

1961

THE PARLIAMENT OF THE COMMONWEALTH OF AUSTRALIA

JOINT COMMITTEE ON THE AUSTRALIAN CAPITAL
TERRITORY

R E P O R T
on the
AUSTRALIAN CAPITAL TERRITORY
TOURIST INDUSTRY

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THE JOINT COMMITTEE ON THE
AUSTRALIAN CAPITAL TERRITORY

The Committee was appointed for the life of the 23rd Parliament by Resolutions of the House of Representatives and the Senate on 26th February, 1959 and 12th March, 1959 respectively.

The duties of the Committee are --

- (a) examine and report on all proposals for modifications or variations of the plan of lay-out of the City of Canberra and its environs published in the Commonwealth of Australia Gazette on the nineteenth day of November, 1925, as previously modified or varied, which are referred to the Committee by the Minister for the Interior; and
 - (b) examine and report on such other matters relating to the Australian Capital Territory as may be referred to the Committee by the Minister for the Interior.
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PERSONNEL OF COMMITTEE

(June, 1961).

Chairman:

SENATOR J. A. McCALLUM

Members:

Senator the Hon. J. I. Armstrong	Mr. C. G. W. Anderson, V.C., M.C., M.P.
Senator D. M. Tangney	Mr. K. E. Beazley, M. P.
Senator V. S. Vincent	Mr. D. E. Fairbairn, D.F.C., M.P.
Senator I. A. C. Wood	Mr. J. R. Fraser, M. P.

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THE JOINT COMMITTEE ON THE AUSTRALIAN CAPITAL TERRITORY

REPORT ON THE AUSTRALIAN CAPITAL TERRITORY TOURIST INDUSTRY

I. THE INQUIRY

1. On the 12th July, 1960, the Minister for the Interior, the Hon. Gordon Freeth, M.P., requested the Committee to enquire generally into matters affecting tourist facilities and services in the Australian Capital Territory and suggested that the following matters be given special attention :-

- (A) The present state of the tourist industry in the Australian Capital Territory, with special reference to -
 - (i) the adequacy of facilities for the visitor provided by (a) the Government, and
 - (b) private enterprise.
 - (ii) the general attitudes and opinions of visitors, after visiting Canberra, as to
 - (a) the Commonwealth's achievement to date in developing the National Capital, and
 - (b) the range of interests here.
- (B) Essential developments required in tourist facilities during the next decade, including development of specific attractions outside the city area of Canberra.
- (C) The feasibility and desirability of presenting jointly the tourist attractions of the Australian Capital Territory and the Snowy Mountains Scheme, two major Commonwealth undertakings.
- (D) Appropriate ways and means of fostering interest in Canberra as the Commonwealth's seat of government and the National Capital, and acceptance of it as an important symbol of Australian ideals and achievements.

II. INTRODUCTORY

2. The Committee received detailed written statements from 24 interested persons and organizations in Canberra, the Snowy Mountains Area, Sydney and Melbourne. Certain of these organizations were called and examined for amplification of their statements. The list of witnesses is attached as Appendix I.

III. THE MINISTER'S FIRST REFERENCE - THE PRESENT STATE OF THE TOURIST INDUSTRY IN THE AUSTRALIAN CAPITAL TERRITORY.

(1) (a) The adequacy of facilities for the visitor provided by the Government.

3. The Committee considers that the facilities available at the Canberra Tourist Bureau are reasonably adequate for present requirements and notes that the National Capital Development Commission is now reviewing, with the Department of the Interior, a possible site for a reception centre in the northern part of Canberra, where the traffic from Melbourne and Sydney converges. The Committee is of the opinion, however, that the Bureau should be staffed on weekends and public holidays.

4. The Committee endorses the evidence of the National Council of Women on street lighting, viz.:-

"The inadequacy of the street lighting in Canberra has been well known for years, but the particular aspects to which we would like to draw attention are:-

(a) The difficulty of recognising intersections owing to the bad siting of lights. This is increased when there is no kerbing.

(b) Standard lamps used on many main streets are a very bad height, leading to confusing reflections in wet weather."

5. Other suggestions brought before the Committee for the extension of facilities provided by the Government included the showing of documentary films, the hours of admission and bus services to the Australian War Memorial, and the provision of maps at suitable points throughout the city.

RECOMMENDATIONS OF THE COMMITTEE

6. The Committee recommends -

- (1) That, if it is a fact that there is no staff available at the Canberra Tourist Bureau on weekends, staff be made available.
- (2) That maps, horizontal and correctly orientated to the points of the compass, indicating their own locality, should be placed around the city. In the shopping centres, maps and directories on the principle of the window blind, should be set up.
- (3) That any Commonwealth Departments concerned with photography and publicity should make any material relating to Canberra and its environments available to the Canberra Tourist Bureau.
- (4) That the War Memorial be open on certain evenings.
- (5) That bus services should be extended to the War Memorial.
- (6) That the War Memorial periodically show its films within Canberra.
- (7) That public showings of documentary films be undertaken by the National Library and that arrangements be made to make these showings available for tourist parties.
- (8) That action be taken in regard to the inadequacy of street lighting.
- (b) The adequacy of facilities for the visitor provided by private enterprise.

