



Annastacia Palaszczuk

WORKING TOGETHER FOR QUEENSLAND

2020 POLICY DOCUMENT



Rebuilding Queensland Tourism

PO BOX 5032, WEST END QLD 4101
WWW.ANASTACIAPALASZCZUK.COM.AU





**WORKING TOGETHER FOR
QUEENSLAND**



Message from the Premier

We will always back Queensland tourism and the 234,000 jobs it supports.

Everyone knows the heart of Queensland is its tourism industry.

Rebuilding Queensland Tourism is our \$74 million commitment in new funding to ensure a rapid and enduring recovery.

This investment builds on the more than \$500 million my government has delivered in COVID support especially for tourism, including waiving fees and taxes.

We also delivered the hugely successful Good to Go campaign giving Queensland the opportunity to back their fellow Queenslanders in the tourism industry.

In good times, we've championed the industry with record investment in flights, events, marketing and new tourism experiences that have helped attract record international and domestic visitors to Queensland.

And in the tough times like we face now, as a result of COVID-19, we have stood with the industry to protect jobs and businesses.

As we work together to rebuild tourism, we will continue to provide a strong health response to enable our economy to recover as quickly as possible.

Queensland is and always will be beautiful one day, perfect the next.



**Annastacia
Palaszczuk**
PREMIER OF QUEENSLAND



Our Commitment

A re-elected Palaszczuk Government will invest an additional \$74 million to rebuild Queensland's tourism industry.

Our commitment includes:



\$20 million

Tourism Activation Fund to activate Queensland tourism experiences across the state



\$20 million

For Events Boost to secure more events for Queensland. This investment will include \$14 million for major events and \$1.5 million a year for business events.



\$15 million

For Tourism and Events Queensland for a marketing blitz to encourage travellers to experience Queensland.



\$15 million

Regional Tourism Organisation Fund to provide a special one-off funding injection to regional tourism organisations.



\$4 million

To deliver business capability training and future proofing the industry.



The Toowoomba Carnival of Flowers is one of Queensland's favorite festivals and a major annual tourism drawcard for the Toowoomba region.

The Carnival keeps going from strength-to-strength. In 2019, more than 160,000 people attended across 10 days, contributing more than \$20 million to the economy and generating 200,000 room nights.



Our Plan for Queensland

Tourism Activation Fund

Our \$20 million activation fund will rebuild Queensland Tourism following the COVID-19 crisis.

We will partner with the tourism industry and councils to develop existing and new Queensland tourism experiences, to help enhance offerings and reactivate tourism across Queensland.



\$20 million Events Boost

The Palaszczuk Government will invest \$20 million over four years to secure more events for Queensland.

This investment will include \$14 million for major events and \$1.5 million a year for business events.

Queensland's events industry has been doing it tough since social distancing restrictions have been in force.

However, with COVID Safe Plans in place, Queensland events are bouncing back.

In fact, because we managed the pandemic so well, Queensland has become the temporary home of major sports like AFL, NRL, Supercars and Netball.

We will continue to secure more major events to drive visitation and support Queensland jobs.



\$15 million regional tourism organisation recovery fund

The Palaszczuk Government will provide a special one-off funding injection to regional tourism organisations.

Tourism throughout the state has been hit hard by COVID-19 restrictions.

This investment will be aggregated to regional tourism organisations based on historical visitation to enable them to market their region more effectively throughout Australia and around the world.

\$15 million marketing fund

Queensland's response to the global pandemic is one of the best in the world making our state a safe and desirable destination for travellers the world over.

The Palaszczuk Government will ensure Queensland is ready to capitalise on this reputation.

We will provide \$15 million to Tourism and Events Queensland for a marketing blitz to encourage more travellers to experience Queensland.

\$4 million business capability training and future proofing the industry

The Palaszczuk Government will support Queensland tourism businesses develop online capability, transition to new markets and develop their products.

\$1 million will go towards research to better understand the trends and future direction of tourism throughout the world.





The Palaszczuk Government's Record

The Palaszczuk Government's record investment in the tourism industry built a thriving tourism sector and jobs throughout all of Queensland.

The COVID-19 crisis has required strong leadership, and our Economic Recovery Plan is working to support the tourism industry and the 234,000 jobs it supported.

Prior to COVID-19, our investment attracted record domestic and international travellers.

The Palaszczuk Government:

- secured 29 new international flights to Queensland bringing 3.3 million additional seats worth \$2.4 billion in additional overnight visitor expenditure
- delivering 100 new tourism attractions and experiences in partnership with the private sector
- delivered marquee events like the Jeff Horn World Title Fight and NRL Magic Round, doubling the value of Queensland's events calendar now worth more than \$800 million a year
- delivering game-changing eco-tourism experiences like the Wangetti Trail in Far North Queensland, and Cooloola Great Walk on the Sunshine Coast
- celebrated the Year of Outback Tourism in 2019/20 with a \$3 million program of events and 16 new and upgraded outback tourism attractions
- declared 2020-21 the Year of Indigenous Tourism promoting the unique and ancient heritage of the two oldest cultures in the world through Aboriginal and Torres Strait Islander cultural tourism.





More than \$500 million COVID-19 Recovery Measures, highlights include:

- Over \$68 million in grants for thousands of tourism small businesses
- \$25 million for shovel-ready projects
- \$25 million for tourism icon businesses to safeguard jobs
- \$15 million aviation recovery fund to fast-track recommencement of flights to Queensland
- More than \$8 million for a National Parks Works and Jobs Boost program
- \$7 million for the Queensland – *Good to Go* domestic marketing campaign
- \$5 million Tourism Adaption grants to support regional tourism business
- \$3 million to deliver a new North Queensland Events Recovery Package
- \$2 million Marine Tourism Rebate to supporting marine tourism businesses in regional areas
- Over \$70 million in waived liquor licensing fees and deferred gaming tax for clubs and pubs
- Jobs Support Loan Scheme providing interest free loans to hundreds of tourism businesses.



The Newman-Frecklington Record

When last in government, the LNP had no long-term plan to grow tourism, they failed to invest in tourism and cut \$188 million from the tourism budget.

Their lack of investment in the sector severely limited Tourism and Events Queensland's ability to plan, market or deliver events supporting the tourism industry.

The LNP Government's short-sighted vision for tourism put thousands of Queensland jobs at risk, and we saw tourism growth flat line.

At a time of unprecedented growth in Asia, the LNP took their eye off tourism and conceded market share to southern states, costing local jobs.





Call : 07 3844 8101 | Mail: PO Box 5032, West End QLD 4101 | www.annastaciapalaszczuk.com.au



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