



9 July 2021

Ms Liz Savage
Chair - Industry Reference Panel
Department of Tourism, Innovation and Sport
PO Box 15168
CITY EAST QLD 4002

tourismrecovery@dtis.qld.gov.au

Dear Liz,

LGAQ's Response to "Action Plan for Tourism Recovery" discussion paper.

The Local Government Association of Queensland (LGAQ) is the peak body and collective voice of local government across Queensland. The LGAQ has been assisting local governments to enhance services and relationships with their communities since 1896.

Queensland councils play a critical role in the provision and maintenance of key tourism infrastructure and in supporting the local tourism industry. Councils have successfully worked in partnership with the State and industry both pre-COVID and now as we chart a path to recovery and the LGAQ is keen for this partnership to continue.

The LGAQ appreciates the opportunity to review and provide feedback on the Tourism Industry Reference Panel's "Action Plan for Tourism Recovery" discussion paper.

Our feedback reflects the views of several local councils who have had the opportunity to respond to the discussions paper as well as the views of our membership through motions passed at the LGAQ's Annual Conference.

Our submission makes 11 recommendations on behalf of our members, including:

- The LGAQ recommends the State Government invest \$50 million per year for four years in a tourism fund accessible to councils to ensure a pipeline of quality tourism products to stimulate regional, rural and remote economies and ensure Queensland has the upper hand in the battle to attract domestic tourists amid continued international border restrictions.
- The LGAQ recommends the State Government re-establish a Short-Term Residential Accommodation Industry Reference Group to continue work to address the impact of the growing use of short-term holiday letting on local communities. Queensland councils hold mixed of views on the benefits and challenges of short-term letting. Local Government, however, supports the State Government in:
 - developing a Code of Conduct, including information regarding fire safety standards, for hosts and guests of residential properties that are advertised for short-term letting,
 - obtaining the agreement of online accommodation booking agencies to provide details on the location of residential properties that are advertised for short-term letting, to regulatory authorities, and
 - establishing a state-wide data sharing system across the short-term accommodation sector, that is accessible by local government.



- The LGAQ recommends the State and Federal Governments coordinate and commit additional funding to seriously address the digital connectivity issues across the State and in particular regional and rural Queensland.
- The LGAQ recommends the State Government support local government in calling on the Federal Government to legislate to require telecommunications operators access to their competitor's mobile infrastructure in regional areas to enable roaming.

The short time frame to provide feedback has limited our ability to coordinate a truly statewide response.

As such, we recommend a further, more comprehensive consultation process is undertaken to fully understand the diverse approaches to tourism that councils in different regions have. The LGAQ would be happy to offer advice on any planned regional consultation strategy.

Should you have any questions or concerns in relation to the feedback provided, please feel free to contact Simon Booth, Lead - Infrastructure, Policy, Regional Development, on 0409 274 134 or simon_booth@lgaq.asn.au.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Alison Smith', written in a cursive style.

Alison Smith
HEAD OF ADVOCACY

Response to “Action Plan for Tourism Recovery” Discussion Paper Submission

July 2021



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Contents

1. Executive Summary.....	3
2. LGAQ Response to Issues Raised in Consultations.	5
Q1. What could be done at a local level to increase the benefits of tourism?	5
Recommendation 1:.....	5
Recommendation 2:.....	5
Recommendation 3:.....	6
Q2. How do you want Queensland tourism to be defined in the 2020s?	6
Recommendation 4:.....	6
Q3. How do we make the best use of our tourism assets? In your own words, what is missing?	6
Q4. What practical measures can and should be taken to ensure tourism helps regenerate natural environments, and bring greater awareness as well as economic benefit?	6
Recommendation 5:.....	7
Recommendation 6:.....	7
Q5. Do you see any additional trends or emerging changes that we must also consider?.....	7
Recommendation 7:.....	8
Q6. What are your ideas for the future of Queensland’s tourism industry?.....	9
Recommendation 8:.....	9
Recommendation 9:.....	9
Q7. What do you see as the obstacles to progress?.....	9
Recommendation 10:.....	10
Recommendation 11:.....	10
Q8. What should Queensland be doing to re-set, transform and embrace the opportunities a post COVID-19 world presents?.....	10
3. LGAQ Policy Statement 2020	11

1. Executive Summary

The Local Government Association of Queensland (LGAQ) welcomes the opportunity to provide feedback on the Queensland Government's Action Plan for Tourism Recovery and the associated Designing our tourism future discussion paper.

