



Australian Government
Department of Resources, Energy and Tourism

ENHANCING AUSTRALIA'S ECONOMIC PROSPERITY

Formulating government policy using statistics

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Why do statistics matter?

“in simple terms, they are the evidence on which policies are built. They help identify needs, set goals, and monitor progress. Without good statistics, the development progress is blind: policy makers cannot learn from their mistakes, the public cannot hold them accountable”.

(World Bank, 2000)

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Evidence-based policy making

Australian government policy is driven by an approach that is:

- Responsive to the real needs of the community
- Highlight the urgency of a problem
- Enables sharing of information such as the success or failure of policies and programs

Governments are responsible for making decisions that improve quality of life for individuals and the population wellbeing

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Source: RET; ABS (cat no 1500.0)

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Evidence-based policy making

Australian tourism policy is developed based on “evidence-based policy” principle

key actions in the National Long-Term Tourism Strategy demand a broader research base for the industry and improve industry’s access to the information needed by operators:

- “Informing Industry and Government”
- “Measuring Our Performance”

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Source: RET; ABS (cat no 1500.0)

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Issues that impact on Australia's tourism industry

Tourism is impacted by a wide range of issues

- Tourism within the overall socio-economic development of Australia
- Taxation – types and levels
- Product development and maintenance
- Regulatory practices and restrictions: access, infrastructure,
- Environmental practices and restrictions
- Industry image, credibility
- Community relationships
- Labour and skills
- Marketing
- Foreign travel rules

Robust data is required to measure these issues to ensure industry and government is adequately informed

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Source: RET; ABS (cat no 1500.0)

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Assessing data quality and “fitness for purpose”

Data varies from one source to another - a 'quality framework' can assist evaluate data quality...



Data Quality Online (DQO)

• Assist people use the *Data Quality Framework* (ABS cat no 1520.0) to:

- define quality of data
- assess fitness for purpose
- identify data gaps and areas for improvement

www.nss.gov.au/dataquality

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Source: RET; ABS (cat no 1500.0); ABS (cat no 1520.0)

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A framework for evaluating outcomes of policy decisions

Policies need to be evaluated to determine their effectiveness

The ABS *Measuring Wellbeing, 2001* (ABS cat no 4160.0) provides a list that effective assessment indicators should consider.

- Relevant/ reflective of issue
- Available as a time series
- Meaningful and sensitive to change
- Summary in nature
- Able to be disaggregated
- Intelligible and easily interpreted
- Able to be related to other indicators

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Source: RET; ABS (cat no 1500.0)

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Further information...



A guide for using statistics for
EVIDENCE BASED POLICY



www.abs.gov.au

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An example from Australia:

The *National Long-Term Tourism Strategy* (the “Strategy”)

The Strategy...

- micro-economic reform agenda - offering opportunities to meet current industry challenges
- demonstrates unprecedented co-operation between governments
- sustained long-term approach working across portfolios, jurisdictions, and a diverse industry

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The Strategy...

- supply side focus – enhancing productive capacity to meet demand
- elevating tourism to national status as a key driver of Australian economy – Tourism Minister at the Cabinet table
- Tourism Ministers' Council is a forum of all state, territory and federal tourism ministers

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The Strategy...

- Fundamental challenge – building the evidence base for reform
 - Since June 2010 - \$2.2m additional funding in shared Commonwealth-State support for key projects
 - New Australian Government funding of \$6m allocated to the Strategy
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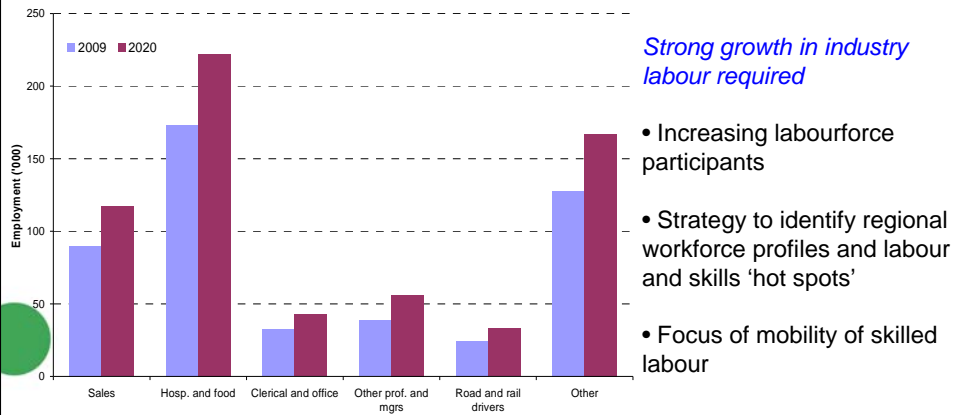