7. It is apparent to the Committee that there are deficiencies in accommodation, entertainment and restaurant facilities, especially at peak periods.

8. The Committee is conscious, however, that these deficiencies may not be the fault of private enterprise but due to the lack of availability of sites.

9. Recommendations regarding sites are made under Part IV.

10. The Committee notes with pleasure that excursion rates are given to school children by the major airline companies but suggests that consideration be given to similar excursion rates being extended to other tourists and the Committee believes that major airline companies should be requested to provide tourist class air services to Canberra.

11. There is an apparent lack of publicity regarding the hire of tennis courts and other sporting facilities and the Committee suggests that publicising of these facilities for tourists should be undertaken.

12. The Committee is of the opinion that in new hotels, as distinct from guest houses, all bedrooms should provide private bathrooms and toilets.

(ii) The general attitudes and opinions of visitors, after visiting Canberra, as to (a) the Commonwealth's achievement to date in developing the National Capital, and (b) the range of interests here.

13. A survey was conducted by the National Capital Development Commission in December, 1960 - January, 1961, and of 2050 questionnaires distributed to tourists 676 were returned completed. The survey revealed -

- (a) That the average tourist enjoys the City and its attractions and is satisfied with the standard of facilities but not the cost or quantity.
 - (b) That one of the most popular activities consisted of visits to the rural areas surrounding the City.
 - (c) That a considerable amount of interest is taken by tourists in exploring the suburbs, observing the trees and gardens, and public and private buildings.
 - (d) That although tourists visit the main symbols of Canberra's national capital status, they do not seem unduly concerned with the processes of government or the means of administration.
 - (e) That evening entertainment facilities are inadequate.
 - (f) That the opportunity to inspect major attractions and centres at night time would be appreciated.
 - (g) That there was general praise for the Capital, its development and planning.
 - (h) That improvements to the sign posting and identification of major buildings, particularly embassies, is needed.
 - (i) That Canberra was not receiving the publicity and advertising it deserved.
 - (j) That eating facilities were inadequate or too expensive.
14. A copy of the survey is attached as Appendix II.

IV. THE MINISTER'S SECOND REFERENCE - ESSENTIAL DEVELOPMENTS REQUIRED IN TOURIST FACILITIES DURING THE NEXT DECADE, INCLUDING DEVELOPMENT OF SPECIFIC ATTRACTIONS OUTSIDE THE CITY AREA OF CANBERRA.

15. Opinions offered to the Committee under this Reference included motels, tourist camps, restaurants, youth hostels, rust rooms, kiosks, national museum, art gallery, folk museum, exhibition hall, auditorium, parklands and flora and fauna reserves.

16. The Committee is of the opinion that although many of these developments are the responsibility of the Government, great responsibilities lie in the future with private enterprise in (a) financing the development of accommodation, (b) taking a more active interest in providing tourist services, and (c) providing the marginal entertainment which most tourists welcome.

RECOMMENDATIONS OF THE COMMITTEE.

17. The Committee recommends -

(a) Accommodation Survey.

- (1) That the Government employ a private association, which has the necessary skill and experience, to make a survey of the needs for visitors' accommodation in the Australian Capital Territory and the adjoining areas of New South Wales, in the Snowy Mountains Area and the South Coast area near Jervis Bay and Bateman's Bay, and make a report to the Minister.

(b) Accommodation

- (2) That more sites be offered for motels.
- (3) That sites be offered for lower cost boarding houses catering for the tourist trade.
- (4) That youth hostels for hikers, cyclists and travelling parties of school children be established in the mountain areas and city areas of the Australian Capital Territory.
- (5) That further sites for tourist camps be made available to provide accommodation for the increasing number of motorists.

(c) Restaurants, etc.

- (6) That the authorities note that there is a serious lack of tourist facilities away from the Civic Centre, such as restaurants, kiosks, toilets and rest rooms.
- (7) That a site be provided on Red Hill for a restaurant or tea-rooms.
- (8) That family and womens' rest rooms be provided, perhaps initially at Civic Centre, and later elsewhere.

(d) Cultural.

- (9) That the authorities note the lack of buildings to house a National Museum, Art Gallery and the National Library. However the Committee points out that there is a serious lack of consciousness at public and private levels of the importance of the development of Canberra as a national cultural centre of the fine arts, e.g. drama, music, literature and the visual arts. In this respect the lack of population is not regarded as a deterrent to the development of national culture and endeavour.
- (10) That the provision of a proper exhibition hall be considered when planning for the National Library, museums and art galleries.
- (11) That consideration be given to the establishment of a hall of aboriginal culture, a hall of New Guinea's and Territories' culture, a hall of national history, a museum of folk and social history and a national hall of photography. The Committee was impressed by the evidence of Mr. Keast Burke and believes that these matters are ones for further investigation by the Committee. The Committee is concerned that there is insufficient attention paid to these matters.
- (12) That the authorities note the increasing need for the provision of suitable buildings for the presentation of drama, music, ballet, opera and also for the Little Theatre movement. The provision of open air theatres should not be overlooked.

