

QUEENSLAND GOVERNMENT RESPONSE

*Towards 2032: Reshaping
Queensland's visitor economy
to welcome the world*

TOURISM INDUSTRY REFERENCE PANEL

NOVEMBER 2022

Demand, Supply and Connectivity

» Experience Development Fund

KEY INITIATIVES LEAD

DAF	Department of Agriculture and Fisheries
DCHDE	Department of Communities, Housing and Digital Economy
DCHDE (AQ)	Department of Communities, Housing and Digital Economy, Arts Queensland
DESBT	Department of Employment, Small Business and Training
DEPW	Department of Energy and Public Works
DES	Department of Environment and Science
DJAG	Department of Justice and Attorney-General
DPC	Department of the Premier and Cabinet
QT	Queensland Treasury
Resources	Department of Resources
DSDSATSIP	Department of Seniors, Disability Services and Aboriginal and Torres Strait Islander Partnerships
DSDILGP	Department of State Development, Infrastructure, Local Government and Planning
DTIS	Department of Tourism, Innovation and Sport
DTMR	Department of Transport and Main Roads
JQ	Jobs Queensland
TEQ	Tourism and Events Queensland
TIQ	Trade and Investment Queensland

GOVERNMENT AND INDUSTRY

NOTE: lead and support agencies identified throughout this Government Response are intended to reflect the Queensland Government agencies involved in implementing the response to each recommendation. It is noted that the tourism industry, industry bodies and/or local government will also play a critical role in leading the implementation of actions under many of the recommendations, as outlined in the Phase 1 Implementation Plan 2023-2025 under the Towards Tourism 2032 strategy.

RECOMMENDATION 1

NOTED *Subject to future funding availability*

Establish a new \$140 million fund to develop significant new and visionary products and experiences, including a contemporary refresh of existing iconic products and experiences, to meet tomorrow's visitor expectations.

As part of delivering *Towards Tourism 2032*, any future funding requests to support Queensland tourism product, experiences and infrastructure may be considered as part of standard budget processes in response to clearly identified needs and opportunities. Key considerations will include building on existing investment from government, leveraging industry contributions, and delivering value for money.

Queensland Government initiatives and commitments will continue to support further growth and investment in the visitor economy, for example:

- \$15 million Tourism Experience Development Fund (leveraging up to \$45 million of private sector investment)
- \$5 million Activate Ecotourism Infrastructure Fund pilot
- \$27.4 million Regional Tourism Recovery Program

Lead agency: DTIS

Support agency: TEQ

RECOMMENDATION 2

ACCEPTED

Co-fund projects in line with the opportunities set out in this plan that meet economic, community impact and sustainability criteria.

The Queensland Government will ensure that this type of criteria is included wherever possible in any relevant future tourism grant funding rounds and programs. Recently announced programs are incorporating an assessment of proposals against their ability to deliver jobs, regional economic and community impact and sustainability benefits, as well as alignment with industry priorities. The *Towards Tourism 2032* strategy also adopts a balanced scorecard approach to measure visitor economy success across economic, environmental and social indicators.

Lead agency: DTIS

Support agency: DSDILGP, TEQ

RECOMMENDATION 3

NOT ACCEPTED *Alternative proposed*

Fund to be governed by an independent commercial entity with a skilled and diverse Board, including First Nations representation.

The Queensland Government will review the scope of existing forums and mechanisms to ensure a well-rounded industry voice is providing advice to government on future tourism infrastructure and experience development needs and programs.

Lead agency: DTIS

Support agency: QT, TEQ

» Growing Tourism Infrastructure Fund

RECOMMENDATION 4

NOTED *Subject to future funding availability*

An injection of \$50 million into the Growing Tourism Infrastructure Fund to enable critical tourism infrastructure investment, including in accommodation as a priority.

As part of delivering *Towards Tourism 2032*, any future funding requests to support Queensland infrastructure investment may be considered as part of standard budget processes in response to clearly identified needs and opportunities. Key considerations will include building on existing investment from government, leveraging industry contributions, and delivering value for money.

The Queensland Government's current investment of \$150.5 million in tourism infrastructure programs, which has leveraged over \$133.77 million in private sector investment, is supporting 153 projects, including 105 infrastructure development projects and 48 infrastructure enabling initiatives, with these projects forecast to support 1,697 construction jobs and 1,030 ongoing jobs, and attract an additional two million visitors spending over \$378 million each year.

Lead agency: DTIS

Support agency: QT

RECOMMENDATION 5

ACCEPTED

Deliver amenities, improve accessibility and deliver built assets that improve the 'lived experience' of the visitor.

The Queensland Government will leverage the range of existing and planned initiatives that support new and refreshed amenities, improve accessibility and deliver built assets, such as the Local Government Grants and Subsidies Program (\$86 million for 2022- 24), Works for Queensland Program (\$200 million for 2021- 24), the \$15 million Tourism Experience Development Fund and \$3 million Great Barrier Reef Island Marine Infrastructure Package. The government will also consider opportunities to incorporate the delivery of visitor-related infrastructure and amenities as part of eligible projects under future grant funding schemes.

Lead agency: DSDILGP

Support agency: DTIS

The Queensland Government notes that industry and local government will play a lead role in implementing actions under this recommendation.

RECOMMENDATION 6

ACCEPTED

Future-proof our infrastructure, particularly with regards to sustainability credentials and climate resilience.

Sustainability and climate resilience criteria will be embedded as part of the eligibility criteria for future tourism-related infrastructure grant funding programs offered by the Queensland Government.

Lead agency: DTIS

Support agency: DSDILGP, DAF, DEPW, DES

RECOMMENDATION 7

NOTED *Subject to future funding availability*

Funding to be available to upgrade and overhaul existing critical tourism-related infrastructure as well as new projects.

As part of delivering *Towards Tourism 2032*, any future funding requests to support Queensland tourism product, experiences and infrastructure may be considered as part of standard budget processes in response to clearly identified needs and opportunities. Key considerations will include building on existing investment from government, leveraging industry contributions, and delivering value for money.

The \$15 million Tourism Experience Development Fund, \$5 million Activate Ecotourism Infrastructure Fund pilot and \$3 million Great Barrier Reef Island Marine Infrastructure Package are supporting opportunities to improve infrastructure and experiences.