The Strategy...

- progressed through nine Working Groups, majority led by states and territories
 - Labour and Skills Development
 - Investment and Regulatory Reform
 - Destination Management Planning
 - Tourism Access
 - Industry Resilience
 - Tourism Quality Council of Australia
 - Indigenous Tourism
 - Digital Distribution
 - Research and Development Advisory Board
 - government and industry represented on Working Groups
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Labour and Skills Development



Strong growth in industry labour required

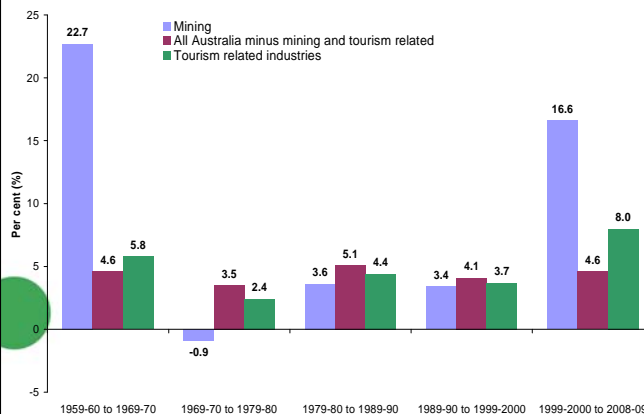
- Increasing labourforce participants
- Strategy to identify regional workforce profiles and labour and skills 'hot spots'
- Focus of mobility of skilled labour

Source: Access Economics

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Investment and Regulatory Reform

Tourism related investment, average annual growth comparison with mining and all other Australian industries