Queensland's 77 councils are acutely aware of the importance of the tourism industry is to the state's economy and to the local economies they represent, from Coolangatta to the Cape and west to the border.

Local government plays a critical role in the provision and maintenance of key tourism infrastructure, natural resource management, protecting the Great Barrier Reef, and in supporting the local tourism industry. Therefore should be acknowledged as a strategic partner in Queensland's tourism recovery.

Queensland's councils have successfully worked in partnership with the State and industry both pre-COVID and now as we chart a path to recovery and the LGAQ is keen for this partnership to continue.

The LGAQ, on behalf of its members, has made 11 recommendations for your consideration, summarised below.

1. The LGAQ recommends the State Government invest \$50 million per year for four years in a tourism fund accessible to councils to ensure a pipeline of quality tourism products to stimulate regional, rural and remote economies and ensure Queensland has the upper hand in the battle to attract domestic tourists amid continued international border restrictions.
2. The LGAQ recommends the State Government increase funding for the Transport Infrastructure Development Scheme (TIDS) to \$80 million in 2022-23 and to \$100 million per year ongoing by 2024, and re-establishes the Western Roads Program at \$25 million per year in order to support and attract growth in regional tourism, in particular the growing regional drive tourism market and to develop safer road networks.
3. The LGAQ recommends the State Government further invest in providing support through Regional Tourism Organisations, and directly to small businesses in the regions through on-the-ground (in-region) small business advisors who would be working alongside local government practitioners in a coordinated and targeted approach to help shape and develop locally focused solutions.
4. The LGAQ recommends Regional Tourism Operations should be encouraged to work with councils to develop unique regional value propositions so more focused approaches to specific targets which in turn will allow operators to encourage tourism all year long, breaking the regular cycle of busy and quiet periods so tourism can serve the local community as much as it serves tourists.
5. The LGAQ recommends the State and Federal Government invest \$200 million per year for five years to match local government spending on the Great Barrier Reef and deliver the Reef 2050 Plan so the Reef can maintain its \$56 billion economic and environmental asset value for the state and national economies and continue to support 64,000 North Queensland jobs.
6. The LGAQ recommends the State Government further engage with councils to consider how natural resource management and environmental restoration activities could be transitioned into viable and sustainable tourism offerings. This could be achieved by investing \$325 000 per year for two years to deliver two Natural Resource Management Governance pilot projects that aim to preserving and make best use of natural resources for eco-tourism.
7. The LGAQ recommends the State Government re-establish a Short-Term Residential Accommodation Industry Reference Group to continue work to address the impact of the growing use of short-term holiday letting on local communities. Queensland councils hold mixed of views on the benefits and challenges of short-term letting. Local Government, however, supports the State Government in:
 - developing a Code of Conduct, including information regarding fire safety standards, for hosts and guests of residential properties that are advertised for short-term letting,
 - obtaining the agreement of online accommodation booking agencies to provide details on the location of residential properties that are advertised for short-term letting, to regulatory authorities, and
 - establishing a state-wide data sharing system across the short-term accommodation sector, that is accessible by local government.
8. The LGAQ recommends the State and Federal Governments support the full funding of regional airports to ensure they are able to play a key role in opening regional tourism markets with a focus on the natural resources, eco-tourism and experiential holidays, in collaboration with indigenous communities.

9. The LGAQ also seeks the State and Federal Governments to provide financial assistance to local government owners and operators of airports that have suffered a negative economic impact because of the COVID-19 pandemic.
10. The LGAQ recommends the State and Federal Governments coordinate and commit additional funding to seriously address the digital connectivity issues across the State and in particular regional and rural Queensland.
11. The LGAQ recommends the State Government support local government in calling on the Federal Government to legislate to require telecommunications operators access to their competitor's mobile infrastructure in regional areas to enable roaming.

