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22 February 2023

The Honourable Stirling Hinchliffe MP
Minister for Tourism, Innovation and Sport and
Minister Assisting the Premier on Olympic and
Paralympic Sport and Engagement
tourism@ministerial.qld.gov.au

Dear Minister

STATEMENT OF INTENT (CTS 01121/23)

Thank you for your letter of 23 January 2023 outlining your expectations of Tourism and Events Queensland (TEQ) for 2023. I would like to extend my congratulations to you on the recently released *Towards Tourism 2032* (the TT32 Strategy) – an incredibly important guiding light and long-term vision for Queensland’s tourism industry.

Patricia O’Callaghan has now commenced in the role of Chief Executive Officer for Tourism and Events Queensland and the TEQ Board and Executive team has been working hard to ensure Trish is well equipped to hit the ground running. I understand that you have met with Trish over the last few weeks to outline priorities for 2023. Trish has had a robust schedule of meetings with key stakeholders including TEQ Board members. I have met with Trish and set out the Board’s expectations, aligning with your Statement of Expectations.

In the latest data released by Tourism Research Australia, Queensland is the only Australian state to return to pre-covid domestic visitor nights. This success has been driven by Queenslanders, delivering the highest domestic Overnight Visitor Expenditure of all states and territories. Queensland’s domestic market is strong and TEQ is working hard to maintain our leading domestic position.

Now is also the time to rebuild our international visitor economy. More direct international services into Queensland will help drive recovery, and I acknowledge the ongoing work of the Department of Tourism, Innovation and Sport (DTIS) in delivering the \$200 million Attracting Aviation Investment Fund, in partnership with the State’s four international airports.

Whilst we have seen great results for Queensland, we have significant economic headwinds and a hyper competitive visitor economy landscape with evolving consumer preferences. A strong collaborative approach across government and industry is the only way Queensland will be able to compete and grow our visitor economy.

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 for 2023.

TEQ Blueprint

I would like to thank you for securing a new base budget for TEQ of \$125 million per annum for the next four years. I note that through the review undertaken by the Department of Tourism, Innovation and Sport (DTIS), TEQ is expected to implement the recommendations of the review, presenting a blueprint to you in the first half of 2023.

TEQ is committed to the pursuit of continuous improvement of organisational capacity, efficiency and resilience, by building people, process and system capability. This commitment will form the basis of our approach to the development of the blueprint, with the TT32 Strategy guiding our priorities.

The TEQ Board and Executive is considering all the recommendations from the review and have commenced detailing an implementation plan in the form of a blueprint. Throughout the stages of development of the blueprint, I have asked that the TEQ Executive work closely with DTIS, the Department of the Premier and Cabinet (DPC) and Queensland Treasury, as well as industry stakeholders where required. There is a considerable level of consultation and detail required to develop the blueprint and I look forward to presenting a final blueprint to you in due course.

Towards Tourism 2032

TEQ is committed to working closely with broader government and industry to support tourism and events businesses to achieve the ambitious targets set out on the TT32 Strategy. I would like to acknowledge officers across DTIS who have ensured that TEQ is well engaged in the development and implement of the TT32 Strategy.

TEQ is represented on the re-established Tourism Inter-Departmental Committee which is a critical group that will drive delivery of the TT32 Strategy across government agencies. TEQ leads, co-leads and supports many of the TT32 Strategy actions in Phase One: Build and Focus Implementation Plan, contributing to the sustained effort to grow industry now and lay the foundations for future growth.

The TT32 Strategy and Phase One implementation plan will guide TEQ's strategic planning activities as we develop our revised TEQ Strategic Plan and Annual Plan to align them with the TT32 Strategy.

Demand

TEQ's Global Marketing Strategy has been under review since mid-2022, taking into account the impacts of COVID-19, global economic shifts and changing consumer expectations. With the release of the TT32 Strategy, TEQ has been continuing to review its Global Marketing Strategy to ensure the TT32 Strategy's ambitious overnight expenditure target is achieved.

The Global Marketing Strategy will bring to life our vision of inspiring the world to experience the best address on Earth. As Queensland's tourism and events industry navigates the challenges brought by COVID-19 and other unstable global conditions, this strategy will respond with forward-thinking approaches, aligned with the TT32 Strategy. The Global Marketing Strategy will propel Queensland forward to a new world of transformational travel, pursuing a two-speed approach to accelerate recovery to achieve pre-COVID-19 levels prior to the forecasted timeframe of 2025 and drive growth through 2032, and beyond.

In December 2022, the TEQ Executive presented a proposed Global Marketing Strategy to the TEQ Board. The TEQ Board has taken an active role in ensuring that the Global Marketing Strategy clearly aligns with the Panel's findings and the TT32 Strategy's strategic themes. Consultation with DTIS and industry through the Queensland Regional Tourism Network and QTIC has also occurred, with further refinements to be made. The TEQ Executive will present a final Global Marketing Strategy to the TEQ Board in the first half of 2023 for due consideration in detail. I look forward to sharing the Global Marketing Strategy with you.

I am also pleased to share that work is already underway on the development of a dashboard that will assist government and industry, including Regional Tourism Organisations in reporting against overnight visitor expenditure targets, keeping a keen focus on the \$44 billion growth target for Queensland.

Events

In December 2022, The TEQ Board approved an updated TEQ Events Strategy 2032. The TEQ Events Strategy 2032 supports the TT32 Strategy and complements the TEQ Global Marketing Strategy 2032 that is currently in development. Both of these strategies will outline the direction for TEQ to propel

Queensland forward in a new world of transformational travel and accelerate tourism recovery from 2023 to 2032.

