



ACT Government

2002-2003 BUDGET

BUDGET SUPPORTS CANBERRA'S TOURISM INDUSTRY

The 2002-03 ACT Budget continues to support tourism, one of the region's most important industries, ACT Tourism Minister Ted Quinlan said.

"The ACT tourism industry is very important to our economy. It directly contributes about \$1.1 billion of visitor expenditure to the local economy each year, and supports about 14,000 jobs," Mr Quinlan said.

"National and international developments have highlighted the need to ensure Canberra has a focused and well thought out strategy to further develop and promote tourism, and this budget will support the ongoing implementation of the Canberra Tourism Masterplan, which aims to achieve this. The budget also funds new initiatives that will increase visitation, improve tourism and convention facilities, and enhance the visitor experience."

The Minister said the Visitor Information Centre on Northbourne Avenue would receive \$135,000 in capital works funding to expand display areas and improve visitor facilities.

"Over four million visitors came to the ACT last year, drawn by our unique national and other attractions and the natural and cultural heritage of the ACT.

Mr Quinlan said the budget provides \$800,000 over four years for the National Capital Tourism Education Project.

"This project brings around 130,000 school students to Canberra each year as part of their school curriculum, showcasing the ACT's attractions and generating accommodation bookings at the cheaper end of the market," Mr Quinlan said.

"The project also generates ongoing visitation, as evidence has shown that more than 40 percent of students who have visited through this program have come back with their families within two years."

The ongoing operational budget of the Canberra Tourism and Events Corporation will continue to support destination marketing, and major events that are important in ensuring Canberra is a desirable destination to visit. Entry to Floriade will remain free of charge.

"In addition, we are continuing support for the Events Development Fund, with \$200,000 to provide grants and sponsorships for existing community-run events and for attracting new ones to the ACT. The \$250,000 Festivals Fund will also help make Canberra an even more enjoyable place to visit."

"We are also continuing to support the Canberra Convention Bureau with \$450,000 to continue the good work the Bureau undertakes in pursuing conferences and exhibitions."

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