



PARTNERSHIP AGREEMENT

between the Queensland Government and the Queensland Tourism Industry Council

Tuesday 26 June 2012

The Queensland Government and the tourism industry will work in partnership to build tourism in this State.

The aim of this partnership is to:

- Revitalise relationships between Government, Tourism Queensland, Regional Tourism Organisations and Industry.
- Restore Queensland as Australia's premier tourism destination.
- Grow visitor expenditure to \$30 billion by 2020.
- Improve employment and investment opportunities in the tourism industry.
- Direct and maintain government and industry focus on trends and issues affecting the development of tourism in Queensland.

Through collaboration and cooperation, this partnership will assist industry to:

- Promote Queensland's competitive strengths in tourism.
- Improve yield and returns on investment.
- Achieve service quality that exceeds the expectations of visitors.
- Commit to protect and present Queensland's unique natural and cultural heritage values.
- Ensure the effective marketing of regions across Queensland.
- Demonstrate the importance of tourism to the Queensland community.

All partners understand that the issues facing tourism will require sustained effort over time – and that effort starts now.

Industry and government will form a *DestinationQ* Post-Forum Working Group to advise the Tourism Cabinet Committee over the next 12 months on the key issues identified at the Cairns Forum.

**The Honourable
Campbell Newman MP**
Premier of Queensland

Mr Stephen Gregg
Chairman, Queensland
Tourism Industry Council

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

Destination



QUEENSLAND
TOURISM INDUSTRY
COUNCIL

DESTINATIONQ 12 MONTH KEY ACTION PLAN

Getting Queensland's tourism industry back on track

The actions are drawn from the work of industry and government representatives at the *DestinationQ* forum in Cairns on 25-26 June 2012

This document supplements the *DestinationQ* Partnership Agreement between the Queensland Government and the Queensland Tourism Industry Council

Tuesday 26 June 2012

**The Honourable
Campbell Newman MP**
Premier of Queensland

Mr Stephen Gregg
Chairman, Queensland
Tourism Industry Council

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

OBJECTIVES

Objectives of the action plan based on the 2012 *DestinationQ* forum themes:

- Industry and government will work together to address major issues.
- Private sector investment in tourism will be encouraged and the government will include tourism issues in planning.
- Effectively promote Queensland to key markets for holidays, business and education related tourism, events and conventions.
- Encourage new ecotourism products to showcase Queensland's natural advantage and remove red-tape for tourism operators.
- Encourage operators to provide the best possible product,
- Support the industry to have the right balance of skills and labour to meet tourism and events objectives.

DestinationQ

12 MONTH KEY ACTION PLAN

Our *DestinationQ* 12 Month Key Action Plan is outlined below:

First month

- Department of Tourism, Major Events, Small Business and the Commonwealth Games to be the “one-stop-shop” for tourism government issues, taking a lead in coordinating tourism outcomes across agencies. This will provide a clear agenda for the Tourism Cabinet Committee with accountability and outcomes, and provide regular communication and reporting to whole-of-government and the tourism industry.
- QTIC (Queensland Tourism Industry Council) should be acknowledged as the peak collaborative voice for issues confronting the tourism industry in achieving its potential including protecting our unique selling propositions – Whole of Industry.
- Begin developing a new Queensland ecotourism plan and review the Nature Conservation Act to enable greater access to Queensland’s 12 million hectares of National Parks and 72,000km² of marine parks, benefitting ecotourism. The plan will also address opportunities to cut red tape and reduce costs for business.
- Start lobbying the Federal Government to address the penalty rates issue for the industry through industrial relations reform – QTIC, industry associations and the Queensland Government.

