

UNEARTHED PEMBERTON FESTIVAL — REGIONAL TOURISM

277. Mr D.T. REDMAN to the Minister for Tourism:

I refer to the welcome message for the recent Unearthed Pemberton festival signed by the Minister for Tourism and the Minister for Regional Development, which outlines that the government's target is to grow the regional tourism spend from \$4.7 billion to \$4.75 billion by 2020.

- (1) Does the minister accept that a one per cent growth target for regional tourism by 2020 is a little underwhelming?
- (2) Is the minister's target for metropolitan tourism growth of 37 cent over the same period a demonstration of the minister's city-centric tourism priorities?

Mr P. PAPALIA replied:

(1)–(2) I welcome the new-found interest of the member for Warren–Blackwood in his electorate's tourism outcomes. Can I just put this to the member. Actually, I agree with the member that that particular target is a bit outdated. It is one from the member's own 2020 strategy.

Mr D.T. Redman interjected

Mr P. PAPALIA: I concede that the 2020 strategy from the Barnett government —

Mr D.T. Redman interjected.

Mr P. PAPALIA: It is a release. It is referring to the target. The target is from the 2020 strategy.

Mr D.T. Redman interjected.

Mr P. PAPALIA: I agree, member. The strategy is outdated. That is why I have asked Tourism Western Australia's board to work with industry to develop a new strategy. As requested, it has released a two-year action plan to address the need to get a large number of people on planes to Western Australia and into the regions. It has already released that. That was attacked by the shadow Minister for Tourism as being a thought bubble or something. It was actually developed by industry, along with the Tourism Western Australia board, and fully endorsed and supported by industry, as will be the new strategy and the new targets when we develop and release them, member.