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Eye on Q  
28 June 2018

TOURISM  
& EVENTS  
Queensland



## Experts revealed for events conference

Attendees at this year's DestinationQ Events Conference in Gladstone will be treated to insights and knowledge from some of the industry's high-profile leaders. The below experts, announced this week, will speak at the leading tourism and events forum on 8 August.

- James Dein, CEO, Sound Australia - an event specialist of four decades, encompassing broadcast media, radio, television, digital, festivals, site activations and brand strategies
- James Paterson, Principal, MI Associates - more than 22 years of major event strategy consulting experience, including event feasibility, economic impact analysis and contracts
- Jo Jordan, Director, j2 Creative Industries - leader in events and festivals in Queensland since the 1990s and has assisted not-for-profits to raise more than \$10 million over the past 15 years
- Teona Cousin, Manager Economic Development and Tourism, Mackay Regional Council - experienced economic development practitioner in community development, federal and local government

The free one-day conference, hosted by Tourism and Events Queensland, is aimed to help grow the state's \$780 million *It's Live! in Queensland* events calendar and will cover a range of topics to help tourism and events businesses and organisations make their next events a success.

The event's theme is 'remaining relevant in the ever-changing event landscape' and will feature Q&A sessions, panel discussions and networking breaks, that will allow delegates to engage with the guest speakers and discuss learnings on delivering successful and sustainable events in Queensland.

[Register for the event](#)



## Dundee campaign wins award

One of Australian tourism's biggest marketing campaigns has been recognised by the global advertising industry. Tourism Australia's *Dundee: The Son of a Legend Returns Home* campaign picked up eight Lions awards at the 2018 Cannes Lions International Festival of Creativity. The awards included a coveted Titanium award, while the organisation's youth-focused Aussie News Today campaign also took home a Gold and a Bronze Lions award.

In conjunction with the original campaign launch in February, Tourism and Events Queensland launched its own \$1.6 million campaign to capitalise on the increased exposure, which continues to attract new travellers to the state.

[Read more](#)



### Sunrise with the wallabies

The Cape Hillsborough Sunrise with the Wallabies Tour, north of Mackay, has officially launched this week, with thousands of people expected to converge on Cape Hillsborough Beach to see the marsupials feed on one of Queensland's most beautiful beaches. The tours are expected to make it easier and more appealing for visitors to experience the intimate wildlife encounter.



### Qld band to headline GC600

ARIA Award winners and Queensland locals Sheppard will join international acts Foreigner and Live to perform for Supercars fans at this year's Gold Coast 600. The acts will headline the off-track entertainment at the 28th Supercars event. The GC600 generates more than 100,000 visitor nights and more than \$45 million in economic impact for the local economy.

[Find out more](#)

[Read more](#)



### Write a great grant application

Every year, there are billions of dollars available in grants through different levels of government funding programs. Tourism and Events Queensland's Grants Guide provides businesses with information on how to become 'grant ready'. It also provides advice on how to search for the right grant, and how to write a great grant application.

[Read the guide](#)



### Whitsundays winter escape

Tourism Whitsundays, in partnership with TEQ, has launched a \$400,000 campaign encouraging Aussies to escape their cold winter, in one of the largest campaigns ever undertaken. The campaign offers travellers holiday deals of exceptional value as part of ongoing efforts to rebuild visitor numbers to the region post-Cyclone Debbie.

[Find out more](#)



### Industry opportunities

[Conversations with Industry forums](#)

Gold Coast, 4 July 2018

Brisbane, 5 July 2018

[Gold Coast Tourism Week](#)

Gold Coast 1-7 July 2018

[University of Queensland free online Tourism and Travel Management short course](#)

From 3 July 2018

[QTIC NAIDOC Corporate Breakfast](#)

Brisbane, 11 July 2018

QTIC Salute to Excellence Awards Dinner 2018  
Brisbane, 30 July 2018

DestinationQ Events Conference  
Gladstone, 8 August 2018

World Routes aviation development forum  
China, 15-18 September 2018

Australian Regional Tourism Convention  
Tweed Heads, 23 October 2018  
Early bird registrations open now

**Career opportunity:**  
Content and Publicity Manager  
Tourism Whitsundays  
Applications close Monday, 2 July 2018

[View the full industry events calendar](#)

## Quick snippets

- Westin resort decision a win for Sunshine Coast
- Great Barrier Reef resorts one step closer to \$25 million facelift
- World leaders in nursing and digital health choose Brisbane
- Two Queensland regional airports in Qantas training academy shortlist
- Townsville Bulletin Business Breakfast with former New Zealand Prime Minister
- First sod turned on new Chinchilla Botanical Parklands

## EVENTS

**IT'S LIVE!**  
*in Queensland*

BIRDSVILLE BIG RED  
BASH  
**Outback  
Queensland**  
10-12 July 2018

ABBNEY MEDIEVAL  
FESTIVAL  
**Brisbane**  
13-15 July 2018



CAIRNS INDIGENOUS  
ART FAIR (CIAF)  
**Tropical North  
Queensland**  
13-15 July 2018

QUEENSLAND  
GARDEN EXPO  
**Sunshine Coast**  
13-15 July 2018

ROCKHAMPTON

VIVA SURFERS



RIVER FESTIVAL  
**Capricorn Region**  
13-15 July 2018

PARADISE  
**Gold Coast**  
13-22 July 2018

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