



DESTINATIONQ FORUM COMMUNIQUE

Wednesday 17 September 2014

The Queensland tourism industry is committed to delivering an exceptional experience for every visitor to our State.

We are determined to be where Australia shines.

Whether taking a holiday, visiting friends or relatives, attending an event, a meeting or a convention, visitors to Queensland's many destinations will have an experience that is "one of a kind".

Our industry has a long term 20 year vision for success. Our destinations have clear plans to grow tourism. We have amazing tourism products and highly trained professionals that showcase the best of our state - our people, places and events.

Delivering an exceptional experience takes commitment - individual and collective, at a product and at a destination level. This communique introduces our commitment agenda from the 2014 *DestinationQ* Forum.

Grow our industry

We commit together to deliver an exceptional experience for every visitor by:

1. Enhancing the visitor experience
 - a. we will ... educate the community to understand the positive social and economic impact of the visitor dollar
 - b. we will ... advocate that tourism is not just a job, it is a 'world' of opportunity
2. Working together to exceed expectations
 - a. we will ... convince Queenslanders that tourism matters!
 - b. we will ... partner with Aboriginal and Torres Strait Islander people to share their stories and culture with the world
3. Driving new ideas and investment
 - a. we will ... create a centre for tourism entrepreneurship to incubate innovations in each region
 - b. we will ... be open for business and forge a new tourism structure that implements best practice in the world that overcomes the political cycle

Grow our product

Individuals involved in tourism are committed to delivering an exceptional experience. **Attached** to this communique are the personal commitments of delegates to the 2014 Forum to growing their own product or helping others to grow theirs.

Fulfilling our Commitment

The Queensland Tourism Industry Council and the Queensland Government agree to lead in partnership to fulfil this commitment agenda and to use this agenda to inform future policy and programs for tourism.

Delegates will use their personal effort and influence, in their business, in their destination and across Queensland, to deliver these commitments. Delegates will have the opportunity to share their commitment and tell their story about how they are delivering an exceptional experience on the *DestinationQ* website.

The progress in fulfilling these commitments will be reported to the industry in the 2015 State of the Industry Report.

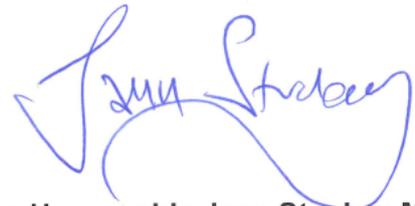


The Honourable Campbell Newman MP
Premier of Queensland

17 Sep 2014



Mr Shane O'Reilly
Chairman, Queensland
Tourism Industry Council



The Honourable Jann Stuckey MP
Minister for Tourism, Major Events,
Small Business and the
Commonwealth Games

Individual commitments by delegates

- The government I lead will continue to provide strong support and leadership to the Queensland Tourism Industry – Campbell Newman
- Provide leadership of QTIC that is inclusive of the whole state. That is conscious of all stakeholders. That is decisive with clear vision and expectations and is focused on economic contribution of tourism in this great state of Qld. – Shane O'Reilly
- I commit to maintaining and strengthening connections across Government to keep tourism "top of mind". – Jann Stuckey
- Love the state, share the dream and the product to grow the pie.
- I will commit to partnering with all local businesses to share the Australia Zoo experience!
- I will find out more about my local tourism experiences.
- I will drive local government in partnership with the state to support tourism operations and product.
- I commit to spreading the messages I have received at *DestinationQ* to our tourism clients and entreat them to act on the positive plans to be "one of a kind".
- I will play my part on the Destination Tourism Plans.
- I commit to work hard to assist operators and tourism organisations to achieve their goals.
- I will empower and train our team to achieve and exceed our guest promise.
- I will enhance and strengthen the indigenous component of our tours.
- I will work to inspire more Queenslanders to be part of Queensland's great tourism story.
- Work with local organisations to help them with quality and networking.
- I will work with council planners to support development of new distinctive tourism experiences.
- I will develop and support development of new tourism products in Queensland.
- I will promote the idea of the *DestinationQ* Passport being a baseline competency for good customer service.
- I commit to working with our destination partners to lead a consumer focussed approach to showcasing our exceptional and amazing experience to the world.
- I will seek out opportunities to collaborate with others and implement innovative ideas.
- Drive sectoral and structural reform, inclusive of differential and new sustainable funding models.
- I will actively promote and encourage regional collaboration.
- I will commit to actively working with others in our region to grow the pie.
- I will proactively facilitate old industry reform.
- I will empower our staff to proudly communicate their ideas on how we can improve the arrival experience for "guests" at our airports.
- Collaborate with more people.
- Deliver as many actions as possible identified in the Gold Coast Destination Tourism Plan.
- To tell the story of the unique life we enjoy in Brisbane and Queensland.
- I will take personal responsibility to convert local businesses into the tourism family.
- I will lead breakthrough ecotourism projects that are commercially viable and environmentally sustainable.

