

BEYOND TOURISM 2020 STEERING COMMITTEE

ſ E O ſ O G O E ſ N M E N

BEYOND TOURISM 2020 STEERING COMMITTEE

THE OCEANOGRAPHY

In February 2018, the Atlantic Group established the Beyond Tourism 2020 Steering Committee to lead the development of the Beyond Tourism 2020 Strategy. The Committee is chaired by the Group's Managing Director, since December 2018.

STEERING COMMITTEE MEMBERS



KERRIE MATHER

Chief Executive,
Financial Services & Assets



TODD COATES

Former CEO,
Bank of Ireland



KAREN BOLINGER

Managing Director,
Capital Markets



CINZIA BURNES

Head of
Treasury



HARVEY LISTER

AEG Operations



ANDREW WILLIAMS

Director of
Finance & Risk



JOHN HART

Atlantic Group
Chairman



CLARK KIRBY

Former
Treasury Partner

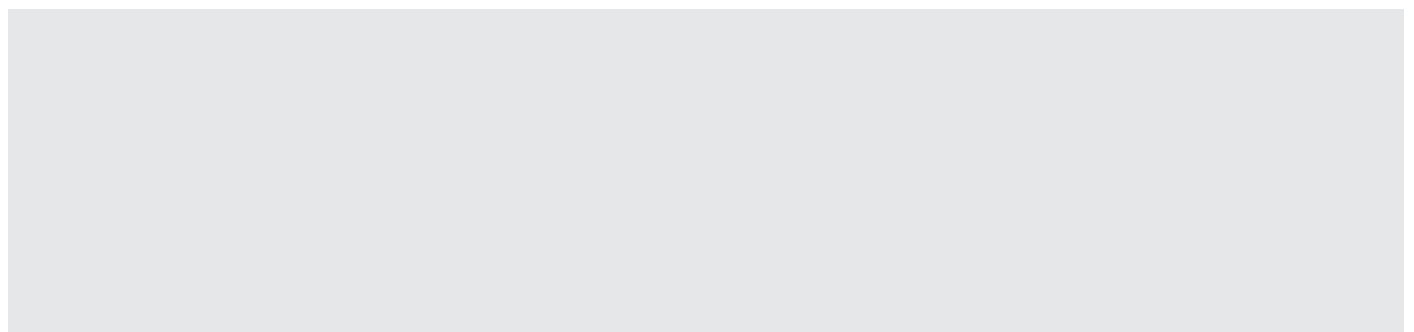


JOHN O'SULLIVAN

Chief Executive

BEYOND TOURISM 2020 STEERING COMMITTEE

THE OFFICE OF GOVERNMENT



BEYOND TOURISM 2020 STEERING COMMITTEE

THE OFFICE OF GOVERNMENT

BEYOND TOURISM 2020 STEERING COMMITTEE

THE OFFICE OF GOVERNMENT

Emerging markets

China is the largest emerging market for Australia, accounting for 1.2% of GDP in 2017. By 2030, it is projected to reach 1.5% of GDP. China is also the largest source of international tourists to Australia, accounting for 1.2% of total international tourists in 2017. By 2030, it is projected to reach 1.5% of total international tourists. China is also the largest source of international tourists to Australia, accounting for 1.2% of total international tourists in 2017. By 2030, it is projected to reach 1.5% of total international tourists.

Social licence

The social licence to operate is a concept that refers to the perceived legitimacy of an organisation's actions. It is a key factor in determining the success of a business, particularly in the tourism industry. The social licence to operate is a concept that refers to the perceived legitimacy of an organisation's actions. It is a key factor in determining the success of a business, particularly in the tourism industry.

Popularity of online education

Online education has become increasingly popular in recent years, particularly in the field of tourism. This is due to a number of factors, including the convenience of online learning, the ability to learn at one's own pace, and the availability of a wide range of courses. Online education has become increasingly popular in recent years, particularly in the field of tourism.

