



Minister for State Development, Tourism and Innovation

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Mr Brett Godfrey
Chair
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Dear Mr Godfrey

STATEMENT OF EXPECTATIONS

The work of Tourism and Events Queensland (TEQ) is a key component in sustaining and growing Queensland's visitor economy and I congratulate you and the TEQ Board for your work over the past 12 months, especially as Queensland has faced major challenges such as floods, bushfires, and the COVID-19 pandemic.

The Queensland Government is significantly reprioritising efforts and resources to meet public health needs and address the wider economic impacts of COVID-19, both immediate and longer term, and importantly focusing support on recovery of the tourism sector over the next 12 to 18 months, and possibly beyond.

We cannot know the duration of the pandemic and will need to continue working through an uncertain and potentially volatile economic environment, therefore pursuant to section 39 of the *Tourism and Events Queensland Act 2012* (Qld), this letter outlines specific expectations for the TEQ Board for the period of 1 July 2020 to 30 June 2021. I will consider any necessary revisions to these expectations in February 2021 to ensure they remain relevant and aligned with ongoing requirements as the true long-term impact of the pandemic is understood, and government continues to transition from response to recovery.

This Government has invested more than \$7 billion in a range of assistance initiatives for Queenslanders, including significant economic support, stimulus, and marketing funding to help tourism businesses survive through the shutdown and ramp up again when they are able to. Our strong health response means we can open our economy again. If this continues, we will see the steady easing of restrictions through the second half of 2020. I expect TEQ to continue to support the Queensland Government through what will be a significant time of economic transition, ensuring that our overarching plan for Queensland's recovery continues to put the interests of Queenslanders, tourism businesses, and regional communities first.

Despite current pressures, there are opportunities for the tourism industry going forward and we must ensure we maintain an adaptive and sustained response. In 2019, Australians took almost 10 million trips outside Australia, spending a total of \$65 billion. While our international borders remain closed, there is a significant opportunity for Queensland to convert this spend by driving domestic tourism, which is more important than ever.

I am committed to working with, and advocating for, the tourism sector to ensure we position our state's tourism industry for future sustained growth in a competitive tourism environment. As the state's lead marketing, destination and experience development and major events agency, TEQ has a critical role in achieving this.

I expect TEQ to maintain an operational focus that includes a collaborative approach across Government and industry stakeholders, and one that is geared towards supporting our tourism industry through this pandemic; rebuilding consumer demand, aviation capacity, and the value of Queensland's events calendar, in order to maximise opportunities for visitor economy growth and to protect market share.

In addition, my specific expectations of TEQ include economic recovery, collaboration and partnerships, and priority projects.

Economic Recovery

Assisting the industry transition to a COVID-safe environment to support the delivery of safe travel and events in Queensland, reinforcing the proposition of a safe and secure destination. Specifically:

- taking an active role in the Government's Tourism and Events Economic Recovery Group, which has a specific focus on planning for the recovery of the tourism and events sector, and the associated economic implications
- contributing resources to the development and delivery of the Tourism and Events Economic Recovery Blueprint, which will form an important part of the state's overall COVID-19 Recovery Plan; including delivery of associated actions under this Blueprint
- refocusing marketing and promotional efforts to grow the State's domestic market share by promoting increased visitor dispersal across our regional and remote communities and converting and capturing the considerable outbound market segment that is unable to travel internationally over the short-term
- planning for the time when Australia's national borders can be reopened and commencing renewed efforts to drive high value international visitation back to Queensland as our key markets once again start to look to travel
- rebuilding and renewing the *It's Live in Queensland* events calendar by investing in events that drive visitation and expenditure in the regions, as well as enhance the profile of Queensland and foster community pride.

