

Australia's Future Tourism CRC Fact Sheet

THE COLLABORATION

More than 40 tourism industry partners, including the **ATDW, Tourism Research Australia, Tourism Australia, the SeaLink Group, Bonza Airlines, state tourism organisations in Western Australia, South Australia and Queensland, ATIC, ABEA, ART, AHA in WA**, as well as **First Nations tourism organisations**, have pledged more than **\$30 million** in a bid to establish a Co-operative Research Centre (2025-2031) for the Australian tourism industry.

Led by **Curtin University** and their partners, **Griffith University, James Cook University, University of Canberra and Flinders University**, the collaboration is seeking \$15.5m from the Federal Government to support the \$33.6m in industry pledges.

THE INDUSTRY CHALLENGE

By 2030, Australia's visitor economy is forecast to grow from **\$166B beyond \$230B (Thrive 2030)**, while **cutting carbon emissions by 43%, conserving 30% of land and oceans**, as Australia moves toward **net zero**. Growing the visitor economy while delivering the environmental and social changes will be a formidable challenge.

OUR VISION

Our vision is a future where **tourism has a positive impact on the environment, economy, and community**. The CRC will reflect **First Nation's knowledge, develop capability, and technological tools** to support the industry's transformation.

OUR METHODOLOGY

Five R&D hubs will be established, in **Cairns, the Gold Coast, Canberra regions, Kangaroo Island, and Perth**. CRC partners will identify the challenges and develop, test, trial and provide solutions to empower Australian tourism SMEs - through education and training partners and industry associations - to make the transformation.

THE OUTCOME

A growing visitor economy transitioning to net zero, with a strong social licence to operate.

THE RESEARCH PROGRAM

Data Futures

will develop an AI-driven predictive platform that collects primary data, aggregates secondary data, benchmarks and provides insight to enhance the capability of destinations and business

Regenerative Futures

will develop tools and business solutions that enhance industry capacity to transition toward sustainable practices and achieve net zero

Competitive Futures

will release industry tools, to reduce risk in tourism development, improve investment performance, destination competitiveness and to support a thriving workforce.

FUTURE TOURISM CRC

A 7-Member National Board

Not-For-Profit Governance Model

Current Board Appointees:

Denise von Wald
(Interim Board Chair)

Stewart Moore
(Interim Board Director)

Jan Hutton
(Research Committee Chair)

Professor Deen Sanders
(First Nations Advisory Council Chair)

\$33.6m

from in cash & in-kind industry support

\$15.5m

from Federal Government CRC Grant program

(\$49m of tourism sector R & D investment over 6 years)

CRC from 2025 - 2031

leading into the Brisbane Olympic and Paralympic Games

Education & Training Partner

William Angliss Institute

Education & Training Delivery Partner

Australian Tourism Industry Council (ATIC)

38

Industry Partners

5

University Partners

20 +

Tourism PhD Scholarships (including Indigenous Education Support Packages)

IMPACT IN NUMBERS

Over 15 years the CRC investment
(based on independent risk adjusted economic modelling):

will 'derisk' some
5000
business decisions

attract
\$6.3b
additional investment
in the sector

will facilitate
retention / attraction
of
74,140 people
to the workforce

reduce CO2e by
7.963Mt

provide productivity
enhancements of
\$4.7b
in the visitor economy

PARTNERS

EDUCATION AND TRAINING PARTNERS

William
Angliss
Institute

ATIC
AUSTRALIAN
TOURISM
INDUSTRY
COUNCIL

UNIVERSITY PARTNERS

 Curtin University

 Flinders University

 Griffith University

 JAMES COOK UNIVERSITY AUSTRALIA

 UNIVERSITY OF CANBERRA

PLATINUM PARTNERS



Australian Government
Australian Trade and Investment Commission
Tourism Research Australia



ATIC
AUSTRALIAN
TOURISM
INDUSTRY
COUNCIL



Here for Allstralia



GOLD PARTNERS



TOURISM
AUSTRALIA



Tourism
WESTERN AUSTRALIA



Queensland
Government
Department of Tourism,
Innovation and Sport



GOVERNMENT OF
WESTERN AUSTRALIA
Department of
Biodiversity, Conservation
and Attractions



WAM WESTERN
AUSTRALIAN
MUSEUM



TOURISM & EVENTS
Queensland



AUSTRALIAN
REGIONAL
TOURISM
LTD



TOURISM
TROPICAL NORTH
QUEENSLAND



AUSTRALIAN
TOURISM DATA
WAREHOUSE



CITY OF
GOLDCOAST



Australian Hotels Association
WESTERN AUSTRALIA



EARTHCHECK



getaboutable
Explore with confidence



NGIS

SILVER PARTNERS



CITY OF PERTH



CRJO CANBERRA REGION
JOINT ORGANISATION



Cairns
REGIONAL COUNCIL



Adelaide
Economic
Development
Agency



LAKE
MACQUARIE
CITY



Australian
Business
Events
Association



ADEC KEDGE



SEALINK



Queensland
Airports



Cairns
airport



QMF: QLD MUSIC TRAILS

BRONZE PARTNERS



WAITOC
Western Australian Indigenous
Tourism Operators Council



Queensland First Nations
Tourism Council
The Voice of First Nations Tourism



outdoors WA



Outdoors
NSW & ACT



IMPACT
INNOVATION



VILLAGE ROADSHOW
THEME PARKS



UBCO



Reef Ecologic
For a better planet

For more information on the Future Tourism CRC, see www.futuretourism.com.au, or visit our socials on LinkedIn.

There are still opportunities to collaborate with the Future Tourism CRC team, to talk more about these partnership opportunities, talk with Interim Chief Executive, Paul Victory on 0408157154.