- (13) That the National Capital have some facilities for displaying the colonial responsibilities of the Commonwealth i.e. a Department of Territories exhibition open to the public.
- (14) That points of historic interest, such as the Duntroon homestead and the old St. John's School, be restored and set aside as buildings of national significance by arrangement with the authorities concerned.
- (e) Parklands and Recreation Reserves.
 - (15) (a) That the Parks and Gardens Section prepare plans for the development of botanic gardens and other gardens as tourist attractions, the conducting of nationally advertised seasonal floral displays and exhibitions, and the development of floral and arboreal vistas, especially near the lakes and public buildings.
 - (b) That the staff be enlarged accordingly.
 - (c) That consideration be given to floral spaces in conjunction with fountains.
 - (16) That action be taken to delineate and dedicate parklands, gardens, recreation areas, reserves and other public open spaces and that proposals for delineation and dedication be submitted to the Committee for its guidance.
 - (17) That consideration be given to the need for the creation of an extensive National Park in the Australian Capital Territory.
 - (18) That an adequate area of land be set aside for the establishment of flora and fauna sanctuaries and that this include the suggested reserve at Tidbinbilla.

- (19) That the authorities note that apart from its special character as a national centre, Canberra is a focal point in attractive open country, both plainland and mountain, and that every sport and recreation which can utilize this situation - riding, hiking, winter sports, and the development of beauty spots - should be fostered.
- (20) The assignment of a site for a chalet to serve the snowfields of Brindabella, Mt. Franklin and Gingera and the provision of an adequate winter road to these snowfields.
- (21) That a public golf course be built as early as possible.

V. THE MINISTER'S THIRD REFERENCE - THE FEASIBILITY AND DESIRABILITY OF PRESENTING JOINTLY THE TOURIST ATTRACTIONS OF THE AUSTRALIAN CAPITAL TERRITORY AND THE SNOWY MOUNTAINS SCHEME, TWO MAJOR COMMONWEALTH UNDERTAKINGS.

18. The Commissioner of the Snowy Mountains Hydro-electric Authority (Sir William Hudson) agreed that it would be feasible to arrange, in conjunction with interested tourist coach companies, joint tours of the Canberra and the Snowy Mountains areas.
19. The Director of the Canberra Tourist Bureau (Mr. J.C. Dovey) stated that because of their physical relationship the two areas tend to present themselves jointly as tourist attractions without any effort on the part of those primarily concerned.
20. Mr. Dovey was of the opinion that it is desirable to present the two attractions jointly and the Bureau does arrange itineraries for tourist parties with the detailed itinerary of the Snowy region being prepared by the Information Section of the Authority.
21. The Assistant Secretary of the A.C.T. Services Branch, Department of the Interior (Mr. G.F. Wynn) pointed out to the Committee that companies are now offering package tours covering both areas and is of the opinion that whatever is practicable should be done to encourage the trend already in evidence.

RECOMMENDATION OF THE COMMITTEE.

22. The Committee recommends -

That it is most desirable to co-ordinate the tourist trade of Canberra and the Snowy Mountains Scheme so that both centres are covered by intending tourists to the area but that the administration of the traffic should be maintained in its present form.

VI. THE MINISTER'S FOURTH REFERENCE - APPROPRIATE WAYS AND MEANS OF FOSTERING INTEREST IN CANBERRA AS THE COMMONWEALTH'S SEAT OF GOVERNMENT AND THE NATIONAL CAPITAL, AND ACCEPTANCE OF IT AS AN IMPORTANT SYMBOL OF AUSTRALIAN IDEALS AND ACHIEVEMENTS.

23. The Committee believes that encouragement of the tourist trade as such is in the main a function of private enterprise. When the city is more fully developed the Government's part might well be confined to the provision of a tourist bureau to supply adequate information. The Committee has recommended a few additional activities because at the moment private facilities are inadequate.

24. The Committee considers that it is a legitimate function of the Federal Government to foster interest in Canberra as the seat of Government of the Commonwealth and as a symbol of Australian ideals and achievements. The capital of a nation, whether its greatest city or not, whether it has grown naturally or been brought into existence specifically to serve as the centre of administration has been traditionally and is today a source of national pride and an inspiration for patriotic purpose. Athens, Ancient Rome and Jerusalem were such. London, Paris, Edinburgh and Washington are such today. In times when national cohesion is weak and patriotism a flickering flame it is significant that there has often been no centre of political life or one which inspires no loyalty. In the days of Italy's disunion there were numerous cities which were political, social and cultural centres - Milan, Venice, Florence - but no Italian capital. The Italian patriots of the RISORGIMENTO, when Italy had become united, secured Rome as the focus of national life. Before the adoption of the American Constitution in 1789,

Boston, New York and Philadelphia were rivals for the leadership of American life. The American patriots made the establishment of the Federal Capital one of their early preoccupations. The founders of our Constitution wisely determined to have an Australian capital which was not a State capital.