Lead agency: DTIS

Support agency: QT, DSDILGP, DCHDE (AQ)

» Events and Marketing Investment

RECOMMENDATION 8

NOTED *Subject to future funding availability*

An \$80 million increase in contestable funding for events and destination marketing.

As part of delivering *Towards Tourism 2032*, any future funding requests to support contestable funding for events and destination marketing may be considered as part of standard budget processes in response to clearly identified needs and opportunities. Key considerations will include building on existing investment from government, leveraging industry contributions, and delivering value for money.

As the state's lead marketing, major events, experience and destination development agency, Tourism and Events Queensland (TEQ) continues to deliver demand driving activity for Queensland.

Lead agency: TEQ

Support agency: DTIS, QT

RECOMMENDATION 9

ACCEPTED

Grow the year-round events calendar with distinct funding for the development of homegrown events including to promote dispersal and off-peak visitation.

The *TEQ Events Strategy 2025* will set a long-term strategic framework to create a sustainable Queensland Events Calendar. The Queensland Government has provided \$20 million support the delivery of Queensland Music Trails program in 2023, 2024, and 2025 to invite visitors from around the world to discover Queensland's destinations through various itineraries of iconic music events.

As part of delivering *Towards Tourism 2032*, any future funding requests in support homegrown events may be considered as part of standard budget processes in response to clearly identified needs and opportunities. Key considerations will include building on existing investment from government, leveraging industry contributions, and delivering value for money.

Lead agency: TEQ

Support agency: DTIS, DCHDE (AQ)

The Queensland Government notes that industry and local government will play a lead role in implementing actions under this recommendation.

RECOMMENDATION 10

ACCEPTED

Maximise the so-called "green and gold runway" opportunity for enhancing tourism and trade in conjunction with culture, lifestyle, business and sporting events, in the long lead-time to the 2032 Games.

The Brisbane 2032 opportunities are a critical element of Tourism and Events Queensland's Events Strategy, and increasingly a significant component and strategic consideration in whole-of-government and portfolio plans and strategies. The opportunities Brisbane 2032 can bring to Queensland are now being incorporated as a critical centrepiece within new and ongoing whole-of-government activities and business-as-usual actions.

Lead agency: TEQ

Support agency: DTIS, DCHDE

The Queensland Government notes that industry and local government will play a lead role in implementing actions under this recommendation.

RECOMMENDATION 11

ACCEPTED

Ensure the domestic visitor opportunity is fully captured through new campaign and partnership activities – pivoting to international opportunities when the time is right.

The domestic market continues to be the greatest focus for tourism marketing in 2022-2023 (with highly successful campaigns like 'Good to Go' and phase one of the 'Great Queensland Getaway') and TEQ releasing a major new tourism campaign designed to encourage travellers to 'Seize the Days'. TEQ will also deliver a Global Marketing Strategy to propel Queensland forward as the world emerges post COVID-19, generating a fresh approach to drive strategic, targeted growth for the Queensland tourism and events industry.

Lead agency: TEQ

Support agency: DTIS, TIQ

The Queensland Government notes that industry and local government will play a lead role in implementing actions under this recommendation.

» International Education and Training

RECOMMENDATION 12

ACCEPTED

Build a more competitive position for Queensland's various study destinations with international students and their networks of influencers, by better aligning state, commonwealth and local government efforts.

The Queensland Government is developing a new International Education and Training Strategy for 2022-2027 to facilitate recovery of the international education and training sector and advance tourism priorities at it relates to the edu-tourism market.

Lead agency: TIQ

Support agency: DTIS, TEQ

RECOMMENDATION 13

ACCEPTED

Leverage Queensland's research, innovation and industry strengths including appealing new fields in which Queensland has a compelling advantage, like sports science in the lead-up to Brisbane 2032, or marine science on the Great Barrier Reef.

The Queensland Government will continue to explore models to strengthen collaboration with the academic sector on visitor economy-related research and development activity, leveraging initiatives under the recently released \$142 million *Advance Queensland Innovation for a Future Economy 2022-2032 Roadmap*, *Queensland Innovation Precincts and Places Strategy 2022-2032*, and a long-term sports economy strategy for Queensland, which work is currently underway on.

The \$3.2 million Great Barrier Reef (GBR) Education Experience Program is contributing place-based learning activities in the GBR and provides opportunities for tourism operators in the region to enhance and develop educational products and experiences to stimulate new market travel and subsequent tourism visitation to the region, in addition to promoting citizen science.

Lead agency: DTIS

Support agency: TIQ, TEQ, DES

RECOMMENDATION 14

ACCEPTED

Develop tourism experiences and career pathways that appeal to international students and their influencers and promote available travel options to students.

With the reopening of international borders, Tourism and Events Queensland has been accelerating marketing plans toward tactical conversion initiatives to capture pent-up demand of international students and Working Holiday Makers. The \$7.5 million Work in Paradise Queensland Tourism and Hospitality Jobs website is providing opportunities to connect international students with jobs while undertaking study. Efforts will also be cognisant of the *Queensland Workforce Strategy 2022-2032 (Good people Good jobs)* and opportunities for alignment and leverage.

Lead agency: DTIS

Support agency: TIQ, TEQ

» Aviation Fund Deployment

RECOMMENDATION 15

ACCEPTED

Maximise the \$100 million government investment to rebuild aviation access to Queensland.

Guided by the TEQ's Aviation Framework 2018–2025, coupled with recent investment and the appointment of a Strategic Aviation Director within the Department of Tourism, Innovation and Sport to work closely with airports, airlines and industry, the Queensland Government is providing airports with greater certainty to negotiate flights with airlines to facilitate the speedy return of international visitors back into the state.

Lead agency: DTIS

Support agency: TEQ

The Queensland Government notes that industry and local government will play a lead role in implementing actions under this recommendation.

RECOMMENDATION 16

ACCEPTED

Apply a new, "whole-of-plane" assessment criteria for deploying the fund.

All applications under the Attracting Aviation Investment Fund (AAIF) undergo a comprehensive assessment process and are considered on their merit within the current funding environment. Details of matched funding, along with benefits for the return of freight exports and international students are considered as part of the assessment.

Lead agency: DTIS

Support agency: TEQ, TIQ, DAF, QT

RECOMMENDATION 17

ACCEPTED

Secure new, direct international routes, ensuring that our targeted visitors can access Queensland's destinations. Promote regional dispersal.