- I am going to build a platform for the Queensland culture to be taken to the world as Australia's signature experience.
- To be of assistance to collegiately support the development of indigenous engagement in tourism and culture.
- I commit to listening to industry and explore further red tape reduction options.
- Bums on seats "sell more ice creams".
- I will lead my team to help spread the word that "Tourism is everybody's business".
- I will work with Gavin King MP to deliver a COE in tourism in Tropical North Queensland aligned with an indigenous business development hub being proposed by DATSIMA, and to work with David Kempton MP.
- I will provide one of a kind service to my customers.
- I will commit to taking personal responsibility for helping others to understand the value of tourism and why it is everyone's business.
- I will commit to assisting tourism and events initiatives for the entire Queensland community to ensure fulfilment for all those involved in this fantastic industry!
- I will research and communicate the economic value of tourism Queensland.
- I commit to working with the industry, government and Aboriginal and Torres Strait Islander communities to share our stories with the world.
- I will continue to lead experience development and marketing regardless of administrative boundaries.
- Promote the value and impact of tourism on our communities.
- I plan to work with our team to develop our destination promise.
- To bring the local tourism industry together in my area to work in Queensland.
- I will work to promote regional partnership within and beyond my region for the benefit of Queensland tourism.
- Develop an indigenous co-share product on the Gold Coast.
- Promote the benefits of Queensland to Asia.
- I commit to encouraging indigenous tourism activities in the outback.
- Empower industry to solve its workforce development issues.
- I will support attraction of investment into innovative world class tourism infrastructure.
- Work with destinations on a centre of excellence concept with Mark and Danielle.
- I commit to working with industry to address its workforce training needs.
- I will provide leadership in my council in tourism.
- Educate staff, friends and community that Queensland is a one of a kind destination!
- Collate a comprehensive and accurate list of accessible venues, activities and experiences so tourists locally and overseas can come to Queensland with confidence in the product.
- I will drive innovation through working with the new innovation initiative.
- Commit my time to achieving better service from myself and my staff.
- Be alert to opportunity to provide advice about Industrial Relations reform that will benefit tourism in Queensland.
- Drive consistent customer service in my business.
- Work and collaborate with unengaged tourism operators in my region to spread the Queensland promise.
- I can motivate our industry to see the big picture.

- Balance time and energy.
- I will get out of George Street more and talk with operators to better understand their perspectives to support policy.
- I will help take the outcomes from this forum and make them practical for us all.
- Commit to “guests” to exceed expectations in every way.
- Be a great host of our fantastic guest economy.
- I will work with industry and government to include tourism development and investment in planning process.
- Hire indigenous staff.
- I will be an ambassador for Queensland and my region.
- I commit to sharing my successful training programs with the greater Queensland tourism community.
- I will to the best of my ability strive and work towards supporting industry achieve sustainable success by interacting more and sharing the actions, information and goals of the outcomes from the *DestinationQ* forum.
- I will work closer with indigenous groups in our region to enhance the guest experience.
- I will promote great Queensland food and wine experiences.
- As Mayor of my shire and representative for South West Queensland on Outback Queensland Tourism Association I will do everything within my power to grow my region as a significant tourism destination and incorporate the indigenous story as part of that destination.
- Peace “Give to get”.
- I will be a champion of interpretation in Queensland.
- I will commit to share this exceptional experience to my family, to my staff and to my regional business and local government, especially the aboriginal component. I promise you my guest that we will all share this extraordinary state Queensland and exceed your expectations.
- I will commit to working closer with industry to deliver the collective promise of Brisbane.
- I commit to bringing partnerships to the table.
- Be courageous. Develop opportunities and volunteer to create future funding and RTO restructure.
- I will pursue opportunities with University of Sunshine Coast regarding pathways for graduates and indigenous in regional tourism.
- Don't worry and go hard! Rule number one: it has to be fun!
- I will make tourism matter in my area by helping to give understanding and engagement.
- Make a concerted effort to embrace and promote the local indigenous culture in the Capricorn region.
- Volunteer to be involved in any programmes to focus on career prospects and service focus.
- I will make Queensland tourism the most digitally savvy in the country.
- I will commit to building a promise strategy and training centre of excellence within The Woolshed and local region.
- I will respect and promote the “sense of place” with permission, with authenticity and with passion.
- I will ensure that collaboration and engagement remain the normal modes of operation between government and industry.