Collaboration and Partnerships

Working in partnership with the Department of State Development, Tourism and Innovation (DSDTI) in the delivery of its portfolio responsibilities including innovation, international education, major events, adventure and nature-based tourism, Indigenous tourism, Great Barrier Reef island resort rejuvenation, cruise, product and experience development, and building industry capability. This includes ensuring regular and open communication with DSDTI, sharing market intelligence and strategic information, and working together as a united team with industry. Specifically:

- ensuring early engagement and broad government agency consultation through DSDTI during major event acquisition processes to ensure all opportunities are identified to leverage an event, and maximise the Queensland Government's return on investment, as well as to identify operational impacts to government agencies
- rebuilding aviation access and capacity through a targeted global strategy in partnership with airports, airlines and industry partners
- in partnership with DSDTI, maximising tourism outcomes in regional Queensland through funding the regional tourism network. A strong Queensland Tourism Network that continues to collaborate with local governments', will ensure greater accountability for state investment and support the growth of tourism across the state so that it remains sustainable into the future
- continuing to support engagement between industry and government to identify key priorities that drive growth and jobs in Queensland's tourism industry
- aligning resources for greater engagement with industry, to assist businesses to adapt to delivering COVID Safe experiences reinforcing the proposition of a safe and secure destination, through delivery of TEQ's Experience Design Delivery Model, including TEQ's Experience Development Toolkit.

Priority Projects

Continuing to work collaboratively with DSDTI and industry partners to deliver the Queensland Government's commitment to grow tourism and tourism jobs, including activities which directly leverage and support the goals of the Advancing Tourism 2016–2020 strategy, 2019–2020 Queensland Budget initiatives, and 2020-2021 identified priorities. Specifically:

- rebuilding consumer demand, aviation capacity and the value of Queensland's events calendar, in order to maximise opportunity for visitor economy growth
- generate demand by building Queensland's competitive position in the global market and meeting consumer needs whilst maintaining a balance to our portfolio of source markets to ensure resilience
- facilitating new destination and experience development in our regions and supporting industry to innovate and deliver transformational, consumer-led visitor experiences with a focus on building Queensland's nature-based and Indigenous tourism offerings
- deliver a high performing events calendar guided by the Events Strategy 2025 to maximise economic and social benefits for Queensland
- continuing support for delivery of the Year of Indigenous Tourism through Government's commitment of \$10 million and provision of assistance to Aboriginal and Torres Strait Islander peoples to bring engaging, experience driven, cultural tourism product and experiences to market
- supporting the potential of a 2032 Queensland Olympic Bid including continued research into how to best measure and grow our state's positive attitude towards the impact of tourism on the community
- successfully delivering and promoting the roll out of TEQ's new brand strategy, travel for good, and supporting brand architecture to deliver on TEQ's mission and enhance Queensland's position in what is likely to be an increasingly competitive and evolving consumer environment.

Research, Data and Insights:

- continuing to undertake research and intelligence analysis into global economic impacts, market trends, digital transformation, travel preferences and consumer behaviour to identify opportunities and inform decision making
- data sharing and collaboration with DSDTI and other key agency partners, such as the Department of Environment and Science, to ensure Queensland remains forward thinking and adaptive to emerging trends
- fostering continuous improvement of employee capability, operational efficiency, and organisational resilience.

In the face of the current and ongoing economic challenges for the State, we know that for Queensland tourism to thrive again, it is essential for Government to take a whole-of-economy approach, and work collaboratively with its key stakeholders - from our own regions to our international markets, the private sector and Queensland and Australian Government agency partners.

I appreciate TEQ is taking a wider than usual view of the role of tourism in our economy and working closely with DSDTI on continuing alignment and maximising outcomes of government investment. Government will continue working in a constrained fiscal environment and I am pleased some additional funding has been confirmed to support recovery. At the same time, all agencies need to ensure maximum efficiencies within current resourcing including sharing resources across agencies. I appreciate TEQ's ongoing effort to collaborate in this regard.

I look forward to receiving your reply Statement of Intent within 30 days of the date of receipt of this letter.

Yours sincerely



HON KATE JONES MP

Minister for State Development, Tourism and Innovation

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