

Labor



2017 POLICY DOCUMENT



Growing Tourism, Growing Tourism Jobs

**Putting
Queenslanders First**



Contents

Message from the Premier	3
Our Commitment	4
The Newman-Nicholls Legacy	5
The Palaszczyk Government's Record	6
Our Plans: Putting Queenslanders First	8

Call: 07 3844 8101

Mail: PO Box 5032, West End QLD 4101

www.queenslandlabor.org



Message from the Premier

Under the Palaszczuk Government, tourism has become one of the great success stories of the Queensland economy.

Our tourism industry is now worth \$25 billion and supports more than 225,000 jobs. We recognise endless possibilities for growth particularly from surging economies like India and China.

That's why we have been relentless in our pursuit of new international flights and new events for Queensland.

Already we have secured new international flights bringing an additional 740,000 seats and injecting \$570 million into our economy every year.

We have also grown our events portfolio to become an asset worth \$600 million a year to the Queensland economy.

The Palaszczuk Government is determined to build on this success to create more jobs for Queensland.



**Annastacia
Palaszczuk**
PREMIER OF QUEENSLAND



Our Commitment

Tourism is a cornerstone of the Queensland economy and the Palaszczuk Government will build on our success to deliver targeted programs to grow tourism and grow tourism jobs.

Our plan to attract new and return visitors to Queensland includes:

- Up to \$48 million for a new Attracting Tourism Fund to provide incentives to attract new international airline routes and cruise ships to Queensland
- Up to \$36 million for a new Regional Tourism Infrastructure and Experience Development Program to assist communities to grow tourism by developing new and improved tourism experiences or products and develop tourism industry capability
- Extending the Young Tourism Leaders Program for a further three years to inspire more young people to pursue a career in tourism.

The Newman-Nicholls Legacy

The Newman-Nicholls Government had no long-term plan to grow tourism.

At a time of unprecedented growth of the Asian middle class, the Newman-Nicholls Government took their eye off tourism and conceded market share to southern states.

Tim Nicholls as Treasurer ripped \$188 million from the tourism budget.

This severely limited Tourism and Events Queensland's (TEQ) ability to plan for the long-term. They had no funding certainty to enter multi-year event partnerships or to secure long-term marketing contracts.

Unfortunately, the Newman-Nicholls Government's short-sighted vision for tourism put thousands of Queensland jobs at risk.

As a direct result of their policy, tourism growth flat lined.

... job losses were part and parcel of the former LNP government's attitude towards the public service, which saw more than 14,000 Queenslanders lose their jobs.



\$188m

CUT FROM TOURISM
UNDER NICHOLLS





The Palaszczuk Government's Record

When the Palaszczuk Government was elected in 2015, we promised a better way and immediately set about reversing the cuts, sackings and neglect of the Newman-Nicholls Government.

In the past three years, as a result of the Palaszczuk Government's initiatives, tourism has grown from strength to strength.

The Palaszczuk Government delivered funding certainty for tourism with a four-year, \$400 million funding guarantee.

The funding guarantee has enabled TEQ to enter into multi-year partnerships and look more strategically at marketing and events investment with tourism and event operators in Queensland's regions.

This investment has helped us grow the value of our tourism industry to \$25 billion supporting more than 225,000 jobs.

The government's investment of \$10 million in the Aviation Attraction Investment Fund and the introduction of a new \$33.5 million Advance Queensland: Connecting with Asia Strategy to maximise the opportunities presented by the growing Asia tourism market to Queensland is delivering positive results.

This funding has provided a major boost to our capacity to attract new international airline services and strengthen relationships with airlines and other partners.

Through these Palaszczuk Government investments, we have secured additional flights bringing 740,000 new inbound seats to Queensland and generating up to \$570 million for our economy each year.

The government's Tourism Investment Attraction Unit is helping to drive private investment in Queensland's tourism industry with more than \$14 billion in new resorts, hotels and tourism attractions in the pipeline.

The implementation of the TEQ Events Strategy 2025 with the It's Live! in Queensland calendar of events has contributed an estimated \$600 million in direct and incremental spending to Queensland's economy in 2017.

The government's innovative Young Tourism Leaders program is showcasing the endless opportunities a life-long career in the tourism industry can offer, with 22 leaders now inspiring our next generation of tourism workers.

The Palaszczuk Government's continued support and investment in tourism is paying dividends with international visitor expenditure in Queensland increasing by 3.2 per cent to \$5.2 billion in the 12 months to June 2017.