2. LGAQ Response to Issues Raised in Consultations.

The LGAQ engaged with member councils on the “Action Plan for Tourism Recovery” discussion paper to seek feedback to inform the Association’s submission. Responses are collated and presented below.

Q1. What could be done at a local level to increase the benefits of tourism?

As part of its *Battleplan for Queensland local communities*, developed in April 2020 in response to the COVID-19 pandemic the LGAQ recommended increased investment in local tourism infrastructure to rapidly enhance the quality of local tourism product so when people can travel again, they stay longer and spend more in Queensland’s rural, remote and regional towns.

In particular, *Battleplan* recommended the State Government invest \$50 million per year for four years in a tourism fund accessible to councils to ensure a pipeline of quality tourism products – existing and new - to stimulate regional, rural and remote economies and ensure Queensland has the upper hand in the battle to attract domestic tourists amid continued international border restrictions.

Regarding new tourism offerings, the LGAQ notes that the Tourism Industry Discussion Paper foreshadows the Government’s preparedness to consider expanded tourism offerings which could include:

- reviewing policies that may allow for the establishment of tourism opportunities in national parks in order to build adventure tourism;
- re-thinking beach tourism; and
- expanding Queensland’s Indigenous tourism offering

Queensland councils should be considered critical stakeholders in the reimagining of these complex and distinctly different niche tourism markets. Our member councils are well placed to advise government on place-based approaches that realise local tourism potential while also ensuring board community benefit and mitigation of negative impacts (real or perceived). As such the LGAQ recommends the inclusion of councils at all stages of the development for these potential tourism opportunities i.e. from policy setting review to infrastructure spend considerations.

The vast and expansive nature of our State means more consideration must be given to achieving convenient destinations access via direct flights; improved roads (and associated facilities) for the drive market, and linking destination travel and offerings to existing mainstream markets. While providing direct benefit to the tourism sector, a focus on improving destination accessibility through these initiatives will also provide broader benefit to rural and regional communities.

More broadly, the LGAQ asserts many regional and rural small businesses could benefit from being brought on “the tourism journey” so they better understand market opportunities and potential, are supported in broadening their target markets and operations to realise greater economic and social gain. The regions that have previously relied heavily on international and interstate tourists are seeking support to redefine their offerings to appeal to intrastate, regional and local markets to manage continuing COVID-19-related instability. Programs that enable rural and regional small business access advice from on-the-ground small business advisors could help regions to grow and diversify their offerings. These officers could work to educate small businesses to improve in areas like marketing, customer service and asset management. Work is also needed to ensure particular areas have the accommodation, infrastructure and experiences in place to service visitors.

Recommendation 1: The LGAQ recommends the State Government invest \$50 million per year for four years in a tourism fund accessible to councils to ensure a pipeline of quality tourism products to stimulate regional, rural and remote economies and ensure Queensland has the upper hand in the battle to attract domestic tourists amid continued international border restrictions.

Recommendation 2: The LGAQ recommends the State Government increase funding for the Transport Infrastructure Development Scheme (TIDS) to 80 million in 2022-23 and to \$100 million per year ongoing by 2024 and re-establish the Western Roads Program at \$25 million per year in order to support and attract growth in regional tourism, in particular regional drive tourism and develop safer road networks.

Recommendation 3: The LGAQ recommends the State Government further invest in providing support through Regional Tourism Organisations, and directly to small businesses in the regions through on-the-ground (in-region) small business advisors who would be working alongside local government practitioners in a coordinated and targeted approach to help shape and develop locally focused solutions.

Q2. How do you want Queensland tourism to be defined in the 2020s?

Queensland's 77 councils are acutely aware of the diverse communities they represent. This diversity needs to be celebrated in the way we define and market Queensland's tourism offering. The LGAQ recommends the adoption of different regionally based tourism visions, showcasing our cities, the outback, our unique regions and the Great Barrier Reef so the wide variety of Queensland experiences on offer are captured. These distinctly different tourism opportunities could be bought together through a compelling strategy that tells the "Queensland Story" through our regions and their unique offerings. This would require carefully managed development in our tourism destinations to ensure the identity of each region is maintained with the tourism experiences and destinations differentiated to build on each region's unique selling proposition so they complement, rather than compete with, each other.