- I will support the outback Queensland brand with a new operator and supplier cluster to carry the promise from market research to outstanding one of a kind experiences.
- I'm going to work towards formulating a new tourism system and resourcing of same.
- Promote indigenous tourism in accommodation businesses and ask for permission rather than just moving ahead without consultation.
- I commit to bridging the gap between tourism and events.
- Take my kids outback.
- I am going to continue to volunteer my time to assist visitor centre to be one of a kind.
- I will lead my team to ensure that when guests go home, the words they 'tweet', post on Weibo or shout from a rooftop in Tokyo give the ringing endorsement that we want their friends to hear!
- Develop ally indigenous co-share product on Gold Coast.
- I will continue to collaborate and engage with industry, community and government agencies to inform and support the strategic direction of skills and workforce development for Tourism and Hospitality to deliver exceptional experiences.
- I will spread peace through tourism wherever I go.
- I will dedicate my energies to investigating and implementing collaborative actions to deliver within and across regions exceptional experiences and memories.
- Volunteer my time for change in tourism structure.
- I commit to be a key player in the new tourism innovation incubator.
- I commit to deliver best standard events.
- I commit to mentor, coach and train the industry to develop professional and profitable tourism services and products.
- I will work with key stakeholders to enhance nature based tourism experiences for Queensland.
- I will develop and show thought leadership on the trends affecting Queensland tourism which industry can use.
- I will develop our staff and instil a genuine passion for the region and our promise.
- Be brave in supporting real industry reform.
- I will engage with our communities to articulate our message and collaborate within our region on projects.
- I am going to spend more time to go out into the community to empower them to embrace tourism and understand how it benefits our local economy and way of life.
- I will work with our operators to make the Maranoa a destination/ visit an unforgettable chapter in each of their life stories.
- Work collaboratively with all stakeholders.
- I will help build bridges between government and industry to deliver our Drive Tourism Strategy.
- I will commit to "do" and link with industry leaders in service (eg. Emporium Hotel) to roll out a service training program to enhance and exceed our guest experience at Cobb and Co Museum, Toowoomba.
- Delivery of capacity building initiatives to grow and support our industry.
- I will commit to sharing ideas from conference with my local government and ask for SDRC commitment long term for tourism.
- I will use my influence to make sure everyone in my community becomes increasingly aware that tourism drives my town.

- I will share my knowledge and skills to help tourism business prosper and grow.
- Will work to encourage all of community to embrace tourism as an economic driver for our region.
- DREAM Queensland, morning, noon and night.
- Be a passionate, open and inclusive leader, and further develop and embed the SGBR promise.
- Promote collaboration.
- More knowledge in iconic outback experience.
- I will educate / build understanding of the value of tourism in the Department of Transport and Main Roads.
- I commit to tell my story as an aboriginal lady. I will be ambassador for Tourism and my people.
- It is my commitment in my role to work with local government, tourism industry and the RTO to deliver on the Queensland promise.
- I will work with colleagues across the Cultural Precinct at Southbank to develop a collaborative approach to audience development and information sharing, which will strengthen our respective 'products' and 'experiences' and help us attract and delight more visitors.
- I commit to working collaboratively with lead agencies to identify opportunity and work with local operators to make the most of the opportunities identified. In partnership to deliver on the "promise".
- I'm going to share my ideas on how to use technology to innovate and do smart business.
- I will welcome everyone warmly, live my promise and help other tourism operators live their promise.
- I will actively talk to local businesses to get them on board to welcome "guests" to our region "with a smile".
- I am going to spend more time teaching my staff about the Queensland Tourism Plan and vision.
- I will contribute meaningful product reviews on line which share the personal guest experience I received at every opportunity.
- Educate the next generation of tourism leaders to deliver one of a kind experiences.
- Advocate for a comprehensive strategy to use tourism to drive economic growth and jobs for indigenous communities.
- I will continue to preserve against the road blocks erected by council. I will bring an iconic attraction to the Sunshine Coast.
- I will continue to be an ambassador for Tourism within our region.
- I will positively promote and help educate our community of how we all are in the business of tourism.
- I will use my influence and resources in the media industry to share Qld tourism stories by being a champion of the people that make it happen.
- I'm going to be a better ambassador for tourism and bring about a more collaborative approach to developing sustainable tourism for regional prosperity.
- I will talk more to people in my town – Charleville, about what I do and how they are all part of tourism.
- I'm going to work on integrating the businesses on Hamilton Island to deliver a seamless guest experience.

