



ADVANCING TOURISM 2016–20

GROWING QUEENSLAND JOBS



This publication has been compiled by the Department of Tourism, Major Events, Small Business and the Commonwealth Games.

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Front and back cover: Fitzroy Island, Tropical North Queensland, July 2015. Photo: Chris McLennan © TEQ.

This page: Aerial view of Hill Inlet, The Whitsundays, June 2015. Photo: Matt Glastonbury © TEQ.

Advancing Tourism: government and industry commitment

Tourism is vital to Queensland's economy—creating jobs, attracting investment and sustaining communities. The Queensland Government has a long-term commitment to grow the state's tourism industry.

Advancing Tourism 2016–20 is our government's plan to capitalise on the significant tourism growth in Queensland. It targets key areas, identified by industry, to increase market share and boost tourism jobs. We want to ensure we deliver the greatest return on our investment to expand Queensland's tourism opportunities.

In partnership with industry, we will build on our competitive strengths by prioritising our investment to drive real growth. More visitors, greater yield and new jobs can be delivered by growing our market share and outperforming our competitors. We will also work with industry to facilitate investment in new infrastructure to showcase all that Queensland has to offer and meet the changing demands of tourists.

Since 2015, the Queensland Government has demonstrated its commitment to the tourism industry through the *Growth for Tourism Guarantee Plan*. This includes the \$400 million four-year funding guarantee for Tourism and Events Queensland, the \$33.5 million *Advance Queensland: Connecting with Asia Strategy*, the \$10 million *Attracting Aviation Investment Fund*, the \$10 million *Transport and Tourism Connections Program*, a \$20 million funding package to support the drive tourism market and the inclusion of tourism in the *State Infrastructure Plan*.

Through *Advancing Tourism 2016–20*, we will leverage the *Advance Queensland* and *Jobs Queensland* agendas to develop innovative tourism products and experiences as well as build the tourism workforce and skills needed to meet demand.

By working together we can cement Queensland's position as a world-leading tourism destination and meet the changing demands of our domestic and international tourists. Queensland really is where Australia shines.



Hon. Anastacia Palaszczuk MP
Premier and Minister for the Arts



Hon. Kate Jones MP
Minister for Education and
Minister for Tourism and Major Events

The Queensland Government and the Queensland tourism industry share an ambition to restore Queensland's leadership position as Australia's premier tourism state.

The opportunities have never been greater, with global tourism growth set to break all records and domestic economic conditions favouring export-focused service industries.

Queensland is well placed to take advantage of its competitive strengths in tourism, and turn the tourism potential into further economic growth and job creation across all regions of the state. We are on the right track, and both domestic and international visitor numbers and expenditure are on impressive upward trend lines.

A strong partnership has been established between industry, led by the Queensland Tourism Industry Council (QTIC), and the state government under the *DestinationQ* banner. We remain committed to building on all the achievements to date and continue working with the Queensland Government, Tourism and Events Queensland, regional tourism organisations, sector associations and operators to turn strategies into success.

Tourism will always require a partnership effort. QTIC appreciates the Queensland Government's active and supportive engagement with the industry across all portfolios. Tourism has never been more critical in shaping the future of the state, and the partnership with government will determine much of its future success. This document confirms our shared vision and determination to make the most of the opportunities.