25. The most appropriate precedent for our purposes is Washington. Its main attractions are the beauty of the city and the splendour of public buildings and monuments. These have been the product of years of public and private activity including the activity of societies which exist to foster patriotism.

26. The Committee believes that the chief method of securing the acceptance of Canberra as an important symbol of Australian ideals and achievements is the completion of the city on the lines laid down in the Report of the Senate Select Committee on the Development of Canberra (1955), Sir William Holford's observations on the future development of Canberra, A.C.T. (1957) and the Planning Reports of the National Capital Development Commission.

27. Important features of city planning are :-

- (a) The provision of stately buildings including Parliament House.
- (b) The provision of historical monuments. The War Memorial, American and Canadian Memorials and the Statue of King George V are examples of what can be done.

28. There is a special Committee, responsible to the Prime Minister, empowered to advise on this aspect of development. The Committee suggests that it be asked to furnish a report forthwith. The Committee permits itself, however, to make some specific suggestions on this matter.

- (a) The setting up of memorials to individuals and groups who have helped to build the nation. These include the discoverers, the explorers, pioneers in the colonies and the territories, public men, the men and women of two wars, men and women who have distinguished themselves in the arts and sciences, great scholars.. The

determination of the persons and groups to be honoured, and how they shall be honoured, is not one for the Government alone.

- (b) The Committee considers therefore that societies which desire to commemorate a person or group should be invited to suggest memorials.

29. Appropriate memorials could include buildings, columns, statues, galleries of portraits and busts, museums, gardens and single trees and fountains. The buildings could also serve a utilitarian purpose. (Two Prime Ministers - John Curtin and Robert Gordon Menzies are already commemorated at the National University.) The American War Memorial is one of the striking features of Canberra. A column somewhere else to some Australian historical event might be appropriate. Statues would need to be carefully selected. An historical gallery of portraits and busts would ultimately be an attraction of the first order and should be planned now. It might be placed in the new Parliament House. Paintings depicting historical events could be a feature - the picture of Sturt on his third great journey is an excellent example of what could be done.

30. The precise programme for making the city a magnet to draw visitors cannot be laid down in this report but the illustrations given will show that the development of the national capital is the chief means for encouraging tourists.

31. Another most important method is the bringing of school pupils, both primary and secondary. Impressions made during childhood and adolescence commonly last a lifetime and become stronger as one grows older. Visits to Parliament House, historical monuments and the opportunity to see pageantry are a valuable means of developing a civic sense.

32. The aim should be to make a visit to Canberra part of the civic education of every Australian. While the pupils from the various schools will be selected groups their visits offer the opportunity of acquainting other pupils with the attractions of the National Capital and these may later of their own volition visit it.

33. The Committee is concerned at the lack of publicity given for Canberra overseas, and there appears to be no departmental responsibility for the publicity. It is suggested for instance, that P. & O. be requested to have a display on the Orient Liner Canberra.

34. The Director of the Australian War Memorial (Mr. J. McGrath) gave evidence that he receives many requests to speak on the Memorial from Victoria and New South Wales and from the interest shown he is sure that these talks have resulted in increased visitors to Canberra.

35. Mr. Dovey advocated that good purpose would be served by the design and construction of packaged advertising units which could be distributed to the various outlets for tourist publicity.

36. Mr. Dovey also said that consideration could be given to the production of a film, on both 35 m.m. and 16 m.m. stock, depicting the tourist attractions of the National Capital and the surrounding A.C.T. district.

37. Mr. Wynn said in his evidence that "the city is here to serve the people and it is our responsibility to play an appropriate part in informing them of what is being created here on their behalf. In this way public co-operation and understanding can be nurtured and the capital can progress steadily with the watchful but sympathetic support of the Australian community."

38. Mr. Wynn was of the opinion that visits of an educational nature are the most fruitful field in which to cultivate a strong sentiment in support of the National Capital.

39. Over 12,000 school children visited Canberra in 1960 in supervised groups, as the result of invitations from the Department of the Interior to the Directors-General of Education in all States.

40. Mr. Wynn was critical of the shortness of these tours by school-children and suggested that the provision of low-priced accommodation was essential.

41. Mr. Wynn stated that it was his view that, purely as an investment in the future of Canberra, everything practicable should be done to promote, on a permanent basis, educational visits by parties of schoolchildren.

42. The General Secretary of the National Council of Women of . . Australian Capital Territory (Mrs.O.Birmingham) said the Council was pleased to note the increasing popularity of daily air trips of school-children to Canberra but deplored the lack of adequately trained guides on the buses, and suitable literature.