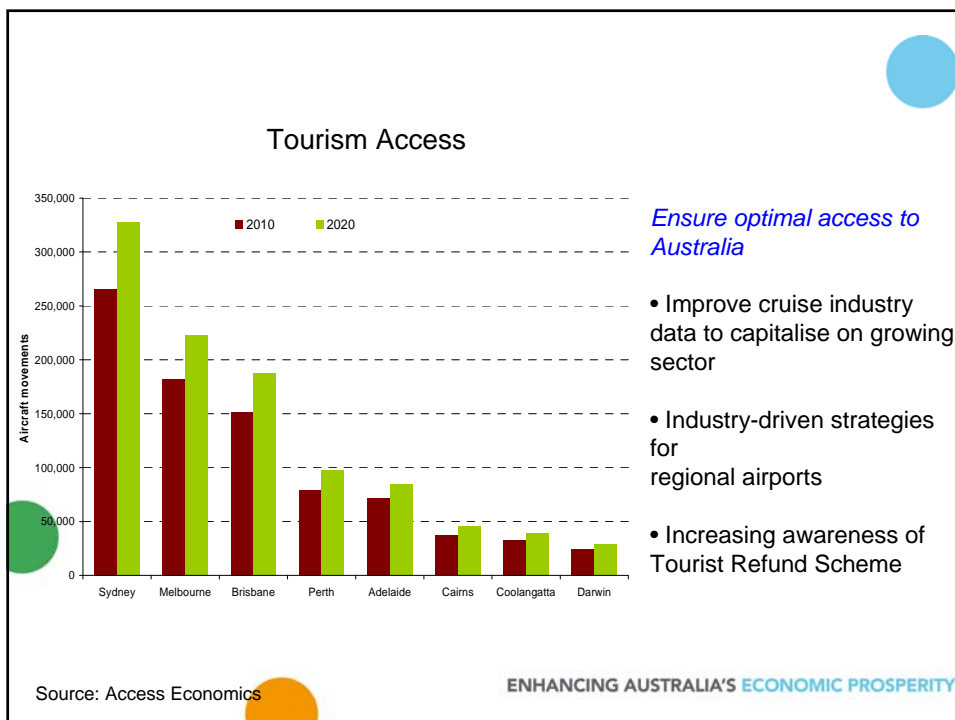
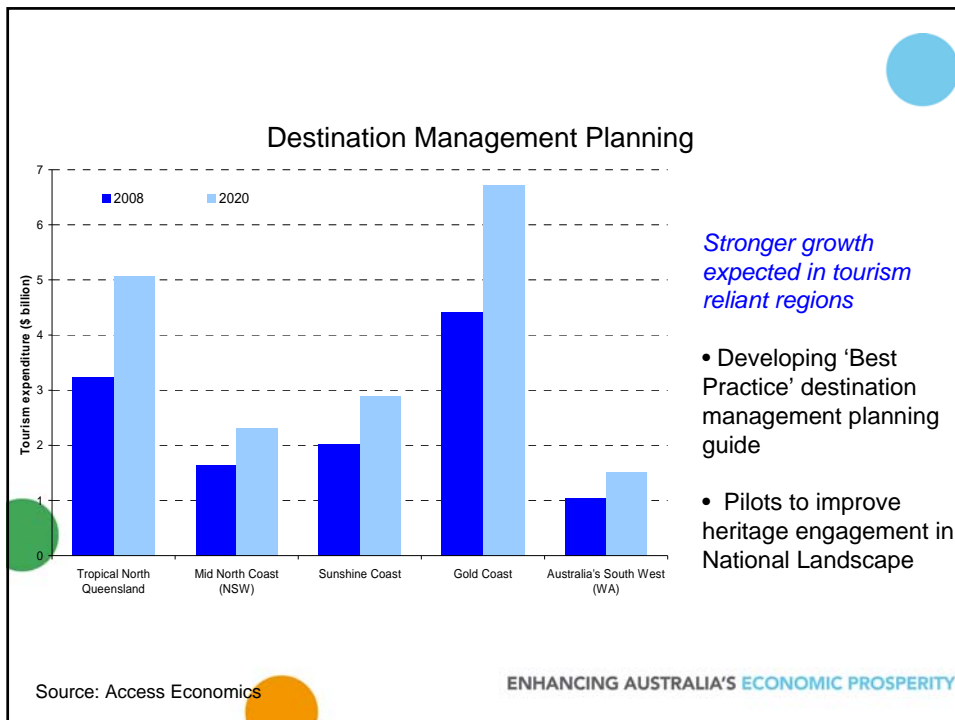


Increase industry investment

- Regulation and tourism investment consultancy
- Framework guide to facilitate investment
- Planning guide to facilitate assist process for tourism land use