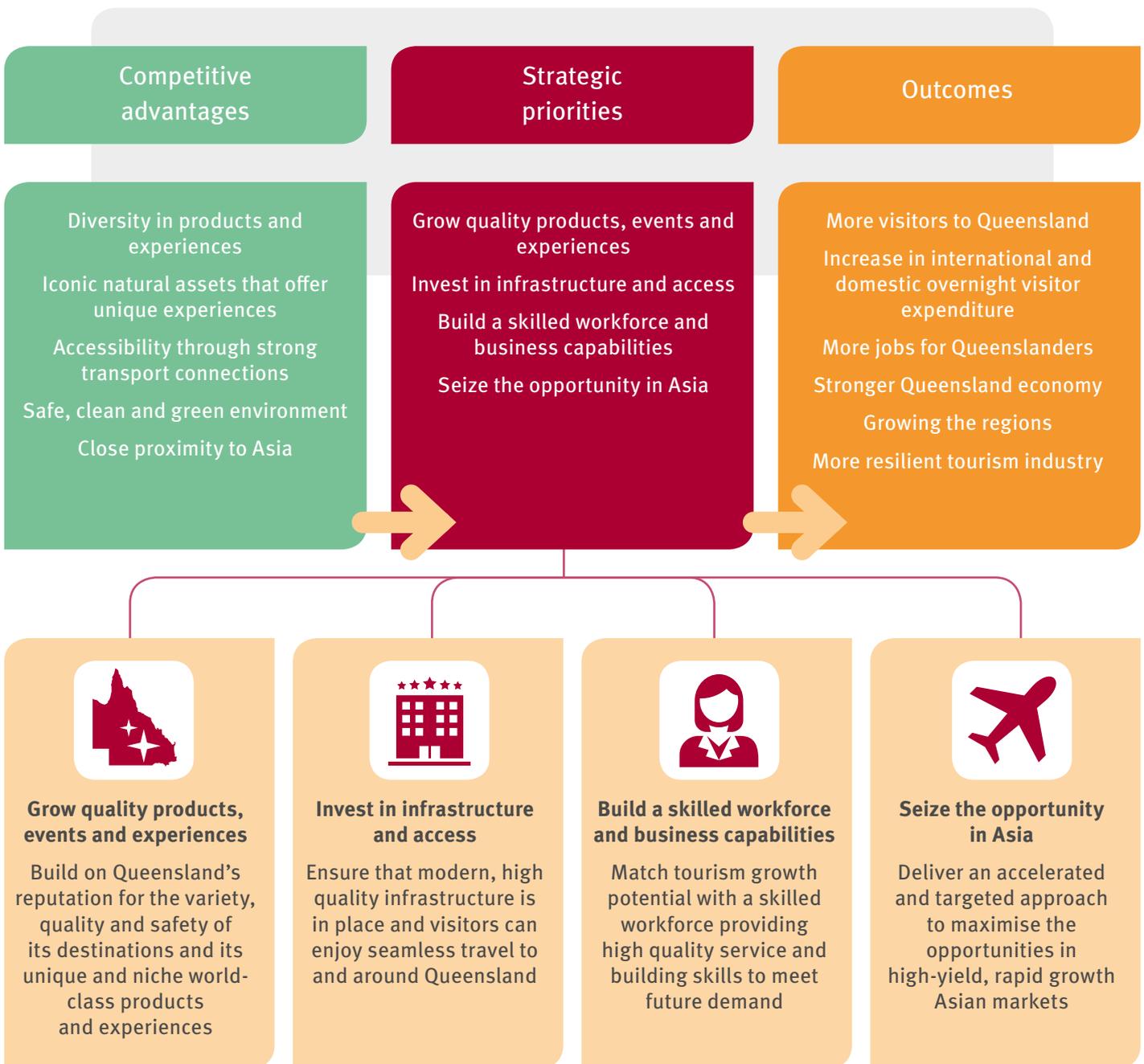
Daniel Gschwind
Chief Executive Officer
Queensland Tourism Industry Council

Queensland's opportunity to build the economy and jobs

Queensland is strategically positioned to be Australia's premier destination for international and domestic visitors. Our tourism industry has been growing strongly, not only with emerging Asian markets, but also from more mature western markets such as the United States, Canada and Germany. There is now an unprecedented opportunity to capitalise on our unique advantages to expand Queensland's market share and strengthen the industry's long-term sustainability.

By having clear strategic priorities, the Queensland Government and industry can work together to deliver greater investment in new tourism products and infrastructure, as well as jobs and skills now and for the future. Our priorities build on the refreshed experience-based marketing approach for Queensland that is showcasing our Great Barrier Reef, islands and beaches, natural encounters, lifestyle, food, adventure, discovery and events to the world.

