



Tourism Action Plan to 2012



“QTIC strongly supports the Government’s \$36 million commitment to the tourism industry”

Daniel Gschwind – Chief Executive Officer
Queensland Tourism Industry Council

Foreword

Queensland’s tourism industry is not only a valuable contributor to the State’s economy, but a significant contributor to employment in Queensland’s regions.

The tourism industry contributes over \$9.2 billion to the Queensland economy annually and employs more than 222,000 people.

Developing a strong and sustainable tourism industry will ensure growth in employment. This aim was the impetus for the 10 year, \$48 million Queensland Tourism Strategy launched in 2006.

The Queensland Government, along with industry, retains a strong commitment to the Strategy, but recognises that the

extraordinary conditions being faced by tourism operators warrant an immediate and specific response.

In making our election commitment to an additional \$36 million over three years, the Government recognised that a stimulus package was required to counteract the impact of the Global Financial Crisis on Queensland’s tourism industry.

The Tourism Action Plan to 2012 will help protect the jobs of the 222,000 Queenslanders who are directly and indirectly employed in tourism now, while growing the industry in the years ahead.

This plan – developed in direct response to the concerns of tourism operators and organisations across the State – will be delivered in partnership with the Queensland Tourism Industry Council (QTIC).

QTIC’s contribution has been pivotal in its development.

The plan has fully-funded commitments to protecting and growing the Queensland tourism industry through commitments in five areas; sales and marketing, major events, infrastructure, access and jobs and industry development.

Work on delivering these vital initiatives has already begun.

Anna Bligh MP
Premier of Queensland and Minister for the Arts

Peter Lawlor MP
Minister for Tourism and Fair Trading



Why have we developed this plan?

Queensland's tourism industry is currently facing one of its most challenging periods, with the global financial crisis, a high Australian dollar and ever-increasing domestic and international competition for the tourist dollar, affecting both visitor numbers and expenditure in Queensland.

As Queensland moves forward towards recovery, ongoing industry challenges including the rise of climate change, the need to focus on sustainability, and the ability to offer visitors the new products and experiences they demand, reinforce the need for a Tourism Action Plan to 2012.

The Action Plan confronts these challenges head on. It takes a balanced approach, addressing both the industry's immediate sales and marketing needs and the longer-term product and industry development needs to ensure Queensland is competitively positioned to capitalise on growth and recovery opportunities.

What will this plan deliver for Queensland?

Developed in consultation with a broad spectrum of tourism industry leaders, the Action Plan provides the leadership and direction necessary to protect and grow the State's tourism industry.

We all know that Queensland has an amazing array of tourism attractions to offer the world. The Government has made a \$36 million funding injection that will see even more visitors experience what Queensland has to offer, bolster regional tourism and better position Queensland to reap the benefits of new tourism markets.

The actions embodied in this Plan will also prevent significant loss of market share to other states and territories. It is estimated that nearly 2,000 jobs will be supported through the provision of this additional funding and the implementation of this plan.

The Action Plan aims to deliver five, interlinked, benefits for Queensland tourism:

- increased visitor numbers and visitor expenditure through targeted, multi-million dollar **sales and marketing** campaigns
- a competitive and sustainable events industry in Queensland through the attraction and promotion of signature **major events** which generate significant visitor expenditure
- identification and development of new tourism **infrastructure** opportunities, such as eco-tourism and regional infrastructure investment
- improved **access** to Queensland through ongoing facilitation of airline route development, drive tourism and cruise shipping opportunities
- protection and creation of tourism **jobs and industry development**, through skills development, improved vocational education and training and better career promotion and job development opportunities.

These five benefits can be achieved with **industry support**.



Sales and marketing

Targeted domestic and international marketing in those countries where economies are starting to recover and consumers are travelling is seen as an ideal and immediate driver of bookings and expenditure in order to support jobs.

Over \$8 million will be spent in 2009-10 on new sales and marketing initiatives to foster tourism industry growth, including:

- **new campaigns targeting key domestic markets**, such as Sydney and Melbourne, including promotion of the *Best Holiday in the World* marketing which will leverage off the success of the *Best Job in the World* campaign
- **a major international marketing program**, targeting the China and New Zealand markets, as well as an increased sales and marketing presence in the United Arab Emirates
- **an aggressive joint international marketing campaign with New South Wales** targeting key markets including the US and UK.

In 2009, there were 16.1 million domestic tourists to Queensland, compared with its 2.0 million international tourists. There is strong opportunity for growth in the domestic tourism in Queensland.

Allocating \$5.9 million across 2009-10 of the first year's expenditure in the Action Plan for domestic marketing activity provides an immediate opportunity to grow Queensland's market share.

Meanwhile, the China and New Zealand markets present immediate opportunities for the Queensland tourism industry. The Action Plan commits \$2.1 million across 2009-10 in targeted marketing activities to stimulate growth from these destinations.

