

# Drive our Economy Forward



## Supporting our Hospitality Industry

A Hodgman Liberal Government will...

Back the Hospitality Industry, one of the most important contributors to Tasmania's economy.

The Hospitality industry is one of the most important elements in Tasmania's economy, both as a local employer, a significant supporter of local produce and products, and as an essential part of the public face that Tasmania presents to the world.

A Hodgman Liberal Government is strongly committed to supporting our vibrant Hospitality industry, and the estimated 23,000 who work in it.

As the party of small business, the Tasmanian Liberals have been committed and strong supporters of the Hospitality industry in all its forms – and we reiterate that commitment in the lead up to the March State election.

### Two Ministers at the table

A Hodgman Liberal Government will include a portfolio of Minister for Hospitality, to represent the interests of the Hospitality industry at the Cabinet table, and to represent the views of the Government back to industry members.

We are also committed to a Minister for Small Business, which will add weight as most of those involved in the Hospitality industry would characterize themselves as being small businessmen and women.

### Funding for tourism and events

A Hodgman Liberal Government has committed to a significant injection of funds into tourism and events promotion to bring more people to Tasmania - **\$26 million** over four years. We will also increase funding for the Tasmanian Convention Bureau by an **additional \$300,000** a year over four years. The Hospitality industry will significantly benefit from this initiative.

### A boost for small business – abolishing Land Tax

One of the most significant burdens facing small business in this State, especially in the Hospitality area, has been a regressive Land Tax regime.

Land Tax affects all Tasmanians, as it is passed on in the services and goods we purchase and the rents that are paid. It stifles investment, costs jobs and has brought some businesses to the brink of failure.

Labor's recently announced changes have not delivered the abolition of Land Tax that Tasmanians deserve, and they have bungled the implementation by rushing the changes for the purposes of political expediency. I wonder how many in the Hospitality industry have already grappled with the mountain of paperwork required to claim an exemption?

*Leadership and vision for the future*

Authorised by Will Hodgman MP, Parliament House, Hobart TAS 7000

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## ***We will:***

Introduce a new, fairer Land Tax rebate this financial year for ALL landowners with land valued at more than \$350,000. Unlike Labor, the rebate will not just be for businesses - it will be for every Tasmanian who has paid Land Tax on property valued at more than \$350,000 in 2009-10.

Cap the Land Tax revenue collected by Government in 2009-10 after the effect of the rebate has been allowed for.

Freeze Land Tax bills in 2010-11 at adjusted 2009-10 levels, removing the need for future valuations to occur while introducing concessions for shack owners, first home builders and micro businesses.

Cut Land Tax by 5% in 2011-12 and by 10% in 2012-13.

Keep cutting Land Tax every year until it is completely abolished over eight years from 2011-12, pumping \$24 million back into the Tasmanian economy over the next four years alone.

Restaurateurs, hoteliers and other small business owners will benefit greatly because, under the Liberals, there will be no more revaluations for Land Tax purposes. No more shock Land Tax bills in the mail. In fact, from 1 July 2010, Land Tax bills will only go down, until they are eventually gone for good.

Land Tax has progressively become more and more of a burden for Tasmanians. It is unacceptable that just one Labor Government tax could damage a number of businesses in Tasmania, drive away investment and restrict the economy from reaching its full potential.

In the last 12 months alone, 8,100 jobs have disappeared in Tasmania. Our unemployment rate has gone from 4.4% to 5.5% and our economy – far from being the best in the country – desperately needs a shot in the arm.

Abolishing Land Tax will go a long way to help the economy recover. It will encourage people to invest in Tasmania, including in the Hospitality industry. It will give businesses the certainty and financial incentive they need to expand and employ more people.

Best of all, over the next four financial years, it will allow \$24 million to be re-invested into the Tasmanian economy – and that's just the start. Over time, Tasmanians won't have to pay any Land Tax at all.

In 1997-98, Tasmanians paid \$25.9 million in Land Tax. In 2009-10, the Government collected \$94 million – a staggering 263 per cent increase. This is money that could be used to boost the Tasmanian economy. This is money that could be used by Tasmanians to invest in their families, their small businesses or the economy in general.

More than that, the Labor Government's approach to Land Tax has been a massive drag on employment in the Hospitality and other industries, and on the economy in general.

Only a Hodgman Liberal Government will be able to manage the economy so that this unfair tax can be capped and cut, and eventually abolished.



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## Best interests of the community test

A Hodgman Liberal Government would, in consultation with the Tasmanian Hospitality Association, the Licensing Board, and with other interested parties, make more explicit the duties of the Board when considering liquor licence applications to include notification of such interested third parties such as local schools, the police and the relevant Local Government council.

## Sale of alcohol in supermarkets

The Tasmanian Liberals do not believe supermarkets should be allowed to sell alcohol.

## Putting Tasmania on the world stage

It is time we got serious about branding Tasmania. As everyone in the Hospitality industry knows, Tasmania has an enviable lifestyle; a precious, unique natural environment; unrivalled tourism potential; natural fauna and flora; exquisite food and wine and natural produce.

We need a committed approach to protecting and enhancing the quality Tasmanian Brand, and promoting it to the world. The Tasmanian Liberals will establish a Tasmanian Brand Commissioner to drive this top priority policy. The Commissioner:

- Will develop, in close collaboration with industry stakeholders and government, a powerful, authentic Tasmanian Brand to identify and differentiate Tasmanian products, services and the State in the national and international marketplace.
- Be supported by an advisory panel with appropriate government, industry and stakeholder representation, including wine-makers, the seafood industry, the TFGA, the ICT sector, the University of Tasmania, and business representatives.

The Tasmanian Brand Commissioner will report directly to the Premier.

The Brand Commissioner, the staff and the advisory panel will be in place within six months of the election of a Hodgman Liberal Government.

The Brand Commissioner will have significant resources to develop a powerful, authentic Tasmanian Brand to identify and differentiate Tasmanian products, services and the State in the marketplace; and also implement aggressive and effective regional, national and international branding and marketing campaigns for the Tasmanian Brand.

The Tasmanian Liberals will support developing, marketing and protecting our State's brand by funding the Tasmanian Brand Commissioner with initial funding of **\$6.5 million** over four years.



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## Tackling street violence

A Hodgman Liberal Government will invest **\$100,000** in a social media based anti-street violence campaign.

The impact of street violence on the hospitality community is significant.

Social media is an increasingly common means of communication between young people, the age-group most commonly affected by street violence.

By utilizing social media sites such as Twitter and Facebook, we can take the anti-violence message direct to those most usually involved and affected.

In addition, this will allow young Tasmanians to express their ideas about reducing street violence directly to those running the campaign. This real-time interactive feedback will drive the future direction of the campaign.

The message of the campaign will be where people are, and will be in an expansive set of formats such as text, photos, RSS feeds, podcasts, and videos. Building the campaign on a social media platform will allow for this versatility.

While it is only a start, I am confident that this initiative will make a real difference in reducing the amount of street violence in our community.

A Hodgman Liberal Government will commit **\$100,000** over two years for this campaign, which will be administered by the Department of Premier and Cabinet in conjunction with Tasmania Police.



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