Advancing Tourism 2016–20 is the Queensland Government's plan to attract more visitors to the state.





Strategic priorities

1. Grow quality products, events and experiences

Queensland has built a solid reputation for the variety, quality and safety of its destinations and experiences. By expanding our offerings to include more world-class contemporary and unique products, and authentic experiences only available in Queensland, we can attract new and repeat domestic and international visitors to our state.

Develop high quality, innovative products and experiences

- Support the inclusion of premium experiences that attract high-yield visitors as part of new or existing tourism developments, such as integrated resort developments.
- Facilitate the development of new products and experiences that meet the expectations of target markets.
- Stimulate innovation in the tourism industry by encouraging participation of tourism businesses in Advance Queensland programs and activities, and leverage off new talent, business, disruptive technologies and ideas moving to Queensland.

Develop new and refreshed ecotourism, nature-based and cultural heritage products and experiences

- Implement the *Queensland Ecotourism Plan 2016–20* to support investment in tourism infrastructure, the Great Barrier Reef islands and tourism products that showcase the Great Barrier Reef.
- Encourage the development of Indigenous, cultural and heritage tourism products, events and experiences across the state.
- Encourage the development of products and experiences on waterways and islands within close proximity of major tourism destinations.
- Undertake market research on consumer behaviour and travel preferences for the development of new nature-based experiences in Queensland.

Attract and grow events in Queensland

- Acquire, develop and promote events as visitor experiences to attract more visitors to Queensland.
- Support the industry in bidding for conferences and incentive travel to Queensland destinations.
- Leverage sporting and business events hosted in Queensland—such as the Gold Coast 2018 Commonwealth Games, 2017 Sudirman Cup, 2017 Rugby League World Cup, Rugby World Tens and Routes Asia 2018—to maximise the economic benefits to the state and develop legacy opportunities.
- Encourage targeted investment to strengthen event infrastructure across the state and build the capacity and capability to host large events in regional areas.

Improve the customer-focused service culture and experience

- Work with industry leaders, idea generators and entrepreneurs to develop opportunities arising from the collaborative (peer to peer) economy that may impact on the tourism industry, including disruptive technology.
- Roll-out quality and service culture programs across key tourism destinations and in association with the Gold Coast 2018 Commonwealth Games.



Great Barrier Reef, Tropical North Queensland, August 2010
Photo: Darren Jew © TEQ

2. Invest in infrastructure and access

Modern, high quality infrastructure is crucial to providing seamless travel to and around Queensland. Investing in new tourism assets, expanding access and improving infrastructure that supports the tourism industry will drive real growth in tourism opportunities and jobs.

Position Queensland as a leading destination for tourism infrastructure investment

- Provide investment attraction and facilitation assistance, through the Tourism Investment Attraction Unit, to investors and Queensland project proponents to deliver new and refreshed tourism infrastructure across the state, in partnership with local governments.
- Invest in public infrastructure that benefits the broader visitor economy, including arts and cultural facilities and precincts of importance, visitor information facilities, protected areas visitor infrastructure and sporting infrastructure.
- Deliver a strong pipeline of private tourism development projects and target delivery of new and refreshed tourism infrastructure throughout Queensland, including hotels, attractions, access infrastructure, ecotourism and island developments.
- Implement the North Stradbroke Island Economic Transition Strategy, including actions to drive a sustainable tourism industry.

Improve access to tourism transport and infrastructure

- Implement the Queensland Tourism and Transport Strategy—a holistic approach to the transport opportunities in Queensland—to provide an exceptional journey for every visitor from start to finish.
- Investigate opportunities to leverage existing or planned public infrastructure facilities to support tourism outcomes.
- Implement the \$10 million Transport and Tourism Connections program to improve transport and road access to established tourism attractions.
- Support the ‘drive tourism’ market through delivery of a \$20 million funding package to provide new and upgraded road infrastructure, rest areas and tourism signage.
- Support sustainable development of key Queensland cruise shipping ports by encouraging private sector investment in the industry through the government’s market-led proposal framework.
- Capitalise on cruise market opportunities by undertaking a study on the economic impact of superyachts and highlighting the potential economic contribution of base porting in Queensland.
- Prioritise the delivery of multilingual visitor information for transportation.
- Roll-out electric vehicle charging infrastructure across Queensland, including the regions.