43. Mrs.Birmingham felt that the visit of schoolchildren would be more profitable if a suitable film of Canberra was shown such as the one shown by the Snowy Mountains Hydro-electric Authority.

44. The Director of the Victorian Tourist Development Authority (Mr. M.J. Harkins) suggested that arrangements might be made for parties of tourist officers to be accorded the opportunity of visiting Canberra and of being conducted around the National Capital in order to give them first hand knowledge of the attractions they are selling.

45. Mr. Harkins offered to make available window display space in the various Bureaux under his control.

46. Dr. E.D.L. Killen of Moteliers Pty. Ltd. hopes that in time there will be evoked in Australia something of the spirit which surrounds Washington, D.C. and quoted from the introduction of a tourist guide-book to Washington -

"Washington is a place of coming together, the meeting place of those whose homeland is America. To Washington we come as to our own; in it we have a sense of personal interest and ownership. Come from where we may, from States however distant, we here are in the Capital City which is our common possession. We all alike share in the glorious traditions of its past, we all take pleasure and pride in its external beauties, we all hold allegiance to the ideals for which it stands, and amid its influences we find that allegiance strengthened. From Washington we go home better Americans."

RECOMMENDATIONS OF THE COMMITTEE.

47. The Committee recommends -

- (1) That the provision of stately buildings including Parliament House be undertaken.
- (2) That the provision of historical monuments be undertaken.
- (3) That the Government undertake a general supervision of

visits of parties of schoolchildren and co-operate with Education Departments, the controlling bodies of private schools, airline companies and Railway Commissioners to arrange visits and provide accommodation for pupils at hostels.

- (4) That the offer of the Director, Tourist Development Authority, Melbourne (Mr. Harkins) to make available window display space in the Bureaux in Melbourne, Sydney, Adelaide, Ballarat, Bendigo, Geelong and Mildura, be accepted and that an approach be made to the other States for the same facilities to be made available.
- (5) That a high quality colour film of the National Capital, on both 35 m.m. and 16 m.m. stock, be produced for showing in theatrettes and schools throughout the Commonwealth.
- (6) That the airport building, when it is built, be adequate to display the attractions of the city, its facilities, and the surrounding country.
- (7) That consideration be given to tourist authorities in Canberra, New South Wales and Victoria planning special trains to Canberra and the Snowy Mountains Area, at times arranged for the preparedness of Canberra authorities to receive them for conducted weekend tours.

VII. ACKNOWLEDGMENTS.

48. The Committee expresses its thanks to all witnesses for their valuable evidence.
49. The thanks of the Committee is extended to Mr. A.R. Browning, Serjeant-at-Arms and Clerk of Committees, for his work in the preparation of this Report.

John A. McCallum

JOHN A. McCALLUM,
Chairman.

Canberra,
29th August, 1961.

A P P E N D I X I.

LIST OF WITNESSES

Aldridge, G.J., Operations Manager, Rox Motels Pty. Ltd.,
Birmingham, O., Honorary Secretary, National Council of Women
of Australian Capital Territory.

Blair, H.D., Secretary, Trades and Labour Council of the Australian
Capital Territory.

Britton, P.J., Chairman, Tourist Bureau Advisory Board.

Burke, K., a citizen of Sydney.

Campbell, A., General Secretary, Young Women's Christian Association.

Delaney, A.G., Manager, Canberra Travel Services Pty. Ltd.

Dovey, J.C., Director, Canberra Tourist Bureau.

East, S., Secretary, Canberra Chamber of Commerce.

Gaven, F., Secretary and Director, N.S.W. Department of Tourist
Activities and Immigration.

Greenway, C.A., Managing Director, Motels of Australia Limited.

Harkins, M.J., Director, Victorian Tourist Development Authority.

Hodge, F.K., Canberra Manager, Commonwealth Hostels Limited.

Hudson, Sir William, Commissioner, Snowy Mountains Hydro-electric
Authority.

Killen, E.D.L., of Moteliere Pty. Ltd.

Lansdown, R.B., Secretary and Manager, National Capital Development
Commission.

McGrath, J., Director, Australian War Memorial.

Richards, F.J., Executive Director, Travelana Holdings Limited.

Rudduck, G., Associate Commissioner, National Capital Development
Commission.

Shoobridge, D.W., Director, Parks and Gardens.

Smith, C.L., Manager, Trans-Australia Airlines.

Walsh, C.W., Town Clerk, the Council of the Municipality of Cooma.

White, H.L., Librarian, Commonwealth National Library.

Wynn, G.F., Assistant Secretary, A.C.T. Services Branch,
Department of the Interior.