Recommendation 4: Regional Tourism Operations should be encouraged to work with councils to develop unique regional value propositions so more focused approaches to specific targets which in turn will allow operators to encourage tourism all year long, breaking the regular cycle of busy and quiet periods so tourism can serve the local community as much as it serves tourists.

Q3. How do we make the best use of our tourism assets? In your own words, what is missing?

Industry development is the missing link for many regional, rural and remote areas.

As noted above, the LGAQ recommends this be led by in-region specialists and on-the-ground small business advisors in either Department of State Development, Infrastructure, Local Government and Planning, Department of Employment Small Business and Training or Department of Tourism, to work with owners and operators to help them develop product and expand market potential. Importantly, these in-region specialists could also assist in moving the local tourism industry beyond destination marketing into the realm of effective and meaningful destination management. A focus on managing the consumer experience, rather than just adding volume, will enable a truly holistic and responsive approach to product development.

There is also potential in the identification of local assets that can be developed for tourism. Examples include educational and experiential concepts like visiting working mines, or agri-tourism opportunities like farm stays and visiting working sugar cane mills (Business Tourism).

New areas for development that should also be explored include some of Queensland's islands that have failed to be developed or re-developed.

Q4. What practical measures can and should be taken to ensure tourism helps regenerate natural environments, and bring greater awareness as well as economic benefit?

Queensland local governments are the principal investors in natural resource management and accordingly invest \$260 million in natural resource management activities and a further \$228 million on protecting the Great Barrier Reef. This investment directly impacts the protection of natural environments. Co-investment by the State Government to further support the work being delivered by local governments is required to regenerate natural environments and ensure their protection for future tourism opportunities.

Given the well-established role of Queensland councils in natural resource management and protecting the Great Barrier Reef, the LGAQ recommends further comprehensive engagement with local governments to explore this question in more detail. The LGAQ's *Battleplan for Queensland local communities*, developed in April 2020 in response to the COVID-19 pandemic identified a multitude of opportunities to support a variety of beautification and environmental restoration activities, from country to coast, that would also benefit agricultural productivity, mitigate wildfire risk and improve social awareness. The challenge is how to develop these activities into viable and sustainable tourism opportunities.

More broadly, improved partnerships between councils, National Parks, scientific groups, volunteer organisations and land care groups are needed, with a specific focus on collaboration with First Nations communities to explore eco-tourism and environmentally educative tourism ventures. Examples such as the "Joint strategic action plan for tourism in Tasmania's parks and reserves in the 21st Century" offer a template for tourism to work hand-in-hand with parks and wildlife services to enable pro-social, pro-environmental, and economically sustainable tourism. Engagement should be encouraged with local tourism operators to determine how they believe the industry can support the regeneration of certain areas and extend education and awareness to visitors to the regions. For example, during COVID, tourism operators in the Great Barrier Reef region were funded to deliver research and environmental outcomes. For example, reef cruises were taking scientists to inject Crown of Thorns starfish to assist in their removal. This type of partnership approach whereby tourism operators further environmental objectives should be further investigated.

Recommendation 5: The LGAQ recommends the State and Federal Government invest \$200 million per year for five years to match local government spending on the Great Barrier Reef and deliver the Reef 2050 Plan so the Reef can maintain its \$56 billion economic and environmental asset value for the state and national economies and continue to support 64,000 North Queensland jobs.

Recommendation 6: The State Government further engage with councils to consider how natural resource management and environmental restoration activities could be transitioned into viable and sustainable tourism offerings. This could be achieved by investing \$325 000 per year for two years to deliver two Natural Resource Management Governance pilot projects that aim to preserving and make best use of natural resources for eco-tourism.

Q5. Do you see any additional trends or emerging changes that we must also consider?

Consideration must be made of the scale of the visitor economy in different regions. It is unreasonable to design a policy based on the visitor economy of high-volume destinations like Cairns and the Gold Coast and then apply the policy to Maryborough, Gladstone, or Longreach. Tourism policy needs to be scalable and responsive to regional dynamics.