Build aviation access and strategic partnerships

- Secure more international aviation access through the use of incentive programs such as the Attracting Aviation Investment Fund and the Advance Queensland: Connecting with Asia Fund.
- Strengthen existing strategic partnerships and pursue new strategic opportunities with airlines, trade and the travel industry.

3. Build a skilled workforce and business capabilities

The Queensland Government, through Jobs Queensland, is working with industry, regions and communities on a workforce plan for the tourism industry. Given the important role that tourism plays in the Queensland economy, it is vital that industry has the skills and experience to meet the growing demands of visitors who are seeking high quality services and experiences.

Strengthen industry pathways for students to build careers in tourism

- Support the growth of the skills required for employment and career development in the tourism and hospitality sectors through investment of an estimated \$120 million over three-years through the VET Investment Plan.
- Deliver a Young Tourism Leaders program to provide role models for young people considering a career in tourism.
- Expand programs to help more young people make a successful transition from school into further education or employment in the tourism industry.
- Continue to improve commercial kitchen facilities so schools can be used for food and hospitality training programs.
- Support development of the Star Academy and other training facilities developed by industry.

Develop a tourism workforce plan

- Complete the analysis of the current and future skills required to support the tourism industry.
- Identify options for apprenticeship and trainee development in the tourism industry.
- Prepare a tourism workforce plan with short-term and long-term priorities that focus on identified skills gaps.

Develop the Indigenous workforce for the tourism industry

- Work with QTIC to support the continued development of skilled Aboriginal and Torres Strait Islander people with tourism career pathways and Indigenous tourism businesses.
- Support industry to grow Indigenous tourism workforce representation in all parts of the industry.

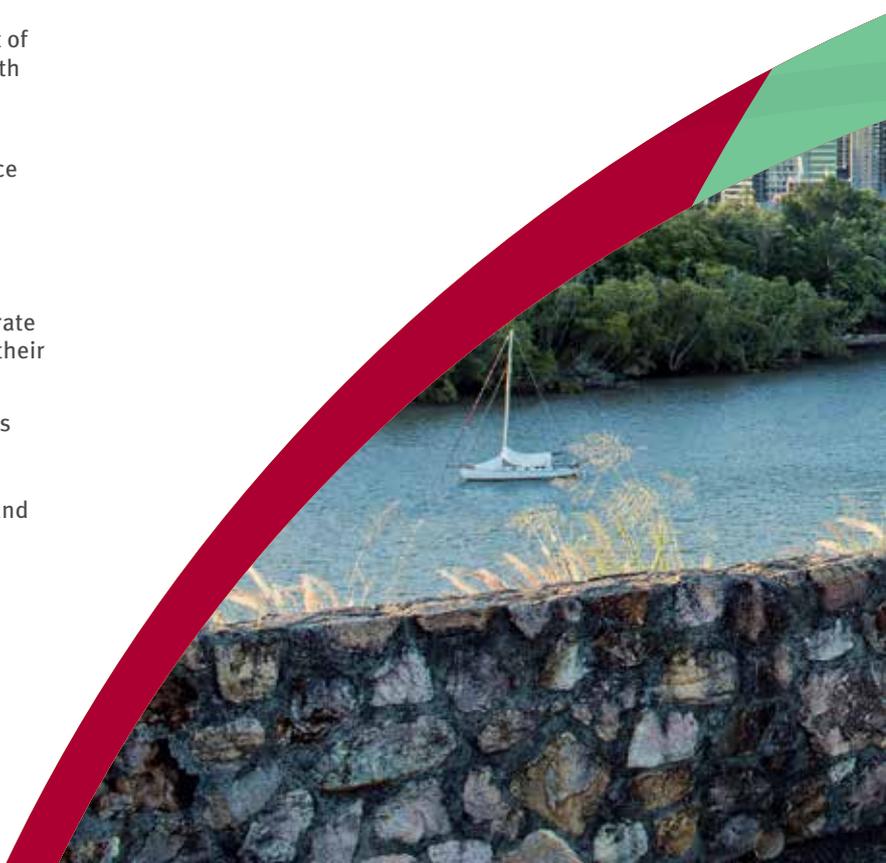
Build the capabilities of tourism businesses

