

Canberra Region Tourism Leaders Forum Chair's Report: 1 July 2019 – 30 October 2020

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 October 2020 were:

Member	Position
Sally Barnes	CEO National Capital Authority
Rob Stefanic	Secretary Parliamentary Services Parliament House Chair National Capital Education Tourism Project
Anthony Brierley	General Manager Australian Hotels Association ACT
Rachael Coghlan	Artistic Director Design Canberra representing Arts Events
Mel Braid:	General Mgr Australian Tourism Export Council (ACT)
Sean Haylan	General Manager Destination Southern NSW
Kim Kachel	CEO Tennis ACT representing sporting associations
Jonathan Kobus	Director Visit Canberra
Michael Matthews	CEO Canberra Convention Bureau
Michael Thomson	Head of Aviation Canberra Airport
Graeme Shaw	Owner and Wine Maker Shaw Vineyard Estate representing Canberra Wines
Brian Weir	Lecturer, Tourism Program, Canberra Business School and Researcher Canberra Urban & Regional Futures, representing the education sector
Stephen Wood	General Manager National Convention Centre
David Marshall	Chair Canberra Region Tourism Leaders Forum
Noel Langdon	Tourism Australia Cultural Signature Series and Secretary CRTLF
Mark Sarah	Vice President National Capital Attractions Association
Michelle Park	Restaurant entrepreneur and communications expert
Ritu Clementi	Head, Global Client Group, Asia Pacific Region American Express.
Marg Wade	Head Canberra Tour Operators Alliance
Richie Alan	Representing the Traditional Owners

The Board has worked tirelessly in 2020 to adapt to the challenges COVID-19 placed on our respective sectors. During this period the Tourism Leaders Forum played a pivotal role in keeping the Canberra and Region tourism and hospitality sectors informed through the Canberra Region Tourism Advisory Forums.

These were conducted face to face until March 2020 when we immediately commenced to utilise the ACT Government's preferred on-line meeting platform WebEx. These meetings often attracted in excess of 120 up to 180 participants during the early stages of the pandemic.

July 2019-October 2020 Meeting Dates:

Canberra Region Tourism Advisory Forums dates

- Tuesday 27 August (Hyatt)
- Friday 20 September (Hyatt)
- Tuesday 22 October (Hyatt)
- Tuesday 10 December (Hyatt)
- Thursday 13 February (Hyatt)
- Thursday 26 March (On-line)
- Tuesday 7 April (On-line)
- Friday 17 April(On-line)
- Friday 1 May (On-line)
- Monday 11 May (On-line)
- Thursday 28 May (On-line)
- Friday 12 June (On-line)
- Friday 19 June (On-line)
- Thursday 9 July (NCCC)
- Thursday 6 August (NCCC)
- Wednesday 9 September (NCCC)
- Wednesday 7 October (NCCC)

Canberra Region Tourism Leaders Forums Dates:

- Tuesday 27 August
- Tuesday 22 October
- Tuesday 10 December
- Thursday 30 January
- Thursday 13 February
- Tuesday 26 March (On-line)
- Tuesday 7 April (On-line)
- Tuesday 21 April (On-line)
- Tuesday 5 May(On-line)
- Tuesday 19 May (On-line)
- Tuesday 2 June (On-line)
- Tuesday 16 June (On-line)
- Tuesday 9 July
- Thursday 6 August
- Wednesday 9 September
- Wednesday 7 October

Canberra Region Tourism Advisory Forum Guest Speakers

- Andrew Barr: ACT Chief Minister and Minister for Tourism
- Dr Kerry Coleman: ACT Chief Health Officer
- Professor Peter Collignon AM: Infectious Diseases Physician
- Deputy Commissioner: Neil Gaughan APM, Chief Police Officer ACT
- Ray Johnson: ACT Chief Police Officer
- His Excellency Kwok Fook Seng, High Commissioner of Singapore
- Her Excellency Dame Annette King New Zealand High Commissioner
- Phillipa Harrison: Managing Director Tourism Australia
- Hon John Barilaro MP: NSW Deputy Premier
- Emma Watts: NSW Cross Border Ass. Commissioner
- Matt Anderson: Director Australian War Memorial
- Matt Wardell: Dept Home Affairs Assist Secretary COVID-19 Response
- Jacqui Aguis: ACT Worksafe Commissioner
- Jonathan Kobus: Director Visit Canberra
- Brendan Smyth: ACT Commissioner for International Engagement
- Rowena Abbey: Chair Canberra Region Joint Organisation
- Richard Beere: Chair Destination Southern NSW
- Robert Battye: Manager Tourism Statistics Tourism Research Aust
- Michael Thomson: Director Aviation Canberra Airport
- Daryl Karp: Director Museum of Australian Democracy (MOAD)
- Rob Stefanic: Secretary Parliamentary Services Parliament House
- Anthony Arena: Founder and MD UnBnd
- Paul Ryan: Executive Director Industry Engagement CIT
- Emma Reilly: Partner Law Firm Moray & Agnew Lawyers

