

Canberra Region Tourism Leaders Forum Chair's Report: 1 July 2018 – 30 June 2019

The members of the **Canberra Region Tourism Leaders Forum** comprise the heads of associations and organisations representing the tourism and wider industry sectors in Canberra and the Region, all focussed on growing the visitor economy. Members of the CRTLF as at 30 June 2019 were:

Members	Position
Sally Barnes	CEO National Capital Authority
Anthony Brierley	General Manager Australian Hotels Association ACT
Rachael Coghlan	Artistic Director Design Canberra representing Arts Events
Naomi Dale	Chair National Capital Attractions Association
Patina Farnham	Chair Australian Tourism Export Council (ACT)
Harriet Elvin	CEO Canberra Museum and Gallery representing the Government Arts Sector
Sean Haylan	Tourism Manager Yass Valley Council representing Destination Southern NSW tourism
Kim Kachel	CEO Tennis ACT representing sporting associations
Jonathan Kobus	Director Visit Canberra
Michael Matthews	CEO Canberra Convention Bureau
Noel McCann	Director Govt Relations & Planning Canberra Airport representing Transport Providers
Graeme Shaw	Owner and Wine Maker Shaw Vineyard Estate representing Canberra Wines
Brian Weir	Lecturer School of Management UC representing the education sector
Stephen Wood	General Manager National Convention Centre
David Marshall	Chair Canberra Region Tourism Leaders Forum
Noel Langdon	Cultural Attractions of Australia and Secretary CRTLF

The Board held a strategy session on 26 February 2019 to set the strategic direction of our Forum for 2019 and beyond.

The Canberra Region Tourism Advisory Forum's continued to grow in popularity and importance during the past 12 months. We have averaged around 50 people attending to hear excellent presentations from Government, Embassies and High Commissions and the leaders of the tourism industry and allied sectors.

Canberra Region Tourism Advisory Forum Guest Speakers

- Emma Thomas: Director General Transport Canberra and City Services
- Jonathan Kobus: Director Visit Canberra
- Brendan Smyth: ACT Commissioner for International Engagement
- Mick Gentleman: Minister for the Environment and Heritage, Planning and Land Management
- Peta Lemmon: Research Manager Visit Canberra
- Sally Barnes: CEO National Capital Authority
- Andrew Barr: Chief Minister and Minister for Tourism
- Jan Muller: CEO National Film and Sound Archives
- Malcolm Snow: CEO City Renewal Authority
- Her Excellency Hon Dame Annette Faye King: High Commissioner for New Zealand
- The Hon Brendan Nelson AO: Director Australian War Memorial
- The Hon Ben Morton MP: special Forum on the release of the Morton Report into Canberra's National Cultural Institutions

ACT Government Liaison

- Members of the Tourism Leaders Forum met with Chief Minister Andrew Barr and also frequently with the Chief Minister's Tourism Advisors
- Met with Transport Canberra on a Bus Loop Service for western attractions from the National Zoo to Cockington Green
- Met regularly with Visit Canberra and the Deputy Director General Chief Minister's Directorate on all matters under their respective portfolios
- Discussed with Events ACT matters regarding Floriade and other events
- Discussed with Canberra Venues the issues surrounding Stromlo Forest Park, the review of EPIC and the National Arboretum
- Raised parking issues across the city and around sporting venues with Access Canberra, Transport Canberra and Planning Minister Mick Gentleman and his advisors, also proposing the concept of a 3-day visitor car park pass
- Briefed Minister Meegan Fitzharris on the National Convention Centre and parking issues in Civic and beyond,
- Met with ACT MLA's Caroline Le Couteur, Bec Cody and Tara Cheyne on tourism related matters
- Preparation of a policy paper for submission to the ACT Government's 2019-2020 budget deliberations
- Met several times with the City Renewal Authority on their Precinct Renewal Programs
- Meetings with Brand Canberra Board members and others on the potential tie in of the brand with tourism and allied sectors
- Met with Brendan Smyth on the ACT Government's overseas trade missions and tourism related issues.

