



MEDIA RELEASE

MARTIN FERGUSON

Minister for Resources and Energy
Minister for Tourism

SENATOR NICK SHERRY

Minister for Small Business
Minister Assisting on Deregulation and
Public Sector Superannuation
Minister Assisting on Tourism

10 March 2011

MINISTERS IN PERTH TO PROMOTE TOURISM

The Minister for Tourism, Martin Ferguson AM MP, and the Minister Assisting on Tourism, Senator Nick Sherry, are in Perth over the coming days for a packed agenda aimed at strengthening the tourism industry – especially in Western Australia.

Ministers Ferguson and Sherry will be meeting with industry leaders to discuss the challenges and opportunities facing the tourism industry, as well as making a series of announcements and launching some exciting new tourism projects.

The Ministers will also attend the annual Qantas Australian Tourism Awards, one of the peak national events that attracts up to a thousand members of Australia's tourism industry.

"Tourism is \$3.8 billion industry in Western Australia, which has seen recent growth particularly in the lucrative business travel market," Minister Ferguson said.

"We want to see this positive trend continue. Government's role is to put concrete measures in place so that tourism operators can make the most of the growth we're seeing, not least from China and the Asia Pacific region.

"The measures we will be announcing this week in Perth go to the heart of our long-term strategy to make our biggest export services earner more innovative and competitive on the international stage."

"Around half of all tourism-related businesses in Western Australia employ fewer than 20 people, so the benefits of more incoming visitors spread throughout much of the small business sector," said Minister Sherry.

"By improving the supply side of the industry through such initiatives as new media technology, direct funding, conferring special status or simply congratulating high-achievers – we can help the small business sector make an even greater contribution to Australia's prosperity," Minister Sherry said.

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