- Encourage tourism businesses to apply for the Accelerate Small Business Grants program to help them achieve their growth aspirations.
- Support new, existing and start-up tourism businesses in regional Queensland to access the Queensland Government's two year, \$100 million Back to Work regional employment package, when planning to expand their workforce.

- Promote Mentoring for Growth as part of tourism businesses' plans to overcome challenges, grow and meet the needs of a changing market.
- Encourage new, existing and start-up tourism businesses to participate in small business programs to help them grow stronger and adapt their business model to meet changing market demand.

Increase the digital capabilities and connectivity of tourism businesses

- Support the industry in adopting innovative marketing practices and utilising new digital channels.
- Encourage new, existing and start-up tourism businesses to acquire technologies and services that will increase their digital capabilities via funding programs such as the Small Business Digital Grants Program.
- Showcase the Advance Queensland Community Digital Champions from the tourism industry and use these Champions to inspire other new, existing and start-up tourism businesses to increase their digital capabilities.
- Encourage the tourism sector to be inspired by entrepreneurs and aware of new technologies by providing connections to local start-up communities and new talent coming through the Advance Queensland program 'Hot DesQ'.



4. Seize the opportunity in Asia

The Asian tourism market is emerging as a major driver of economic growth, with more Asian travellers now visiting Queensland than ever before—spending money and creating jobs across the regions. Now is the time to take a focused approach to make Queensland Australia’s leader for the Asian tourism market and to build on the momentum of record visitation numbers to the state.