Other Activities

ACT Government Liaison

- The Tourism Leaders Forum was invited to prepare a list of ideas to put before the Chief Minister and Chief Health Officer on how the commencement of a recovery process could be handled by our sectors.
- Members of the Tourism Leaders Forum met with Chief Minister Andrew Barr and also frequently with the Chief Minister's Tourism Advisors over a number of issues
- Members of the Forum met with ACT Liberal Leader Alistair Coe and Shadow Tourism Minister Andrew Wall prior to the ACT election
- Discussions were held with ACT Greens Leader Shane Rattenbury on tourism related matters
- Regular meetings were held with Visit Canberra and the Deputy Director General Chief Minister's Directorate on all matters under their respective portfolios

- Discussions with Events ACT and other private event organisers were held to discuss issues relating to the streamlining of the events approval processes
- Summernats asked for assistance in seeking support for their event
- Funding of the Canberra Area Theatre (CAT) Awards was raised with the Leaders Forum
- Talks were undertaken with the Community Services Directorate on the National Multicultural Festival
- The National Arboretum and Stromlo Forest Park developments were discussed with General Manager Scott Saddler. A tour of the Arboretum was also undertaken by the Tourism Leaders Forum Board members
- Planning issues were raised with Access Canberra, Transport Canberra and Planning Minister Mick Gentleman and his advisors
- Meetings were held over several months with the City Renewal Authority on their Precinct Renewal Programs
- Discussions were held with Brand Canberra Board members and others on the potential tie in of the brand with tourism and allied sectors
- International Engagement Comm. Brendan Smyth initiated discussions on the ACT Government's overseas trade missions and tourism related issues.

Federal Government and National Issues

- Meetings were held 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
- Members also attended forums conducted by the NCA on brown signage and the redevelopment of Kings Park
- Attended meetings to support the National Museum of Australia's initiative in establishing the 'Culture Loop' bus shuttle service funded by the institutions to service the national attractions
- Meetings convened with Member for Canberra Hon David Smith MP, ACT Senator Zed Seselja and with Hon Ben Morton MP. Minister Morton's meeting was a follow up to his report on Canberra's National Cultural Institutions
- Discussions were then held with the Department of Communications relating to the Morton Report and the National Capital Education Tourism Project, and with the Federal Department of Communications re school visits to the ACT
- Austrade arranged forums on the development of a National Tourism Brand and were attended by a number of members of the Tourism Leaders Forum
- Discussions were initiated with Tourism Industry Council Executive Director Simon Westaway, Australian Chamber Tourism Chair John Hart, and Tourism and Transport Forum's CEO Margie Osmond.
- Johnathan Kobus, Michael Thomson and David Marshall participated in on-line 'Team Meetings' initiated by Australian Chamber Tourism on the proposed 'travel bubble' between Wellington and Canberra

Federal Government and National Issues (cont)

- Meetings were held with several National Institution Directors
- The Chair toured the AFP Police Museum with the NCA and then with ACT Police Minister Mick Gentleman to discuss the relocation of this facility to the Parliamentary Triangle, or onto ACT land

ACT Industry Sector Liaison

- Meetings have been held with the Canberra Business Chamber on tourism and related business issues.
- The Tourism Leaders Forum was represented on the Chamber's Kindred Organisations meetings and also Steve Wood represented the Tourism Leaders Forum on the Australian Chamber's Tourism Committee
- Through an initiative of the AHA ACT, the Tourism Leaders Forum jointly conducted pre-election forums in each ACT electorate, inviting local candidates to present their ideas and to directly hear the plight of ACT tourism and hospitality operators.
- Meetings were held with representatives of ACT Clubs on a number of issues impacting their financial viability
- Plans were viewed and discussed on the proposed Majura Valley tourism precinct
- Discussions were held with operators on the school excursion market covering accommodation challenges, seasonal visitation issues and visitation limitations to national attractions
- Property developers and investors briefed members of the Tourism Leaders Forum on current ACT planning legislation
- Meetings were held with Singapore Airlines and Qantas on aviation matters, with the ACT Brumbies and Raiders on a stadium for the city centre and ACT Arts groups on marketing and promotional support.

The Canberra Region Focus

Members of the CRTLF attended many industry functions, launches and openings during the year, but in particular:

- The ACT Tourism Awards Dinner
- SKAL monthly industry lunches
- The Chief Minister's State of the Territory address
- Tour Operators Alliance meetings initiated by Marg Wade
- Mini Tourism Expo meetings at King O'Malley's arranged by Dot Barclay and Marg Wade

Media Activity

Since 1 July 2019, media coverage included:

- 2CC: 13 radio interviews
- ABC: 16 radio interviews
- Canberra Times: 4 articles
- ABC TV: 3 interviews
- MixFM: 6 radio interviews

Thank you to members of the Canberra Region Tourism Leaders Forum for their participation during a very difficult year. The commitment to the success of our Leaders Forum and Advisory Forums are due entirely to the input of each and every member.

I would acknowledge the support of Visit Canberra in the sponsorship of the Canberra Region Tourism Advisory Forums this year and the many other industry functions they support.

Also to those Directors who have been good enough to have their associations/organisations/departments cover the venue costs of the Hyatt, Vibe Hotel and the NCCC to host our Forums.

Finally, to the organisations who have become our supporting partners: The University of Canberra, Canberra Park, the National Convention Centre and Encore. Without their support we would not be able to achieve what we have.

Dr David Marshall AM

Chair Canberra Region Tourism Leaders Forum

Chair Canberra Region Tourism Advisory Forum

30 October 2020