

From: Karl Flowers [REDACTED]
Sent: Friday, 16 April 2021 1:24 PM
To: tourisminquiry
Subject: Submission from Karl Flowers, Decisive Consulting Pty Ltd
Attachments: Submission from Karl Flowers, Decisive Tourism Consulting to Vic Parl Inquiry into COVID and tourism.pdf

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Dear Secretary, Economy and Infrastructure Committee

I provide the enclosed submission to the tourism inquiry in my private capacity, rather than as a client funded submission. It's heading is:

Why Australia still needs a real (second) Federal Government tourism industry rescue package and a recommendation for urgent action by the Victorian Government

I have specialised as a tourism economist for the last 28 years, after starting my career as a Research Economist at Federal Treasury. I spent a total of 18 years evenly spread across the roles of Chief Economist at Tourism Australia, Director Investment in the then Federal Department of Tourism and General Manager Policy and Research at the largest tourism industry association.

In the last year my company has been engaged full time in producing over 30 reports to Victorian clients forecasting the regional impacts of COVID across the whole state or on areas or sub-sectors within the Victorian visitor economy. These reports have forecast real visitor spending out to 2022/23 and provided narratives of the impacts on and expected recovery path of various forms of tourism from Covid impacts often at a highly localised level.

The enclosed submission avoids the common problem with submissions to Parliamentary inquiries of containing too many recommendations ("every child gets a prize"). The one recommendation in this submission promises at low cost to the State Government large benefits to the State economy by avoiding a significant share of the tourism bankruptcies and increased unemployment now coming to Victoria from the end of JobKeeper. This isn't to say that other recommendations, for example, for increased support for the regional tourism organisations or tourism attraction upgrading are not worthwhile – but recognises that others have more to say on these opportunities.

Please ring me if you have any queries with this submission.

Karl Flowers
Managing Director
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