



THE HON ANDREW ROBB AO MP

MINISTER FOR TRADE AND INVESTMENT

Mr Geoff Dixon  
Chair  
Tourism Australia  
GPO Box 2721  
SYDNEY NSW 1006

14 JUL 2014

Dear Mr Dixon

This letter replaces the current Statement of Expectation that was issued to Tourism Australia on 11 July 2011.

I expect Tourism Australia to contribute to the achievement of the *Tourism 2020* national tourism policy objective to increase overnight visitor expenditure to between \$115 billion and \$140 billion by 2020.

Tourism Ministers have agreed to a coordinated approach to national tourism policy based on four principles, which are to:

- i. Encourage high quality tourism experiences, including Indigenous tourism.
- ii. Limit the tax, red tape and other regulatory burden industry faces.
- iii. Undertake coordinated and effective marketing campaigns to drive demand.
- iv. Work with industry to support the development of tourism infrastructure that can drive demand.

I expect Tourism Australia will work in partnership with industry and other Government agencies to support these principles.

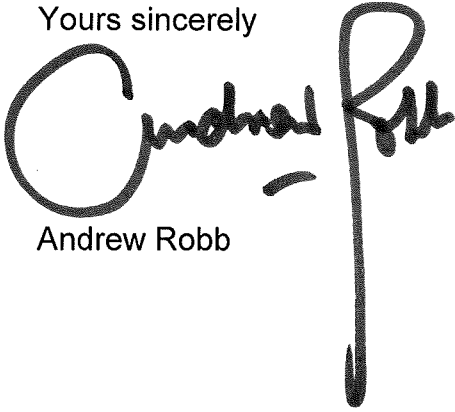
I anticipate that Tourism Australia will continue to act in accordance with the *Tourism Australia Act 2004* and to maintain high standards of corporate governance and performance. I also expect that Tourism Australia will work closely with industry and governments to support the national tourism policy, *Tourism 2020*.

Tourism Australia should continue to grow demand and foster a competitive and sustainable Australian tourism industry through partnership marketing to targeted global consumers in key markets. I expect Tourism Australia to focus on marketing Australia as a visitor destination to international markets.

I also expect Tourism Australia to work cooperatively with Austrade to support my tourism investment objectives.

I look forward to working closely with you, and I look forward to receiving your reply as to how Tourism Australia will meet my expectations to achieve the objectives of the *Tourism 2020* national tourism policy.

Yours sincerely

A handwritten signature in black ink, appearing to read "Andrew Robb". The signature is written in a cursive style with a large initial "A" and a long, vertical stroke extending downwards from the end of the name.

Andrew Robb