The LGAQ recommends the State Government address the disparity in the amount of research and statistical analysis available to rural and remote regions as opposed to their regional counterparts. The State Government can assist smaller regions by investing in research for the benefit of rural and remote regions, and the development of the tourism industry.

Consumer confidence will take a few years to rebound following COVID-19. Councils and the State Government should be working with the insurance sector, tourism agencies and tourism business to understand how we can develop a system and policy that gives confidence to travellers, tourism reliant businesses, transport and aviation, and supporting businesses that they are protected.

The trend towards drive tourism also means that now, more than ever, there is a need for road networks to be prioritised for domestic tourism. Additional TIDS funding and re-establishing the Western Roads Program would support regional communities in developing safer road networks to support and attract growth in regional tourism, in particular regional drive tourism. See Recommendation 2 above.

Short-term visitor accommodation facilitated by online booking platforms, such as AirBnB and Stayz, has also become increasingly prevalent in many local government areas. Accommodation accessed through online booking agencies, can be beneficial in providing greater stock in tourist areas however, it may also adversely impact on full time rental availability, housing affordability and increase amenity issues in some local

communities. Although some councils may seek to regulate and enforce compliance of these uses, other councils choose not to regulate short-term accommodation that occurs within a residential dwelling because the use is largely consistent with residential activity, and amenity impacts are minimal.

In 2017 at the LGAQ Annual Conference, Queensland councils called on the State Government to formulate a clear policy and response to the use of residential properties for short term accommodation where facilitated by on-line booking agencies including:

- Requiring the on-line booking agencies to provide Councils with property addresses so that they can help to ensure properties comply with appropriate planning schemes and rating requirements.
- Consideration of the long-term impact on local communities including the availability of rental accommodation stock, impact on housing affordability, impact on local amenity and potential impact on existing tourism properties.

In response to this resolution, the former Minister for Innovation and Tourism Industry Development and Minister for the Commonwealth Games, made a commitment to establish a Short-Term Residential Accommodation Industry Reference Group which commenced in 2018. The LGAQ welcomed this announcement and actively participated as a member of this Industry Reference Group to advocate on behalf of local government and support the State Government in:

- developing a Code of Conduct, including information regarding fire safety standards, for hosts and guests of residential properties that are advertised for short-term letting,
- obtaining the agreement of online accommodation booking agencies to provide details regarding the location of residential properties that are advertised for short-term letting, to regulatory authorities, and
- establishing a state-wide data sharing system across the short-term accommodation sector, that is accessible by local government.

Significant, positive progress was made to progress these matters through the Industry Reference Group but disappointingly, this group was disbanded by the State Government in 2020.

Many other jurisdictions throughout Australia have introduced and/or are progressing a range of state-wide responses to support councils and local communities to address the issues and opportunities presented by the growth in short-term holiday letting sector. For example, in New South Wales the State Government has introduced a [new state-wide framework](#) that includes a mandatory Code of Conduct and a registration system that will enable data to be provided to all NSW councils.

Queensland local government should continue to retain the ability to establish and enforce appropriate planning, local law and rating responses for residential properties used for short-term letting, within their local government area but also seek to work in partnership with the State government to support this – see Recommendation 5 below.

Recommendation 7: The LGAQ recommends the State Government re-establish a Short-Term Residential Accommodation Industry Reference Group to continue work to address the impact of the growing use of short-term holiday letting on local communities. Queensland councils hold mixed of views on the benefits and challenges of short-term letting. Local Government, however, supports the State Government in:

- developing a Code of Conduct, including information regarding fire safety standards, for hosts and guests of residential properties that are advertised for short-term letting,
- obtaining the agreement of online accommodation booking agencies to provide details regarding the location of residential properties that are advertised for short-term letting, to regulatory authorities, and
- establishing a state-wide data sharing system across the short-term accommodation sector, that is accessible by local government.

Q6. What are your ideas for the future of Queensland's tourism industry?

There is an ongoing need to recognise natural environment assets and look after them to establish a green and Indigenous focussed tourism industry that takes visitors on a journey, immerses them in our natural beauty, and provides edu-tourism on the unique areas and people in Queensland – see Recommendations 3 and 4 above.