TEQ will leverage Queensland's competitive advantage and strengths as a unique events destination to attract domestic and international travellers to experience authentic arts, cultural, sporting, lifestyle and business events across Queensland working towards TEQ's aspirational goal for events:

'Queensland's world class Events Calendar amplifies the decade of opportunity towards the Brisbane 2032 Olympic and Paralympic Games'.

The TEQ team have been working closely with the DTIS team and Queensland Music Festival in delivering a successful 2023 Queensland Music Trails. The teams have also started to work through the administration arrangements of the \$1 million funding to Beef Australia for Beef 2024.

I note your expectation that TEQ provide input into the development and delivery of the DTIS-led Events Framework for Queensland and the pipeline of mega and major events for Queensland in the lead up to Brisbane 2032. WE look forward to consulting closely with the Department on this project as the framework and pipeline continues to be developed. TEQ has been open and willing to engage on this critical piece of work, bringing to the discussion our expertise in identifying, attracting, developing and promoting successful events in Queensland.

TEQ has provided a list of significant event opportunities identified by TEQ that could form the basis of a business case to Government for future funding. I would like to reiterate TEQ's willingness to provide assistance at every stage of development.

Accessibility and Sustainability

I welcome the announcement that 2023 is the Year of Accessible Tourism. The opportunity accessible tourism presents to Queensland is immense, particularly in the lead up to the Olympic and Paralympic Games. We know that accessible tourism contributes \$1.9 billion in overnight visitor expenditure to Queensland and \$8 billion to Australia. We also know that this does not include the opportunity lost by those travellers not visiting due to accessibility issues.

TEQ will work closely with DTIS on key activities that will assist Queensland to become a destination of choice for accessible and inclusive tourism. I note through the Year of Accessible Tourism there are a number of initiatives that TEQ will lead, in consultation with DTIS.

Ecotourism and nature-based tourism opportunities continue to be a key priority for TEQ. Through TEQ's Nature-based Tourism Strategy 2021-2024, TEQ provides practical advice to industry on revitalising the Queensland nature-based tourism offering. We want travellers to go beyond simply admiring and passively experiencing Queensland's natural wonders and engage in truly transformational experiences, driving greater levels of guest satisfaction, higher operator yields and increased length of stay.

I trust that TEQ and DTIS will continue to work in lockstep on ecotourism and nature-based tourism opportunities throughout 2023 and beyond.

Brisbane 2032

As you know, the most significant opportunity for TEQ and Queensland is presented by Brisbane 2032. As I have previously mentioned, it will define Queensland's future in many ways, providing a north star and rallying point for initiatives across government. Brisbane 2032 will supercharge Queensland's visitor economy, as well as our reputation as a world class destination for major events of all kinds – not just sport, but the arts, culture and entertainment, lifestyle and business events.

TEQ will play an integral role in leveraging Brisbane 2032 to drive consumer demand, attract visitors to Queensland and grow our visitor economy. The Global Marketing Strategy currently in development also considers the opportunity Brisbane 2032 presents to Queensland and will identify strategic priorities that achieve the growth targets set out in the TT32 Strategy. TEQ will work closely with Tourism

Australia, Regional Tourism Organisations, Event owners, rights holders, governing bodies and associations in fulfilling this strategy.

As a statutory body, TEQ will consult with DTIS and DPC regularly in activities it is undertaking in relation to Brisbane 2032, to share information and maintain consistency of Queensland Government messaging. TEQ stands ready to support DTIS and the broader government in the development of the Brisbane 2032 Legacy Strategy and Plan. TEQ will be an active participant in the upcoming Brisbane 2032 Olympic and Paralympic Games Legacy Forum to be held in March 2023.

Aboriginal and Torres Strait Islander tourism

Queensland is the only place where Aboriginal and Torres Strait Islander cultures meet, providing international and domestic visitors with some of the most diverse Indigenous experiences in Australia.

Over many years, TEQ has focussed on driving demand through efforts in Aboriginal and Torres Strait Islander tourism experience development and marketing. TEQ will continue to work with DTIS and the broader government and industry to deliver the First Nations actions in the TT32 Strategy, creating an environment conducive to stimulating Aboriginal and Torres Strait Islander tourism product and event development, tangible business growth opportunities for existing operators, and expanded employment opportunities across the industry.

In July 2021, TEQ launched its very first Reflect Reconciliation Action Plan, embedding our commitment towards reconciliation, acknowledging that reconciliation transcends all parts of our society. I am pleased to share that TEQ is in the final stages of development of our Innovate Reconciliation Plan, which sets out our plan to continue developing and strengthening relationships with Aboriginal and Torres Strait Islander peoples and engaging staff and stakeholders in reconciliation.


New Ways of Working

Researching and analysing global economic impacts, market trends and consumer behaviour continues to be of critical importance and is a key action in the TT32 Strategy. TEQ is well placed to support the broader government and industry using its expertise in tourism research, data and insights. TEQ welcomes the opportunity to be involved in any industry-academia-government partnership options that are considered for a Queensland 'tourism knowledge hub'.

I would like to acknowledge the collaborative approach taken by DTIS in the development of the balanced scorecard measures. TEQ will continue to work closely with DTIS on the development of the measures and a dashboard that will assist government and industry in reporting against TT32 targets.

I reiterate TEQ's commitment to building strong, collaborative relationships with broader government, particularly DTIS and industry partners. I thank you for your ongoing support of TEQ and the visitor economy at large and look forward to working towards 2032 together.

Yours sincerely



Brett Godfrey
Chair