

ATTRACTING AVIATION INVESTMENT FUND



The Queensland Government recognises the importance of attracting and growing airline services in Queensland and increasing capacity from priority source markets. To maximise these opportunities, an additional \$10 million has been allocated to the Attracting Aviation Investment Fund (AAIF).



The AAIF was established in June 2012 to attract new air services and boost the state's tourism industry by generating increased overnight visitor expenditure and supporting tourism jobs. The additional \$10 million in funding will ensure the program continues to run through to 2020/2021.

Applications for funding are considered on the merits of the route and how it meets the fund's guiding principles. Routes for consideration must demonstrate:

- » how the route will grow visitation from priority source markets (markets that forecast to deliver above average growth in visitor expenditure in Queensland) and/or be linked to Tourism and Events Queensland's Aviation Framework 2018-2025 or other relevant strategic documents;

- » value for money with a return on investment that achieves the best outcome at least cost and risk to the state;
- » growth and long term sustainability; and
- » how the government's potential commitment leverages contributions from other partners.

Routes eligible for funding

- » Route development opportunities will be assessed against the following criteria (which are not exclusive or conclusive):
- » Commercial credibility – representations made on contributing commercial funds, must be made by a credible party.
- » Prospects for a sustainable year round scheduled service – where economic analysis demonstrates sufficient long-term demand for establishment of the route.
- » Represents a strategic investment in Queensland's long term aviation development.

Tourism and Events Queensland and airport partners – roles and responsibilities

- » Airports are responsible for initiating new route development, with regular dialogue between airports and Tourism and Events Queensland (TEQ) regarding new route priorities.
- » TEQ will work with airports to determine whether a new or expanded route meets AAIF criteria and discuss potential issues that may arise during the assessment period.
- » TEQ is the proponent under AAIF, relying on information from airports.
- » Equality of opportunity – all Queensland airports will be given equal opportunity to initiate an application for the funding of a new route.

- » Merit based assessment - applications will be assessed on merit against the fund's eligibility criteria and other submissions.
- » Confidentiality - TEQ will respect the confidentiality of discussion with airports. TEQ does not divulge new route priorities or any other commercial-in-confidence information.

Information requirements

When communicating route priorities that may form an AAIF submission, TEQ requires the information detailed below:

Route information:

- » origin and destination
- » airline
- » proposed aircraft type and gauge
- » source of new aircraft (e.g. new or reallocated)
- » proposed number of seats available, including class mix
- » proposed frequency of service.

Indicative timeline:

- » route announcement date
- » marketing start date
- » flying start date.

Funding information:

- » amount requested for inbound marketing from the AAIF, setting out amounts per year and number of years
- » amount either confirmed or to be negotiated from other partners for inbound marketing, including:
 - airport
 - airline
 - Tourism Australia
 - destination (e.g. regional tourism organisation, local council).
- » amounts from other parties, e.g. private sector parties have in the past contributed to inbound marketing
- » any other background information relevant to the proposal.

TEQ will liaise with the airport on the above and other information requirements during the course of assessing the route.

Assessment process/timelines

Only applications containing all required information can be considered for assessment.

The AAIF processes have been designed to provide a streamlined and responsive assessment whilst ensuring appropriate consideration of risks and value for money.

Applications assessed and endorsed for funding will be provided for Ministerial approval. It is a strict condition of the AAIF funding that the announcement of approved services needs to be coordinated with the Queensland Government. Funding will not be provided where any announcement of the service has occurred prior to the express approval of the Minister for Innovation and Tourism Industry Development and Minister for the Commonwealth Games.

For more information and enquiries please contact Tourism and Events Queensland on (07) 3535 3535 or email aviation@queensland.com.



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Department of Innovation, Tourism Industry
Development and the Commonwealth Games