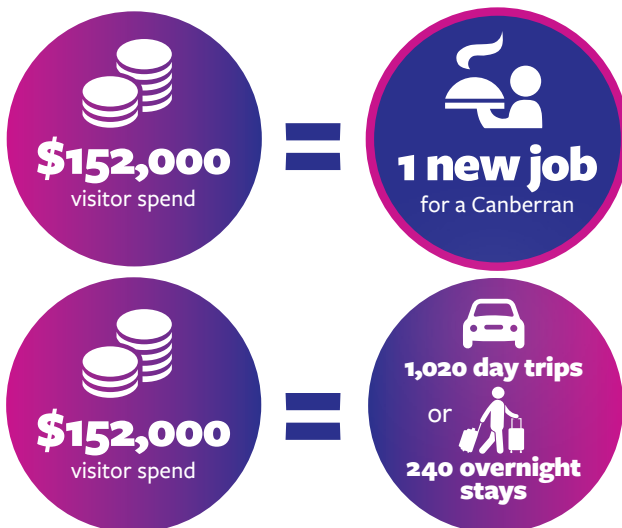


# Supporting recovery of the visitor economy in 2021-22

In addition to the COVID-19 business support grants, the ACT Government is investing \$20 million for key initiatives to help recover our \$2.5 billion tourism and events sector. This includes targeted programs providing immediate financial support followed by investment in experience and industry development as well as driving future demand in order to grow expenditure and jobs.

**Tourism is critical to the ACT's economic recovery, with every \$152,000 spent by visitors creating a job for one Canberran\*.**



## Financial support for tourism businesses

Providing financial support to businesses impacted by lockdown and travel restrictions

- **More than \$400,000 invested in the Small Tourism Operator COVID Recovery Payment** — delivered up to \$15,000 for reimbursement of eligible expenses paid to eligible businesses which experienced downturn in June/July 2021 due to public health restrictions in New South Wales (NSW) and Victoria (VIC).
- **Up to \$2.5 million investment in the Accommodation and Tourism Venue Operator Support Program** — delivered full rebates on fixed water and sewerage charges for two quarters for eligible accommodation properties and other venues which experienced downturn in June/July 2021 due to public health restrictions in NSW and VIC.
- **Hire car and charter bus registration fees waived until 31 March 2022.**
- **Over \$10 million for the tourism, events and hospitality sector through the COVID-19 Small Business Hardship Scheme** — eligible small businesses can apply to receive credits for payroll tax, utility charges, rates and other selected fees and charges up to a maximum of \$10,000 per operator.

## Investment in experience and industry development

Supporting industry development and experience development with investment and education

- **\$500,000 for the Tourism Cooperative Marketing Fund** — to encourage Canberra-based tourism businesses to collaborate on experiences and innovative marketing campaigns that increase awareness of Canberra and region as a leisure destination. Supporting accommodation providers will be a focus of the Fund, which builds on the \$480,000 invested in 2020-21.
- **\$750,000 for the COVID-Safe Tourism Co-investment Program** — to encourage the development of new infrastructure and/or experiences to attract overnight visitors to Canberra. This builds on the \$750,000 committed in 2020-21.
- **Continuation of the Tourism Reboot industry development program** — designed to rebuild industry capability in the areas of marketing, product/experience development, and tourism distribution.

## COVID-19 Business Support Grants

- **Over \$75 million investment for tourism businesses, in partnership with the Commonwealth, under COVID-19 Business Support Grants** — delivering grant payments to ACT businesses impacted during the ACT lockdown.
- **Over \$19 million investment, in partnership with the Commonwealth, for the COVID-19 Tourism, Accommodation Provider, Arts and Events and Hospitality Sectors** — delivering top up payments to eligible businesses in particularly hard hit industries impacted by ACT and interstate travel restrictions.

# Supporting recovery of the visitor economy in 2021-22

## Significant demand-driving activity



### Supporting major events and exhibitions through the Major Event Fund

**\$2.5 million over two years** to support staging of major events and exhibitions which are key drivers for visitation. Major events and exhibitions supported under the Major Event Fund since its inception in 2011 have attracted almost 4.7 million attendees, while delivering approximately \$923 million in economic return to the ACT.



### Marketing Canberra to interstate and international audiences

**\$3 million over two years** to expand destination marketing activities and promote Canberra to key domestic markets initially, and international markets once borders open.

Maintain our **presence in Singapore** and leverage the partnership with Tourism Australia to continue driving awareness of Canberra in international markets.



### Providing more funding for key industry sectors of Business Events and Education tourism

**\$5.5 million over four years** to support the activity of the Canberra Convention Bureau to attract business events, meetings and conferences.

**Establishment of a business events fund** for securing high profile conferences.

**\$1.4 million over four years** to continue support for the National Capital Educational Tourism Project and maximise economic return from Canberra's educational tourism market. More than 160,000 school students from across Australia visit Canberra each year, delivering approximately \$130 million in economic return.



### Ensuring Canberra's brand remains strong

**Additional investment in Brand Canberra** to support the ongoing evolution of the city's brand story including its application across a range of industry sectors.



## Restoring and growing aviation access

Restoring Canberra's aviation network will be critical as the tourism industry recovers, to assist with diversifying the ACT's visitor base

- **\$750,000 for the Aviation Stimulus Fund** — to support recovery and re-establishment of existing routes, as well as the development of new domestic and international routes into Canberra. Targets include full service domestic and international carriers, and supporting the re-establishment of low-cost services into Canberra through Jetstar.