

For  
the  
Future

Tourism  
and events



Photograph: CyclingTip

South  
Australian  
**Labor**



#### Acknowledgment of country.

We acknowledge and respect the Traditional Custodians whose ancestral lands we live and work upon and we pay our respects to their Elders past and present. We acknowledge and respect their deep spiritual connection and the relationship that Aboriginal and Torres Strait Islander people have to Country. We also pay our respects to the cultural authority of Aboriginal and Torres Strait Islander people and their nations in South Australia, as well as those across Australia.

# Foreword

South Australia's tourism and events sector is a key driver of our economy and a major job creator.

Pre-Covid-19 the tourism industry had reached an economic value to the state of \$8.1 billion, directly employing nearly 40,000 people and supporting tens of thousands more jobs in sectors such as hospitality, transport and logistics, the arts, food production and construction.

When Covid-19 reached our shores in early 2020, it hit the tourism industry hard.

Our international borders shut down within weeks, immediately impacting those tourism businesses directed at the international tourism market. Then the industry endured a series of lockdowns in our major domestic markets such as Victoria and New South Wales.

The value of the South Australian tourism industry plummeted during the pandemic.

Iconic businesses closed and jobs were lost as the state battled the economic impacts of the pandemic, many in regional areas where tourism is the lifeblood of the local economy.

The Marshall Liberal government rejected Labor's calls to provide urgent immediate support to the Industry, while at the same time axing our biggest event, the Adelaide 500.

A Labor government I lead, will recognise the importance of tourism to the state's economy.

We will work with the industry to reverse the impacts of COVID-19.

- ✓ We will invest an additional \$20 million to market South Australia as a destination.
- ✓ We will invest an additional \$40 million to bring new events to our State that attract international and interstate visitors.
- ✓ We will provide the Tourism Industry's Council of South Australia with \$1.6 million to build the industry's capability and encourage more young people to consider a career in tourism.
- ✓ We will bring back the Adelaide 500, with the first race back scheduled for 1-4 December 2022.



Peter Malinauskas MP  
SA Labor Leader



# TOURISM TODAY

**Covid-19 significantly damaged the state's tourism and hospitality sectors and followed on from bushfires in the Adelaide Hills and Kangaroo Island when key regions lost iconic tourism businesses that took years to establish.**

When Covid-19 hit Australia, Labor called on the Marshall Liberal government to follow the lead of other states and urgently establish a \$200 million support fund, as well as waive thousands of dollars' worth of fees, charges and taxes to keep hospitality and tourism businesses alive and save thousands of jobs.

The plea fell on deaf ears.

In June 2020, Labor called on the government to establish a \$200 tourism voucher scheme to encourage South Australians to holiday in their own backyard, supporting those businesses hit badly by border closures.

It took the government a further four months to unveil their own voucher scheme – a watered down version of the one Labor had proposed.

The Marshall Liberal government has changed our marketing focus away from campaigns like the Kangaroo Island, Barossa and Adelaide series, commissioned under the former Labor government, that won a swathe of international awards and had our visitor numbers reaching record numbers.

Before the impact of the bushfires and Covid-19, the South Australian Tourism Commission had appointed a Melbourne-based multinational advertising agency to market our state.

What they gave us were campaigns such as "Old Mate" with an elderly man roaming Adelaide in tears.

South Australia should be Australia's premier destination for food and wine tourism, for nature-based tourism and for cultural tourism.

We should also ensure we have a spread of unique events across the calendar to support our tourism industry – not cutting the biggest single ticketed event on our calendar – the Adelaide 500.

We must strive to discover new events and support new products and experiences.

We should work with industry to ensure we have a well-trained workforce in our tourism industry that exceeds the expectations of our visitors.

The tourism budget has taken many cuts under the Marshall Liberal government, with more cuts still to come.

Labor believes in the tourism industry.



# REVITALISING TOURISM AND EVENTS

## Labor will get our tourism industry back on track.

We will invest to position South Australia as a bucket list destination and a leader in event management.

We will give this industry, critical to our state's economy and jobs growth, the support it needs to thrive and prosper.

And we will ensure that the way we market our state aligns with our unique tourism products and values.



## BOOST MARKETING FUND

**COST: \$20 million over the next 2 years**

Boost the Tourism Marketing Fund, with an additional \$20 million over the next 2 years to:

- ✓ Rebuild our brand strengths of food and wine, nature-based and cultural tourism.
- ✓ Rebuild South Australia's profile as a destination in our key markets nationally and internationally.
- ✓ Partner with leading commercial partners in aviation and accommodation industries to maximise the value of our marketing budget.

## MAJOR EVENTS FUND

**COST: \$40 million over the next 4 years**

Commit an additional \$40 million over 4 years to the Major Events Fund which will be used for:

- ✓ Developing new home grown, world-class events.
- ✓ Growing our existing owned and managed events.
- ✓ Chasing major national and international business events.



## BOOSTING TOURISM CAPABILITY

**COST: \$1.6 million over the next 4 years**

Labor will also provide the Tourism Industry Council of South Australia \$1.6 million over four years to provide capability building through workshops and one-to-one business coaching as well as a program to encourage young people to consider a career in tourism.



Photograph: Supercars.com

## ADELAIDE 500 IS BACK THIS DECEMBER IF LABOR WINS

Supercars Australia has announced the Adelaide 500 will make a dramatic return to the streets of the city as the season finale in December this year - if Labor wins the State Election.

The race would be held from 1-4 December this year, delivering a huge boost to the struggling city economy, hotels, restaurants, and broader hospitality sector.

The Marshall Liberal Government axed the race in October 2020. SA Labor Leader Peter Malinauskas immediately pledged to bring the race back in Labor was elected.

Within days of the race being axed, Peter Malinauskas flew to Sydney to sign a memorandum of understanding with Supercars to bring the race back to Adelaide.

Steven Marshall promised the Adelaide 500 would be replaced by other events, but his attempts to find a replacement have been a failure. His Events Advisory Group was scrapped, and the planned Bloom Festival failed to fire.

In 2019, the Adelaide 500 injected \$45.9 million into South Australia's economy, attracted 15,200 interstate and overseas visitors and supported 435 full-time jobs.

# GLOBAL BOOST FOR ADELAIDE FRINGE

**COST: \$8 million**

A Malinauskas Labor Government will support Adelaide's iconic Fringe Festival to go global, becoming a bigger and truly international event.

The Adelaide Fringe is already one of South Australia's greatest successes, the second largest arts festival in the world and the largest in Australia, drawing tens of thousands of tourists from overseas and interstate to Adelaide.

But our ambition is for the Fringe to really raise its profile on the national and international stage and that's why we will commit an additional \$8 million to support the event in:

- ✔ Hosting a headline anchor event each year, such as the highly acclaimed Borealis in 2021.
- ✔ Effectively marketing the event interstate and overseas to bring more visitors and the dollars they spend to South Australia.
- ✔ Boosting the Fringe's grant program to continue to bring new and emerging local artists to the event.

Despite the impact of the pandemic, the month-long event last year created almost 4500 direct and indirect jobs with ticket sales exceeding 630,000.

It attracted more than 26,600 tourists with a boost to the state's economy worth more than \$50 million.



Photograph: The Guardian

