



LEADERSHIP 2010

TOURISM, AVIATION & TRANSPORT INFRASTRUCTURE SUMMIT

PARLIAMENT HOUSE, CANBERRA | 22-23 JUNE 2010

POST EVENT REVIEW & SURVEY

WE WOULD APPRECIATE IF YOU WOULD PROVIDE FEEDBACK ON LEADERSHIP 2010 BY [CLICKING HERE.](#)

TTF hosted its 10th annual Leadership Summit at Parliament House in Canberra last week – an event which attracted around 200 senior delegates from across the tourism, aviation and transport sectors.

Every year Summit offers a unique forum for TTF members to engage with politicians from both sides of federal parliament. Summit, however, is not just an opportunity to hear first hand about government work in our respective sectors, but also provides the chance to review the current political scene and the wider political and economic landscape in which our industries operate. This is particularly true in an election year.

Key themes of Summit included: Australia's economic recovery after the global financial crisis, managing population growth, the National Long-term Tourism Strategy, aviation policy, and the transport needs of Australian cities.

In his keynote address, Treasurer (now Deputy Prime Minister) Wayne Swan said that while the Australian economy came through the global recession in good shape, the tourism and transport industries were hit hard and faced a long road to recovery. He said Australia's strong economy, low employment rate, budget position and financial system ensured the country was in a strong position to withstand the challenges of volatile global financial markets.

Tourism Minister Martin Ferguson emphasised the importance of tourism to the economy and said progress was being made through the National Long-term Tourism Strategy in addressing supply side challenges affecting industry. He said marketing was still important and backed Tourism Australia's global marketing campaign.

Infrastructure Minister Anthony Albanese focused on the government's stimulus plan and its role in helping Australia endure the GFC. The Minister presented an update on the progress of the National Aviation Policy White Paper six months on and reiterated the need for a second Sydney airport.



The opportunity was also taken to engage with key ministers outside the tourism and transport portfolios. Brendan O'Connor (Home Affairs) outlined the role of customs to the tourism sector, Tony Burke (Population) discussed the population debate, Craig Emerson (Services and Competition Policy) reviewed productivity opportunities in tourism and transport and Chris Evans (Immigration) outlined the rationale behind reforms to the immigration system and the international student market.



Opposition Leader Tony Abbott also recognised the importance of tourism to the nation and said it was up to government to do what it reasonably could not to hurt the sector. He said our indigenous culture was a drawcard and more could be done in this area.



Shadow Treasurer Joe Hockey addressed delegates about the need for Australia to get its finances back on track following the shift of debt from the private to the public sector. He said the government had exposed Australia to international global market through high levels of overseas borrowing.

Shadow Tourism Minister Steve Ciobo shared his views on the lack of support for the tourism industry from the government, which was resulting in a lack of innovation. He said funding for Tourism Australia had fallen \$13.5 million in real terms since 2003.



Renowned media commentators Kieran Gilbert (Sky News), Misha Schubert (The Age) and Steve Lewis (News Limited) featured on this year's media panel, moderated by Barrie Cassidy (ABC), and shared their opinions on the leadership and looming election.

Other speakers included Saul Eslake (Pricewaterhouse Coopers) whose macroeconomic overview is available [here](#), Andrew McEvoy (Tourism Australia) and Mike Mrdak (Department of Infrastructure, Transport, Regional Development and Local Government).



TTF Executive Director Brett Gale outlined TTF's priorities for the year ahead and launched TTF's first annual report - [Advocacy at Work 09/10](#) - which provides a detailed look at the advocacy work undertaken by TTF last year in the tourism, aviation and transport sectors on behalf of our members.

These were just some of the highlights of Summit 2010. As always, there were valuable networking opportunities in addition to the chance to speak with the key players in Canberra. We look forward to your feedback as we begin planning for 2011's event and embark on a busy advocacy program in the year ahead.



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