Regional airports also need to be fully funded so they can play a key role in opening regional tourism markets with a focus on the natural resources, eco-tourism and experiential holidays in collaboration with indigenous communities.

Alongside this, there needs for better linkages from airports to internal transport networks, such as inland rail services that can support regional and coastal tourism and provide connections between coastal and inland experiences.

Recommendation 8: The LGAQ recommends the State and Federal Governments support the full funding of regional airports to ensure they are able to play a key role in opening regional tourism markets with a focus on the natural resources, eco-tourism and experiential holidays, in collaboration with indigenous communities.

Recommendation 9: The LGAQ also seeks the State and Federal Governments provide financial assistance to local government owners and operators of airports that have suffered a negative economic impact because of the COVID-19 pandemic.

Q7. What do you see as the obstacles to progress?

From a local government perspective there are 6 key potential obstacles to tourism recovery, being:

Skills shortages

Finding, training and retaining staff is proving to be a major barrier for the tourism and hospitality industries, particularly in the regions. This situation has worsened as a result of COVID-19-related international travel bans. State and Federal Governments must do more to address structural skills shortages within the Australian workforce and/or expedite opportunities for international workforce re-enter Australia in a COVID-Safe manner.

Housing

A lack of affordable housing for workers and residents in regional tourism destinations is also of concern. The use of residential properties for short-term holiday letting is just one factor impacting heavily on the availability of longer-term rental housing in some regions. A dedicated housing strategy that unlocks barriers to regional housing supply must accompany any strategy designed to address regional skills shortages.

Short-term letting

It is also important that information regarding the location of residential properties used for short-term holiday letting is available to the relevant authorities (including councils) for example, to ensure compliance and enforcement of relevant safety requirements. Currently, the exact location of residential properties listed through online booking agencies for visitor accommodation in Queensland is not readily available and is generally only known after a booking is confirmed, or if a property complaint is made to a council/law enforcement authority. Each online booking agency also has its own terms and conditions and there is a need for a consistent state-wide approach in Queensland to accessing this data across the various platforms. The LGAQ seeks the ongoing commitment of the State Government to address these obstacles - see Recommendation 5 above.

Connectivity

Regional communities still struggle with connectivity gaps, providing a barrier to both tourism industry growth and the encouragement of drive tourism. While the Mobile Blackspot program has provided some relief for regional areas, to date, rounds have focussed on improving delivery in more populated areas. As a result, many communities are still not sufficiently covered for mobile services with residents and visitors alike experiencing limited coverage. Mobile coverage is critical for remote communities to stay connected, attract staff, families and visitors, create employment opportunities, business and economic development, disaster and emergency

management and to enable access to services not readily available nearby. Exploring innovative ways to achieve mobile roaming, without disadvantaging mobile operators, will provide a timelier and more cost-effective solution to address the unique telecommunications challenges facing rural and remote communities than existing digital connectivity programs currently provide. Mobile coverage is also a key visitor expectation in tourism destinations, as it enables social media interaction, bookings, maps and a whole range of related services which are expected by travellers.

Support for business transition

Our members also hold concerns for tourism operators that do not change their business model to face the new post-COVID business environment as there is a risk many operators reliant on international tourists will not be in business post COVID -19.

Public Liability Insurance

Public liability insurance issues also remain of concern with fears the “adventure” may be taken out of Queensland because some operators cannot get insurance.

Recommendation 10: The LGAQ recommends the State and Federal Governments coordinate and commit additional funding to seriously address the digital connectivity issues across the State and in particular regional and rural Queensland.

Recommendation 11: The LGAQ recommends the State Government support local government in calling on the Federal Government to legislate to require telecommunications operators access to their competitor’s mobile infrastructure in regional areas to enable roaming.

Q8. What should Queensland be doing to re-set, transform and embrace the opportunities a post COVID-19 world presents?

There is a real opportunity to lock in the consumer behaviour that is currently necessitated by COVID- 19 to create a lasting cultural change – one in which Australians much more readily holiday at home.

Queensland needs to recognise that we still have well-established world-class tourism operators who are still struggling based on no international visitors. Putting on a team of officers across the State to assist tourism operators to adjust to the new environment with business advice and how to implement new ideas.

