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Eye on Q

30 May 2019

TOURISM
& EVENTS
Queensland



Billions share in Great Barrier Reef's story

A potential three billion people worldwide have heard the news of the world's first rideshare submarine within a week of launching on the Great Barrier Reef. Tourism and Events Queensland, in a unique partnership with rideshare giant Uber, aims to showcase the diversity and vibrancy of the Great Barrier Reef from new angles by launching the unique tourism experience.

The launch has already achieved \$100 million in publicity and seen more than 100,000 people from around the world rush to enter the competition to win a trip to the Great Barrier Reef to experience the submarine themselves. Great Barrier Reef holiday packages are also being marketed through key distribution partners to support the campaign and drive visitation to Queensland.

The reef also stands to benefit with hundreds of thousands of dollars being poured into projects to help reef conservation and the submarine recording data to go towards reef research. Uber is donating \$100,000, as well as the equivalent value of every scUber ride taken, to [Citizens of the Great Barrier Reef](#) to support their conservation projects. The entire scUber campaign has also been carbon offset by Uber.

[How you can get involved in the global campaign](#)

Worldwide exposure for Queensland

TEQ's CEO Leanne Coddington explains how scUber is telling the story of the Great Barrier Reef and helping Queensland's tourism industry.

[Watch now](#)



Queensland hits screens next week on MasterChef

The highly anticipated 'Queensland Week' will air on MasterChef next week from 2 - 6 June with the state's food experiences taking centre stage on Network Ten's top-rating show. Thousands of viewers from across Australia will salivate over South-East Queensland's world-class food offerings, from the freshest seafood, tropical fruits and quintessential Queensland food experiences.

Hosting MasterChef in Queensland is set to generate international exposure for the state's food and wine tourism sector, reinvigorate the way travellers think about food experiences in Queensland and drive visitation. This is the first time ever the popular television series, currently in its 11th season, has travelled to Queensland to showcase our unique local produce and world-class restaurants.

TEQ is supporting Queensland Week on MasterChef with a new tourism campaign featuring celebrity chef Matt Sinclair that showcases the state's exceptional culinary offerings with a new television ad now running across key domestic markets.

[Watch the new ad](#)



Brisbane to host world first operatic masterpiece

In a world first, Brisbane will host the first-ever fully digital production of Richard Wagner's operatic masterpiece Der Ring des Nibelungen, or 'The Ring', set to play out over four weeks in late 2020.

Opera Australia has specifically chosen Brisbane as the stage for one of its most ambitious and innovative projects to date, bringing the city, and the internationally recognised masterpiece alive.

[Read more](#)



Events benefit from new QDEP funding

More than \$900,000 worth of grants have been awarded to events across Queensland in the latest round of TEQ's Queensland Destination Events Program (QDEP) funding.

A total of 26 events have received additional support through the 12th round of QDEP funding, with recipients able to use the funding towards marketing resources, hiring specialised personnel and temporary infrastructure to grow and develop their event.

Entries are now open for QDEP's Round 13 funding, available for events being held in Queensland between January 2020 - January 2021.

[See the list of QDEP Round 12 funding recipients](#)

The logo for Young Tourism Leaders. It features the words 'YOUNG', 'TOURISM', and 'LEADERS' stacked vertically. 'TOURISM' is in a larger, multi-colored font (red, orange, green, blue). A vertical bar is to the left of the text.

Nominate a Young Tourism Leader

Nominations for the 2019 intake of Queensland's Young Tourism Leaders are now open until 26 July 2019.

The Young Tourism Leaders Program provides a platform for influential industry leaders to inspire young people to consider a career in Queensland tourism.

The program is now onto its fourth round and has tourism leaders meeting with school leavers around the state to illustrate the opportunities a tourism career can provide.

Nominations are now open for passionate tourism professionals aged between 18 and 35 years old.

[Nominate a Young Tourism Leader](#)

Sunshine Coast developments



New multi-million-dollar Convention Centre

The newly built \$10 million Sunshine Coast Convention Centre at Novotel Twin Waters Resort officially opened this week. The new centre will open the region up to hosting global conferences and business events as well as creating up to 100 jobs for locals in the future.

The new centre is set to be instrumental in securing future events for the Sunshine Coast and reinforce the region's growing reputation as a destination of choice for business and leisure.

[Read more](#)



Upgrade for iconic tourism attraction

A \$6.8 million upgrade of the Sunshine Coast's iconic tourism attraction - the Big Pineapple - is projected to attract an extra 160,000 annual visitors and pump an additional \$4.6 million a year into the local economy.

The new project will include refurbishments to the internal structure of the attraction and reception area. The old Macadamia Nut Factory will also be repurposed to host COYO, an award-winning, Sunshine Coast based coconut yoghurt producer.

[Read more](#)

Business resource



Seven golden rules of crisis communications

A crisis can hit any business in any industry sector at any time. Global media monitoring and intelligence company Meltwater has compiled a list of seven golden rules for effective crisis communications that could save your organisation in a critical situation.

[Read the seven rules](#)

Industry opportunities

2019-20 Advance Program

Funding opportunity to support Business Events marketing initiatives - applications close 1 July 2019

Destination Showcase India

Mumbai and New Delhi, 13-15 August 2019

Applications close 7 June 2019



Queensland on Tour North America

Philadelphia, San Antonio, Seattle, Vancouver and Calgary, 16-23 August 2019

Queensland on Tour Japan

Osaka and Tokyo, 3-7 September 2019

Applications close this Friday, 31 May 2019

Australia Marketplace UK and Europe

London, 30-31 October 2019 - registrations close 31 May 2019.

[More on Industry Events Calendar](#)

Quick snippets

- Book your seat at the [Future Tourism luncheon](#) on Thursday, 13 June at the Howard Smith Wharves in Brisbane to hear from leading industry experts on the challenges facing the state's tourism sector.
- Destination Gold Coast has launched a [\\$2.6 million marketing initiative 'Come & Play' tourism campaign](#) to lure families to the region this winter.
- [Three Queensland businesses have been shortlisted to deliver the Cooloola Great Walk](#) - a world-class ecotourism trail set to pump millions into the Sunshine Coast economy.
- [Clean-up works on the critically acclaimed Wilson Island are complete](#) as part of the Queensland Government's \$25 million Great Barrier Reef Island Resorts Rejuvenation Program.

QUEENSLAND EVENTS CALENDAR

IT'S LIVE!
in Queensland



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