Implement a targeted Asia strategy

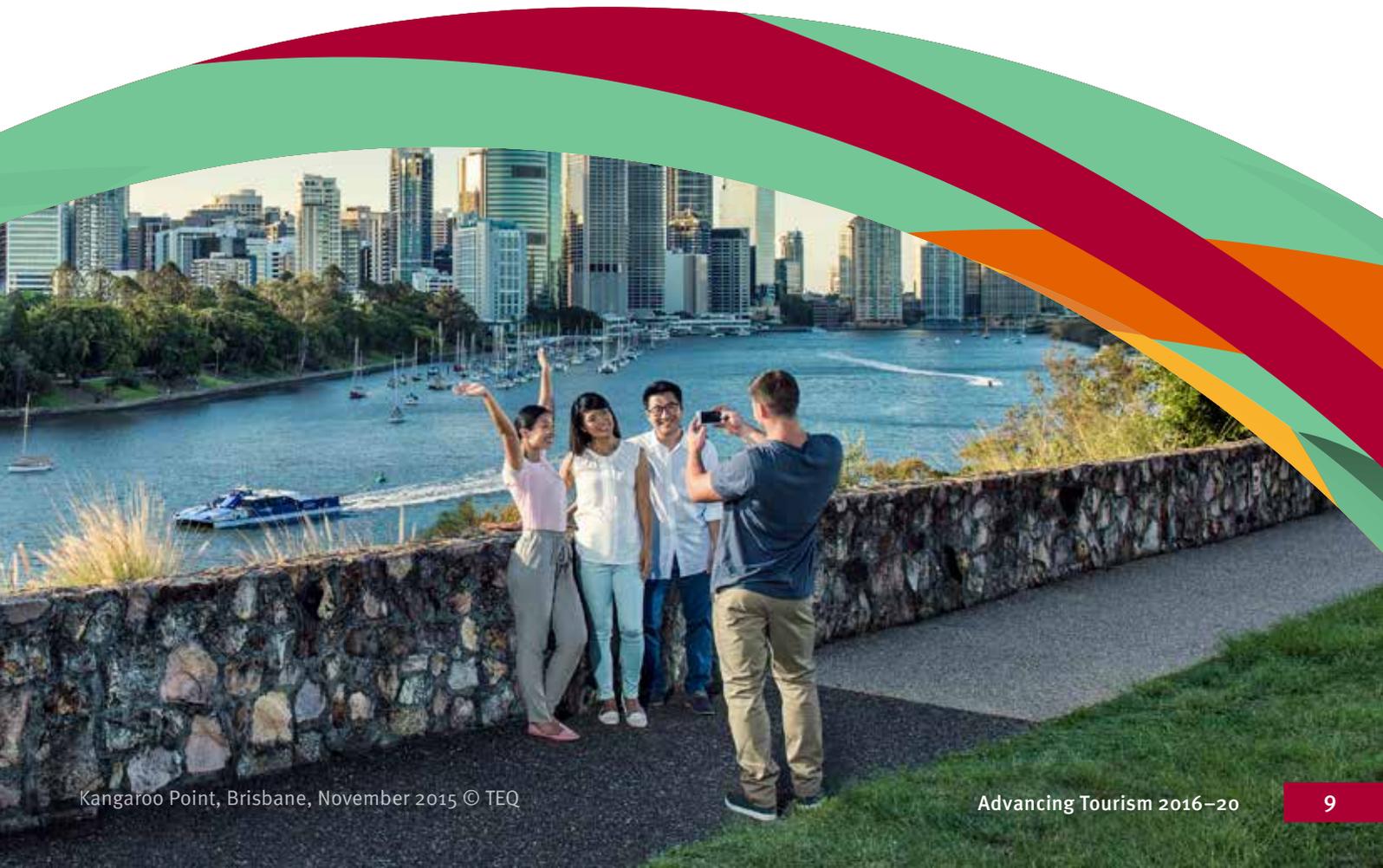
- Implement a Queensland Asia Tourism Strategy, which provides the following strategic directions and a series of targeted actions to enable Queensland’s tourism industry to capitalise on the Asia opportunity:
 - targeting consumer marketing in key Asian markets
 - enriching trade engagement to increase consumer awareness and encourage conversion
 - strengthening aviation access and strategic partnerships
 - working with industry to develop high quality experiences for Asian visitors
 - attracting Asian visitors to experience Queensland with the best events in Australia
 - leveraging the tourism potential of the international education network.

Connecting Asia to the regions

- Utilise the Advance Queensland: Connecting with Asia Strategy to secure more international aviation access from Asia to regional Queensland, attract investment in new products and experiences, increase the digital capability of regional tourism businesses and encourage Asian travellers to visit multiple regional destinations as part of their Queensland experience.

