

# VISITCANBERRA ACTION PLAN 2023



**T2030: ACT TOURISM STRATEGY 2023-2030**

**MARCH 2023**



# T2030 VisitCanberra Action Plan

This document outlines the VisitCanberra actions that will support the ACT tourism industry in its path to achieving the 2030 vision. The actions align to one or more of the missions in *T2030: ACT Tourism Strategy 2023-2030*. The 23 actions are numbered for reference, but presented in no particular order.

Ref #	Priority	Mission/s	VisitCanberra immediate actions (2023)	Longer term actions toward 2030	Key stakeholders
01	Aviation access	M01 M03	Work with Canberra Airport to support expansion of the existing network of domestic routes and to attract international carriers to Canberra	Build new relationships with key international aviation partners and Tourism Australia, positioning Canberra as a compelling gateway destination.	Canberra Airport, Tourism Australia, Office of International Engagement
02	Awareness of the Canberra region internationally	M01 M02	Focus on trade development, PR, marketing activities and conversion partnerships in priority international markets - Singapore, India, UK, USA, New Zealand and Malaysia	Implement initiatives that position Canberra as a destination of choice for visitors to Australia  Review and update target market approach as COVID-19 restrictions ease	Tourism Australia, airlines, key distribution partners, Australian Tourism Export Council, Sydney Melbourne Touring
03	Feature local tourism products in international markets	M01 M02	Support the development of a number of Canberra region tourism products to be bookable and trade-ready for international markets	Build the capability of local industry to independently develop tourism products that are trade-ready for international markets	Local operators, Tourism Australia, key distribution partners, Australian Tourism Export Council
04	A hub for business events	M01 M02	Work with Canberra Convention Bureau to align effort for development of Canberra as a hub for conferences and business events aligned with priority sector development across the ecosystem	Explore long-term opportunities to grow major international business events, and support the acceleration of business in key sectors	Canberra Convention Bureau, Business & Innovation (ACT Government)

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05	Responsible investment	M01 M03	Lead a targeted approach to attracting investment in sustainable tourism product, experiences, events and infrastructure, with immediate priority on attracting hotel investment	Support sustainable investment in transformational infrastructure, in line with ACT Government's 10-year infrastructure plan	Business & Innovation (ACT Government), EPSDD, Office of International Engagement, Canberra Airport
06	Collaboration across industry	M01 M02	<p>Maintain diversity of industry engagement methods including hosting an annual conference, supporting the Canberra Region Tourism Advisory Forum and connecting through peak bodies</p> <p>Work closely with accommodation providers to inform them of tourism product available, to increase bookings and enhance the overall visitor experience</p> <p>Focused regional collaboration and alignment under THRIVE 2030 priorities</p>	Increase frequency of engagement with all parts of industry to facilitate collaboration between operators	Local operators, Events ACT, Canberra Region Tourism Advisory Forum, National Capital Attractions Association, Austrade
07	Canberra as hub with access to a diverse region	M01 M02	<p>Work with the region on joint industry development initiatives and look to partner on opportunities with aligned interest. This may include regional marketing opportunities, collaboration with regional stakeholders to identify experience development opportunities, and opportunities for international market program alignment</p> <p>Work with nearby regions including Canberra Wine District to support regional tourism product development and promotion</p>	Continued opportunities joint working through cross-border agreements and in partnership with Destination Southern New South Wales	Destination Southern NSW, Canberra District Wine Industry Association, Canberra Region Joint Organisation

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08	Work nationally to address supply side constraints	M01 M03	To ensure sustainable growth of our industry, contribute to the redeveloped THRIVE 2030 strategy, and work with tourism counterparts in other states and territories to deliver the associated workplan	Advocate for issues relevant to the ACT on the national stage	Austrade, other state and territory tourism organisations
09	Raise the profile of our national attractions	M02 M03	Promote the attractions, and the stories within their collections as key visitation drivers, while working with the national attractions to further engage the broader ACT tourism industry and local community	Work in partnership with the national attractions to support events, redevelopment plans and visitor experience development	National attractions, Austrade
10	A city that leads on sustainability	M02 M03	Identify ways to measure and benchmark our performance in sustainability, including how visitors travel to and around Canberra	Promote Canberra as a destination for the sustainable-conscious visitor and encourage uptake of public transport by visitors by supporting initiatives that make the visitor experience seamless	Operators, EPSDD, Transport Canberra, City Renewal Authority, Parks ACT
11	Importance of a strong place brand	M02 M03	Develop and evolve Brand CBR Engage industry in development of the tourism story	Ensure Brand remains connected to place and represents the city and tourism industry positively	Brand Canberra, tourism industry
12	Support the development of local arts and cultural experiences	M02 M04	Work with other parts of government to support delivery of the ACT Statement of Ambition for the Arts, including promotion of local arts industry and business to elevate profile and capability of the sector  Under the Capital of Equality strategy, support and showcase the inclusivity of Canberra	Facilitate cultural tourism opportunities for Canberra's arts sector to increase its visibility nationally and internationally, and enhance Canberra's reputation as an artistic, cultural and inclusive destination	ArtsACT, Cultural Facilities Corporation, Social Policy (ACT Government) arts industry business and peak bodies