APPENDIX II

NATIONAL CAPITAL DEVELOPMENT COMMISSION

CANBERRA VISITOR SURVEY

December 1960 - January 1961

Canberra

March, 1961

THE CANBERRA VISITOR SURVEY

1. General Background

In its 1955 Report the Senate Select Committee made the following comments (inter alia) on Canberra's facilities for tourists:-

"Generally, Canberra's facilities for tourists are underdeveloped, except, perhaps, for car servicing, which is now adequately provided for by a large number of garages situated to the north of the city.

"The catering and commercial facilities, until recently very poor for tourists, are improving with Canberra's growth, but the opportunity does not seem to have been taken of fully exploiting the tourist trade. The city lacks the vigorous business approach such as is found, for instance, in the Blue Mountains area, and is without adequate first-class hotel accommodation and proper facilities for tourists.

"The main tourist attractions at present are consequences of the development of the city as a national capital rather than attractions specifically developed to encourage tourists. Canberra has been too busy with its own growth to worry unduly about visitors. For instance, although the city has its many natural attractions, it has as yet few developed areas for tourists to frequent, the Tourist Camp at Turner and the reserve at the Cotter River being the only areas with facilities."

At the end of 1960, there was still a dearth of precise information about Canberra's visitor industry. It was felt that as the City continued to grow in size and status, in the number of features, institutions and attractions and in its importance as a meeting place, Canberra would soon become one of the major centres of tourist and visitor attraction in Australia.

With this in mind it was decided to conduct a survey of visitor habits and interests in Canberra, to provide hitherto unknown information on the activities of visitors, their attitudes to the City and their degree of satisfaction with such facilities as accommodation, shopping, transport, entertainment and recreation.

2. The Survey

The Survey was carried out during the December-January period of 1960-1961. Questionnaires were distributed through accommodation points (hotels, motels, guest houses and the motor camp) as well as the Tourist Bureau and a private accommodation agency.

Two questionnaires were distributed, one ("short-stay") for visitors staying for one or two nights only, and another ("long-stay") for visitors staying for more than two nights. Both questionnaires asked for certain basic information while the "long-stay" questionnaire called for more detailed comments about tourist facilities, accommodation, travelling arrangements and spending patterns.

3. Survey Response

2050 questionnaires were distributed and 676 were returned completed. The effective response rate of 33% was considered most satisfactory in a survey of this type where the responsibility of completing and lodging the questionnaire was left to the visitor.

The 676 visitors and visitor groups surveyed comprised some 2,000 persons and of these, 58% were accommodated in hotels, 18.5% in motels, 15% in guest houses, 4.5% in motor camps, 3.5% in private board, and 0.5% did not stay overnight.

4. General Comments

The survey revealed that the average Canberra visitor enjoys the City and its attractions and is satisfied with the standard of facilities but not the cost or quantity.

Most visitors had no trouble in obtaining suitable accommodation at short notice to some extent dispelling the previous impression that visitors had great difficulty in this respect. The Survey did not, of course, have any means of measuring the number of those who were turned away from the city or were discouraged in seeking accommodation after 2 or 5 unsuccessful attempts.

Businessmen were almost unanimous in pointing out the difficulties involved in finding suitable accommodation at short notice. Many businessmen visit Canberra at regular intervals and most did not regard the provision of medium priced accommodation as satisfactory.

The survey showed that one of the most popular forms of leisure activity by visitors took place outside the city and consisted of visits to the rural areas surrounding Canberra. The City visitor found the rural setting, with its clear air and the hill and mountain panoramas to be one of Canberra's main attractions. Also high on the list of visitor preference during the period of this Survey was the Olympic Swimming Pool at City.

There was a considerable amount of interest taken by visitors in exploring the suburbs, old and new, observing the trees and gardens and in photographing both public and private buildings.

The average tourist came in a party of about three by private car from a capital city, and often visited other points of interest such as the Snowy Mountains Scheme before returning home. It was usually their first or second visit to Canberra. They visited the main symbols of Canberra's national capital status, but did not seem unduly concerned with the processes of government or the means of administration.

5. The Response in Detail - Basic Information

(i) Reasons for Visiting Canberra

Of those surveyed 31% were visiting Canberra as part of a tour of south-eastern Australia, 19% specially to see the National Capital, 15% for business reasons, 9% spending holidays in Canberra, 3% visiting friends and relatives, 30% for combinations of the above and 4% for other reasons (e.g., conventions, sporting carnivals, seeking employment).

(ii) Number in Visiting Party

Of the 676 visitors or visitor groups surveyed there were 140 (21%) single persons (a large percentage of these were in the business group) 250 (37%) with 2 persons; 91 (13.5%) with 3 persons; 117 (17%) with 4; 46 with 5; 30 with between 5 and 20 persons, and 2 groups with more than 20 persons. The total number of persons surveyed was 2,000.

