Tourism Council WA
who are we?

Tourism Council WA is the peak body representing tourism businesses, industries and regions in Western Australia. The Council promotes the value of tourism, facilitates sustainable tourism development and advocates industry policy on behalf of members.

Represent:
Over 1,300 businesses:
- Tours, transport, aviation, accommodation
- Bars, restaurants, cafes, hotels, hospitality
- Visitor centres, attractions, retail, precincts
- Tourism industry associations
Services:

• Industry representation
  Tourism 4 Tomorrow - Secured additional 20 million through campaigning for tourism marketing for Tourism WA (remaining 11 million in 2015 state budget)
  Liquor Licensing exemptions for accredited operators
    result of response to the independent report for recommendations to changes to the act, accredited operators will not need a liquor licence to serve alcohol in certain scenarios (i.e. Pier 21 – champagne in the room)
  Perth stadium
    Ensure stadium manager is an operator that understands tourism
    Seats need to be available for interstate and international visitor
    Travel packages to the regions
    Need to start planning for major events now not when its built

20 million for parks
Commitment for Perth airport cbd rail link
Visitor Centre Network – grant program and funding
Caravan and Camping - development program/strategy
Food & Wine – strategy
Extended licencing for Ecoplus and Marine accredited operators

Representation at a national level through National Tourism Alliance meetings in Canberra with key federal politicians (PM and treasurer)
Federal taxes and charges (Passenger movement charges)
Tourist shopping reform
Share economy - level playing field (GST, building regs etc.)
Impact of Tourism

- Tourism is a super growth industry which will drive the post-mining boom economy.
- Tourism contributes $9.3 billion to the State economy.
- Tourism creates 94,000 jobs in a diverse range of occupations across WA.
- Tourism can employ an estimated 13,000 new workers by 2020.
- Investment in tourism infrastructure and marketing creates new jobs.
Industry Development

TCWA delivers a suite of training and business development services across WA to assist businesses to be more competitive, profitable and sustainable by...

- Understanding your target market
- Delivering a quality visitor experience
- Developing your product and building capacity
- Leveraging Tourism WA’s marketing
Industry Development

Delivery

Tourism Advantage assists
- New businesses (start up)
- New to tourism (winery etc.)
- Existing tourism businesses

Tourism Advantage
Industry Development

Current Programs Highlights

Australian Tourism Accreditation Program
- 1200 businesses
- Listed on ATDW
- Benefits
  - Delivery meets expectations
  - Confidence in product partners
  - Benefits
- Eco Plus & Marine Accreditation

China Ready & Accredited®
- Trustworthy products & services
- Targeted to FIT
- TWA support

WA Tourism Awards (launching early April)
- Exposure & business check up
- National Awards
- Assistance & Rewards
Industry Development

Current Programs Highlights

Training Workshops
- Over 80 workshops annually
- New workshops
- Affordable discounted fees

Workshops Include:
- Customer Service
- China Ready & Halal Ready
- Tourism Boost
- Market insights
- eTourism Series:
  - Getting started online
  - SEO/SEM/Analytics
  - Facebook insights
  - Twitter/Instagram Hashtags & More
  - Reputation management
- Tourism Media & PR
- Marketing with Strategy
- International Marketing
- Online Distribution
Industry Development

Current Programs Highlights

**eTourism Coaching**
- Tailored support
- ATDW listing
- Free for members

**Detailed Digital Reviews**
- Comprehensive custom report
- Improve online presence
- Free for members

**Service Providers**
- Discounts
- Insurance, banking, marketing, first aid
Industry Development

Where next

- Certified/accredited training
- Instant bookable, wholesalers and packaging mentoring
- New workshops
- Engaging businesses in new brand platform
Where to now?

- Subscribe to the TCWA newsletter
- Get accredited & enter the awards
- Attend training and access program services visit the TCWA Website for dates
- Attend events, build personal relationships
- Upcoming TCWA events:
  - Breakfast with the Opposition April 14
  - Perth Hotel & Venue Development May 5
  - Conference 8-10 August
  - Tourism Awards Nov 12