

Partnership Agreement

Between the Queensland Government and
the Queensland Tourism Industry Council

The Queensland Government and the tourism industry commit to a continued partnership approach.

Through this partnership we will:

Invest - commit time, money and effort to ensuring the tourism industry is positioned to meet the expectations of visitors and has the support of the community

Excel - deliver an exceptional experience for all visitors to Queensland, whether they come for a holiday, an event, a meeting or to study, and whether they are Australian or from overseas

Grow - increase jobs in the tourism industry; boost visitor expenditure in Queensland; and lift profitability of tourism businesses.

We work in partnership because by working together we are best placed to deliver on our agreed priorities and commitment for the long term future of tourism.

Each year we will:

- agree on an action plan outlining what we will do through our partnership to invest, excel and grow.
- engage at the annual tourism forum to consider the future of the industry, examine progress of our shared agenda and the implementation of the annual action plan.
- convene joint meetings between the Tourism and Commonwealth Games Cabinet Committee and the Queensland Tourism Industry Council twice a year to consider key issues for tourism and events.

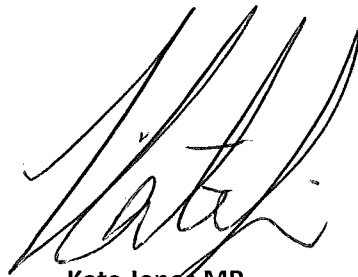
Through investment and a commitment to excellence, our partnership will grow the visitor economy in Queensland.



Anastacia Palaszczuk MP
Premier of Queensland
Minister for Arts



Shane O'Reilly
Chair
Queensland Tourism
Industry Council



Kate Jones MP
Minister for Education
Minister for Tourism,
Major Events, Small Business
and the Commonwealth Games