The Queensland Government's \$100 million boost to the AAIF (matched by a further \$100 million from the private sector) will enable our airports to negotiate with airlines to fast-track more direct flights to Queensland. Recent routes announced under AAIF include United Airlines San Francisco to Brisbane, Air Canada Vancouver to Brisbane, Scoot Singapore to Gold Coast, and Jetstar Narita to Gold Coast

Lead agency: DTIS

Support agency: TEQ

The Queensland Government notes that industry and local government will play a lead role in implementing actions under this recommendation.

RECOMMENDATION 18

ACCEPTED

Recapture and then maintain or exceed our pre-pandemic peak market share of domestic and international aviation seat capacity.

Queensland Government support for domestic aviation recovery during COVID-19 has already provided immediate confidence to the marketplace and resulted in airports reporting domestic capacities being stronger than pre-COVID-19 levels. The Queensland Government continues to work with airlines, airports, Regional Tourism Organisations, Tourism Australia, the tourism industry and trade partners through existing programs and partnerships to recapture and stimulate international aviation and tourism in Queensland.

Lead agency: DTIS

Support agency: TEQ

The Queensland Government notes that industry and local government will play a lead role in implementing actions under this recommendation.

» Improve access throughout Queensland

RECOMMENDATION 19

ACCEPTED

Align aviation route priorities with other modes of transport (for example, accelerating the rebuild of the cruise industry) to support the flow of visitors into and throughout Queensland.

The Queensland Government will work with industry to determine how transport routes/modes and itineraries can be better aligned/coordinated and opportunities to extend stay and spend by cruise tourists at ports of call. This will align with development of a new drive tourism strategy, and Tourism and Transport Action Plans.

Lead agency: DTIS

Support agency: TEQ, DTMR, DSDILGP

The Queensland Government notes that industry and local government will play a lead role in implementing actions under this recommendation.

» Business Events Strategy

RECOMMENDATION 20

ACCEPTED

Further develop a Queensland Touring Strategy, including better promotion of established drive routes.

DTIS in partnership with TEQ will develop a new drive tourism strategy for the state, including an analysis of current strategic touring routes, itinerary development, identification of signage/digital/marketing needs, along with the identification of potential new touring opportunities. DTIS will also work with the Department of Transport and Main Roads (DTMR) and key stakeholders to prepare new Tourism and Transport Action Plans to support greater connectivity, sustainable infrastructure and increase the adoption of alternative transport energy sources.

The Queensland Government has provided \$20 million support the delivery of Queensland Music Trails program in 2023, 2024, and 2025 to invite visitors from around the world to discover Queensland's destinations through various itineraries of iconic music events.

Lead agency: DTIS, TEQ

Support agency: DTMR, DSDILGP, DAF, DCHDE (AQ)

RECOMMENDATION 21

ACCEPTED

Create a shared Business Events Strategy to position Queensland to leverage our state's diverse offerings and competitive strengths to build on the doubling of investment.

The Queensland Government will develop a new Queensland Business Events Industry Strategy in consultation with the Convention and Exhibition Centres, Convention Bureaux and broader business events stakeholders. Tourism and Events Queensland's Business Events strategy (embedded in the *TEQ's Events Strategy 2025*) is also under review to ensure it remains fit for purpose to deliver optimum event outcomes for Queensland.

The \$7 million Queensland Government Convention and Exhibition Centre Economic Recovery Bid Support Program is supporting business event attraction to boost Queensland's competitive advantage.

Lead agency: TEQ

Support agency: DTIS, TIQ, DAF

The Queensland Government notes that industry and local government will play a lead role in implementing actions under this recommendation.

RECOMMENDATION 22

ACCEPTED

Better align Queensland's industry and research strengths and trade and investment activities to improve the value proposition for event organisers.

This action forms part of Tourism and Events Queensland's broader Events Strategy and a new Queensland Business Events Industry Strategy (see response to Recommendations 9 and 21).

Lead agency: TEQ

Support agency: DTIS, TIQ

The Queensland Government notes that industry and local government will play a lead role in implementing actions under this recommendation.

RECOMMENDATION 23

NOTED *Subject to future funding availability*

Longer term funding commitments to better support the bidding cycle.

This action forms part of Tourism and Events Queensland's broader Events Strategy and a new Queensland Business Events Industry Strategy (see response to Recommendations 9 and 21). The \$7 million Queensland Government Convention and Exhibition Centre Economic Recovery Bid Support Program is supporting business event attraction to boost Queensland's competitive advantage.

As part of delivering *Towards Tourism 2032*, any future funding requests to support Queensland tourism product, experiences and infrastructure may be considered as part of standard budget processes in response to clearly identified needs and opportunities. Key considerations will include building on existing investment from government, leveraging industry contributions, and delivering value for money.

Lead agency: TEQ

Support agency: DTIS, QT

Catalysts for Change

» Accelerate Ecotourism

RECOMMENDATION 24

ACCEPTED

Investment to establish and maintain world-class National Park and protected area infrastructure (including, walking/hiking trails, mountain bike trails, trailhead facilities, wayfinding, signage, interpretation, expert guides, and other facilities)

The 2022-23 Queensland Budget committed \$262.5 million towards protected area investment and management, which will support expansion of the protected area network and improved visitor infrastructure to benefit the state's nature-based tourism industry. The Queensland Government is committed to advancing pilot ecotourism projects such as the Wangetti Trail and Cooloola Great Walk to demonstrate sustainable models for ecotourism investment and operation within protected areas with estate managers and Traditional Owners.

Lead agency: DES, DTIS

Support agency: TEQ, DSDILGP

RECOMMENDATION 25

Under further government consideration

Through First Nations consultation, seek to open more areas of National Parks to overnight public stays (and infrastructure) including reasonably limited access in partnership with private operators as accepted in other states.

Through development of an ecotourism plan for Queensland's protected areas, the Queensland Government will partner with Traditional Owners in the planning and delivery of ecotourism projects on protected areas to ensure outcomes are culturally appropriate and aligned with Traditional Owner aspirations.

Lead agency: DES, DTIS

Support agency: TEQ, DSDILGP

RECOMMENDATION 26

NOTED *Subject to future funding availability*

A funding stream specific to incentivising ecotourism projects (with increased gearing for projects which are regenerative) as part of the Destination Development Fund to be managed by Destination Development Queensland.