Leverage the tourism potential of the international education network

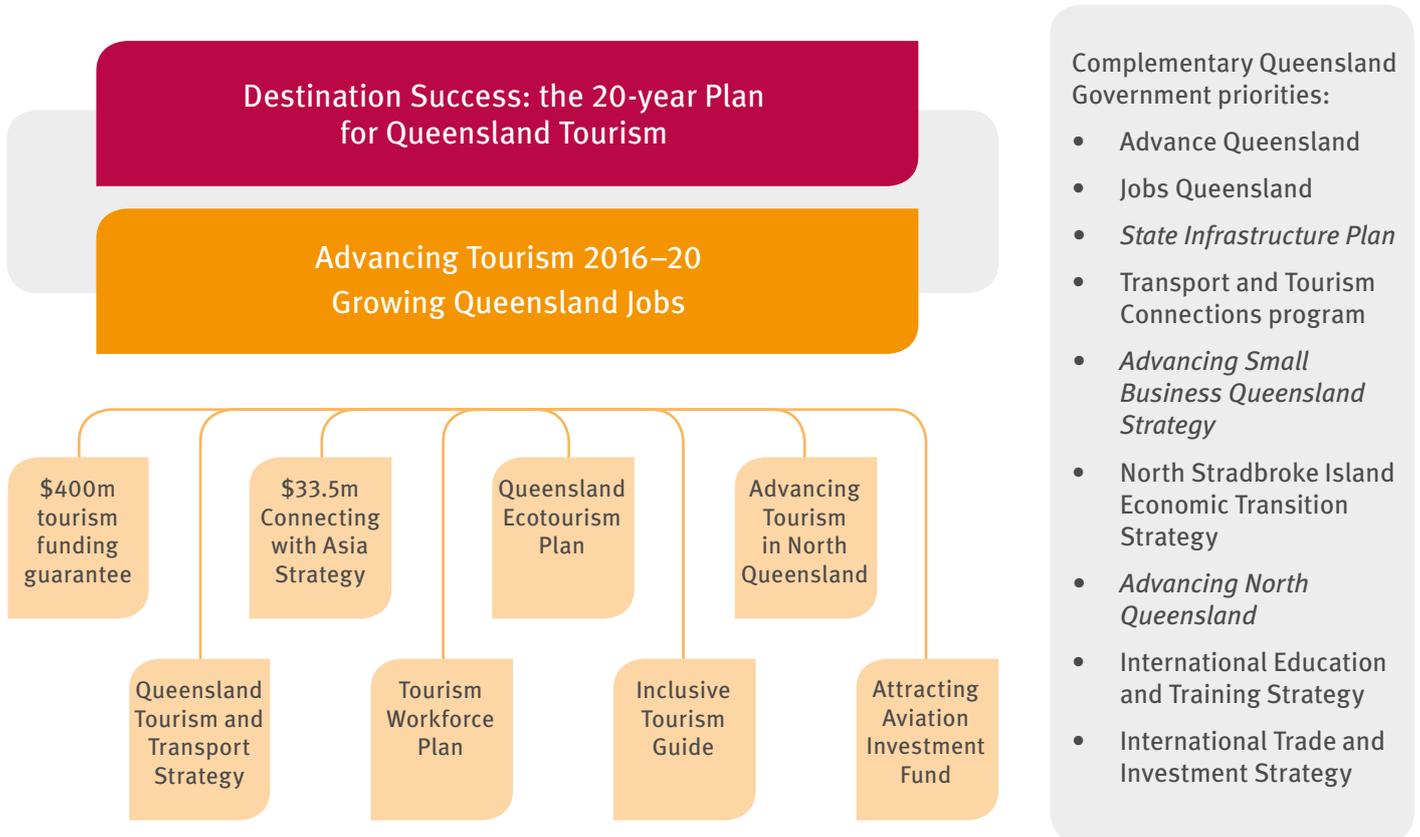
- Engage the expansive international student network to create lifelong advocates and ambassadors for Queensland.
- Leverage the tourism opportunities arising when friends and relatives visit Queensland for an international student’s graduation.
- Encourage repeat visitation by promoting destination experiences to the international alumni network.
- Elevate Queensland’s presence as a world-class study tour destination by promoting education-based tourism experiences.



Building on our strengths to grow Queensland jobs

The Queensland Government has a strong whole-of-government approach to growing our state's tourism industry. *Advancing Tourism 2016–20* is underpinned by the long-term partnership between the Queensland Government and industry through the 20-year Destination Success plan.

It also provides a clear strategic direction for the work currently underway across all government agencies, with the industry to provide greater support and investment that will boost visitor numbers to grow tourism and tourism jobs.



Implementation of *Advancing Tourism 2016-20* will be led by the Department of Tourism, Major Events, Small Business and the Commonwealth Games under the portfolio of the Minister for Tourism and Major Events.

The department will encourage greater communication and collaboration across Queensland Government agencies and between state and local government in regard to the development of, and support for, Queensland's tourism industry.

Government, industry and academia will be encouraged to work together to better understand consumer preferences and decision making, industry best practice, yield maximisation, and innovative practices and technology relevant to the tourism industry.

Undara Volcanic Caves, Mt Surprise, Tropical North Queensland, June 2013
Photo: Ezra Patchett © TEQ



Ballandean Winery, SQC, January 2016
Photo: Paul Giggle © TEQ



