



PARTNERSHIP AGREEMENT

between the Queensland Government and
the Queensland Tourism Industry Council

Wednesday 28 August 2013

The Queensland Government and the tourism industry commit to a long-term partnership to ensure Queensland is Australia's leading tourism destination.

Working together the parties commit to driving innovative, high quality products and experiences and outstanding service levels that meet consumer expectations and enhance Queensland's tourism competitiveness.

The partners jointly agree to:

A long term approach: endorse a 20 year plan to guide future priorities for tourism, based on the vision and strategic directions agreed at the 2013 *DestinationQ* Forum;

Annual Action Plans: guide implementation of the 20 year plan through annual action plans, with actions from government agencies and industry to deliver the medium-term directions;

Destination Focus: empower our destinations to plan for their future, and deliver and invest in the activities needed to achieve their goals;

Shared Targets: focus all efforts, state-wide and at a destination level, on doubling overnight visitor expenditure to \$30b per annum by 2020;

Accountability: review progress and report annually through a State of the Industry Report, detailing government and industry actions; including twice-yearly meetings between the Tourism Cabinet Committee and the QTIC Board;

Coordination: ensure efforts to build tourism are coordinated between governments and industry, at a state-wide level through the Tourism Cabinet Committee and at a destination level through destination tourism planning.

Through this agreement, the Queensland Government and Industry commit to growing tourism by reducing red tape and supporting strategic marketing, event attraction, experience and destination development, investment in enabling infrastructure, and skills development.

The parties agree that this long term approach is essential to build tourism.

Campbell Newman MP
Premier of Queensland

Shane O'Reilly
Chairman, Queensland
Tourism Industry Council

Jann Stuckey MP
Minister for Tourism, Major Events,
Small Business and the
Commonwealth Games

20 Year Plan – Vision and Strategic Directions

***DestinationQ* Forum 2013**

Strong Partnerships

To be competitive and successful over the next 20 years, we will build strong partnerships:

- Industry and governments will work in partnership at all levels, unified in their approach to support the growth of tourism.
- The tourism industry will have strong leadership that works collaboratively across other industries, with communities and towards a common long-term vision.
- The community will be ambassadors for tourism, welcoming visitors and recognising the benefits that the industry brings to Queenslanders.

The most important things we need to do are:

1. Develop a consolidated accountable approach to integrate governments and industry, ensuring effective directions, policies and funding models for the life of the 20 year plan.
2. Make tourism everybody's business through education and engagement resulting in sustainable communities providing ongoing investment including informing and engaging community and governments on tourism benefits, strategic directions and responsibilities.
3. Create an industry-wide collaborative culture that puts the customer experience first.

Quality, great service and innovation:

To be competitive and successful over the next 20 years, we will deliver quality, great service and innovation:

- We will deliver authentic, quality experiences with a local feel and high standard of service, showcasing the best of the Queensland spirit—friendly, welcoming and down to earth.
- Our industry will be led by career-oriented professionals who are passionate about tourism and their communities.
- Our operators will be technologically smart, connected and efficient, doing business better and reaching consumers in new and innovative ways.

The most important things we need to do are:

1. Develop the world's best digital tourism systems and integrate technological innovations across all tourism businesses in Queensland to exceed consumer and industry needs.
2. Improve the competitiveness of tourism including workplace relations reform to encourage the service industry to reinvest.
3. Deliver a quality service culture and standard that is the foundation for a world's best accreditation program.

Investment and access:

To be competitive and successful over the next 20 years, we will grow investment and access:

- The ability of the industry to invest and innovate will be encouraged through the continued reduction of unnecessary red-tape.
- Well planned, timely public and private infrastructure will enable tourism growth and access by visitors.

The most important things we need to do are:

1. Focus investment in our digital presence and accessibility to improve our competitiveness and increase visitation.
2. Remove barriers to investment in business by reducing costs, stimulating investor confidence and building a platform that enables a competitive global advantage.
3. Deliver a sustainable multimodal transport system that provides safe and equitable access all the way to the destination and iconic experiences.

Iconic experiences

To be competitive and successful over the next 20 years, we will offer iconic experiences:

- We will focus on the consumer, and the experiences we offer will create lifelong memories.
- Our destinations will build on and leverage their strengths and heroes—iconic people, places and events—giving visitors many reasons to stay, explore and return.
- Our hero experiences and icons are our points of difference, and this is what we will showcase.

The most important things we need to do are:

1. Foster a holistic approach to nurturing and supporting a Queensland strategy to deliver events in the destination tourism plans.
2. Develop new and existing product to deliver experiences of quality and value that consistently delight the customer.
3. Recognise and leverage icons to evolve consumer passion points and use product clustering to build visitation.

Nature and culture:

To be competitive and successful over the next 20 years, we will preserve our nature and culture:

- Natural assets will continue to be the heart of the Queensland experience—able to be enjoyed by visitors and locals alike, and preserved for future generations.
- Our unique, authentic character and cultural heritage will be preserved and enhanced, and will always be at the heart of the Queensland experience.

The most important things we need to do are:

1. Maximise tourism opportunities through collaboration, identification, support and celebration of the integrated heritage, arts, culture, nature and indigenous experiences through greater planning, policy and packaging.
2. Coordinate key stakeholders to identify appropriate infrastructure needs in national parks and regional towns that support Destination Management Plans to meeting existing and anticipate future demands.
3. Activate and showcase our natural experiences through events to support and preserve our natural destinations and iconic experiences

Balanced portfolio of markets:

To be competitive and successful over the next 20 years, we will target a balanced portfolio of markets:

- Visitors from Australia and around the world will aspire to visit our destinations many times, exploring the diversity of our state.
- We will target a balanced portfolio of markets that match our competitive strengths and deliver the best results for our destinations.
- We will always look to the future, understanding and acting on consumer trends to appeal to traditional markets and grow new markets.

The most important things we need to do are:

1. Recognise the value of the domestic market to ensure its preservation and growth.
2. Deliver innovative and unique events and experiences, leaving visitors to Queensland with a lasting impression that drives repeat visitation.
3. Ensure our brand is emotionally connected to a global audience and positions Queensland as a premier destination.