

# Our performance

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## Queensland Government objectives for the community

In 2017-18, TEQ contributed to the Queensland Government's objectives by:

- promoting Queensland's iconic experiences to key domestic and international markets;
  - tourism experience and destination development;
  - strengthening Queensland's events calendar through strategic event acquisition; and
  - providing leadership to and working in partnership with Queensland's RTO network and industry.
- launching the Best of Queensland Experiences program that showcases the very best experiences Queensland has to offer;
  - supporting more international and domestic aviation access to Queensland through the *Advance Queensland: Connecting with Asia 2016-20 Strategy* and the Attracting Aviation Investment Fund (AAIF);
  - leading the acquisition, development and promotion of events and growing the *It's Live! in Queensland* events calendar; and
  - continuing to explore opportunities to deliver quality, consumer-focused, nature-based and adventure tourism offerings and Indigenous experiences for visitors to Queensland.

During 2017-18, TEQ delivered activities to progress the priorities outlined in the Minister's Statement of Expectations including:

- delivering a new marketing direction strongly focussed on conversion and encouraging high value travellers to book a Queensland holiday;
- maximising the tourism value of GC2018 by leveraging the exposure and attention Queensland received during GC2018;

TEQ's strategic partnerships with government and industry continue to be a key priority. TEQ's partnerships with state, local and federal governments are critical in delivering government objectives and commitments to the community. Industry and commercial partnerships provide Queensland with the ability to actively pursue high value travellers in key source markets and ensure Queensland experiences deliver on consumer expectations.

## Objectives and performance indicators

TEQ focussed on four key objectives in 2017-18, as outlined in the 2017-2021 Strategic Plan:

1. attract visitors to Queensland, generating OVE;
2. contribute to the Queensland economy;
3. enhance the profile of Queensland; and
4. foster community pride in Queensland.

These were delivered through:

- marketing and promoting tourism in Queensland;
- tourism experience and destination development; and
- working to identify, attract and promote major events.

Key performance indicators are as follows:

Service delivery measures

- OVE generated by events within the portfolio;
- direct and incremental spending generated by events within the portfolio;
- visitors to Queensland generated by events within the portfolio;
- direct visitor nights generated by events within the portfolio;
- publicity and promotional value generated by activities;
- value of collaborative support; and
- efficient leverage of regional and strategic partnership investment.

Industry outcome measures

- economic impact and job creation;
- total OVE; and
- Queensland's share of Australian OVE (total, leisure and holiday visitors).

## Service areas and service standards

**TEQ committed to deliver seven service standard measures in the 2017-18 Queensland State Budget - Service Delivery Statements. Results against each measure are detailed in the Annual Performance Statement 2017-18.**

### Service area objective

To achieve economic and social benefits for the State by growing the tourism and events industry in a partnership between industry and Government.

### Service area description

TEQ's core functions are marketing, event acquisition and experience development.

Table 1: Annual Performance Statement 2017-18

SERVICE AREA: TOURISM AND EVENTS QUEENSLAND	2017-18 TARGET	2017-18 ACTUAL	NOTES
Service standards			
<i>Effectiveness measures</i>			
OVE generated by events within the TEQ portfolio	\$330m	\$395.6m	1
Direct visitor nights generated by events within the TEQ portfolio	1,925,000	2,357,115	1
Direct and incremental spending within the TEQ portfolio	\$412.5m	\$477.3m	1
Visitors to Queensland generated by events within the TEQ portfolio	247,500	267,332	1
Publicity and promotional value generated by TEQ activities	\$220m	\$768.2m	2,3
Value of collaborative support	\$20m	\$41.2m	4
<i>Efficiency measure</i>			
Efficient leverage of regional and strategic partnership investment	1:1	1:1	5

### Notes

- The event results in 2017-18 have been boosted by one-off impacts from blockbuster events such as the Manny Pacquiao v Jeff Horn (Battle of Brisbane) and the UCI Mountain Bike World Championships in Tropical North Queensland. Adding to this is a general increase in event performances spurred by increased interest and sentiment in the lead up to and after GC2018.
- This measure does not include the publicity generated by TEQ's digital marketing activities.
- TEQ-led activity in key international markets such as China and the publicity generated from GC2018 and the Manny Pacquiao v Jeff Horn (Battle of Brisbane) have contributed significantly to the strong publicity outcome for 2017-18. The publicity value generated by GC2018 activity is a one-off impact. The significant publicity value generated in key international markets such as China is difficult to predict and apply to future activity.
- Collaborative value includes all direct, indirect, contra and in-kind partner support for tourism and event marketing, destination and experience development projects and major events. The 2017-18 actual result exceeded the target due to higher than forecast indirect and in-kind support resulting from the new Advance Queensland: Connecting with Asia projects, and strategic tourism, aviation and event partnership activity.
- This service standard measures the ratio of partner investment to the investment made by TEQ in regional and partnership activities.