We must be mindful of pivoting all our products to a domestic market. Doing this may run the risk that the experiences we have tailored to the international markets over the last 30-40 years will not meet expectations of the returning international visitors.

We need to capitalise on the strengths of our tourism offering and that we provide different experiences to domestic markets as compared to our global markets.

Queensland has a lot of tourism product that is tired. Tourism offerings need to be refreshed regularly, as they must remain highly competitive otherwise travellers will go elsewhere. In this immediate period in 2021 after COVID-19, the industry would benefit from incentives to invest now to refurbish, extend and create compelling tourism assets ahead of the re-opening of Australia’s borders.

The 2032 Olympics Bid also provides Queensland with a catalyst to grow the state’s tourism industry but work must be done to ensure the pre-Games and post-Games benefits are spread across the state.

3. LGAQ Policy Statement 2020

The LGAQ's Policy Statement 2020 is a definitive statement of the collective voice of local government in Queensland. The relevant policy positions of local government in the context of supporting the continued growth of Queensland's tourism industry are as follows:

6.1.5 Short-term letting of residential properties

6.1.5.1 Local government should continue to establish and enforce appropriate planning, local law and rating responses for residential properties used for short-term letting, within their local government area.

6.1.5.2 Local government is committed to working in partnership with the State Government and industry to effectively manage the growth of emerging short-term accommodation styles and the impact of this on local communities.

6.1.5.3 Local government supports the state government in:

- developing a Code of Conduct, including information regarding fire safety standards, for hosts and guests of residential properties that are advertised for short-term letting,
- obtaining the agreement of online accommodation booking agencies to provide details regarding the location of residential properties that are advertised for short-term letting, to regulatory authorities, and
- establishing a state-wide data sharing system across the short-term accommodation sector, that is accessible by local government.

7.2.4 Delivering Cultural Tourism in Queensland

7.2.4.1 Local government supports capacity building of local individuals and groups including Indigenous communities, artists, cultural organisations, businesses, community groups and other local and regional stakeholders to build a competitive visitor experience based on a destination's authentic natural and cultural assets, events and experiences.

7.2.4.2 Local government seeks to position culture more strongly within the broader tourism conversation by promoting the artistic, cultural, social and economic value of cultural tourism at the local, regional and state level.

8.1 Roads

8.1.1 Funding Assistance

8.1.1.5 The quantum of federal and state funds allocated to local government for roads should be increased commensurate with local governments' responsibilities as a road asset manager and maintained in real terms. Local government road networks are integral to state and national roads and provide essential linkages for the freight industry and other users.

8.1.2 Responsibilities for Roads

8.1.2.1 Local government seeks an agreement by which the state and federal governments agree to substantially increase funding for the local road network where:

- Local roads provide for significant arterial and through traffic or have economic significance beyond the access interests and responsibility of ratepayers.

8.3 Aviation

8.3.1 Regional Services

8.3.1.1 Airline licensing policies should take account of the decentralised population in Queensland to ensure that rural residents are not disadvantaged by cost and inadequate service levels.

8.3.1.2 The state and federal governments should guarantee that regional airline networks will be protected in the conditions of sale of major airports, ensuring that access is maintained and that regional airlines are not squeezed out by higher costs.

8.3.1.3 The federal government should adequately subsidise regional and sub-regional airports and associated services as a community service obligation, with an emphasis on rural and remote areas.

8.3.1.4 The state government should continue to support subsidised air fares for residents of remote and discrete indigenous communities to travel to the nearest regional centre.

8.9 Regional Development

8.9.1 Regional Queensland underpins the state's economy through a diverse industry base including agriculture, resources and tourism and seeks to be supported by appropriate levels of service and infrastructure.

8.9.5 Digital infrastructure and technology are recognised as enablers to help overcome the barriers of remoteness, infrastructure shortfalls, attract regional investment and facilitate regional prosperity.

8.9.6 Federal and state funding for joint activities with councils in business/tourism support must be supported by 3-5-year program agreements and based on negotiated agreements which specify objectives and performance criteria, reporting mechanisms and review processes. Such agreements must commit parties for the specified period, irrespective of elections, subject to non-performance clauses or agreed variations.