To stimulate the demand from the China market, awareness programs with consumers and trade in China will be initiated. Marketing activities will also focus on new airline route development opportunities between China and key Queensland destinations.

The plan will deliver two Queensland-wide campaigns and four targeted campaigns to key regional destinations including the Gold Coast, Tropical North Queensland, the Sunshine and Fraser Coasts and Brisbane to attract visitors from New Zealand.

This is in addition to the integrated marketing activities Tourism Queensland drives across a number of core international source markets including Japan, UK, Europe, USA, and South East Asia.



Major events

Visitors attending events spend considerably more than other visitors to Queensland. For example, business tourism delegates attending business events in Brisbane spent an average of \$606 per night. This compares favourably with domestic holiday visitors who spend an average of \$181 per night and international holiday visitors who spend an average of \$102 while visiting Queensland.

Queensland is working in an increasingly competitive global environment in which industries and governments around the world are aggressively seeking to grow their share of the events market. The events industry must make cooperative marketing efforts and adopt innovative strategies to counter this competition.

To attract and promote major events to Queensland \$2 million per annum has been allocated for new partnership initiatives between Tourism Queensland and the Queensland Events Corporation to focus on key signature events including the Valentino exhibition at the Gallery of Modern Art, V8 racing in Townsville and the Cairns Indigenous Art Market.



Infrastructure

Initiatives under the Action Plan will lead to the identification of new infrastructure, investment and tourism product opportunities for the industry.

New initiatives to build tourism infrastructure and product include:

- **a tourism investment attraction program** – the marketing of tourism investment and infrastructure opportunities to investors
- **Tourism projects pre-feasibility grants** – a new grants system to accelerate the delivery of tourism infrastructure projects
- **Eco-tourism places development grants** – to support investment in low impact ecotourism infrastructure in and adjacent to protected areas
- **using the Green Army** – to assist in the development of new and enhanced green tourism infrastructure such as walking tracks and picnic facilities.

These new initiatives will bolster existing Tourism Opportunity Plans which outline tourism investment and infrastructure priorities throughout the State by:

- identifying and developing priority regional tourism projects which will enhance regional destinations
- providing \$3 million over three years in contestable funding for projects to advance regional tourism

- developing new tourism products in or near protected areas – through low impact, semi permanent accommodation such as safari-style tents.

These new initiatives build on the Queensland Government's track record of delivering on more \$1.5 billion, in conjunction with the private sector, in tourism infrastructure, over the last decade, with recent projects including:

- \$11.2 million Cairns Cruise Ship Terminal
- \$30 million Townsville Cruise Ship Terminal
- \$10 million Ma Mu Rainforest Canopy Walk
- \$202 million construction of the Gold Coast Convention and Exhibition Centre
- \$49.3 million on upgrades to the Brisbane Convention Centre
- \$29 million for construction of the Mackay Entertainment and Convention Centre
- \$10 million for refurbishment of Cairns Convention Centre
- \$18.9 million for the redevelopment of Townsville's Flinders Street Mall.



Access

Transport access will remain critical to Queensland's future tourism performance.

The Queensland Commercial and Tourism Aviation Plan (CTAP) provides the framework to maintain and develop commercially viable international and domestic air services. Airline route development is a key component of the Plan and includes opportunities for partnerships and cooperative marketing with international and domestic carriers.

Some key achievements to date include:

- Emirates Airlines launching an additional Dubai-Brisbane daily non-stop flight
- VAustralia's tri-weekly flights between Brisbane and Los Angeles
- reinstatement of Jetstar flights between Osaka and Cairns
- Tiger Airways' announcements of new domestic flights servicing Brisbane, Rockhampton and the Gold and Sunshine Coasts.

Implementation of the CTAP will continue to be progressed in consultation with industry and other relevant stakeholders.

Drive tourism is another essential access point into Queensland that will continue to be promoted through marketing and commitments such as the Minor Tourism Infrastructure Grants Program, allocating \$1.8 million over three years to support roadside infrastructure projects throughout regional Queensland. This program recognises the importance of the drive tourism market and grants will support projects such as information and interpretative signs, toilets and shaded picnic tables.

Cruise Shipping is a growing sector of the Queensland tourism market. As part of the Action Plan the Queensland Government will:

- undertake a statewide needs analysis and assessment of the mega cruise ship market
- identify and develop opportunities for smaller cruise ship vessels (eg expedition and adventure cruises).

Jobs and industry development

To ensure the Action Plan protects and creates jobs for the tourism industry, the Premier invited Queensland tourism industry leaders to a statewide Jobs Summit in late 2009.

Thirty-six representatives from a broad cross section of the industry discussed potential opportunities for protecting and supporting tourism jobs, workforce development, skills, training and future employment.

