



# ACT Government

## 2005-2006 BUDGET

### MEDIA RELEASE

#### GOVERNMENT CONTINUES TO SUPPORT TOURISM

The Government has been, and remains, committed to Australian Capital Tourism with the ACT funding more on a per capita basis than the larger states, Minister for Tourism Ted Quinlan said.

In 2004-05 the ACT provided \$56.79 per capita, over five times that of Queensland and eight times that of NSW. The 2005-06 Budget continues this commitment providing \$17.558m to Australian Capital Tourism.

“Australian Capital Tourism will deliver its planned programs by increasing the cooperative approach that the corporation has been progressively building with the ACT and region tourism industry over the last twelve to eighteen months,” he said.

“The strengthened tourism programs introduced through a substantial funding injection in the 2004-05 ACT Budget have already significantly increased awareness and preference to travel among Australian travellers. Continuing these will help the ACT and region tourism industry increase its contribution to gross state product as well as helping Australian Capital Tourism attract greater industry support.

Mr Quinlan said that one of Australian Capital Tourism’s key activities in the 2005-06 financial year will be to further develop the *See Yourself in Canberra* brand— a long term brand campaign designed to promote Canberra’s unique positioning as the destination in Australia to experience the Australian story.

“Next financial year, Australian Capital Tourism will particularly focus on expanding tactical advertising programs under the *See Yourself* brand positioning, as well as developing new attractions and enhancing existing ones,” he said.

“Another key activity will be to build a network of regional touring routes that use Canberra as a base, and creating a range of packages incorporating the regional experiences.

“The new events unit established within Australian Capital Tourism a few months ago will focus on achieving an increase in visitor numbers through delivering enhanced events and attracting new ones. In addition to running the Subaru Rally of Canberra and Floriade, the new events unit will be responsible for identifying, developing, supporting, and selectively managing other visitor oriented events and projects.

**Statement ends**

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