The Queensland Government will continue to support the delivery of new and enhanced ecotourism offerings in Queensland, with the \$5 million pilot Activate Ecotourism strategic initiative aimed at facilitating the delivery of ecotourism or nature-based tourism infrastructure adjacent to, or near, public protected areas, world heritage areas, state forests or timber reserves. The \$15 million Tourism Experience Development Fund also included ecotourism as a priority area for project proposals.

Lead agency: DTIS

Support agency: DES, TEQ

RECOMMENDATION 27

NOT ACCEPTED *Alternative proposed*

Consideration of new category of protected area when adding to protected estate.

The Queensland Government will consider ecotourism potential as a criterion in future protected area acquisitions, and outlined in the development of an ecotourism plan for Queensland's protected areas.

Lead agency: DES

RECOMMENDATION 28

ACCEPTED

Continued realisation of opportunities in areas adjacent to National Parks.

The Queensland Government's \$5 million pilot Activate Ecotourism Infrastructure initiative is facilitating delivery of ecotourism or nature-based tourism infrastructure adjacent to, or near, public protected areas, world heritage areas, state forests or timber reserves. An ecotourism plan for Queensland's protected areas is being developed by the Department of Environment and Science includes a priority area to facilitate new ecotourism projects on land adjoining protected areas and sustainably reuse cleared and degraded land, which could include poor agricultural land.

Lead agency: DTIS

Support agency: DES

RECOMMENDATION 29

Under further government consideration

Review Queensland's legislative and policy framework and approvals process in the context of national and international competitors and progress changes to position Queensland as an ecotourism leader and capture market share.

The Queensland Government has established a cross agency working group to review aspects of ecotourism and whole-of-government efforts on ecotourism projects and opportunities. Issues in relation to Queensland's legislative and policy frameworks and approvals processes for ecotourism will be considered.

Lead agency: DES, DPC

Support agency: DTIS, DSDILGP, Resources, TEQ

» Sustainability and Climate Adaptation Plans

RECOMMENDATION 30

ACCEPTED

Ensure all on-country tourism involves deep First Nations consultation and results in financial and non-financial benefits accruing to Traditional Owners.

Through the development of an ecotourism plan for Queensland's protected areas, the Queensland Government will partner with Traditional Owners in the planning and delivery of ecotourism projects on protected areas to ensure outcomes are culturally appropriate and aligned with Traditional Owner aspirations. In partnership between QTIC, Queensland's Indigenous tourism sector and the Queensland Government, a Best Practice Guide for Working with First Nations Tourism in Queensland is being developed to provide the tourism industry with information and tools to recognise, respect and protect Indigenous peoples' traditions and cultural intellectual property rights and build a strong First Nations tourism sector.

Lead agency: DES, DTIS **Support agency:** DSDSATSIP

The Queensland Government notes that industry and local government will play a lead role in implementing actions under this recommendation.

RECOMMENDATION 31

Under further government consideration

Enhance transparency and build a sense of urgency in approval processes, including with clear KPIs to guide agency consideration and reduce wait times.

The Queensland Government has established an inter-agency working group to consider aspects of ecotourism and whole-of-government efforts on ecotourism projects and opportunities. Issues in relation to Queensland's legislative and policy frameworks and approvals processes for ecotourism will be considered.

Lead agency: DES, DPC **Support agency:** DSDILGP, DTIS

RECOMMENDATION 32

ACCEPTED

Develop Sustainability and Climate Adaption Plans for Queensland's visitor economy (and local variations) that encompass:

- *actions on climate change adaptation and transition*
- *actions to reduce carbon emissions to net-zero by 2050*
- *social impact and governance (such as diversity, equality, and wellness)*
- *energy, plastics, water and waste management*
- *circular economy operations and biodiversity management.*

With the support of a Queensland Government grant, the Queensland Regional Tourism Organisation Network is leading a project to identify a pathway towards net zero emissions for the tourism industry – Queensland Tourism Climate Action project. Ongoing partnerships between industry and government will support project finalisation and implementation. This work will complement efforts under the broader Queensland Climate Action Plan as well as the *Queensland Climate Adaptation Strategy – Building a resilient tourism industry: Queensland tourism climate change response plan (2018)*.

The \$1 million Eco-certified Tourism Destination Program will support Queensland regions to achieve recognition under sustainable tourism certification programs, in line with the opportunities identified by the Panel for the state to be a leader in sustainable tourism.

Lead agency: DTIS, DES

The Queensland Government notes that industry and local government will play a lead role in implementing actions under this recommendation.

RECOMMENDATION 33

NOTED *Subject to future funding availability*

Funding for regions to ensure capability to develop and implement plans.

Subject to the outcomes of the response to Recommendation 32, future funding requests to support implementation may be considered as part of standard budget processes in response to clearly identified needs and opportunities. The Queensland Government has already committed grant funding through the \$1 million Eco-certified Tourism Destination Program to support Queensland destinations to achieve sustainable tourism certification, in line with the opportunities for the state to become a leader in sustainable tourism.

Lead agency: DTIS **Support agency:** DSDILGP, DES, TEQ

RECOMMENDATION 34

ACCEPTED

Establish guidelines to deliver the Plan including:

- *metrics and criteria for Environment, Social and Governance (ESG) outcomes*
- *alignment with the United Nations Sustainable Development Goals (SDG) for new product development.*

To be incorporated as part of the response to Recommendation 32.

Lead agency: DTIS, DES

The Queensland Government notes that industry and local government will play a lead role in implementing actions under this recommendation.

RECOMMENDATION 35

ACCEPTED

Communications to explain the industry pathway to visitors, residents and investors.

To be incorporated as part of the response to Recommendation 32.

Lead agency: DTIS, DES

The Queensland Government notes that industry and local government will play a lead role in implementing actions under this recommendation.

» First Nations leadership

RECOMMENDATION 36

ACCEPTED

Support regions to develop and implement a First Nations Tourism Action Plan, led by First Nations people, to map a practical way forward.

A DTIS-led Queensland Indigenous Tourism Government and Industry Reference Group will facilitate close government-industry engagement to advise on the needs and approach to grow Indigenous tourism. In partnership with this Reference Group, the Queensland Government will develop an Indigenous Tourism Development Roadmap to summarise the industry and business development priorities to 2032.