(iii) Permanent Home

Sydney	- 38%	Southern N.S.W.	
Melbourne	- 25%	(including South	
Queensland	- 7%	Coast)	- 6%
South Australia	- 6%	Other parts of	
Overseas Countries	- 6%	N.S.W.	- 5%
Other parts of		Other parts of	
Australia	- 3%	Victoria	- 4%

(iv) Previous Night's Stay

Sydney	- 44%	Snowy Mountains	
Southern N.S.W.		Area	- 7%
(including South		Other parts of	
Coast and Canberra		N.S.W.	- 4%
Region)	- 31%	Other parts of	
Melbourne and other		Australia	- 4%
parts of Victoria	- 10%		

Note: Many of the Victorian visitors stayed the previous night in parts of southern N.S.W. before proceeding on to Canberra. The importance of the Snowy Area in tour arrangements revealed itself in the answers to this and the next question.

(v) Destination after leaving Canberra

Sydney	- 39%
Southern N.S.W. (including South Coast and the Canberra Region)	- 26%
Snowy Mountains Area	- 16%
Melbourne and other parts of Victoria	- 13%
Other parts of Australia	- 6%

Note: Victorian visitors proceed home via the Riverina and the South Coast of N.S.W., often staying overnight in these areas.

(vi) Means of Travel to Canberra

72.5% of parties came by private car, 12% by air, 7.2% by train, 7% by tourist coach, and 1.3% by other means (or by combinations of the above).

(vii) Means of transport around Canberra

Private car	515	76.3%	Tourist coach	26	8.3%
Local bus	10	1.5%	Other means (and		
Taxi or hire			combinations		
car	22	3.3%	of the above)	72	10.6%

(viii) Length of Stay in Canberra: 673 replies were received from visitor groups as follows:-

Day-trip only	4	0.5%	Four or five nights	53	7.9%
One night	201	30.0%	Five or six nights	52	7.4%
Two nights	215	32.0%	Eight-fourteen nights	17	
Three nights	127	19.0%	More than two weeks	4	3.2%

The average length of stay per visitor group was 2.75 days.

(ix) Number of times Canberra was visited

First visit	300	44.2%	Fourth visit	49	7.2%
Second "	124	18.2%	Between 5 and 20 visits	88	12.9%
Third "	79	11.6%	More than 20 visits	40	5.9%

(x) Obtaining Accommodation

65% of visitors booked in advance for their accommodation and 35% did not. Of the 427 groups that booked in advance, 30% booked up to one week ahead, 34% between one and four weeks, 11% one to two months; 12% two to three months and 13% more than 3 months ahead.

Of the 654 visitors or visitor groups who replied to this part of the questionnaire 15% stated that they had difficulty in obtaining a suitable booking, and 85% said they had no difficulty.

6. Comments on Tourist Facilities, Accommodation, Retail Spending, etc.

The comments made by the visitors surveyed ranged over accommodation standards, entertainment facilities, Canberra's tourist attractions and development as the National Capital, retail shopping, transport and direction finding, and general comments.

Of the 933 specific comments recorded by the 676 visitor groups, 36% related to accommodation, 22% to Canberra and its attractions, 19% to retail shopping facilities, 12% to direction finding and signposting, 4% to entertainment facilities, 3% to local transport, and 4% to other general matters.

(i) Accommodation

Of the 338 comments on accommodation 200 expressed satisfaction. 136 replies complained about standards or suggested improvements, as under:-

Accommodation inadequate	-33
Accommodation too expensive	-30
More hotels and motels required	-29
More medium price family accommodation required	-20
Better standards needed (e.g. more rooms with attached bathrooms)	-12
Noise at night near hotels	- 6
Hotel service unsatisfactory	- 3
Parking at hotels inadequate	- 4

(ii) Entertainment

40 visitors indicated that they had found entertainment, particularly evening entertainment facilities, inadequate. More cinemas, band and symphony concerts, plays and lectures, dancing, nightclub, restaurant and cafe facilities were required. The availability for inspection of major attractions and centres, particularly at night would have been appreciated. 22 felt that public buildings should be open longer hours, and 6 complained that these were not open for inspection at the times advertised.

(iii) Canberra as a Tourist Centre

98 visitors praised the Capital and its development and planning, and 59 found the tourist facilities and attractions satisfactory. 12 requested improvements to the signposting and identification of major buildings, particularly embassies. 6 believed that Canberra was not receiving the publicity and advertising it deserved.

(iv) Retail Shopping and Restaurant Facilities

178 comments were made about retail shopping and eating facilities. Most of these (128) regarded shopping facilities as satisfactory, however, 9 found shops inadequate or too expensive, or ranges of goods limited. 3 complained about local shops and 5 praised parking facilities at the major centres. 33 commented that eating facilities were inadequate or too expensive.

(v) Transport

The 31 comments concerning transport facilities related to deficiencies in intra-city bus services (20), the railway station unsightly (7), and the taxi services insufficient (4).

(vi) Movement around City

Difficulties experienced in moving around the City were the subject of 114 comments, 41 requested clearer signposting, 15 better street lighting, and 27 said they found difficulty in finding their way about the road system. Local road rules confused 5 parties. The need for better maps and guide books obtainable at hotels, motels and the tourist bureau was noted by 15, and 10 requested the provision of large display maps at City entrances and points of interest.

