



In partnership with our State and Territory tourism organisations, we've identified the top six strategic priorities for the coming year. We'll continue to focus on these, at a national level, to seek solutions that will make a significant contribution to the development of regional tourism across Australia.

#### ENABLING INFRASTRUCTURE

Ensure better access to regions and supply of digital infrastructure. Critical to regional areas becoming more accessible, competitive and attractive.

#### PROVIDE STRATEGIC ADVICE

Provide regional intelligence to inform National tourism policy. Provide strategic advice that supports regional needs in relation to grant funding programs.

#### RELIABLE AND USEFUL DATA

Improve the accuracy, relevance and usability of tourism data to better equip regional destinations in planning for future tourism developments.

#### REGIONAL DISPERSAL

Provide for better dispersal of growing international markets into regional destinations. Develop research and marketing to convert 1st time visitors into return overnight regional visitors.

#### SKILL SHORTAGES

Address the shortage of skills and labour in regional areas that is restricting industry productivity and growth. Undertake a national approach to address the skill gaps.

#### PRODUCT DEVELOPMENT

Support the development of new regional product and experiences such as agritourism that will give more reason for visitors to travel to regional destinations.