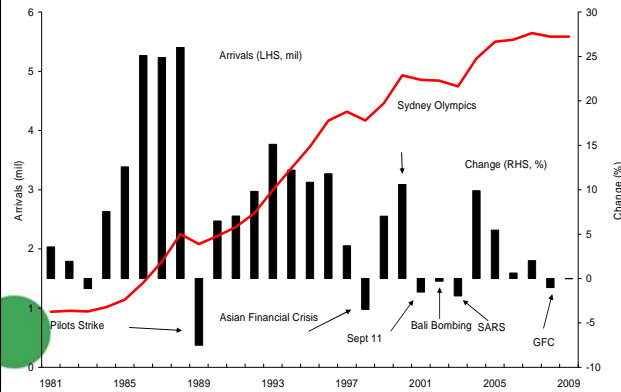
Source: RET

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Industry Resilience

International visitor arrivals to Australia and shocks to growth



Plan for shocks, demographic and other changes

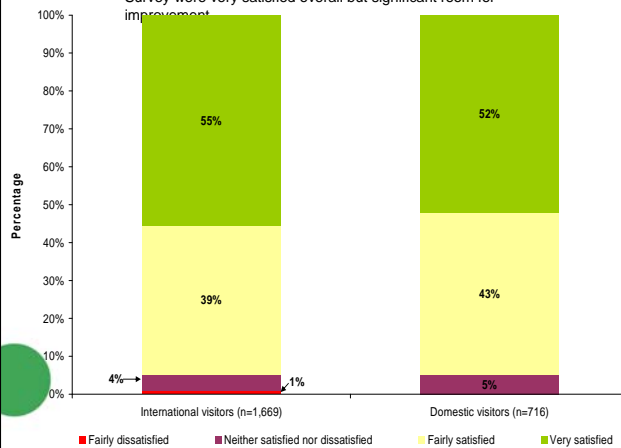
- Shocks are inherent in any industry
- Study of economic impacts of climate change on tourism industry
- Developing information on climate change

Source: ABS; RET

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Tourism Quality Council of Australia

Over half those surveyed in the International and National Visitor Survey were very satisfied overall but significant room for improvement



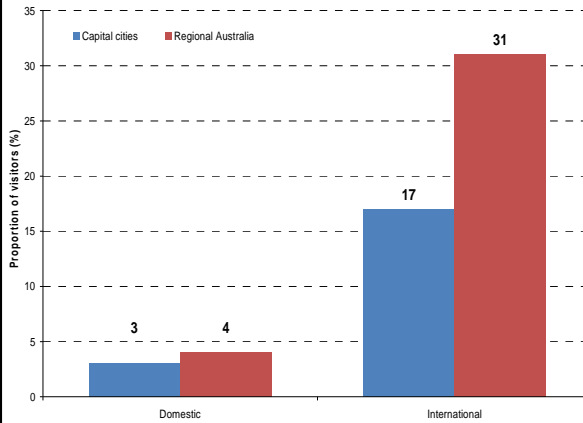
Improve Australia's satisfaction rating through nationally consistent benchmarks

- Industry led – established April 2010
- Roll out National Tourism Accreditation Framework – launch to industry April 2011 and to consumers mid 2011
- Ensure a quality tourism experience

Source: TRA

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Indigenous Tourism



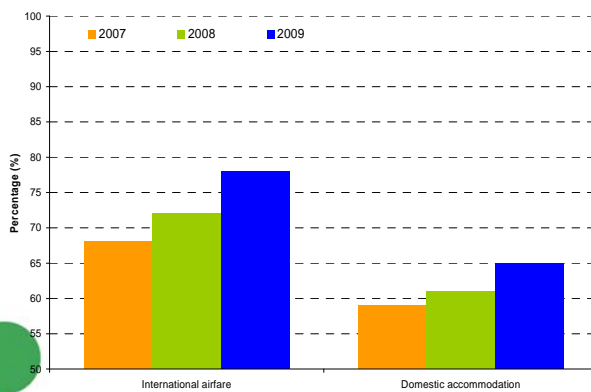
Increase awareness and access to indigenous tourism

- Audit of funding programs completed – dissemination strategy in development
- Optimise ways to employ Indigenous people in tourism
- Facilitate skills transfer between Indigenous and non-Indigenous businesses

Source: TRA

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Digital Distribution



Assist businesses take advantage of technology

- National Online Strategy for Tourism (NOST)
- National Online Distribution Action Plan
- Enhancing industry's online capability

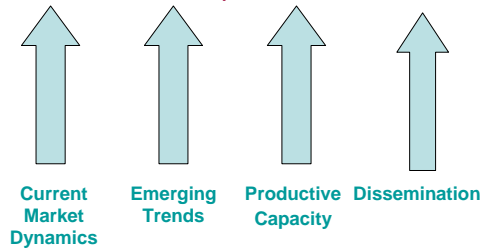
TRA surveys show that online bookings are increasing annually

Source: TRA

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Tourism Research and Development Advisory Board

National Research Agenda - the pillars



Deliver strategic research that is timely, relevant and reliable for industry decision-making

- National Research Agenda (including its four pillars and research database)
- Supply-demand focussed research (and productivity) eg State of the Industry
- Coordination – informing the researcher

Source: RET

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The Strategy...

- Vital body of work to achieve long-term, sustainable reform
- Evidence-base supported by industry participation
- crucial to achieving reform

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