Through Local Thriving Communities, the Queensland Government seeks to build on a community's strengths, embracing existing leadership structures including Indigenous councils and community leaders to enable Local Decision Making Bodies (LDMBs) that will: co-design and influence delivery of services; ensure investment makes their community stronger; maximise opportunities from local service and industry partnerships. LDMB's would provide quality value to consultation processes e.g. to enhance tourism and support community-driven aspirations for cultural and eco-tourism.

The Independent Indigenous Tourism Operators of Queensland and the Queensland First Nations Tourism Council peak bodies represent a significant opportunity to provide the Queensland Government with an Indigenous tourism voice.

The *First Nations Tourism Plan 2020-2025* developed by the Queensland Industry Tourism Council with funding from the Queensland Government, is achieving awareness and readiness in the Indigenous tourism sector, and its learnings will continue to be used to inform forward planning and future needs to grow Indigenous tourism in Queensland.

Lead agency: DTIS

Support agency: TEQ, DSDSATSIP

The Queensland Government notes that industry and local government will play a lead role in implementing actions under this recommendation.

RECOMMENDATION 37

ACCEPTED

Support the creation of new Indigenous-owned and operated businesses through programs identified and led by First Nations people.

Aligned with Recommendations 36 and 39, the Queensland Government commits to supporting the economic development of Indigenous peoples through actions across *Towards Tourism 2032* and working in partnership, and with the leadership of, Indigenous tourism leaders in the ongoing implementation of First Nations tourism opportunities. The DTIS Our Country Advisory Service support emerging and established Aboriginal and Torres Strait Islander tourism operators to start and grow their businesses and products.

Lead agency: DTIS

Support agency: TEQ, DSDILGP, DSDSATSIP, DAF, DCHDE (AQ)

RECOMMENDATION 38

ACCEPTED

Extend cultural understanding via, for example, similar programs to those run during the Year of Indigenous Tourism.

The Queensland Government commits to exploring and implementing additional opportunities through the *Towards Tourism 2032* strategy to develop Indigenous Tourism for the state to enable cultural understanding and showcase the diversity on Queensland's Aboriginal and Torres Strait Islander cultures. In partnership between Queensland Tourism Industry Council (QTIC), Queensland's Indigenous tourism sector and the Queensland Government, a Best Practice Guide for Working with First Nations Tourism in Queensland will be finalised and delivered to provide the tourism industry with information and tools to recognise, respect and protect Indigenous peoples' traditions and cultural intellectual property rights and build a strong First Nations tourism sector.

Lead agency: DSDSATSIP, DTIS **Support agency:** TEQ, DSDILGP, DCHDE (AQ)

The Queensland Government notes that industry and local government will play a lead role in implementing actions under this recommendation.

RECOMMENDATION 39

ACCEPTED

Continue to create access to opportunities for Indigenous peoples in the tourism industry.

The Queensland Government commits to supporting the economic development of Indigenous peoples through actions under *Towards Tourism 2032*. The \$4 million First Nations Tourism Package announced in the 2022-2023 State Budget will facilitate growth in the number of First Nations tourism experiences in Queensland ahead of Brisbane 2032. Other existing programs such as the DTIS Our Country Advisory Service also help Indigenous tourism businesses explore opportunities to establish and grow their tourism products and services, expanding the number of culturally diverse and authentic experiences in our regions; creating new jobs for Indigenous peoples.

The \$15 million Tourism Experience Development Fund included the development of First Nations experiences as a priority area for project proposals. Initiatives through the \$50m investment in *Grow 2022-2026*, to deliver *Creative Together 2020-2030*, also focus on strengthening the capacity of First Nations artists and arts workers, creative enterprises and communities.

Lead agency: DTIS **Support agency:** TEQ, DSDSATSIP, DSDILGP, DAF, DCHDE (AQ)

The Queensland Government notes that industry and local government will play a lead role in implementing actions under this recommendation.

RECOMMENDATION 40

ACCEPTED

Maintain commitment to DestinationIQ, an initiative of QTIC hosted by the QTIC Indigenous Champions Network, which has grown to become a stunning annual showcase of First Nations Tourism activity in Queensland.

The Queensland commits to supporting appropriate mechanisms for the tourism and events industry, Indigenous peoples and Indigenous tourism operators to come together, to explore and share their stories for the future development of the indigenous tourism sector. Given the maturity of the event and the formation of Indigenous tourism peak bodies, it would be beneficial to see all Indigenous tourism peak bodies in Queensland included as partners in the development and delivery of *DestinationIQ* as a way to facilitate increased and broader industry ownership of the event.

Lead agency: DTIS **Support agency:** TEQ

The Queensland Government notes that industry and local government will play a lead role in implementing actions under this recommendation.

» Brisbane 2032 Olympic and Paralympic Games

RECOMMENDATION 41

ACCEPTED

Create a plan to maximise the Brisbane 2032 opportunity for Queensland's visitor economy.

Visitor economy legacy outcomes were identified in the response to the International Olympic Committee's Future Host Questionnaire and will continue to be considered through the development of the Brisbane 2032 Legacy Strategy and Plan (due to be finalised in 2023).

Lead agency: DTIS

Support agency: DPC, TEQ, DSDILGP, DAF, DCHDE

RECOMMENDATION 42

ACCEPTED

Leverage the 10-year runway to the Games to deepen relationships within key international source markets, especially India, which has a population of 1.3 billion people, 60% of whom are under 35.

In the lead up to Brisbane 2032, TEQ will continually review its market prioritisation model, informed by global consumer research and forecast modelling, and leverage the delivery of its Global Marketing Strategy to generate a fresh approach to deepening relationships with key international source markets and drive strategic, deliberate growth for the Queensland tourism and events industry.

Lead agency: TEQ

Support agency: DTIS, TIQ, DAF, DCHDE (AQ)

The Queensland Government notes that industry and local government will play a lead role in implementing actions under this recommendation.

RECOMMENDATION 43

NOT ACCEPTED *Alternative proposed*

Appoint a representative tourism industry panel to engage with a united voice on material opportunities of development, legacy and impact.

The Brisbane 2032 Olympic and Paralympic Games Legacy Committee has been established with representation from across a diversity of backgrounds and life experience from the circular economy and infrastructure to innovation, community sport, tourism, events and education. The tourism industry will have a strong voice and tourism-related legacy opportunities are being explored as part of the Brisbane 2032 Legacy Committee considerations.

Lead agency: DTIS

Support agency: DPC, TEQ

RECOMMENDATION 44

ACCEPTED

Use our hosting of the Paralympic Games as a driver for the State to become a leader in accessible tourism.

