

100 Day Plan – Immediate actions

Report back



DEMAND, SUPPLY AND CONNECTIVITY

0.0 Reopening	Reopen the border to international visitors and students, without the requirement to quarantine, at the earliest possible date it is safe to do so.	✓ Borders have opened to international visitors and students.
	Government continue and adapt support for the tourism and hospitality sectors as border roadmap milestones are met and until all restrictions are removed.	✓ Over \$1.1 billion committed to support tourism and hospitality businesses impacted by COVID-19 public health measures.
	Deploy new initiatives to rebuild visitor confidence in the tourism and hospitality sectors and drive preference and demand for Queensland destinations.	✓ Tourism and Events Queensland (TEQ) continues to deliver campaigns such as 'Good to Go', 'Days like this', and 'Working Holidayer' to rebuild visitor confidence and demand.
	Remove regulatory 'handbrakes' to support tourism businesses to reopen with success, (e.g. by permitting more outdoor dining).	✓ The Queensland Small Business Commissioner has now been legislated as a permanent office and adjustments have been made to liquor licensing and takeaway rules.
	Relaunch programs that will help fill job vacancies (e.g. Work in Paradise).	✓ Work in Paradise program was re-opened to businesses seeking to fill positions. The program is now closed after providing incentives to over 3,500 people.
	Seek approval from the Chief Health Officer and Australian Government to restart cruising in Queensland.	✓ Cruising has restarted in Queensland with the first cruise ship arriving in Brisbane on 2 June 2022.
	Bring back international students as early as possible through the use of the proven secure corridors model (used for sport and agriworkers).	✓ Borders have opened to international visitors and students.
1. Customer-first planning	Complete research and modelling with Tourism and Events Queensland to understand future demand scenarios and enable planning for future growth.	✓ Research undertaken by tourism demand forecasters BDA, and findings presented in the Action Plan for Tourism Recovery.
	Create and seek funding for an integrated aviation attraction strategy, in which government, airports, marketing bodies and airlines work together to build deep aviation relationships, undertaking careful cost-benefit analysis and targeting sustainable routes.	✓ \$200 million co-investment fund announced to re-build aviation capacity into Queensland.
	Increase bid funding to position Queensland to win business events.	✓ \$7 million Queensland Government Convention and Exhibition Centre Economic Recovery Bid Support Program established.

CATALYSTS FOR CHANGE

2. Sustainability	Identify land adjacent to National Parks or within protected areas with the potential for tourism development.	✓ Tourism development opportunities within protected areas identified and under consideration.
	Pilot low-impact tourism opportunities with the private sector in protected areas or close to National Parks (e.g. upgrading National Park campgrounds with help from commercial operators).	✓ The Department of Tourism, Innovation and Sport (DTIS) continues to work closely with the Department of Environment and Science to progress several National Park infrastructure improvements.
3. 2032 Games	Engage the Olympic and Paralympic Games organising committees on tourism opportunities and aspirational targets for small business and First Nation business participation, when they are formed.	✓ Organising committee for the 2032 Brisbane Olympic and Paralympic Games established. Tourism benefits continue to be actively considered as part of early legacy planning.
	Improve Queensland's accessible tourism offering.	✓ Get Skilled Access have been appointed to undertake an accessible tourism audit and identify improvements for people with a disability.
4. First Nations	Agree the next steps in implementing Queensland's First Nations Tourism Plan with Indigenous leaders.	✓ \$4 million First Nations Tourism package announced to build the capability of Queensland's Indigenous tourism sector, to be guided by First Nations leaders.
	Extend the Our Country advisory service to support First Nations people to navigate and harness available opportunities.	✓ Our Country advisory service extended to July 2024 across Queensland's tourism regions.

ENABLERS

5. Talent & Skills	Urgently develop ways to counter the skills and labour shortages which threaten a crisis as soon as our visitor economy opens up, including working with the Queensland Tourism Industry Council and the Innovation Advisory Council to match visitor economy needs and attract talent to Queensland.	✓ Delivered the Work in Paradise program, providing incentives to over 3,500 people. TEQ continues to promote work opportunities through the 'Working Holidayer' campaign. Further opportunities to be delivered through the Queensland Workforce Strategy, following the 2022 Queensland Workforce Summit.
	Extend the Young Tourism Leaders Program to support future cohorts of tourism leaders.	✓ A new cohort of 28 Young Tourism Leaders have been appointed to promote tourism as a career.
6. Investment & Funding	Co-invest in new products and experiences with industry, perhaps via the Growing Tourism Infrastructure Fund.	✓ DTIS continues to leverage the Tourism Activation Fund to drive investment in new products and experiences.
	Establish a tourism investor 'front door' to link investors with prequalified opportunities and case-manage outcomes.	✓ Tourism Investment website has been refreshed, to offer a 'front door' for potential investors. ✓ Delivered the Queensland Tourism Investment Prospectus plus a series of regional snapshots, and through the dissemination of these together with an Investor Forum on 2 June, the Department's dedicated team of tourism investment specialists is reconnecting with targeted investors.
	Deliver a prospectus setting out the case for investment in Queensland's visitor economy including regional snapshots.	✓ Investment prospectus detailing Queensland's tourism regions developed and actively used in investor engagements.
	Schedule an investor summit focused on market insight and match making.	✓ Tourism investment forum hosted by the Queensland Treasurer and Tourism Minister on 2 June 2022.
7. New Ways of Working	Appoint a whole-of-government champion for advocating and actioning opportunities in the visitor economy.	✓ Deputy Director-General for Tourism Recovery appointed to champion Queensland's visitor economy and drive delivery of the Action Plan.
	Develop a new 'industry-as-customer' services model for Government to apply to the way it works with industry.	✓ Customer needs mapped to help design a new 'industry-as-customer' service model.
	Consider the best way to achieve coordination, alignment and, where appropriate, cooperation among: - Queensland's convention centres; and - Regional, state, national and industry organisations working in the visitor economy to ensure a consistent approach to both the domestic and international market segments.	✓ Further research and consultation undertaken for presentation in the Action Plan for Tourism Recovery.
	Seek out new partnerships with innovators to solve industry challenges and demonstrate technology in action.	✓ DTIS continues to work with corporate partners to find innovative solutions to business problems. ✓ Planning is underway to showcase and demonstrate technology in action at the 2022 DestinationQ forum.
	Advocate regulation reform across all tiers of government to simplify regulatory practices, streamline approval processes and enable businesses to meet changing customer expectations. Starting with insurance reform to address market failure.	✓ DTIS acknowledges the THRIVE 2030 Strategy, and will actively engage with the Australian Government to deliver relevant actions, including insurance solutions. ✓ DTIS continues to work across the Queensland Government to simplify regulatory practices.