comes on the back of the announcement that in April next year Western Australia will host the premier annual business event for tourism in Australia—that is, the Australian Tourism Exchange, which will be an incredible opportunity for us to erase the legacy reputation we earned during the boom of being expensive and difficult, and replace it with our new attractive characteristics of being affordable and of good quality. This additional event will assist with that process.

**Mrs A.K. Hayden** interjected.

**The SPEAKER:** I heard you the first time.

**Mr P. PAPALIA:** I have to congratulate on the record the Perth Convention Bureau, which is led by Paul Beeson. It is an excellent organisation, whose role is to attract incentive travel and conferencing. It went out and got this event. It is the most effective such organisation anywhere in the country and returns \$30 for every dollar of taxpayer money invested in it. This is another success for it.

We are looking forward to hosting Dreamtime. The local tourism industry will have the opportunity during that event—it will be later next year, in December 2019—to meet with international business events buyers from key markets, including greater China, Singapore, Malaysia, Indonesia, India, New Zealand, the United States of America and the United Kingdom, in an effort to secure future incentive travel.

We have a magnificent array of the highest quality and newest hotel product in the country, which enables us to compete aggressively in all of our markets. As an indication of how big an event this is, Dreamtime 2017 was attended by 95 international incentive planners and 19 international and domestic media representatives, whose stories helped promote Australia as a business events destination of choice to over 207 million people. That is what last year's event did. It has also generated more than 105 business leads to date—potentially more—worth more than \$100 million. Securing events such as the Australian Tourism Exchange and Dreamtime is part of our two-year action plan. It is meeting the objectives of growing visitor numbers from outside the state to Western Australia to fill our hotel rooms and our hospitality venues, to get them out to the regions and to grow jobs.