

# Infrastructure SA | 20-Year Infrastructure Strategy

7/8/19

## About TiCSA

The Tourism Industry Council of South Australia (TiCSA) is a not-for-profit, member-based organisation with over 900 members. It was established in 2009 and has two primary objectives – advocacy and business development.

TiCSA's business development programs include the national Quality Tourism Framework that comprises of Quality Tourism Accreditation, Star Ratings and the Australian Tourism Awards. In addition, members have access to networking events, training workshops and business coaching.

The TiCSA team is made up of six full-time employees and eight Board members.

TiCSA supports local TAFE and university students year-round through its ongoing Industry Placement Program. The program provides students with a great opportunity to gain practical experience, as well as grow tourism knowledge and industry connections. This also helps contribute to building a skilled tourism workforce.

## Current State

Tourism and the visitor economy are key economic priorities for South Australia. Tourism currently generates \$7.2 billion in expenditure and directly employs more than 36,000 people, with this expected to grow rapidly over the next decade. The State Governments *Visitor Economy Sector Plan 2030* has set a target for tourism in South Australia to reach \$12.8 billion in annual expenditure and over 50,000 jobs.

In order to achieve these stretch targets, industry and government need to collaborate and form a strong partnership that involves significant investment by both parties.

## Future Priorities

Both the *South Australian Visitor Economy Sector Plan 2030* and the South Australian Tourism Commission (SATC)'s *Regional Tourism Infrastructure Plan* have been fully supported by TiCSA and the industry at large.

A great focus for these plans is the general prioritisation of roads, air access, signage, telecommunication black spots, coastal and marine infrastructure and trails.



That said, there needs to be a greater focus on regional tourism.

Over recent years, there has been a withdrawal in funding from government to support regional tourism infrastructure, which is critical to encourage regional dispersal and maximise the visitor economy.

TiCSA believes that South Australian tourism businesses, local tourism organisations and local government should have access to government funding to invest in the maintenance of public infrastructure assets that underpin the tourism offer – for example roads, airports, boat launching facilities, walking trails, viewing platforms, access points, mobile phone towers and signage.

### **Priority Project Areas:**

Establishment of a *State Government Tourism Infrastructure Fund*:

- Regional tourism infrastructure - regional tourism infrastructure projects, specifically investment in the next generation of South Australian icon attractions, as well as public infrastructure.
- Regional tourism stakeholders – local tourism organisations and local government should have access to State Government funding to invest in the maintenance of public infrastructure assets that underpin the tourism offering -this includes visitor information servicing.

### **Other Key Priority Areas:**

- Telecommunication blackspots across the state.
- Sealing of the Strzelecki Track.
- Improved walking and cycling trail infrastructure, with a focus on the *Nature Like Nowhere Else Action Plan*.
- Small regional airstrips, with a focus on opportunities for Lake Eyre flood events and how interstate travel itineraries can be supported to stop and stay in South Australia.

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- Upgrade of tourism roads, with a specific focus on South Australia's touring routes.
- Key coastal and Murray River infrastructure, including jetties, boat ramps and viewing / lookout areas.
- Support for regional experience and accommodation upgrades.