- I commit to sell whole of Queensland experience to the UHNW super yacht international community.
- I will work with the VICs in Queensland for them to represent the tourism product of Queensland.
- Look at Hell Hole National Park for tourism product.
- I will work to have a united and dynamic Sunshine Coast brand.
- I'm going to grow my business's connection to genuine Aboriginal cultural experiences.
- I will volunteer to support the tourism centre of excellence.
- I plan to work more closely to align our team with our values and promise. I will find ways to partner with other people and tourism operators for the betterment of what we all have and live with and for! I will work very hard to assist families to learn the culture of sharing peace and aloha!
- Loosen the knots and adjust the sails.
- I will be the tourism advocate in the city of Logan. Ensuring that local government understand we are all in the business of tourism.
- I will advocate, investigate and research on behalf of industry to ensure the most competitive business environment to support our industry. Exceed exceptional!
- I volunteer to support tourism destinations be exceptional on social media.
- Continue to lobby government to assist with foreshore planning issues associated with climate change.
- I will establish a 'living the brand' group in our organisation to deliver the promise – for QAGOMA + destination.
- I will work hard to support Indigenous businesses to partner successfully with mainstream through QTIC Indigenous Employment Champions Network.
- I commit to the courageous authentic support of Tourism in Queensland and Australia.
- Become a tourism ambassador within my local community.
- Get local produce, food and wine back on the tourism agenda.
- Offer assistance and support to Centre of Excellence. "iQ".
- I will connect people and ideas where I can to bring forward opportunities.
- I commit to telling the positive stories about the exceptional experiences on offer.
- I promise to ensure that Government remains alive to the needs and opportunities of the Tourism industry.
- I will encourage my community to understand the importance of Tourism.
- I am going to commit to championing collaboration between local government and the Tourism industry for the Fraser Coast.
- I commit to volunteer my time to help tourism prosper in my region.
- I will engage with local indigenous business/ product to broaden their opportunities.
- I will use social media to promote tourism in our region.
- To better understand my customer.
- I will commit to deliver the best brand / destination experience for all our guests.
- I will advocate and support the reform of "new beginning of brand Queensland".
- Help Mary to engage Dreamtime Cultural Centre and other operators to have a conversation.

- I commit to contribute my knowledge, experience, and cultural understanding to building partnerships between the tourism and Aboriginal people and Torres Strait Islanders across Queensland in recognition of their dynamic stories, cultures and languages. Partner, respect, prosper together.
- To promote tourism and its benefits to my hometown including the local schools.
- I commit to working more closely with my industry to build genuine positive relationships, communicate the destination promise and together build a strong industry.
- I will promote local tourism operators by endorsing exceptional services and experiences on social media and through word-of-mouth.
- Destination Be Happy Queensland.
- Bring industry together by improving communication and enhancing our exposure.
- I will connect local operators with local government.
- I will work across Government departments to encourage them to think tourism.
- Encourage all in my region to treat visitors as a guest and encourage Indigenous stories.
- I will volunteer my time to help mainstream Indigenous culture into Queensland tourism product.
- I will be a Tourism ambassador and advocate in my community and region.
- I will try and inspire the future leaders of tourism industry.
- Initiate a customer service program (and rewards program) to improve the local customer (guest) offering.
- I will work with like-minded operators to help develop a better tourism experience for guests.
- Commence the indigenous cultural assessment with the indigenous community in the South Burnett.
- Lead by example
- To train exceptional staff for an exceptional experience
- Commit to continue to facilitate the conversation between tourism and national parks
- I will ensure further value is drawn from the research commissioned for the forum by ensuring the results applied more broadly and communicated to industry.
- I will treat my guests as family, providing them with knowledge, learning from their experiences. They will arrive as visitors, feel like guests and leave feeling like family
- I will advocate for tourism in local government and community
- I will commit to influencing government and industry to ensure Australia's indigenous culture is weaved throughout all that we offer our visitors
- That customer service training is mainstreamed for Queensland Parks and Wildlife Service Rangers
- I commit to make customer interaction a positive and fulfilling experience
- Encourage and assist businesses to provide better service
- I will be a leader for innovation and entrepreneurship in tourism
- I will lobby for eco-accreditation to help lift our service standards
- Best practice at all times for guests
- I will strive to make my business to be recognised as a 'one of a kind' within my destination!
- I will commit to delivering an exceptional experience through TEQ digital channels.
- I will inspire the next generation of tourism leaders to be more creative and innovative and assist them to pursue their ideas.

- I will continue to push collaboration in regional focus and inclusion on all levels of tourism business.
- Commit to bringing all tourism stakeholders into the tent, and strive for a unified voice.
- Be an ambassador for Regional Queensland.
- I will work tirelessly to mentor and improve the service proposition for all visitors to Queensland.
- I'm going to look at how we can introduce indigenous culture into our offering.
- I will lead my team to help spread the word that: "Tourism is everybody's business".