



PRIME MINISTER

CHECK AGAINST DELIVERY

EMBARGOED UNTIL DELIVERY

SPEECH BY THE PRIME MINISTER
NATIONAL TOURISM AWARDS
MELBOURNE - 19 NOVEMBER 1985

IT GIVES ME GREAT PLEASURE TO BE HERE TONIGHT FOR THE PRESENTATION OF THE NATIONAL TOURISM AWARDS.

LAST YEAR'S AWARDS, THE INAUGURAL PRESENTATION, WERE MOST SUCCESSFUL AND IN THIS REGARD I SHOULD LIKE TO CONGRATULATE MR BROWN ON HIS INITIATIVE IN INSTITUTING SUCH A NOTEWORTHY SCHEME.

THESE AWARDS ARE MOST IMPORTANT AS NOT ONLY DO THEY RECOGNISE THE ACHIEVEMENTS OF THE TOURISM INDUSTRY AND HIGHLIGHT ITS CONTRIBUTION TO THE ECONOMIC PROSPERITY OF AUSTRALIA BUT THEY ALSO INCREASE AWARENESS IN THE COMMUNITY OF THE INDUSTRY ITSELF.

THROUGH THIS INCREASED AWARENESS THE INDUSTRY WILL MORE SUCCESSFULLY GROW AND DEVELOP.

I BELIEVE THAT THIS GOVERNMENT, MORE THAN ANY OTHER, HAS RECOGNISED THE CONTRIBUTION THAT A VIABLE TOURIST INDUSTRY CAN MAKE TO THE AUSTRALIAN ECONOMY. WE ARE COMMITTED TO THE PROMOTION AND DEVELOPMENT OF THIS SECTOR AND THESE AWARDS ARE INDICATIVE OF THIS COMMITMENT.

WE HAVE DONE MUCH TO ENCOURAGE AND ASSIST THE GROWTH OF THE TOURISM INDUSTRY. FIRSTLY, WE HAVE ENSURED THAT THE ECONOMIC ENVIRONMENT IN WHICH BUSINESS OPERATES IS CONDUCIVE TO ENTERPRISE GROWTH AND DEVELOPMENT. SECONDLY, IN RECOGNITION OF THE IMPORTANCE OF THE TOURISM INDUSTRY WE HAVE PUT INTO PLACE A NUMBER OF INITIATIVES SPECIFICALLY TO HELP THE INDUSTRY DEVELOP FURTHER.

IN PARTICULAR, WE HAVE RECOGNISED THE IMPORTANCE OF THE AUSTRALIAN TOURIST COMMISSION'S IMPORTANCE TO THE INDUSTRY. SINCE COMING TO OFFICE WE HAVE INCREASED THE TOURIST COMMISSION BUDGET BY SOME 160% TO THE POINT WHERE THE ALLOCATION FOR 1985-86 IS \$26 MILLION WHICH WILL ENABLE IT TO CONTINUE ITS PROMOTIONAL ACTIVITIES FOR THE AUSTRALIAN TOURIST INDUSTRY.

RECENTLY THE AUSTRALIAN TOURIST COMMISSION MOUNTED THE MOST SUCCESSFUL AND HIGHLY ACCLAIMED CAMPAIGN PROMOTING OUR GREAT COUNTRY IN THE UNITED STATES. THE HERO OF THE ADVERTISEMENTS IN THAT CAMPAIGN WAS NONE OTHER THAN PAUL HOGAN WHO GENEROUSLY PROVIDED HIS SERVICES FREE FOR THE BENEFIT OF ALL AUSTRALIANS. PAUL, IN ASSOCIATION WITH OUR TOURIST COMMISSION HAS GIVEN AUSTRALIA A NEW IDENTITY, CREDIBILITY AND LEGITIMACY AS A TOURIST DESTINATION IN THE UNITED STATES.

WE ARE CONTINUING OUR EFFORTS TO PROMOTE THE INDUSTRY. OF BENEFIT TO MANY IN THE INDUSTRY WILL BE THE NEW TOURISM OVERSEAS PROMOTION SCHEME (TOPS) WHICH WILL ASSIST THE INDUSTRY IN THE EFFICIENT, CO-ORDINATED AND COST-EFFECTIVE PROMOTION OF AUSTRALIA AS AN ATTRACTIVE TOURIST DESTINATION. THE TOP SCHEME REPLACES THE FORMER ARRANGEMENTS UNDER THE EXPORT MARKET DEVELOPMENT GRANTS SCHEME AND WILL TAKE INTO ACCOUNT THE DIVERSE AND UNIQUE NATURE OF TOURISM.

AND OUR POLICIES ARE WORKING. IN 1984 SHORT TERM VISITOR ARRIVALS EXCEEDED ONE MILLION FOR THE FIRST TIME AND 1984 RECEIPTS FROM INTERNATIONAL VISITORS WERE AROUND \$1.35 BILLION. FURTHERMORE, EMPLOYMENT WAS ESTIMATED AT AROUND 380,000 IN SEPTEMBER 1985. OBVIOUSLY TOURISM MAKES A SIGNIFICANT CONTRIBUTION TO THE AUSTRALIAN ECONOMY.

IT IS UP TO THE PEOPLE IN THE INDUSTRY TO CONTINUE TO TAKE ADVANTAGE OF A FAVOURABLE ECONOMIC ENVIRONMENT AND THE SPECIFIC INCENTIVES AFFORDED TO THEM BY THE FEDERAL GOVERNMENT. GOOD MANAGEMENT AND ENTREPRENEURIAL FLAIR ARE PREREQUISITES FOR A SUCCESSFUL TOURISM INDUSTRY. THESE AWARDS RECOGNISE THESE ATTRIBUTES AND I HOPE THAT THEY CONTINUE TO PROVIDE AN INCENTIVE TO THE TOURISM INDUSTRY.

I CONGRATULATE AWARD RECIPIENTS WHOLE-HEARTEDLY FOR THEIR EXCELLENT ACHIEVEMENTS AND TRUST THAT OTHERS IN THIS FINE INDUSTRY FOLLOW THEIR EXAMPLE.

IT IS NOW MY PLEASURE TO ANNOUNCE AND TO PRESENT THE AWARD FOR OUTSTANDING ACHIEVEMENTS TO