Accessibility and inclusion will be a core element of government's Brisbane 2032 Legacy Strategy and Plan. To help make our tourism destinations more accessible, the Queensland Government has already invested \$0.5 million, working with Get Skilled Access and Travability to assess tourist infrastructure accessibility and tourism business capability in six destinations and deliver initiatives to build capability and awareness for businesses. The Queensland Government has also committed to deliver \$12 million in new funding to deliver targeted accessible tourism initiatives as part of the Queensland 2023 Year of Accessible Tourism.

Lead agency: DTIS

Support agency: DSDSATSIP, DSDILGP, TEQ

The Queensland Government notes that industry and local government will play a lead role in implementing actions under this recommendation.

Enablers of Change

» Attract and facilitate investment

RECOMMENDATION 45

Under further government consideration

Review investment processes, including cross-government approvals, with the objective of increasing transparency, reducing complexity and speeding up approval gateways.

The Queensland Government will examine existing approval pathways, including cross-government approvals, to support transparent and timely processes for appropriate, sustainable, and considered development of new tourism infrastructure including attractions, experiences and accommodation. This would include investigation of a case managed approach for high value tourism development projects supported by relevant agencies to assist in facilitating the approval pathway through government requirements.

DTIS will develop a Tourism Project Framework to guide and facilitate projects and proposals that necessitate all levels of government involvement.

Lead agency: DSDILGP, DTIS **Support agency:** DES, DJAG, Resources, TIQ

RECOMMENDATION 46

ACCEPTED

Embed an 'industry-as-a-customer' approach to government service delivery, including actively pursuing and supporting investors and proponents.

The Department of Tourism, Innovation and Sport will continue to be the lead change agent for tourism investment attraction in Queensland, complementing and leveraging whole-of-government investment attraction programs and offering a one-stop shop "concierge" gateway for investors and proponents.

Lead agency: DTIS **Support agency:** TIQ, DESBT, TEQ

RECOMMENDATION 47

ACCEPTED

Annual investment conference to showcase opportunities, including to superannuation fund managers and other private sector participants.

The Queensland Government commits to holding ongoing targeted tourism investment attraction initiatives to showcase Queensland as a premier tourism destination with world-renowned attractions, strong demand, and exciting opportunities to and beyond 2032.

Lead agency: DTIS **Support agency:** TIQ, QT, TEQ, DAF

RECOMMENDATION 48

ACCEPTED

Maintain a prospectus for investment in Queensland's destinations, and proactively promote visitor economy investment opportunities

The Queensland Government commits to maintaining tourism investment information and promotion of Queensland as Australia's premier destination for tourism investment. To encourage investment that will revitalise existing tourism assets and create new tourism infrastructure across the state, the Department of Tourism, Innovation and Sport launched a suite of Regional Tourism Snapshots in June 2022.

Business Queensland (business.qld.gov.au) is a single business portal for information, support and tools for Queensland business owners and industry, including information on grants and services for Queensland businesses. A coordinated, collaborative approach with all levels of government will continue to be progressed to ensure industry can best navigate services available, in line with the national *THRIVE 2030: the Re-imagined Visitor Economy* strategy to 'deliver success through comprehensive collaboration'.

Lead agency: DTIS **Support agency:** TIQ, DSDILGP, DES, QT, TEQ

RECOMMENDATION 49

ACCEPTED

Continue to urgently advocate for a national approach to insurance to ensure that critical tourism businesses have access to affordable commercial property and public liability insurance.

The Queensland Government will continue to advocate on insurance access and affordability issues, through appropriate intergovernmental and national forums, while also delivering programs to help businesses manage their risks, reduce costs, and become more competitive, adaptive and resilient.

Lead agency: QT **Support agency:** DTIS

The Queensland Government notes that industry and industry bodies will play a lead role in implementing actions under this recommendation.

» Enable priority developments

RECOMMENDATION 50

Under further government consideration

Government creates a pathway to prioritise approvals for tourism infrastructure projects, potentially drawing on disaster recovery legislation, priority economic development legislation, including the Economic Development Act and/or the Planning Act.

The Queensland Government will examine existing approval pathways, including cross-government approvals, to support transparent and timely processes for appropriate, sustainable, and considered development of new tourism infrastructure including attractions, experiences and accommodation.

Lead agency: DTIS, DSDILGP **Support agency:** DAF, DES, Resources

RECOMMENDATION 51

Under further government consideration

Government considers simplifying lease conditions or offering freehold title to attract renewed investment and enhance the viability of island resorts.

The Queensland Government will consider the recommendations of the Queensland Parliament's Transport and Resources Committee (TRC) inquiry into the economic and regulatory frameworks for Queensland Island resorts, following the tabling of the TRC report.

Lead agency: Resources **Support agency:** DTIS

RECOMMENDATION 52

Under further government consideration

A priority pathway should be available for at least the first three years of recovery as a trial with the aim of reducing hurdles, increasing speed and creating transparent conditions of approval for developments.

The Queensland Government will examine existing approval pathways, including cross-government approvals, to support transparent and timely processes for appropriate, sustainable, and considered development of new tourism infrastructure including attractions, experiences and accommodation.

Lead agency: DTIS, DSDILGP **Support agency:** DAF

» Grow talent and skills

RECOMMENDATION 53

NOTED *Subject to future funding availability*

Extend funding to enable proven Business Capability Programs to continue and scale.

The Department of Tourism, Innovation and Sport is mapping tourism business needs to better understand service touchpoints and identify potential gaps and barriers, allowing for alignment and redesign of existing services and potential development of new service options. This mapping will be used to determine future service or funding needs with regard to the development of business capabilities.

Lead agency: DTIS **Support agency:** TEQ, DESBT

The Queensland Government notes that industry and industry bodies will play a lead role in implementing actions under this recommendation.

