

2024-25 NSW PRE-BUDGET SUBMISSION



DESTINATION NSW

ENSURING ADEQUATE FUNDING FOR DESTINATION NSW AS THE INDUSTRY CONTINUES TO RECOVER

Continue indexed, multi-year funding of at least \$285 million per annum. We are currently in one of the most competitive domestic and international tourism markets ever seen. The work of Destination NSW in attracting visitors to the state has never been more important. This funding is vital to ensure the future prosperity of the NSW visitor economy.



BUSINESS EVENTS SYDNEY

SUPPORTING AND ATTRACTING BUSINESS EVENTS INTO NSW

The business events sector is critical in attracting business travellers into New South Wales. The NSW Government should commit to multi-year, indexed funding for Business Events Sydney to continue the important work of attracting high yielding international business events to the state. Sydney currently is at risk of losing major international conferences without further strategic investment as other countries in the Asia-Pacific, such as Singapore, are pursuing very aggressive strategies and funding to secure major international events and conferences. A comprehensive plan should also be supported to leverage tourism benefits, including business events attraction, from the new curfew-free, Western Sydney International Airport.



TOURISM BENEFITS FROM ARTS & CULTURE

APPROACH TO ARTS, CULTURE & TOURISM

TTF welcomes the recent Creative Communities Policy, as a new approach to art, culture and creative industries. TTF data has shown that visitation to cities is being driven by increased nighttime activity including participation in arts & cultural performances/exhibitions. TTF also supports the alignment with federal creative policies for greater consistency and stronger outcomes. The NSW Government should now leverage the tourism and visitor economy benefits from the new policy.



AVIATION STRATEGY & CAPACITY

DEVELOP AN AVIATION STRATEGY IN NSW TO REMAIN INTERNATIONALLY COMPETITIVE

As other states around the country ramp up investments into reattracting airlines back into their respective states, New South Wales must develop a long-term aviation strategy to remain competitive. International aviation into Australia supports 515,000 jobs and \$100 billion in export revenue annually. We encourage the NSW Government to develop a long-term strategy and commit to a minimum of \$10 million in supporting aviation reattraction back into New South Wales.



APPROACH TO MAJOR EVENTS

ACTIVATING CITIES AND PRECINCTS AROUND MAJOR EVENTS

TTF supports the new focus of Destination NSW in supporting investment in the arts, culture and entertainment, however funding is still needed to be able to successfully secure domestic and international major events into NSW. Major events play a critical role in significantly stimulating the visitor economy. Without these investments, NSW would not have been able to secure world-class events such as Sydney WorldPride, FIFA Women's World Cup and SXSW. A smaller scaled state significant event fund should be supported to secure major events for NSW.



NATURE BASED TOURISM

INVESTMENT IN NATURE BASED TOURISM EXPERIENCES

NSW has untapped opportunities in the local tourism landscape, especially in our national parks. Australia is not well prepared to meet increased demand without significant investment. We're calling on the NSW Government to develop a best practice guide for government, private sector, and First Nations people to assist with the development of ecotourism projects, providing a template for joint planning, ownership, and management, leading to better conservation and experiences.



FIRST NATIONS TOURISM

PRIORITISE INCREASING AUTHENTIC FIRST NATIONS TOURISM OFFERINGS AND EXPERIENCES

Government needs to invest in and work closely with industry and First Nations people to create more pathways into the tourism industry to showcase our unique cultural offering. More investment is needed to ensure NSW is offering authentic First Nations tourism products and experiences. We encourage the NSW Government to establish a long term First Nations tourism strategy including funding to enhance product and experience offerings.



SUSTAINABLE TRANSPORT

INVESTMENT IN SUSTAINABLE TRANSPORT OPPORTUNITIES

The NSW government needs to continue investing in sustainable transport measures, including the electrification of buses and depots in Sydney Metro and Newcastle. We would like to see funding to trial hydrogen buses in the Hunter, which would enable the government to understand the potential use and business case for hydrogen in the future.



SYDNEY HELIPORT

TTF SUPPORTS TRANSPORT FOR NSW TO ALLOW A HELIPORT CLOSE TO THE CITY CENTRE OF SYDNEY

Many global cities have helicopter landing sites on waterways close to their CBDs, including Melbourne, Vancouver, London and New York. Without this critical piece of tourism and economic infrastructure, we are missing out on significant tourism opportunities. This project would come at no extra cost to the government and would provide access for domestic, interstate and international visitors travelling to and from well-known tourist destinations such as the Blue Mountains, the Hunter Valley, Wolgan Valley and other destinations in regional NSW.