PROPOSED EXPENDITURE TARGETS AND SUPPLY REQUIREMENTS

Category	2017	2030	2030	2030	2030
Capital expenditure	111.7	13.7	97.2	15.3	21.2
Operating expenditure	124.5	172.2	2030		

B 2025, \$152-\$195	10
B 2030, \$1.1-\$250	
(\$1.1-\$123.3)	
\$91.6-\$126.7	11
Accommodation: 1.2	2030

What does achieving the tourism 2030 goals mean for the Australian economy?

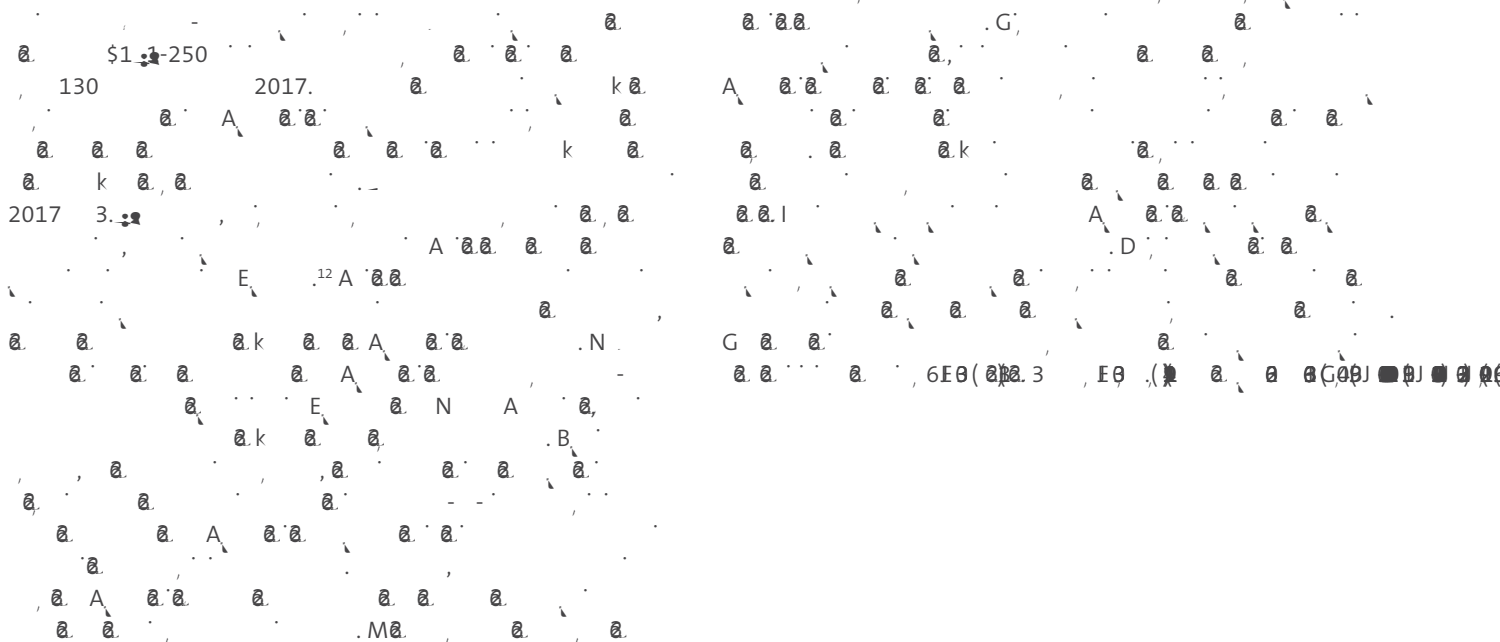
Achieving the tourism 2030 goals will have a significant impact on the Australian economy. It is projected that the tourism sector will contribute \$6.2 billion to the GDP in 2030, up from \$29.6 billion in 2017. This will create 1.2 million jobs, up from 1.1 million in 2017. The tourism sector is a key driver of economic growth and employment in Australia, and achieving the 2030 goals will ensure its continued success.