RECOMMENDATION 54

NOTED *Alternative proposed*

Form a working group of government, universities and private sector organisations skilled at identifying emerging talent to design and facilitate short and long term-solutions including:

- *Accelerate skills pathways (professionalising careers in the visitor economy), including funding unaccredited training and micro-credentials to enable rapid, 'on-the-job' pathways to roles in industry*
- *Future skills mapping to inform future education and training requirements for the industry and to highlight the role tourism can play as part of the solution in the state's skills transition, particularly in remote and regional areas*
- *Establish new programs specifically designed to ensure world-best practice in the delivery of customer service.*

A range of existing and planned initiatives will be leveraged to address ongoing workforce and skills challenges in the tourism sector, including the *Queensland Workforce Strategy 2022-2032 (Good people. Good jobs)*, the national Workforce and Skills Technical Working Group established as part of the Australian Government's *THRIVE 2030: the Re-imagined Visitor Economy* strategy, and ongoing delivery of worker attraction initiatives such as the Queensland Tourism and Hospitality Jobs website.

Lead agency: DTIS **Support agency:** DESBT, JQ, DES

The Queensland Government notes that industry and industry bodies will play a lead role in implementing actions under this recommendation.

RECOMMENDATION 55

ACCEPTED

Maintain and create new mentoring opportunities to accelerate know-how and talent readiness

The Queensland Government will identify opportunities for continued workforce mentoring and development, leveraging existing programs such as QTIC's Young Professionals Mentoring Program and the Queensland Government's Young Tourism Leaders program.

Lead agency: DTIS

Support agency: DAF, DCHDE (AQ), DESBT/IQ

The Queensland Government notes that industry and industry bodies will play a lead role in implementing actions under this recommendation.

RECOMMENDATION 56

NOTED *Subject to future funding availability*

Establish a Queensland Tourism Knowledge Hub in conjunction with our universities to coordinate visitor economy research and development activities.

The Department of Tourism, Innovation and Sport is working with key Queensland universities to investigate the concept of a tourism knowledge hub, partnership or alliance – to consolidate and focus both existing and new efforts and resources to better strategise research and development agenda for contemporary visitor economy challenges.

Lead agency: DTIS

Support agency: DES, TEQ

The Queensland Government notes that industry and industry bodies will play a lead role in implementing actions under this recommendation.

RECOMMENDATION 57

NOT ACCEPTED *Alternative proposed*

Incentivise supply of worker accommodation in visitor hotspots – e.g. Noosa/Airlie Beach, potentially accompanied by packaged-up 'job plus accommodation' for workers.

The Queensland Government commits to ongoing consideration of opportunities to incentivise supply of affordable worker accommodation for tourism and hospitality staff through existing programs, policies and initiatives. The issues of affordable housing are being tackled at a state-wide level, with the Queensland Government's *Housing and Homelessness Action Plan 2020-2025* delivering a four-year investment towards social and affordable housing.

Lead agency: DTIS

Support agency: DSDILGP, DCHDE

The Queensland Government notes that industry and industry bodies will play a lead role in implementing actions under this recommendation.

RECOMMENDATION 58

ACCEPTED

Advocate to the Australian Government the relaxation of visa and employment restrictions around extended-stay international travellers, including right-to-work after studying, to fortify the supply of talent

Queensland will continue to advocate at the national level for opportunities to streamline visa processes in line with industry needs.

Lead agency: DESBT

Support agency: DTIS, TIQ

The Queensland Government notes that industry and industry bodies will play a lead role in implementing actions under this recommendation.

» Deploy innovation, technology and data

RECOMMENDATION 59

NOTED *Subject to future funding availability*

Incentivise technology adoption and data use with seed funding and grants.

The Queensland Government will develop a Tourism Technology and Innovation Roadmap to identify opportunities and challenges a smart tourism economy may face including new ventures, augmented and virtual reality, data analytics, digital transformation and workforce upskilling. This will complement the Queensland Government's \$142 million *Advance Queensland Innovation for a Future Economy 2022-2032 Roadmap*. To encourage technology adoption and data use, the Queensland Government is delivering a Tourism and Tech program, delivering a Meet the Change Makers session which showcased technologies relevant to tourism, identified government and industry programs available, and facilitated discussions on new possibilities and partnerships.

Lead agency: DTIS

Support agency: TEQ, DCHDE, DPC (Chief Entrepreneur)

RECOMMENDATION 60

ACCEPTED

Encourage tourism businesses to apply for innovation grants and secure funding via the Advance Queensland initiative.

The programs and support available under the Queensland Government's Advance Queensland initiative provide significant opportunities for tourism businesses to develop, use and deploy innovative research, products, and technology. Facilitating linkages between tourism businesses and the innovation environment is an ongoing opportunity that is part of government service delivery.

Lead agency: DTIS

Support agency: TEQ, DESBT

The Queensland Government notes that industry bodies will play a lead role in implementing actions under this recommendation.

RECOMMENDATION 61

NOTED *Alternative proposed*

Pilot automation and other disruptive technologies, to unlock industry productivity and enhance the visitor experience.

The Tourism Technology and Innovation Roadmap referenced in response to Recommendation 59 can be used to explore new technology possibilities and partnerships to enhance business productivity and enhance experiences, products and services within the tourism industry.

Lead agency: DTIS

Support agency: TEQ, DCHDE

RECOMMENDATION 62

NOTED *Alternative proposed*

Establish a design group (government, industry and universities working together, including via innovative partnerships), to explore:

- *the application of open-source data for predictive demand, distribution and planning*
- *the use of data to understand and personalise engagement with future visitors – putting the visitor at the centre.*

A range of existing and planned initiatives will be leveraged to identify opportunities for enhanced data use in the tourism industry, including the proposed tourism knowledge hub under Recommendation 56, the national Industry Data and Expert Analysis Working Group established as part of the Australian Government's *THRIVE 2030: the Re-imagined Visitor Economy* strategy, and the Geo-Data Service project being undertaken through the Queensland Regional Tourism Network.

Lead agency: DTIS

Support agency: DES, TEQ, DCHDE

RECOMMENDATION 63

ACCEPTED

Consider specific tourism applications and needs when fostering digital skills and capabilities in the Queensland workforce at large.

As outlined in the response to Recommendation 54 there are a range of initiatives planned or underway that are aimed at addressing current workforce challenges and skills gaps. Digital capability will be a key consideration under these initiatives.

Lead agency: DTIS

Support agency: DCHDE, DESBT

RECOMMENDATION 64

NOTED *Subject to future funding availability*

Support tourism businesses to use and deploy technology, and transition to digital through capability programs

Digital capability was one of the key themes and priorities under the Queensland Government's Tourism Industry Business Capability Development Program delivered from 2018 to 2021. In line with the response to Recommendation 53, any Queensland Government investment in future business capability support will be considered in response to clearly identified needs and opportunities. Digital capability will also be considered as part of the Tourism Tech and Innovation Roadmap referenced in response to Recommendation 59.

