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Eye on Q

11 July 2019

TOURISM
& EVENTS
Queensland



New round of QDEP funding open

A new round of funding through TEQ's Queensland Destination Events Program (QDEP) is now open. Event organisers can apply for grants of up to \$100,000 per year for events taking place in Queensland between May 2020 - May 2021.

Since QDEP's launch in 2015, more than \$9.6 million has been invested to support 282 events, delivering strong benefits to the state's \$25 billion tourism economy. More than \$900,000 worth of grants were awarded to events across Queensland in the [program's last round of funding](#).

Don't miss your opportunity to grow and develop your event - applications close on Wednesday, 2 October 2019.

[Apply for funding](#)

Best of Queensland Experiences Program case studies

Queensland offers some of the best visitor experiences in the world and TEQ's Best of Queensland Experiences



Program assists the state's tourism industry to deliver those exceptional customer experiences.

Earlier this year, 1,308 Best of Queensland Experiences were identified and are now working with TEQ to grow and develop their business.

Read the case studies and industry testimonials from operators who have benefitted from being part of the program as they offer their insight and advice on the importance of being consumer-focused, the power of social media, improving online booking systems and more.

[Read the testimonials](#)

Industry news



Mega weekend of events in Queensland

A mammoth weekend of events across Queensland has showcased our world-class hosting capabilities. From the Vision Splendid Film Festival in Outback Queensland, Mary Poppins Festival on the Fraser Coast and Scenic Rim Eat Local Week, the state's diverse line-up of events continues to draw crowds to experience the best of Queensland.

In North Queensland, Townsville saw its biggest sporting event draw tens of thousands of visitors to the city for the Watpac Townsville 400, which included a tribute to the

community and emergency services who rallied together in the face of the floods earlier this year.

Records were smashed at the 41st Gold Coast Marathon with Japanese runner Yuta Shitara clocking the quickest time ever for the men's marathon race on the Gold Coast, alongside a near-record number of participants with more than 26,000 people taking part in the weekend of running. TEQ amplified the event's historic appeal for overseas runners, particularly the Eastern Markets, through trade tactical campaigns with key trade and media partners, leveraging their channels as well as engaging celebrity runners and influencers to showcase the event and destination.

[Read more about the Gold Coast Marathon](#)



Media partner highlights Sunshine Coast produce

The Sunshine Coast has been given the tick of approval for fresh and local produce by one of Australia's household TV chefs, 'Fast' Ed Halmagyi, endorsed through a series of food-themed episodes on Better Homes and Gardens.

Visit Sunshine Coast and Sunshine Coast Council coordinated and supported the partnership to showcase the region ahead of the inaugural culinary festival, [The Curated Plate](#) - showcasing how a destination can work with a media partner to leverage an upcoming event.

[Read more](#)



New tourism projects and airlines partners for TNQ

The Queensland Government has committed [\\$4.5 million in funding for four new tourism products](#) in Tropical North Queensland aimed at attracting visitors and creating jobs.

The Government also announced a partnership with Cairns Airport and Cairns Regional Council to attract new airlines into the region. An Expression of Interest process will seek to actively engage with airlines flying between Tropical North Queensland and key trade and tourism hubs in Asia.

[Read more](#)

Business resource

[Influential podcasts to inspire your social media strategy](#)



Are you looking to try something new with your social media strategy? It's no secret that having a winning social media presence and strategy is almost essential for a business today however navigating through the seemingly forever changing social media space can be challenging.

Shutterstock has compiled a list of five influential podcasts to help you keep up with industry updates and hopefully spark creativity for your next campaign.

[Read more](#)

Industry opportunities



Nominations closing soon for Young Tourism Leaders

The state-wide search to find Queensland's next round of Young Tourism Leaders is closing soon. The program provides a platform for influential leaders to inspire young people to consider a career in tourism.

If you know a tourism professional, aged between 18 to 35 years, who would excel in a mentoring role, please nominate them today. Nominations close on Friday, 26 July 2019.

[Nominate now](#)



Don't miss round two funding - Outback Queensland Events

Applications for the second round of the Queensland Government's Year of Outback Tourism Events Program are closing soon.

Grants from \$1,000 to \$10,000 are available for new and existing events which contribute to enhancing the profile of Outback Queensland and attract new or increase visitor numbers. Applications close next week on Monday, 15 July 2019.

[Apply for funding](#)

Free webinar: Social Advocacy

With social giants Facebook and China's 'Tencent' announcing their ambitions to allow payments within



their social networks, your business may need to re-evaluate its social media strategy. This session presented by Meltwater will look at three easy steps to venture into social commerce.

Date: Tuesday, 23 July 2019

Online, free

[Register here](#)



Other opportunities

[QDEP Round 14 applications](#)

Opened 10 July until 2 October 2019

[The Interactive Minds Digital Summit 2019](#)

Brisbane, 17 July 2019

[NoVacancy - Hotel and Hospitality Business Expo](#)

Sydney, 24 - 25 July 2019

[TEQ's Conversations with Industry](#)

Whitsundays, 25 July 2019

[TEQ's Conversations with Industry](#)

Brisbane, 2 August 2019

[DestinationQ Events Conference](#)

Cloncurry, 6 August 2019

[DestinationIQ](#)

Sunshine Coast, 6 November 2019

[DestinationQ forum](#)

Sunshine Coast, 7 - 8 November 2019

[Wellness Tourism Summit](#)

Noosa, 19 - 20 March 2020

[More on TEQ's industry events calendar](#)

Quick snippets

- TEQ is inviting tenders for the [Provision of Digital Editor Services](#) by Friday, 19 July 2019.
- Australia's premier indigenous art fair began this week with the [Cairns Indigenous Art Fair](#) celebrating its 10th anniversary during NAIDOC Week.

- The Whitsunday Coast Airport has undergone a \$15 million-dollar upgrade which includes an Australian-first 30,000 litre aquarium to give travellers an early experience of the Great Barrier Reef.
- Tourism Noosa has launched a revamped [Noosa Eco Check 2.0](#), a program to assist and inspire businesses to implement environmentally friendly practices. [Read more about the sustainability program.](#)
- The Sunshine Coast Airport has announced [three new strategic appointments](#) to drive the Airport's growth and expansion plans.
- An [EOI is open for qualified sculptors](#) to develop a bronze statue of Johnathan Thurston to be installed at the new North Queensland Stadium in Townsville

WHAT'S ON?

IT'S LIVE!
in Queensland



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