

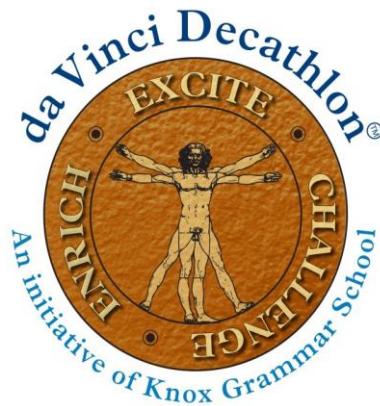


KNOX
GRAMMAR
SCHOOL

STATE

DA VINCI DECATHLON 2021

CELEBRATING THE ACADEMIC GIFTS OF STUDENTS
IN YEARS 7 & 8



IDEATION

TEAM NUMBER _____

1	2	3	4	Total	Rank
/15	/10	/25	/10	/60	

Complete the above table with question numbers and marks as required.

IDEATION

BACKGROUND

Tourism plays a large and increasingly important role in Australia's economy. Over 600,000 Australians (about 5% of the workforce) are directly employed in tourism related jobs, and it has steadily grown in value (proportionate to other areas of the economy) every year since 2000. Tourism statistics are often divided between International Tourism (visitors from overseas) and Domestic Tourism (Residents engaging in tourist activities). In 2018/19, 26% of income from tourism was from International visitors, and 74% from domestic consumers.

Each State has its own Tourism organisation. Nationally, there is a Federal Minister for Trade Tourism and Investment. Tourism Australia is the Australian Government agency responsible for attracting international visitors to Australia, both for leisure and business events. The organisation is active in 15 key markets and activities include advertising, PR and media programs, trade shows and industry programs, consumer promotions, online communications and consumer research.

THE PROBLEM

"Chance favours the prepared mind" (Louis Pasteur).

A large number of factors that affect the desire and ability of people to travel to and within Australia for tourism purposes seemingly happen with an element of randomness. It would seem that CHANCE has a role to play in determining how often and how much people spend on tourist activities. It could be argued that the location and ferocity of bushfires, the spread of viruses such as the Coronavirus, terrorist attacks, reported Shark attacks, flooding and the value of the Australian Dollar on the international currency markets are among many events whose occurrence is somewhat left to chance. However, these, and many other factors, all have a major impact upon the tourist industry in Australia.

How then, do we prepare for unexpected and 'chance' events, so that the fortunes of the important tourist industry is not 'left to chance'?

You have been asked to develop and pitch a possible strategy to your State government that will present a systematic process to enable the tourism industry to respond in an effective and agile way to an identified risk.

THE DESIGN CHALLENGE

Your task is to decide, plan, present and justify an approach that your State government could adopt when confronted with a 'chance event' that could threaten the health of State tourism. This may use a range of methods including, but not limited to, the use of the media, advertising, policy and procedural development and the use of technology.

You MUST name the 'chance event' that could possibly pose a threat to the Tourism Industry in your state (and for which you are providing a possible course of action) in the DEFINE section of the booklet.

The most effective solutions will use an **innovative, inspired**, and **realistic** approach to this ongoing problem which will use a variety of **different** approaches.

Stimulus material is provided to assist in your solution. Do not forget to carefully read the marking criteria which will provide further support on what your answer should include.

HELPFUL HINTS

- Take care to plan separate ideas although each idea may include more than one solution or step.
- Consider carefully a timeline of when and how the idea may be implemented.
- Who could be affected by your ideas and how might they react?
- Keep an eye on your time you only have 90 mins.
- Check out the whole answer booklet before starting.