AIRLINE	ROUTE	FREQUENCY	FORECAST SEATS P.A.
FLIGHTS TO BRISBANE			
China Eastern	Shanghai-Brisbane	3 x per week	36,500
Air Canada 1	Vancouver-Brisbane	3 x weekly	39,000
Air Canada 2 (NYC)	Newark-Vancouver-Brisbane	4 x per week	52,000
Singapore Airlines	Singapore-Brisbane	Daily (additional)	103,500
China Eastern	Shanghai-Brisbane	Daily (from 4 x weekly)	36,500
Air China	Beijing-Brisbane	4 x weekly	49,500
China Airlines	Taipei-Brisbane	3 x additional weekly services (bringing total to daily)	48,000
Qantas 2	Christchurch-Brisbane	3-4 x weekly	28,000
Eva Air	Taipei-Brisbane	2 x additional weekly services	32,500
FLIGHTS TO CAIRNS			
Jin Air	Seoul-Cairns	2 x weekly (seasonal yr 1, 16 services) originally 20 services, reduced to 16 then down to 12	6,000
		12 services	4,000
		2 x weekly	41,000
Jetstar	Wuhan-Cairns	2 x per week	34,500
China Southern	Shanghai-Cairns	3 x weekly	33,500
Hainan Airlines	Shenzhen-Cairns	2 x week	30,500
FLIGHTS TO TOWNSVILLE			
Tigerair	Melbourne-Townsville	3 x weekly services	28,000
FLIGHTS TO GOLD COAST			
Air Asia X	Kuala Lumpur-Gold Coast	4 x additional weekly services	78,500
FLIGHTS TO MULTI-DESTINATIONS			
Hong Kong Airlines 3	Hong Kong-Gold Coast-Cairns	2 additional weekly services	29,500
Hong Kong Airlines 2	Hong Kong-Gold Coast-Cairns	2 x weekly (year round)	30,500
			741,500



UP TO
\$48m
ATTRACTING
TOURISM FUND



UP TO
\$36m
REGIONAL
TOURISM PROGRAM

Our Plans: Putting Queenslanders First

Since our election the Palaszczuk Government has restored and revitalised the Queensland tourism industry.

A re-elected Palaszczuk Government will build on the achievements of the past three years through a range of new and expanded initiatives to ensure the tourism industry continues to grow and remains a critical cornerstone of the state's economy.

Attracting Tourism Fund

A re-elected Palaszczuk Government will introduce a new and expanded \$48 million Attracting Tourism Fund.

This initiative builds on the success of the Attracting Aviation Investment Fund and the Connecting with Asia Strategy that attracted significant new airline routes to Queensland.

The success of our Connecting with Asia Strategy shows that by partnering with airports, airlines, regional tourism organisations, councils and business, we can leverage greater bargaining power to secure more flights to Queensland.

This new Attracting Tourism Fund will have a continued focus on attracting new airline routes to Queensland and will include the cruise sector for the first time.

Cruise tourism is a booming industry supporting 4,300 full time jobs across the state, with trend data showing the industry is set to grow. This year Queensland is set to welcome a record 518 cruise ships to Queensland, the equivalent of 10 per week.

The Palaszczuk Government recently announced the construction of the \$158 million Brisbane International Cruise Terminal under its Market Led Proposal framework catering for the new generation of mega cruise ships, which from 2020 are forecast to account for 60 per cent of cruise ships visiting Australia.

We are providing significant funds for Queensland port expansion and development to support the cruise industry including:

- \$29.5 million East Shores Stage 1B project with a new cruise ship facility at Gladstone Port
- \$60 million for the Cairns Shipping Development Project

The new Attracting Tourism Fund will provide incentives to cruiselines to homeport in Queensland and have these ships sailing to regional locations. This approach will increase the \$1.1 billion current value of the industry to the state and foster regional dispersal of the cruise spend.

The new fund will see TEQ provide incentives to attract airlines and to drive a program encouraging cruise industry growth via cruise attraction, site visits and support Regional Tourism Organisations to develop new day trip itineraries.

