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TOURISM SA NUMBERPLATES

Mr GRIFFITHS (Goyder) (12:03): It is also my pleasure to support this motion, and I commend the member for Unley for bringing it forward. The honourable member is a very observant man; there is no doubt about that. When he talks to people and when he drives around he is constantly reviewing things and trying to identify opportunities for the state. This one, while relatively simple, is a very positive step forward.

Representing, as I do, an area which has over half a million tourist visitors per year, I recognise, as much as anyone in this chamber, the need to promote tourism at every possible opportunity. Tourism needs an enormous investment from private individuals to develop facilities that can house and capture people and get them to take money out of their pockets to enjoy themselves. Displaying the website for Tourism SA on numberplates—given that there are hundreds of thousands of vehicles being driven around South Australia (although I understand that it will impact only on future registrations, and that vehicle numbers may change)—is a small step forward that will make an enormous difference.

Tourism is suffering as much as any industry. People are choosing now to reduce their discretionary spend, and that is a human nature aspect which I acknowledge. While we want to encourage that spending to occur, it is important that we make people aware of what opportunities there are. Nearly every home has access to the internet these days, many people possess laptops, and many are constantly reviewing what they can do via mobile phones. With internet availability you never know when a chance is going to come up for someone to see that little website address and to think, 'Yes, I will have a look at that and I will look to see where I might spend the next couple of days' break that I might have.' That is all it takes.

If we could just get people out there for a few more days than they might otherwise spend, travelling to an area that they have either been to before or not yet experienced, and give them the chance to experience what South Australia has to offer, is a good step forward. There is no doubt that tourism drives the economy of the state in many ways. My own area has half a million visitors spending 1.7 million nights and it is identified as one of the lowest spend areas when it comes to tourism in this state. However, people enjoy it because it is an easy drive to Yorke Peninsula across the Adelaide Plains. There is a vast array of opportunities for them to be accommodated, be it in caravan parks, hotels or in shacks that are available for rent.

Some people have made very good businesses by coordinating the availability of holiday shacks in beachfront areas. I know one business operator who has people working for her and who has 200 homes under her management. The member for Unley has identified an opportunity to adopt a practice similar to one previously used, which for some reason has now dropped off, and has decided to pursue it. I think that any support the chamber, in a bipartisan way, can give to improving tourism opportunities in South Australia is important. I hope that all members rise as one to support this motion.

Debate adjourned on motion of Ms Breuer.