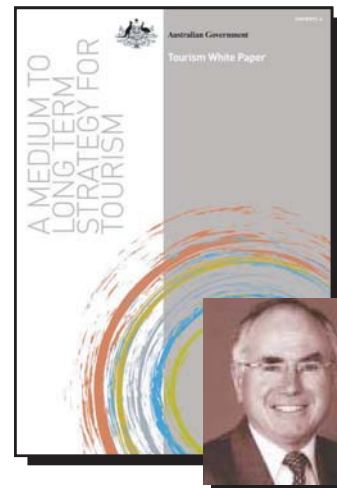
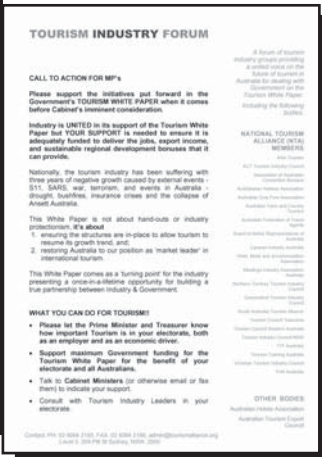




National Tourism Alliance

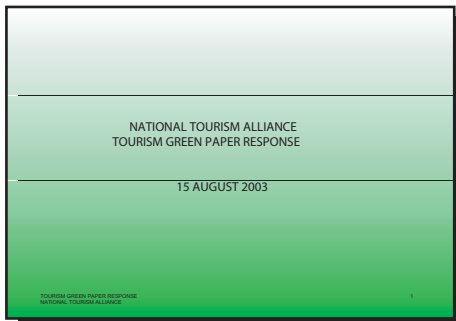
Achievements Chart 2003

\$235m Tourism White Paper funding



- ◆ Coordinated industry lobbying effort (Aug to Nov)
- ◆ \$80m funding expected as outcome
- ◆ Key focus on PMO and PM&C

- ◆ PM announced \$235m funding for 3.5yrs (Nov)
- ◆ Extraordinary success for NTA-led lobbying campaign
- ◆ Valuable teaming of NTA, TTF, ATEC, AHA, AFTA



STRATEGIC OPTIONS	REP	RESPSE	COMMENTS	PRIORITY	TIMING	COST	RESP	NA
Marketing - (2)								
M1	Review and Revise	Review and Revise	Review and Revise	High	Immediate	Low	NTA	
M2	Review and Revise	Review and Revise	Review and Revise	High	Immediate	Low	NTA	
M3	Review and Revise	Review and Revise	Review and Revise	High	Immediate	Low	NTA	
M4	Review and Revise	Review and Revise	Review and Revise	High	Immediate	Low	NTA	
M5	Review and Revise	Review and Revise	Review and Revise	High	Immediate	Low	NTA	
Implementation - (2)								
I1	Review and Revise	Review and Revise	Review and Revise	High	Immediate	Low	NTA	
I2	Review and Revise	Review and Revise	Review and Revise	High	Immediate	Low	NTA	



- ◆ Industry analysis of issues template
- ◆ Policy Working Groups established
- ◆ Industry negotiation of agreed positions



- ◆ Comprehensive industry-wide NTA submission lodged (120pgs)
- ◆ Detailed Template (158 proposals) + Supporting Document
- ◆ Widely recognised as best practice submission

- ◆ Minister Hockey released (June 2003)
- ◆ 87 pgs of various proposals
- ◆ DITR supported industry-wide response

Start Here