



Minister for Tourism, Innovation and Sport and
Minister Assisting the Premier on Olympics
and Paralympics Sport and Engagement

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Mr Brett Godfrey
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Dear Mr Godfrey

2023 STATEMENT OF EXPECTATIONS

Since I last wrote to you on 14 July 2022 with my Interim Expectations for the Tourism and Events Queensland (TEQ) Board for the remainder of 2022, Queensland's long-term vision for the visitor economy has been released, *Towards Tourism 2032* (the TT32 Strategy), setting the direction of tourism in Queensland for the next 10 years.

I acknowledge TEQ's valuable contribution to the Government's consideration of the Tourism Industry Reference Panel's (the Panel's) Final Action Plan and in development of the tourism industry TT32 Strategy.

The TT32 Strategy sets an ambitious target to more than double the state's tourism overnight visitor expenditure to more than \$44 billion a year by 2032, and TEQ's involvement, as Queensland's lead tourism marketing and event agency, will be pivotal over the next decade in meeting this target. With 10 years until we hold the largest global sporting event - the Olympic and Paralympic Games, we must be ready to showcase our state, our destinations, our unique experiences and services to the world.

In 2022, we experienced a record-breaking year for domestic tourism in Queensland with a nation leading \$24.5 billion in overnight visitor spend, and the TT32 Strategy sets our path to capitalise on our recovery successes and deliver sustainable longer-term growth for the visitor economy.

In the lead up to the 2022-23 Budget Update, the Honourable Cameron Dick MP, Treasurer and Minister for Trade and Investment requested DTIS undertake a review to evaluate TEQ's performance, outcomes and required quantum of funding. With this review now completed and a new base budget of \$125 million per annum secured for the next four years, it is my expectation that over the next 6-12 months, the TEQ Board and incoming Chief Executive Officer (CEO), lead implementation of the TEQ Budget Analysis recommendations, which were shared with TEQ in November.

In the first half of 2023, I expect the TEQ Board to present to me a blueprint outlining how TEQ intends to implement the review recommendations (the Blueprint), including timelines and savings. Development of the Blueprint is to occur in consultation with the Department of Tourism, Innovation and Sport (DTIS), the Department of the Premier and Cabinet and Queensland Treasury (QT), including key industry stakeholders where appropriate.

As per Section 10, Division 2 of the *Tourism and Events Act 2012* (the Act), my expectations of TEQ for the next 12 months are specifically focused on implementation of the TT32 Strategy.

The *TT32 Phase 1 Implementation Plan (Phase 1)* lays the foundations for the tourism industry's future growth. Over the next 12 months, it is my expectation that TEQ will play its role and deliver those Phase 1 2023 priority actions where TEQ has a lead or partnership role with industry and other Government agencies. It is also my expectation that TEQ will commence the foundational work for ongoing actions that span the life of the TT32 Strategy to 2032. This includes:

Demand

To meet TT32 Strategy's ambitious overnight expenditure target, TEQ will need to focus on driving the demand of interstate and international visitation, allowing for the realisation of the industry's vision that Queensland will be Australia's leading destination of choice for domestic and global visitors seeking transformational travel experiences.

By March 2023, I expect TEQ to deliver for my consideration a refreshed Global Marketing Strategy that will enhance Queensland's national and global competitive position and create consumer demand in the areas of nature-based tourism experiences, Aboriginal and Torres Strait Islander cultures and the Great Barrier Reef. It is my expectation the new Global Strategy and Queensland's Brand proposition clearly aligns with the Panel's findings and the TT32 Strategy's strategic themes.

It is also my expectation that TEQ directly supports the Regional Tourism Organisations in identifying and reporting against regional overnight visitor expenditure targets for domestic and international visitors, contributing towards the \$44 billion growth target for Queensland.

Events

One of the key demand aspirations outlined in the TT32 Strategy is that by 2032, Queensland will be Australia's leading destination of choice for domestic and global visitors seeking transformational travel experiences and that Queensland will attract major events, host vibrant festivals and will be globally recognised as a competitive business events destination.

With the successful Music Trail pilot last year in Jimbour, Charleville and Quilpie supporting 33 jobs and delivering nearly \$8.5 million for the Outback visitor economy, it is my expectation that TEQ continues to work closely with partners for equally successful 2023 Queensland Music Trails.

It is my expectation that TEQ administer the funding of \$1 million to Beef Australia to support the delivery and future sustainability of Beef 2024 as a major regional event, and TEQ to administer event funding for the Brisbane Festival to develop and deliver transformational art and cultural experiences for the 2023 event that will result in economic outcomes and a heightened cultural profile for Brisbane and Queensland.