(vii) Other

Other comments requested more accessible public conveniences, more public telephones, footpaths and park benches, and more tennis courts for the use of visitors. The desolate appearance of new housing areas, the spread of homes too close to national monuments, and the nuisance created by flies were also subjects of criticism.

7. Visitor Spending

The spending of 565 visitors was recorded. This group spent £5,793 during their stay in Canberra. Average expenditure per night for each visitor was £3.0.6 and average expenditure per visitor during their stay was £10.5.1d.

From the information on visitor spending in the Survey, estimates were made of total annual spending by visitors in Canberra. The results of these estimates are summarised in the table below:-

	<u>Group 1</u> Hotels, Motels etc.	<u>Group 2</u> Campers and Caravan- ers.	<u>Group 3</u> Day Trippers, Staying with friends, relatives.	<u>Total</u>
	£000's	£000's	£000's	£000's
1. Accommodation	720	15	-	735
2. Food and drink	177	75	150	402
3. Books, papers, stationery, souvenirs, clothing	68	20	37	125
4. Transport	15	-	8	23
5. Entertainment, recreation	17.5	5	15	37.5
6. Other expenditure (including petrol, car repairs)	52.5	15	30	97.5
Total:	1050	130	240	1420

A break-up of the "Visitor £" gave the following result:-

	s.	d.
Accommodation (including food and drink at hotels, motels, etc.)	11.	9
Food shops	4.	3
Retail purchases (other than food)	2.	0
Other expenses including petrol and car repairs	1.	2
Recreation and entertainment	0.	6
Transport (public and taxis)	0.	4

Just on 23 per cent of visitor expenditure was on retail items at shopping centres.

8. Tourist Attraction

Visitors were asked to name the tourist attractions visited during their stay in Canberra. The order of popularity as recorded for 600 persons was as follows:-

<u>Tourist Centre</u>	<u>Visited by</u>
Australian War Memorial	86%
Parliament House	83%
Australian - American Memorial	69%
Red Hill Lookout	64%
Institute of Anatomy	63%
Olympic Pool	58%
Academy of Science	56%
Cotter River and other river resorts	50%
Mt. Stromlo Observatory	46%
Australian National University	41%
Royal Military College, Duntroon	37%
Mt. Pleasant Lookout	30%

Other attractions included in the itinerary of visitors were the Yarralumla Plant Nursery, the Australian Forestry School, Embassies, Churches, suburbs, the National Library, schools, the Governor-General's residence, Mount Ainslie, the Prime Minister's Lodge, golf courses and the Brindabella Range.

9. Entertainment and Recreational Facilities

The final section of the more detailed questionnaire was designed to find out the type of entertainment and recreational facilities used by visitors to Canberra. 58 per cent of those who responded indicated that they had made use of facilities during their stay. Among this group, the following activities were found to be the most popular.

	<u>% of those who used type of entertainment and recreational facilities.</u>
Visits to surrounding rural areas	60
Used City swimming pools	52
Attendance at cinemas (including drive- in theatre)	52
Used river swimming facilities	20
Participated in sporting activities (golf tennis, squash, etc.)	15
Attended cabaret or nightclub	12
Attended exhibitions, lectures, etc.	12
Spectator at sporting events	8
River fishing	6
Other activities	4

10. Conclusion

This survey should be regarded as an initial attempt to statistically measure the visitor impact on Canberra. To give added significance to the results of this Survey it may be necessary to refine the questionnaire and carry out further sample surveys at other times during the year.

National Capital Development
Commission

March 1961.

APPENDIX III.

DISSENTING REPORT OF MR. J.R.FRASER.

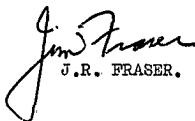
I must disassociate myself entirely from the report presented by the Committee.

For many reasons I was unable to be present to hear much of the evidence on which the Committee has framed what seem to me to be extraordinary recommendations for most impracticable developments.

When this matter was first referred to the Committee I stated in the Parliament my belief that such an enquiry was not one which this Committee of the Parliament should have been asked to undertake, holding the view that the information sought by the Minister in his terms of reference could have been adequately, and probably more competently, supplied by Commonwealth departments and agencies already existing.

Nothing I have heard and read during the course of the Committee's enquiries changes my belief or my view.

I appreciate the diligence and imagination members of the Committee have shown in seeking and hearing evidence, and the thought that has gone into the preparation of the report, but I cannot append my name with approval of its findings and recommendations. It is my personal belief that the time and talents of the members of the Committee have largely been wasted on this enquiry when so many other questions bearing directly on the growth and development of the National Capital could, with benefit, have been referred to them. If the Committee is to be given no tasks more worthwhile than this it might well cease to exist as a body with any hope of contributing to thought and reality in the development of Canberra as the Seat of Government and the National Capital.


J.R. FRASER.