

6 August 2014

The Hon. Andrew Robb AO MP
Minister for Trade & Investment
PO Box 6022
Parliament House
CANBERRA ACT 2600

Dear Minister Robb

STATEMENT OF INTENT

Thank you for your letter of 14 July 2014 outlining your expectations for Tourism Australia. I respond on behalf of the agency with this Statement of Intent.

It is Tourism Australia's intent to focus on the priorities as set out in your Statement of Expectation.

Tourism Australia is focused on the achievement of the *Tourism 2020* national policy objective to increase overnight visitor expenditure to between \$115 billion and \$140 billion by 2020.

The agency is well positioned to deliver on your priorities, grow demand and foster a competitive and sustainable Australian tourism industry. It will undertake coordinated and effective international marketing campaigns in partnership with industry and other Government agencies to deliver on the objectives of *Tourism 2020* and the *Tourism Australia Act 2004*.

Tourism Australia will continue to uphold high standards of corporate planning, governance, reporting and performance as required under the *Public Governance, Performance and Accountability Act 2013*.

Yours sincerely



Geoff Dixon
CHAIRMAN