

Taking Hospitality to the Next Level



A HODGMAN MAJORITY LIBERAL GOVERNMENT WILL:

- Extend the Great Customer Experience to every hospitality business
- Support community clubs, sports clubs and RSLs
- Stop the Coward Punch campaign and legislation
- Boost visitor numbers, length of stay and spending in regional Tasmania



Deliver a stronger economy and more jobs

Taking Hospitality to the Next Level

A re-elected Hodgman majority Liberal Government will boost our investment in the hospitality sector to take it to the next level.

The hospitality sector is the backbone of our visitor economy. The industry has gone from strength to strength over the past four years, and we want to see that trend continue.

To achieve this, we will invest \$1.7 million a year over four years into the industry. This investment not only recognises the invaluable contribution hospitality makes to Tasmania, for locals and visitors alike, but the industry's continued growth.

With this investment we will join forces with the industry leader, the Tasmanian Hospitality Association, to deliver key initiatives including:

► Investing \$2.8 million into the Great Customer experience

The Great Customer Experience has been a sweeping force of change across the sector since it was introduced in 2014. Already more than 600 hospitality businesses are involved in this incentive. With this investment, the GCE will expand to assist 2,000 businesses, and include industrial relations and human resource training, a core of any successful small and large business.

► Stop the Coward Punch: legislation and campaign

We will introduce legislation to crack-down on coward punch attacks and invest \$200,000 in a campaign to send the strongest possible message that this act of violent cowardice will not be tolerated.

We will remove a loophole in the Criminal Code that could allow attackers to avoid manslaughter convictions because the Crown was not able to prove the death was reasonably foreseeable and not an accident. We will also ensure that an offender cannot use their own intoxication as an excuse, by amending the Sentencing Act 1997.

► Support Clubs, sporting clubs and RSLs

Tasmania's clubs, sporting clubs and RSLs are the fabric of the Tasmanian way of life, and must be supported. For most, they are run purely by the goodwill of volunteers, with very limited resources and expertise.

We will invest \$800,000 over four years to provide a dedicated resource and support for clubs, from administrative processes, to social media and skill development.

Our Targets

12

Reach 50,000 tourism related jobs by 2022.

#13

A 50 per cent increase in the average per visitor spend by 2022.

#14

Seventy per cent of all visitors to stay overnight in regional areas during their trip to Tasmania by 2022.

For the full list of our Targets:
www.buildingyourfuture.com.au

Key Facts

In the year ending September 2017, more than 1.28 million visitors travelled to Tasmania.

This is an eight per cent increase on the same period in the previous year.

Holiday visitors increased by 10 per cent to 628,000.

Visitor expenditure increased by 11 per cent to \$2.3 billion a year.

Hospitality is Tasmania's third largest employing industry.

There are more than 22,300 employees in the industry and about 2,000 businesses.

The Tasmanian Liberals' Plan



Deliver a stronger economy and more jobs

► Workforce development

Hospitality is a booming sector, but to ensure it continues to grow it must have a workforce to meet its demands, today and in the future.

We will invest \$3 million over four years into the THA's Strategic Plan and Workforce Development.

We will also establish a dedicated Hospitality Unit within the Department of Premier and Cabinet, to spearhead industry and government collaboration.

Tasmanian Liberals' Plan

The Hodgman Liberal Government recognises that hospitality is one of Tasmania's greatest competitive strengths.

We are committed to continuing to work hard with the industry to take our visitor economy to the next level.

We will make Drysdale a Centre of Excellence for tourism and hospitality training, off the back of our \$3.2 million investment. This will reinvigorate Drysdale and produce a new generation of hospitality and tourism workers trained to the latest and best industry standards. We are implementing the recommendations of the Tourism and Hospitality Workforce report we commissioned, including establishing an industry led sub-committee of the TasTAFE Board to develop the annual Tourism and Hospitality Workforce Development Plan.

We have also set ambitious new targets through our Building Your Future plan to ensure the continued growth in tourism and hospitality.

Our targets include reaching 50,000 tourism-related jobs by 2022, up from the current 37,400 jobs.

We also want to increase the average visitor spend by 50 per cent by 2022, and increase the regional dispersal of visitors with the ambition for 70 per cent of all visitors to stay overnight in regional areas during their trip to Tasmania by 2022.

Cost

Our total funding will be \$1.7 million a year for four years.

Labor Green Record

When in Government, Labor cut about \$18 million from tourism and ignored the hospitality sector. They cannot be trusted.

Why Tasmania needs this

The hospitality sector is the backbone of the Tasmanian visitor economy, and a very significant contributor to the broader economy.

Hospitality is the third largest employing industry in Tasmania, with more than 22,300 employees, with about 2,000 businesses that contribute about three per cent of GSP.

It not only provides an incredible service for locals, but it showcases our people, place and produce to those visiting our state.

The sector is experiencing unprecedented growth and investment. We are committed to continuing our strong partnership with the THA and the strong sector.

Our Record

Visitor numbers have surged with 1.024 million more international and national travellers coming here in our term of Government – that's a 28 per cent increase.

Visitor spending has skyrocketed with an additional \$2.1 billion injected into our economy in our term of Government – that's a 36 per cent increase.

Tourism jobs have also increased by a massive 1,200 new indirect and direct jobs since we came to Government – that's about 300 jobs a year.