BEYOND TOURISM 2020 STEERING COMMITTEE

THE OFFICE OF GOVERNMENT

STRATEGIC PILLARS TO DRIVE GROWTH

1. Drive demand



^{9 10 11} BDA Market, 2017. ¹² E. O. K. A. 2017. ¹³ M. F. 2030.

Sap

B 2030, 47

C G C

M ¹⁴G

3 (2 2 (2.62, 32

BEYOND TOURISM 2020 STEERING COMMITTEE

THE OFFICE OF GOVERNMENT

4. Harness technology to enhance visitor experience

The committee has identified a number of key areas where technology can be used to enhance the visitor experience. These include the use of mobile devices to provide information and services, the use of social media to engage with visitors, and the use of data analytics to understand visitor behaviour. The committee has also identified a number of key areas where technology can be used to enhance the visitor experience. These include the use of mobile devices to provide information and services, the use of social media to engage with visitors, and the use of data analytics to understand visitor behaviour.

The committee has identified a number of key areas where technology can be used to enhance the visitor experience. These include the use of mobile devices to provide information and services, the use of social media to engage with visitors, and the use of data analytics to understand visitor behaviour. The committee has also identified a number of key areas where technology can be used to enhance the visitor experience. These include the use of mobile devices to provide information and services, the use of social media to engage with visitors, and the use of data analytics to understand visitor behaviour.

CHAPTER 7: DIGITAL INNOVATION AND TECHNOLOGICAL INNOVATION

The committee has identified a number of key areas where technology can be used to enhance the visitor experience. These include the use of mobile devices to provide information and services, the use of social media to engage with visitors, and the use of data analytics to understand visitor behaviour. The committee has also identified a number of key areas where technology can be used to enhance the visitor experience. These include the use of mobile devices to provide information and services, the use of social media to engage with visitors, and the use of data analytics to understand visitor behaviour.

5. Establish a suitably skilled and available workforce that aligns with Australia's world-class positioning

The committee has identified a number of key areas where technology can be used to enhance the visitor experience. These include the use of mobile devices to provide information and services, the use of social media to engage with visitors, and the use of data analytics to understand visitor behaviour. The committee has also identified a number of key areas where technology can be used to enhance the visitor experience. These include the use of mobile devices to provide information and services, the use of social media to engage with visitors, and the use of data analytics to understand visitor behaviour.

The committee has identified a number of key areas where technology can be used to enhance the visitor experience. These include the use of mobile devices to provide information and services, the use of social media to engage with visitors, and the use of data analytics to understand visitor behaviour. The committee has also identified a number of key areas where technology can be used to enhance the visitor experience. These include the use of mobile devices to provide information and services, the use of social media to engage with visitors, and the use of data analytics to understand visitor behaviour.

15. The committee has identified a number of key areas where technology can be used to enhance the visitor experience. These include the use of mobile devices to provide information and services, the use of social media to engage with visitors, and the use of data analytics to understand visitor behaviour.

6. Build a sustainable tourism industry

BEYOND TOURISM 2020 STEERING COMMITTEE

 E
  O
  O
  G O
  E
 N M E N

RISKS AND OPPORTUNITIES

I

A

k

C

O

[illegible]

BEYOND TOURISM 2020: PROPOSED STRATEGIC ACTIONS AND MEASURES OF SUCCESS

[illegible]

BEYOND TOURISM 2020: PROPOSED STRATEGIC ACTIONS AND MEASURES OF SUCCESS

[illegible]

BEYOND TOURISM 2020: PROPOSED STRATEGIC ACTIONS AND MEASURES OF SUCCESS

Goal 5	Actions	Measures of Success
1. Increase the number of people working in the tourism sector	1.1. Increase the number of people working in the tourism sector	1.1. Increase the number of people working in the tourism sector

BEYOND TOURISM 2020: PROPOSED STRATEGIC ACTIONS AND MEASURES OF SUCCESS

Goal 5	Action	Measure
4. HARNESS TECHNOLOGY TO ENHANCE VISITOR EXPERIENCE		
Enhance visitor experience through digital technology		