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Ref #	Priority	Mission/s	VisitCanberra immediate actions (2023)	Longer term actions toward 2030	Key stakeholders
13	Promote our food and wine	M02 M04	Showcase unique food and wine experiences to domestic and international audiences and support promotion of the Canberra Wine District brand	Identify potential initiatives to encourage industry development of signature food and wine experiences in the Canberra region	Canberra District Wine Industry Association, Business and Innovation (ACT Government), Destination Southern NSW
14	Market what makes us distinctive	M02 M04	Develop a new destination marketing campaign, aligning closely with essence of Brand CBR	Ongoing revision of destination marketing campaign, taking on board lessons learned	Brand Canberra, tourism industry
15	Skills and employment	M03 M01	Work with national and local stakeholders to address immediate workforce challenges	Promote employment pathways in tourism and hospitality training	Austrade, Skills Canberra, vocational sector, peak industry bodies
16	Importance of a quality calendar of events	M03 M02	Contribute to the major events strategy for the ACT, event grant programs, and development of Floriade and Enlighten  Support promotion of the inaugural Winter Innovation Festival	Work on the attraction of major events, delivered sustainably, that drive substantial visitation to the ACT	Events ACT, events stakeholders
17	Community and national team sport	M03 M01	Support promotion of our national sporting teams and attraction/growth of participatory sporting events in Canberra	Establish a diverse calendar of local sporting events in the ACT that attract participants and spectators	Sport and Recreation (ACT Gov), Events ACT, national teams and industry bodies

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Ref #	Priority	Mission/s	VisitCanberra immediate actions (2023)	Longer term actions toward 2030	Key stakeholders
18	An accessible and inclusive tourism sector	M03 M02	Work with industry on initiatives that will improve accessible and inclusive tourism in the ACT, and showcase Canberra as the most LGBTIQ+ welcoming and inclusive city in Australia	Identify actions that will make Canberra one of the most accessible and inclusive destinations in Australia, and support initiatives, events and places that showcase Canberra as the capital for equality	Tourism industry, Austrade
19	The importance of destination development	M04 M02	Work with industry to support opportunities to attract new investment in signature or 'hero' experiences in the region Work on initiatives that support a seamless visitor experience, including ease of booking Canberra tourism product	Continuously monitor gaps in products and experience, to plan effectively for the long term sustainability of the destination	Business & Innovation (ACT Government), tourism industry
20	Responsible access to nature through quality tourism products and experiences	M04 M03	Review and update the Nature Tourism Strategy	Support implementation of the strategy and sustainable ways for visitors to enjoy nature product and experiences in the ACT	National Arboretum Canberra and Stromlo Forest Park, EPSDD, nature tourism operators, Ngunnawal Traditional Owners
21	Represent our indigenous culture and heritage	M04 M02	Support indigenous tourism business development Promote local indigenous experiences and opportunities for connection to country for visitors Work on ways to share knowledge, language and culture with visitors	Continuing support for, promotion of, indigenous tourism businesses Find ways to optimise plans for the visitor experience in and around the Ngurra Cultural Precinct	Indigenous community and tourism businesses owners, national attractions, AIATSIS

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Ref #	Priority	Mission/s	VisitCanberra immediate actions (2023)	Longer term actions toward 2030	Key stakeholders
22	Realise Canberra's potential for cycle tourism	M04 M02	Position Canberra in market as Australia's cycling capital, by developing a cycle tourism marketing plan and updated action plan	Support sustainable long-term development of Canberra's mountain biking experience	National Arboretum Canberra and Stromlo Forest Park, EPSDD, TCCS, cycle businesses, Ngunnawal Traditional Owners
23	Build our reputation for educational tourism	M04 M02	Support activities of the National Capital Education Tourism Project to grow the value of primary and secondary school student visitation, continuously improve the quality of experience for students	Review the current program and assess next steps in the future of educational tourism in Canberra	National Capital Educational Tourism Project, NCAA, national attractions