First three months

- Cut ecotourism red tape by reducing the current permits required to access National Parks – Department of National Parks, Racing, Sport and Recreation with regulatory amendments by September 2012.
- Finalise structured partnership agreements (simple and to-the-point) for activity between Tourism Queensland (TQ) and Regional Tourism Organisations (RTOs), including the \$7m RTO fund, with agreed key performance indicators (KPIs) linking to the 2020 industry growth target. Partners including councils, other key stakeholders and government are included.
- Prioritise tourism development and build up capacity to take investment proposals forward and coordinate investment efforts for the tourism industry – Department of State Development, Infrastructure and Planning, Department of Tourism, Major Events, Small Business and the Commonwealth Games, and TQ.
- Reduce and fast-track planning approval processes and change culture by:
 - Investigating a specific Tourism State Planning Instrument; and
 - Targeting three demonstration projects as working examples that guide reform.Department of State Development, Infrastructure and Planning.

First six months

- Promote language skills and cultural awareness that are needed to meet the needs of visitors, particularly Asian languages like Mandarin – Department of Education, Training and Employment.
- Fine-tune Tourism in Protected Areas (TIPA) in relation to capacity, latency, process and administration, including incentivising ecotourism accreditation – Department of National Parks, Racing, Sport and Recreation
- Identify “hero experiences” for each destination/region – Tourism Queensland, RTOs, LTOs and incorporate into the destination story.
- Identify product clusters and themes to build key market shares, e.g. for families – Tourism Queensland, RTOs, and operators.
- Regional tourism forums to be held regularly to encourage and support product development for the destinations – RTOs.
- Lobby the Federal Government for better conditions for aviation in Queensland – Premier, Minister for Tourism, Major Events, Small Business and the Commonwealth Games, Minister for Transport and Main Roads.

First year

- Tourism Cabinet Committee’s agenda to include issues:
 - Review legislation associated with liquor licensing, gaming, trading hours, noise restrictions and state imposed event costs.
 - Crown land rental rates for tourism-related properties.
 - Options for disposal of surplus government land for tourism purposes, including opportunities for industry to identify potential sites.
 - Inclusion of tourism impacts and opportunities in Environmental Impact Statements (EIS) for major mining projects.
 - Land use planning, tenure and approvals processes for land use adjacent to existing ecotourism experiences/developments.
- Develop a partnership approach which clearly articulates the roles and responsibilities of TQ, RTOs, Government Departments, and industry with shared key performance indicators, and formal partnership agreements – TQ, RTOs and the Department of Tourism, Major Events, Small Business and Partnership.
- Develop a strategy to achieve 2020 industry growth target including:
 - a balanced portfolio of source markets at a state and destination level as part of the 20 year plan process; and
 - the balance between whole-of-state and destination marketing to ensure that there is coordination of effort.Tourism Queensland, Tourism Australia, Department of Tourism, Major Events, Small Business and the Commonwealth Games.
- Investigate alternative funding models for tourism development and marketing which should include a scan of international best practice – TQ, QTIC and Treasury.

- A partnership agreement between RTOs and local tourism organisations (LTOs) to ensure that LTOs are effectively engaged with the RTOs and create and leverage council engagement with KPIs to reach 2020 industry growth target – RTOs, LTOs, councils.
- TQ's role should be to deliver on the 2020 strategy and the partnership approach to include marketing, research, product and experience development, access and industry development.
- Analyse industry engagement strategies including membership models across all associations (state, regional, local and sectoral) and re-calibrate the value proposition with a view to change – QTIC, whole of industry to support.
- Encourage workers to consider a career in tourism through assessment of options including a skills passport that links to industry pathways for careers – QTIC.
- Co-ordinate and promote events to drive visitation during shoulder and low seasons – Events Queensland (EQ), TQ, RTOs.
- Ensure tourism opportunities are considered as projects under Royalties for Regions – Department of State Development, Infrastructure and Planning.
- Promote tourism to job-seekers and the broader community as a long-term career by working in partnership with schools, TAFEs, universities, training providers, operators and industry bodies to lift the profile of tourism careers – Department of Education, Training and Employment, QTIC.