It is also essential that TEQ provide input into the development and delivery of the DTIS-led Events Framework for Queensland and the government's pipeline of strategic mega and major events to be secured and leveraged in the ten-year runway to Brisbane 2032. This is to specifically include TEQ undertaking detailed work to identify significant event opportunities over the next 5 to 10 years and developing a detailed business case to be presented to Government for consideration in the first half of 2023.

Supply

With the visitor economy landscape continuously evolving, it is essential that Queensland tourism operators have the necessary business and experience development support required for the industry to become global leaders. It is my expectation that TEQ supports industry and DTIS in delivering Year of Accessible Tourism initiatives, including development of accessible tourism itineraries, and leveraging the initial work undertaken by government and industry to build the accessibility of Queensland's tourism businesses.

Sustainability

With the growing demand for purposeful travel and sustainable tourism experiences, Queensland has a clear opportunity to capitalise on its extensive natural and protected areas, allowing for the realisation of our vision that by 2032, Queensland will be recognised as a global leader in sustainable tourism experiences with a clear industry pathway towards net zero emissions, and a thriving nature-based tourism sector.

It is my expectation that TEQ supports industry and DTIS in the identification of ecotourism and nature-based tourism opportunities and assists in development of appropriate business cases to support delivery of these products, experiences and infrastructure.

Brisbane 2032

Brisbane 2032 will provide us with the opportunity to supercharge Queensland's reputation as a world-class destination – with a lasting social, economic, and environmental legacy that drives long-term benefits for tourism.

The preliminary economic, social and environmental analysis of hosting the Brisbane 2032 Olympic and Paralympic Games undertaken by KPMG estimated the economic benefits resulting from a Games-induced uplift in international tourism and trade to be approximately \$4.6 billion.

It is my expectation that TEQ leads, with Tourism Australia, the Regional Tourism Organisations and other key marketing partners, brand and marketing activity that will drive consumer demand in our key international source markets - showcasing Queensland's unique brand and its five globally significant World Heritage Areas, leveraging Brisbane 2032.

To assist in the coordination of public information about, or brand association with, Brisbane 2032, all departments and statutory bodies are required to consult with the Brisbane 2032 Taskforce, Department of the Premier and Cabinet, in the first instance on all Games related content. The Brisbane 2032 Taskforce will ensure, on behalf of all Queensland Government agencies, that Brisbane 2032 brand usage is conducted within the permitted brand guidelines, while also maintaining consistency across all Queensland Government messaging.

Equally, TEQ will have an important role in supporting Government's development of the Brisbane 2032 Legacy Strategy and Plan to ensure the expected outcomes related to tourism and major events are planned for and realised over a 20-year horizon.

In 2023, this will include actively engaging in the development of the strategy through the Brisbane 2032 Legacy Forum, supporting industry engagement through the consultation period and contributing to the refinement of the strategic outcomes and actions as required.

It is anticipated TEQ will play a critical role in data collection and benefits measurement for tourism and events benefits realised from hosting Brisbane 2032.

First Nations

With the growing global thirst for First Nations tourism offerings and culturally immersive experiences, we have an invaluable opportunity to bring Queensland's rich and authentic First Nation culture to the fore, including accelerating the development of authentic Indigenous products and experiences.

It is my expectation that TEQ participates and shares its experience and knowledge with its industry and government partners in delivering First Nation actions under Phase 1. For example, in creating opportunities for the tourism and events industry, Indigenous peoples and Indigenous tourism operators and coming together, to explore the future development of the Indigenous tourism sector.

New Ways of Working

Significant opportunity exists for Queensland's tourism industry to operate as an effective partnership model that utilises evolved technology strategies to enhance service delivery. In the lead up to 2032, it is critical that we can measure our successes and review our progress.

It is my expectation that TEQ contributes to any industry-academia-government partnership options that are considered for a Queensland 'tourism knowledge hub' to focus and strategise Queensland's research and development needs in response to visitor economy challenges.

It is also my expectation that TEQ contributes its research and data expertise to the monitoring and reporting of the TT32 Strategy balanced scorecard measures, in particular, directly supporting DTIS in reviewing and presenting Queensland's visitor economy performance at the annual *DestinationQ* Forums.

In 2023, I also expect that TEQ will commence and contribute to the planning and early implementation of relevant actions in Phase 1 to be delivered in 2024 and 2025.

TEQ's support in delivering these strategic, foundational commitments are the key priority for the TEQ Board over the next year, in partnership with DTIS, key stakeholder agencies, and Queensland's tourism industry.

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

Yours sincerely

STIRLING HINCHLIFFE MP
Minister for Tourism, Innovation and Sport and
Minister Assisting the Premier on Olympics
and Paralympics Sport and Engagement

23 January 2023

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