



**Question on Notice
For 8th September 2009**

For the Minister for Tourism, Hon Jane Lomax-Smith MP -
How much has the Minister spent on ministerial travel in 2008/09 and in each case, what was the destination and purpose?

**Tourism
19th February 1998**

Mrs PENFOLD (Flinders): As we have just heard, the Minister for Tourism has today launched an exciting plan to create 10 300 new jobs in 10 years, and to inject \$56 million to tourism's annual turnover in our beautiful State. Already tourism is estimated to contribute \$1.9 billion per year to the State's economy. A significant proportion of this revenue is generated on Eyre Peninsula, which has again been shown to be a popular tourism destination: whether it be for business or pleasure, a remarkable environment, the range of activities and the hospitality of our people are factors that draw visitors from all over the country and, indeed, the world. One of the biggest tourism events for the season, the annual Tunarama festival, this year hosted both the State and Federal Tourism Ministers. The Federal members for Grey and for Boothby and the State member for Waite, along with distinguished guests and some 13 000 to 14 000 visitors came to the festival, more than doubling the population of our host town, Port Lincoln.

It is testament to the organisational skills of the Tunarama committee that the event went so well and was trouble free. Visitors to the festival were welcomed to a town that, despite recent media reports, was warm and friendly. The people of Port Lincoln put on a fantastic show every year, and the festival continues to increase in size and popularity. The weekend just past saw the annual Adelaide to Port Lincoln yacht race, which attracts boats from all around the country, and this year even one from California. The race is timed to coincide with Lincoln week, when the Port Lincoln yacht club organises a series of races in and around the bays of beautiful Port Lincoln. The influx of people from the race were in for a double treat: not only had they finished the race successfully but also they were in time for the inaugural Port Lincoln Long Lunch. The Long Lunch was organised by the local service club Zonta and was held at a number of local venues, with a bus provided to safely convey participants between locations. Hostesses looked after the business, and local arts, crafts and music were on show. The lunch was an enormous success and attracted many of the boaties, as well as many of the local residents.

Our local wineries were showcased, along with several wineries from other regions that were keen to get wider exposure for their products. Also showcased were the local food industries, with fare ranging from emu, kangaroo, tuna, prawns and calamari right through to a delicious pan-fried rib fillet and balsamic lamb salad. Zonta was not alone in its efforts to bring to life this event. It was supported by the Corporation of the City of Port Lincoln, the Port Lincoln Chamber of Commerce and Tourism, and the Eyre Peninsula Tourism Association, and they are to be commended on pulling together and promoting a great day for Port Lincoln and, indeed, the region. I look forward to the day becoming an annual event that may one day rival the festivals in the Barossa, Clare and McLaren Vale.

There are plans under way for a multicultural festival to be held in May that will celebrate the diverse cultures living on Eyre Peninsula. It is being organised by the recently formed Port Lincoln Multicultural Council, which will seek to

address the needs of the local ethnic community. They stress that their aim is not to assimilate: rather, they seek recognition of their own cultures now that they have chosen Eyre Peninsula as their home. Surprisingly, the Port Lincoln tuna industry can add tourism to its already large list of successes. The farms are already an attraction in themselves. Some operators have suggested that they may expand to include recreational tuna catching tours, on which participants will be able to catch and keep big tuna, either to take home or to eat in one of our local restaurants. The idea is in the development stage but has the potential to attract sports fishermen and sashimi consumers from all over the world to our beautiful shores.

Port Lincoln and the beautiful region of Eyre Peninsula are going from strength to strength, and are tapping into the enormous natural and physical attributes. Tourism has the potential to increase considerably over the next decade, bringing with it the increased revenue and jobs, which our people, our region and, indeed, our State desperately need. The peninsula is truly a breath of fresh air and will be in the forefront of increased tourism opportunities for the State. Francis Wong, from Encounter Australia, and Kendall Airlines are assisting with our inbound tourism packaging for the top end of the market. Plans are being developed for better bus access between Port Lincoln and Ceduna, backpacker facilities at Port Lincoln, and better four wheel drive camping and caravan promotion, all aimed at increasing our market share in the future.