

Ref: 435544

19 August 2020

The Honourable Kate Jones MP  
Minister for State Development, Tourism and Innovation  
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Dear Minister

### **STATEMENT OF INTENT (CTS05668/20)**

Thank you for your letter of 17 July 2020 outlining your expectations of Tourism and Events Queensland (TEQ) covering the period of 1 July 2020 to 30 June 2021. In response, pursuant to section 40 of the *Tourism and Events Queensland Act 2012* (the Act), I wish to outline the below Statement of Intent.

The world is experiencing a one in 100-year event, with the COVID-19 pandemic having a catastrophic impact on communities around the globe. In these extenuating circumstances, it is vital that we unite and prioritise our skills and resources to support Queensland communities and rebuild our economy.

TEQ remains committed to the State's tourism industry through delivering against the core functions outlined in the Act: the promotion and marketing of Queensland; tourism experience and destination development; and attracting, developing and promoting major events to the State. TEQ is also committed to continuing to work closely with other Queensland Government agencies, supporting the *Unite and Recover for Queensland Jobs* economic strategy.

I fully support the need to take a wider view of the value of tourism and events to the Queensland economy and ensure that the Government's investment is leveraged to its fullest potential and aligned with broader economic recovery efforts.

Earlier this year TEQ developed its Reset, Restart, Regenerate approach to rebuilding the Queensland tourism and events industry as the world emerges from strict travel and gathering restrictions. The approach has defined seven strategic pillars that will be the focus for TEQ in 2020-21:

### **Stakeholder and Industry Engagement**

Throughout the COVID-19 crisis response and recovery, TEQ has played a key role in connecting the tourism and events industry and Government, supporting all stakeholders in working through the pandemic.

It is more important than ever that all stakeholders in the tourism and events ecosystem work together to rebuild and TEQ will continue to work collaboratively with all industry and Government partners, in particular the Department of State Development, Tourism and Innovation (DSDTI), Regional Tourism Organisations (RTOs) and the Queensland Tourism Industry Council (QTIC) to do so.

### **Consumer Demand**

TEQ's approach to growing consumer demand has been largely influenced by the impacts of COVID-19. TEQ will primarily focus on domestic market activity encouraging dispersal across the state with intrastate travel at the core and on interstate travel as the state reopens. TEQ will also be ready to re-enter the New Zealand market when Trans-Tasman travel recommences and will maintain a light touch approach to our other international markets to ensure Queensland remains top of mind and the most desirable destination for our key international source markets. The underpinning activity will be designed to drive conversion opportunities for Queensland's operators.

TEQ will continue to bring the purpose-led, travel for good Queensland brand to life to build a competitive advantage and generate global consumer demand. This includes consumer segmentation and market prioritisation, providing a consistent marketing framework across our geographic markets and promoting a balanced portfolio of source markets.

### **World-class Events Calendar**

Events have been one of the hardest hit sectors with the COVID-19 restrictions on mass gatherings being some of the first measures introduced to respond to the pandemic. With restrictions now easing, TEQ has been working very closely with event proponents to develop COVID Safe Plans in line with the Queensland Government's Industry Framework for COVID Safe Events. The road to recovery for some events will be long, with many proponents having to make the decision not to stage 2020 editions of their events. TEQ's focus will be on continuing to support our event proponents in the COVID safe planning and creating a Queenslanders Events Calendar as a driver of demand and to foster community pride.

We have also seen Queensland become the home for many sporting codes during this time, presenting unique opportunities for Queensland to position itself as the events capital of Australia. TEQ will continue to work closely with Government partners to identify and secure major event opportunities for Queensland.

### **Experience Design**

We know that during the COVID-19 crisis, traveller expectations have shifted and our industry needs to be ready to deliver for future travellers. TEQ will lead experience design by guiding and empowering the tourism network to deliver transformational tourism and event experiences aligned to the Queensland brand promise. TEQ will continue to support industry and event proponents to grow their experience design capabilities by delivering the Experience Design Toolkit, providing mentoring and training programs and demonstrating best practice experience design.

TEQ also recognises the importance and value of portfolio priorities and will continue support the delivery of initiatives that aim to grow Indigenous tourism experiences through the Year of Indigenous Tourism as well as nature-based tourism offerings.

### **Aviation Access and Capacity**

The importance of rebuilding aviation access and capacity cannot be understated, and I thank you for your support in securing \$15 million through the Queensland Government's *Unite and Recover for Queensland Jobs* plan. In close partnership with DSDTI, TEQ will work with airports to rebuild aviation capacity.

TEQ will focus on demand generation in priority domestic markets in line with Queensland borders reopening. TEQ will also work with airports and RTOs to ensure international access is restored when



international borders are reopened. With New Zealand possibly being the first international market available to Australia, TEQ will focus efforts on New Zealand to ensure Queensland aviation access is optimised.

### **Strategic Research**

The social and economic impacts of COVID-19 continue to change, with varying country responses to the pandemic affecting economies and shaping consumer sentiment. TEQ will provide scenario analyses of the COVID-19 impacts on Queensland and will identify consumer attitudinal and behavioural changes on travel post COVID-19. This research and intelligence will continue to be shared with Government to help inform economic recovery plans and policy development.

### **High Performing Organisation**

TEQ prides itself on its ability to be an agile and responsive organisation; able to adapt to an evolving operating environment. Given the current fiscal constraints and the need to focus efforts on economic recovery activities, TEQ will deliver continuous improvements to processes and workflows to increase operational efficiencies.

TEQ will support its workforce in a staged return to office plan, ensuring a safe space for people to return to and will review its workforce capability program, providing opportunities for professional development in line with TEQ's strategic priorities. TEQ will also continue to work with Government and offer the skills and expertise within TEQ to support economic recovery efforts.

This crisis has shown that Government, industry and the community at large can work together to tackle any challenge and we are not out of the woods yet. Although the tourism and events industry is resilient, the impact of COVID-19 has never been seen before. Continued and increased Government support will be required so that tourism operators and event proponents survive and can contribute to the state's economic recovery.

Thank you again for your ongoing support for TEQ and the tourism and events industry and I look forward to continuing to work together as Queensland's economy recovers and prospers.

Yours sincerely



Brett Godfrey  
**TEQ Board Chair**

cc Leanne Coddington, CEO TEQ