



MEDIA RELEASE

SENATOR THE HON NICK SHERRY

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

NURTURING EXCELLENCE IN TOURISM AND EVENTS INDUSTRY

The Australian Government is supporting the tourism industry by helping it draw on its traditional strengths to improve its product and attract more international visitors, the Minister Assisting on Tourism, Senator Nick Sherry, has told the Tourism and Events Excellence Conference in Melbourne today.

Senator Sherry briefed industry leaders on how the Australian Government was working to raise productivity and promote quality tourism products in a competitive, global marketplace.

“Emerging markets give us one of the biggest opportunities in our history to refresh our tourism products and services,” Senator Sherry said.

“The conference’s theme ‘defining excellence’ will generate lots of debate. Whichever way you and I define it, excellence has to be nurtured through practical measures, such as raising productivity and further improving quality products and services.

“In the pursuit of excellence, we should draw on our traditional strengths – such as natural experiences, Indigenous attractions and well-developed transport links.

“However, in the highly competitive world of tourism, events and conferences, there is no room for complacency.”

The Minister endorsed the range of practical measures arising from the tourism industry roundtable in Canberra last week, especially initiatives to improve apprenticeships in the hospitality sector.

He outlined the various measures to improve digital technology uptake across the industry, such as the National Online Strategy for Tourism and the Tourism e-kit.

He also highlighted the Australian Government’s efforts to support industry innovation and drive investment in quality tourism experiences through the *TQUAL Grants* program.

“All the measures I’ve talked about are consistent with the National Long-Term Tourism Strategy,’ he said.

“The words ‘long-term’ are no accident. We are taking the time to listen to industry, collect the evidence we need to support key regulatory reforms and enact those reforms properly.”

MELBOURNE

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