Many of the conclusions from the Summit, including the need for infrastructure investment in new or invigorated products, improved access and protection of airline capacity and the need for marketing to boost demand and yield high paying visitors to Queensland, are reflected within this Action Plan. Others will be further incorporated over the next two years.

Particular to jobs and industry development, the Summit raised the need to increase the business capacity of small to medium enterprises (SMEs) through improving the skill sets of operators, increasing access to business support programs and enhancing the



uptake of technology by the industry. The Summit also advocated improved career promotion and development, as well as improved vocational education and training opportunities.

New initiatives within the Action Plan to create jobs and drive industry development include:

- **Tourism Skills Alliance** – to work with the vocational education and training curriculum, provide funding and set standards for the professional development of tourism staff to ensure Queensland’s tourism industry has the skilled staff necessary to support industry growth
- **Pathways to Sustainable Tourism for Queensland Local Governments** – working with local governments to ensure tourism is considered in community development plans as well as regional economic development plans
- **implementation of joint QTIC-Government proposals** – including business development programs for SMEs and career and skill development programs for a sustainable workforce

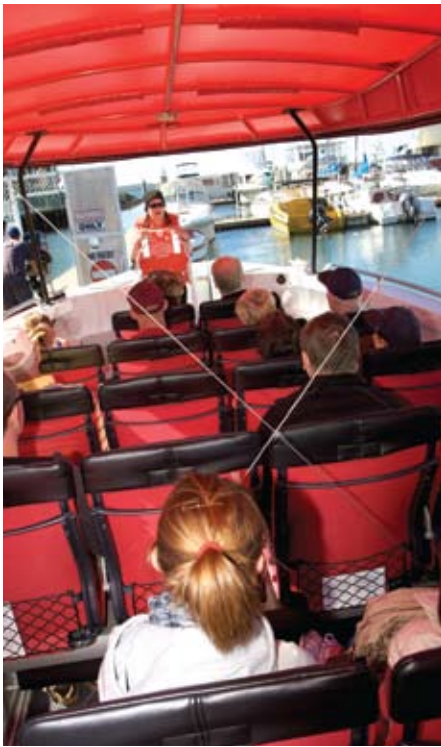
- **Indigenous Employment Champions Network** – to expand the existing network and create more jobs for Indigenous Queenslanders in the industry
- **an annual Queensland Ministerial Forum on Tourism Issues** – working with industry to set strategic priorities across Government
- **Volunteering** – the Queensland Government will work with Volunteering Queensland to establish a new web portal through which Queenslanders can volunteer their time to welcome visitors, and tourist operators can access volunteers for their welcome programs. This will help meet the Government’s *Toward Q2* target of achieving a 50 per cent increase in the proportion of Queenslanders involved in their communities as volunteers by 2020.

Over the next two years, the Queensland Government will allocate over \$7.5 million under the joint *Commonwealth-State Productivity Places Program* to deliver tourism and hospitality training to over 2,000 job seekers and existing workers.

Out of the total of 2,000 productivity places in tourism and hospitality for existing workers and job seekers, QTIC has brokered the delivery of 600 high level places in tourism, hospitality, business administration and training and assessment. This will increase the availability of training in regional Queensland including Longreach, Sunshine Coast, Cairns and Fraser Coast.

Additional training places for job seekers are also being made available through the *Skilling Queenslanders for Work* initiative.

The tourism industry will also benefit from *Queensland’s Green Army* initiative, through which unemployed Queenslanders will get practical paid work experience and training in conservation work and other green jobs.



Industry support

The Queensland Tourism Industry Council (QTIC), as the State's peak body for the tourism industry, has been a long-standing partner and supporter of the Queensland Tourism Strategy.

QTIC will be a key partner in delivering a number of initiatives, particularly those related to jobs and industry development.

Regional Tourism Organisations (RTOs) have been consulted and contributed to the development of the Action Plan.

The Tourism and Transport Forum (TTF) is also supportive of the initiatives presented in the Action Plan.

As can be seen from the more detailed *Implementation of the Action Plan* attachment, such stakeholders have a key role to play in the delivery of the five key actions between now and 2012.



Moving forward

Industry consultation and flexibility are key pillars of the Tourism Action Plan to 2012.

The Action Plan is a dynamic document designed to respond to changing national and international economic circumstances that affect the tourism industry. As such, a significant portion of the plan's funding remains available for allocation to emerging need as priorities identified by Government and industry as we move towards recovery.

Designed by both industry and Government, the Plan provides a framework for the immediate injection of the sales and marketing capital needed now, while providing a framework for future industry growth. Built into this framework is the flexibility to review actions and programs over the next two years to ensure that all efforts are best directed towards initiatives that enhance the Queensland tourism industry as a whole.

For more information

1300 363 711 (Interstate callers • 07 3001 6359)

tourism.industry.qld.gov.au

tq.com.au