

Request for Costing an Election Commitment

Name of proposal:	National Capital Tourism Education Program
Person requesting costing:	Andrew Barr MLA
Date of request:	13 October 2020
Summary of proposal:	A re-elected ACT Labor Government will continue to support the National Capital Tourism Education Program by providing an additional \$1.4 million over the next term of Government to continue and explore expansion of the successful program which injects more than \$130 million into our local economy.
Issue the proposal will address:	<p>ACT Labor is committed to keeping Canberrans employed and growing jobs to reach a target of more than 250,000 jobs by 2025.</p> <p>The bushfires, hail and COVID-19 pandemic have had a devastating and immediate impact on most sectors of our economy, but particularly small businesses that rely on visitors in industries like tourism, hospitality, events, retail.</p> <p>As one example, overnight visitor expenditure in Canberra for the year ending June 2020 has fallen by around \$800 million since its peak in September 2019. This is the best part of a billion dollars that has not flown into our local hotels, bars, restaurants, and retail businesses.</p> <p>We are doing this to help our local economy recover, support local businesses that need it most and keep Canberrans in jobs.</p>

What are the key assumptions that have been made in the proposal?

Note: The costing will be developed on the basis of information and assumptions provided in the costing request. The professional judgment of the Under Treasurer will determine whether these assumptions are adopted in the costing of the proposal.

An annual payment of \$350,000 will be made each year for four years. This will continue and expand the existing program through the existing joint venture agreed with the National Capital

Attractions Association.

The total contribution over the term of Government (including 2024-25) is \$1.4 million.

This is in addition to the already budgeted \$300,000 allocation for 2020-21.

What are the estimated revenue and operating costs each year (if available) and what are the capital requirements for this proposal and estimated costs each year (if available)?

	2020-21	2021-22	2022-23	2023-24	Total
	\$'000	\$'000	\$'000	\$'000	\$'000
Revenue^(a)					
Expenses^(a)		-350.0	-350.0	-350.0	-1,050.0
Capital					
Depreciation					

(a) A negative number indicates a decrease in revenue or an increase in expenses. The expenses row does not include depreciation costs.

Has any specific information or data been utilised in generating the proposal?

No

Where relevant, is funding for the proposal to be demand driven or a capped amount?

Capped – the funding is an increase of existing funding.

Will third parties, for instance the Commonwealth or other State/Territories, have a role in funding or delivering the proposal? Does the proposal provide additional funding to, or redirect, any existing Commonwealth/State or Territory funding arrangements?

No

Will funding/the cost require indexation?

N/A

Who will administer the proposal?

Visit Canberra

How will the proposal be administered?

By Visit Canberra and the Economic Development Directorate within CMTEDD.

Is the proposal part of a broader package?
Yes – the contribution to the National Capital Tourism Education Program is part of a broader package of commitments to support the Business and the Tourism sectors. The proposal is independent of other commitments.
Has an allowance been made for expenses necessary to support the implementation of this proposal?
<ul style="list-style-type: none"> – If no, will the government agency be expected to absorb expenses associated with this proposal? – If yes, please specify the key assumptions.
No – costs will be absorbed by CMTEDD.
Will the proposal generate savings or offsets?
Offsets have been identified as indicated above.
Has the proposal been previously costed by an external (third) party? Will a copy of this material, including any assumptions, be made available to Treasury?
No
What are the community impacts associated with the proposal? Who and how many people will be affected?
The National Capital Educational Tourism Project (NCETP) is a collaborative marketing project, with the aim of encouraging schools throughout Australia to see the educational benefits of visit to Canberra. The NCETP deliver a range of marketing and teacher professional development activities that showcase the pivotal role Canberra’s cultural institutions have in exposing students to the key elements of Australian democracy, history and heritage, science and art and how, through their education programs, can assist teachers to deliver curriculum outcomes.
Are there any transitional considerations associated with implementation of the proposal? If so, how will they be managed?
No
What is the intended implementation date of the proposal?
N/A
When is the proposal expected to be fully operational? Please provide details such as the start and end dates, the level of commitment during each period etc.
It is currently operational, this proposal will continue and expand the existing

arrangements.

Will the proposal cease, and if so, when?

The proposal will be funded to 2024-25.

Is there any additional information relevant to this proposal?

No