Federal Government and National Issues

- Met with Ben Morton, Chair of the Inquiry into Canberra's National Institutions and Member for Canberra Gai Brodtmann Deputy Chair
- Meetings with the National Capital Authority on a number of matters surrounding the Parliamentary Precinct and their involvement and contribution to tourism and the visitor economy
- Brief by the NCA CEO on the USA study tour examining the Smithsonian institution's collaboration and Ottawa's Parliamentary Precinct
- Attended meetings to support the National Museum of Australia's initiative in establishing a 'Culture Loop' bus shuttle service funded by the institutions to service the national attractions

Industry Sector Initiatives

- Held two 'Arts Forums' with the arts community in the ACT and Region
- Attended two Coalition of Major Participation Sports (COMPS) meetings
- Met individually with sports administrators from the Brumbies, Raiders, Tennis ACT, Cricket ACT, Hockey ACT and Capital Football on a range of issues facing their respective sports, including parking, traffic flow and sports grounds issues. Also discussed sports development with UC's new Director of Sport
- Discussed the current Visit Canberra Events Funding program and the criteria for applying for grants that is in need of review. Also discussed major events funding criteria.
- Viewed plans on the proposed Majura Valley tourism precinct
- Discussed plans for a major tourism development proposal for Kingston
- Presentation by Visit Canberra on the outcomes of the international traveller satisfaction survey conducted at the International Airport by the University of Canberra
- Discussed the state of the Canberra Region Wine Industry and their marketing plans with new Secretary of the CDWIA
- Discussions with operators on the school market, accommodation challenges, seasonal visitation issues and visitation limitations to national attractions
- Meetings and discussions with property developers and investors on current ACT planning legislation
- Meetings with Singapore Airlines and Qantas on aviation matters
- Meetings surrounding the plans for a New National Convention Centre with proponents of a new private sector-built facility
- Examined and discussed plans with Screen Canberra on their potential expansion and future of their film pre-production studios in Canberra and support of interactive entertainment start-ups
- The CRTLF forged a new agreement with the Canberra Business Chamber and become an official Kindred Organisation.

National Attractions

- Meetings held with several National Institution Directors
- Supported the Cultural Signature Series spearheaded by ACT Cultural attractions as part of Tourism Australia's Overarching Signature Series
- Discussed the potential of a 'Canberra Card' with card operators

ACT Events

- Met with Summernats on support for their event
- Discussed funding of the Canberra Area Theatre (CAT) Awards with organisers of the event and the ACT Government
- Met with the ACT German Club their Octoberfest event move to Queanbeyan
- Arranged an industry briefing on 2018 Floriade and its creative initiatives
- Recommended funding for the ACT Design Festival be continued and fostered as an event with substantial growth potential

The Canberra Region Focus

- Visits by Canberra Region Tourism Leaders Forum members included tours of the Snowy Mountains region, the South Coast, the new Mantra Hotel Murrumbateman and Shaw's Winery new cellar door sales
- Visit to Mona Farm Braidwood
- Met on numerous occasions with Destination Southern New South Wales (DSNSW), including arranging a forum for senior Canberra and Region tourism leaders to discuss the DSNSW Tourism Strategy, and also promoting and attending the DSNSW Strategy workshop in November
- Discussions on embracing the regional tourism industry more broadly
- Members of the CRTLF attended many industry functions, launches and openings during the year, but in particular:
 - The Singapore Trade Mission with the Chief Minister, the ACT Commissioner for International Engagement and tourism operators
 - The ACT Tourism Awards Dinner
 - SKAL monthly industry lunches
 - The Chief Minister's State of the Territory Address
 - The ACT Budget Breakfast
 - Steve Wood represented the CRTLF on the Australian Chamber Tourism Committee (thanks to the CBC endorsing our membership of this body on their behalf)

Thank you to members of the Canberra Region Tourism Leaders Forum during the first full 12 months as a stand-alone entity. Also for the support of the many tourism and related industry activities we promoted and participated in during 2018-2019 in our endeavour to continually improve the ACT and Canberra Region visitor economy.