

TOURISM — TWO-YEAR ACTION PLAN

**171. Mr Y. MUBARAKAI to the Minister for Tourism:**

I refer to the McGowan Labor government's unprecedented investment in tourism, its unprecedented efforts to increase visitor numbers, and its unprecedented support in creating tourism jobs.

Several members interjected.

**The SPEAKER:** Members, I have said before that there will be no interjections when a question is being asked. Members for Vasse and Carine, I call you both to order.

**Mr Y. MUBARAKAI:** Should I start again, Mr Speaker?

**The SPEAKER:** Start again.

**Mr Y. MUBARAKAI:** I refer to the McGowan Labor government's unprecedented investment in tourism —

**Ms L. Mettam** interjected.

**The SPEAKER:** Member for Vasse, did you hear what I just said? I call you to order for the second time.

**Mr D.T. Redman** interjected.

**The SPEAKER:** Member for Warren–Blackwood, you might think you are funny, but no-one else laughed. I call you to order for the first time. Go ahead, member.

**Mr Y. MUBARAKAI:** My question is to the Minister for Tourism.

**Dr M.D. Nahan** interjected.

**The SPEAKER:** Well, it is not funny to interject either, Leader of the Opposition.

**Mr Y. MUBARAKAI:** It is a serious question. I refer to the McGowan Labor government's unprecedented investment in tourism, its unprecedented efforts to increase visitor numbers, and its unprecedented support in increasing tourism jobs. Can the minister outline to the house how the two-year plan announced today will drive tourism, grow tourism jobs and turn around the dramatic fall in visitor numbers inherited from the previous Liberal–National government?

**Mr P. PAPALIA replied:**

I thank the member for Jandakot for the question. I can tell the member what else is unprecedented—the unprecedented neglect imposed on the tourism sector by the previous government, and the unprecedented collapse in visitor numbers to Western Australia as a consequence of a strategy that has failed and a strategy that did not deliver.

Several members interjected.

**The SPEAKER:** Members, please! A question has been asked and I want to hear the answer. This silly interjecting is cutting into your question time.

**Mr P. PAPALIA:** I want to bring to the attention of everyone in this place—other than the member for Vasse, because she witnessed the launch of it this morning—that the two-year action plan is a roadmap for recovery in the tourism sector. We are going to create a reputation for Western Australia as the western gateway to Australia. We are going to chase direct flights from Shanghai, Tokyo and India, to add to the one from London that is commencing shortly. Interstate-wise, we are going to go to the eastern seaboard and market Western Australia for being affordable and of quality, to dispel and remove forever the reputation that we acquired during the boom, when very little effort was put into diversifying the economy and promoting tourism. We are going to get rid of our reputation for being expensive and difficult and replace it with a reputation for being affordable and of quality. We are going to get people out to the regions more frequently and further afield. Finally, underpinning all this will be an abiding focus on ensuring that the effort by Tourism WA on behalf of the taxpayer is focused entirely, as much as possible, on bringing new people to Western Australia from interstate and overseas.

Several members interjected.

**The SPEAKER:** Members!

**Mr P. PAPALIA:** There are also regional objectives. It is about bringing new people from interstate and overseas to fill our hotel rooms; get them to our restaurants and cafes; get them out to the regions; get them into tours and fill the tour operators' businesses; and ultimately grow jobs, because that is our number one priority.

**The SPEAKER:** I will give the call to the member for Scarborough, but the member for Kingsley was on her feet first. Member for Scarborough, be a bit quicker next time.

**Mr M.P. Murray** interjected.

**The SPEAKER:** Minister for Sport and Recreation, I call you to order for the first time.