PORT	NUMBER OF SHIP CALLS					FORWARD BOOKINGS
	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
Brisbane	105	115	134	148	179	180
Moreton Island	-	3	14	33	32	31
Mooloolaba	-	-	-	6	9	6
Fraser Coast	-	-	-	2	3	7
Gladstone	-	-	-	4	7	4
Whitsundays	38	33	44	43	62	83
Townsville	4	9	4	3	8	21
Cairns	43	45	42	50	82	82
Port Douglas	18	23	30	29	20	28
Cooktown	2	4	0	3	4	11
Thursday Island	5	6	7	7	8	4
Bundaberg						1
Other GBR destinations					26	28
Cairns overnight					28	32
TOTAL	215	238	275	329	468	518



Great Barrier Reef island rejuvenation

The Great Barrier Reef contributes \$6 billion to the Queensland economy and supports more than 60,000 jobs.

That's why the Palaszczuk Government will invest \$25 million to deliver infrastructure for Great Barrier Reef islands to rejuvenate resorts and offer world-class experiences to visitors.

The Reef Resort Rejuvenation Fund will be a contestable infrastructure fund, open to resort owners and operators, to assist them deliver quality resorts on our reef islands offering outstanding service and a great experience for all visitors.

The Fund will prioritise projects focused on:

- Cleaning – removing building demolition and legacy waste from island resorts
- Greening – fostering more environmentally friendly tourism experiences that are important to sustaining the reef tourism economy and the health of the Reef
- Growing – encouraging the further development of common user and public facilities to enhance the Great Barrier Reef experience for tourists and locals alike. This includes contributing to the cost of installing or improving infrastructure such as public vessel moorings; new and improved public amenities, and developing public walks adjacent to island resorts.

Restoring Great Keppel Island

The Palaszczuk Government will deliver a \$25 million infrastructure development fund to get the Capricorn Coast back on the tourism map and restore thousands of tourism jobs lost through resort closures.

Great Keppel Island was a shining light for Queensland tourism for decades. Unfortunately, these days the resort infrastructure is rundown and compromises what should be an iconic Great Barrier Reef island experience.

This \$25 million Great Keppel Island recovery package will deliver major tourism infrastructure improvements like:

- power and water connections to the mainland
- sewerage treatment
- a public jetty and boat ramp
- day-use amenities for visitors including public toilets.

These improvements will help make Great Keppel Island a more attractive place for private sector investment.

Our government will work with Great Keppel Island leaseholders, other companies with interests in the island and the Livingstone Council to implement priority projects.

This builds on the Palaszczuk Government's delivery of the Whitsundays tourism infrastructure recovery fund following Cyclone Debbie with new common user tourism infrastructure projects now under construction.



Regional Tourism Infrastructure and Experience Development Program

A re-elected Palaszczuk Government will introduce a new four year, \$36 million Regional Tourism Infrastructure and Experience Development Program to support local communities grow tourism.

More than half of the 54,000 tourism-related businesses in Queensland are located in regional areas. The Palaszczuk Government recognises tourism as a significant contributor to regional development.

About nine out of 10 tourism businesses are small businesses, employing fewer than 20 people. This means that tourism supports the mum and dad businesses in regional Queensland that often help form the backbone of regional economies.

This new program will assist communities to develop new and improved tourism experiences or products and develop tourism industry capability.

The program will provide grants of up to \$500,000 on a dollar-for-dollar matched funding basis to local councils, tourism businesses and community organisations.

It will assist communities to develop tourism industry capability and provide additional small-scale infrastructure to support increased visitor numbers.

Eligible tourism infrastructure projects and/or tourism industry building capability projects will be targeted to small regional communities with a population of fewer than 100,000 and are:

- built projects that are capable of increasing visitation and overnight expenditure to the area
- environmental projects that develop or enhance natural assets
- building online and digital capability
- tourism quality and service culture training programs to meet the expectation of target markets
- Indigenous, cultural and heritage tourism products, events and experiences.

Young Tourism Leaders

A re-elected Palaszczuk Government will extend our Young Tourism Leaders Program for a further three years to inspire more young people to pursue a career in tourism.

The Queensland Tourism Industry Council forecast that over the next three years more than 20,000 new jobs are expected to be created in the tourism industry here in Queensland.

The Young Tourism Leaders Program showcases the endless opportunities a life-long career in the tourism industry can offer, with 22 leaders now inspiring our next generation of tourism workers by visiting schools and TAFE across the state to promote the tourism industry.



Call: 07 3844 8101 | Mail: PO Box 5032, West End QLD 4101 | www.queenslandlabor.org



www.facebook.com/APalaszczukMP



twitter.com/AnnastaciaMP



www.instagram.com/annastaciamp