Lead agency: DTIS

Support agency: TEQ, DCHDE

» Funding the future

RECOMMENDATION 65

NOT ACCEPTED

Legislative change to provide local governments with the ability to implement a visitor levy guided by the following principles:

- *Visitor pays*
- *'Line-of-sight' expenditure – revenue raised is hypothecated for tourism purposes*
- *Locally (by destination) determined charging basis and amount/rate.*

The Queensland Government does not support introducing a visitor levy, noting the government's commitment for no new or increased taxes for the people of Queensland. Regional Tourism Organisations are encouraged to work with local governments to consider existing mechanisms and innovative solutions to address this issue.

Lead: Industry, Local Government

RECOMMENDATION 66

Under further government consideration

Levy, where appropriate, fees and charges to recoup running costs and re-invest in our national parks and protected areas (e.g. similar to existing park use fees and marine park visitor fees).

Assessment of a revised fee regime for private and commercial access and use in protected areas remains under active Queensland Government consideration, while noting the government's commitment for no new or increased taxes for the people of Queensland.

Lead agency: DES

Support agency: QT, DPC, DTIS

» New ways of working

RECOMMENDATION 67

ACCEPTED

Expand representation of 'tourism' in planning and decision-making forums to include a wider range of aligned industries working in the visitor economy.

Governance arrangements established to coordinate cross-agency efforts to implement Queensland's long-term tourism strategy will allow for the identification of areas in which tourism interests can be better represented in planning and decision-making processes.

Lead agency: DTIS

Support agency: Relevant government agencies

RECOMMENDATION 68

ACCEPTED

Pursue strategic delivery partnerships, common user infrastructure platforms and accelerate engagement with newer partners (including those that cross traditional industry boundaries).

The Queensland Government will continue to identify key areas of opportunity to deliver and enhance strategic partnerships in benefit of the broader visitor economy. Recommendation 56 to investigate the proposed concept of a Queensland Tourism Knowledge Hub, partnership or alliance, would assist in working with the university and innovation sectors to identify potential areas of opportunity.

The Department of Agriculture and Fisheries \$2 million agribusiness diversification project, including the Queensland Agritourism Grants Program has been a successful cross-agency and industry partnership to further develop agritourism opportunities and the Taste Farm Life campaign to influence interest in Queensland's food and farm experiences.

Lead agency: DTIS

Support agency: Relevant government agencies

RECOMMENDATION 69

Under further government consideration

Develop new mechanisms for sharing knowledge and information and working collectively to realise opportunities, in particular:

- *mentoring (industry peers and outside sector leaders)*
- *knowledge-sharing events*
- *think tanks and advisory panels, including a Youth Council and International Markets Panel of representatives from target international source markets.*

Recommendation 56 to investigate the proposed concept of a Queensland Tourism Knowledge Hub, partnership or alliance, would provide the opportunity to collaborate with the academic and innovation sectors on visitor economy-related research, development activity and practical industry solutions, ensuring mechanisms for knowledge-sharing, collaboration and mentoring are embedded where appropriate.

Lead agency: DTIS

Support agency: TEQ

» Coordinating delivery across the tourism network

RECOMMENDATION 70

ACCEPTED

Confirm the roles and responsibilities of organisations within the visitor economy ecosystem and align operations to best meet the needs to industry and visitors.

The Department of Tourism, Innovation and Sport and Tourism and Events Queensland are mapping the customer journey of tourism operators and the industry network to understand service touchpoints, identify potential gaps and barriers, and identify areas for enhanced alignment and redesign of existing services, along with potential development of new service options. This process will allow for better understanding of industry's service needs to design a new 'industry-as-customer' service model, putting the industry at the heart of government decision-making across key aspects including service delivery, planning, grants, infrastructure, policy and regulation. This new service model will allow for roles and responsibilities across the tourism network to be better defined.

Lead agency: DTIS

Support agency: TEQ

The Queensland Government notes that industry bodies will play a lead role in implementing actions under this recommendation.

RECOMMENDATION 71

ACCEPTED

Ensure sustainable funding for regional and local tourism organisations.

The Queensland Government, through TEQ currently provides funding to Regional Tourism Organisations (RTOs) through the \$7 million per annum Tourism Network Fund under a long-running funding model structure for the RTOs. TEQ, in consultation with RTOs, the Queensland Regional Tourism Network, and other key stakeholders such as local councils and Local Government Association Queensland are working together to refine the model.

Lead agency: DTIS, TEQ

Support agency: QT

The Queensland Government notes that industry bodies will play a lead role in implementing actions under this recommendation.

RECOMMENDATION 72

ACCEPTED

Build stronger relationships between the STO, RTOs and LTOs with the aim of having regional resources working as closely together as possible.

As outlined in the response to Recommendation 70, the Queensland Government is undertaking a process to better understand industry service needs and define roles and responsibilities to deliver priorities and services.

Lead agency: DTIS, TEQ

The Queensland Government notes that industry bodies will play a lead role in implementing actions under this recommendation.

» Staying on course

RECOMMENDATION 73

ACCEPTED

Adopt a balanced scorecard of goals and measures to guide collective action and behaviour.

The Department of Tourism, Innovation and Sport is developing a broader visitor economy performance framework including available and relevant social and environmental indicators linked to the tourism industry. This framework will be trialled for the first Implementation Plan under the long-term tourism industry strategy.

Lead agency: DTIS

Support agency: TEQ

The Queensland Government notes that industry bodies will play a lead role in implementing actions under this recommendation.

RECOMMENDATION 74

ACCEPTED

Review and present progress against this plan annually, at DestinationQ Forum.

The *DestinationQ* Forum will be used as a key mechanism for both government and industry to present progress and discuss implementation issues under the long-term tourism industry strategy.

Lead agency: DTIS

Support agency: Relevant government agencies

The Queensland Government notes that industry bodies will play a lead role in implementing actions under this recommendation.

RECOMMENDATION 75

NOT ACCEPTED *Alternative proposed*

Establish a 'Towards 2032' Cabinet Committee with relevant Queensland Government Ministers to fast-track implementation of the plan.

The Queensland Government will embed visitor economy considerations into existing well established government processes, whole-of-government, cross-agency, and ministerial decision-making forums.

Lead agency: whole-of-government

