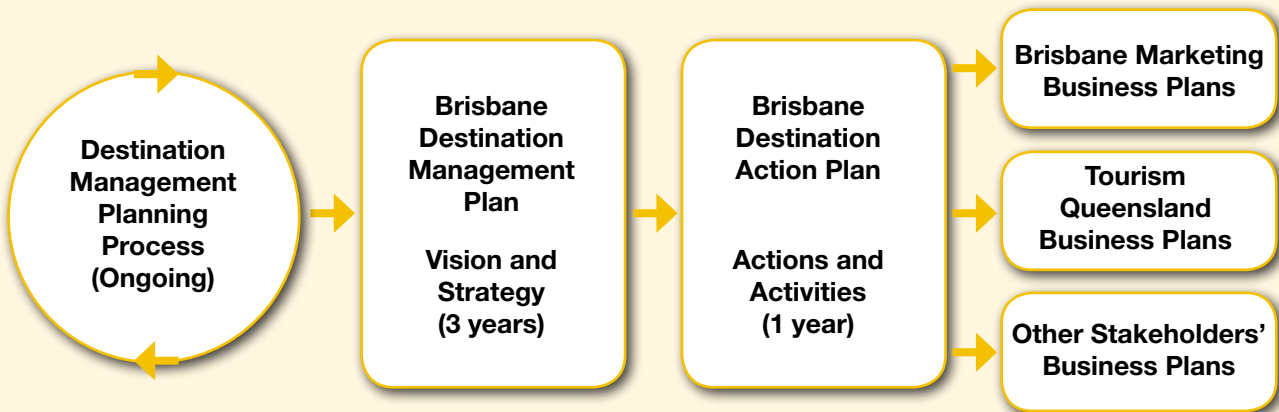


The Brisbane Destination Management Plan (DMP) is an articulation of the strategic direction for the destination identified through the destination management planning process. It has been developed through research and consultation and will be used as a basis to engage regional tourism stakeholders on tourism development and marketing issues. To ensure the DMP remains relevant, it will be reviewed and refreshed every three years.

The DMP will guide the planning processes and programs of Brisbane Marketing, and Tourism Queensland (TQ). It is envisaged that the key ideas and strategies outlined in the plan will also inform the action plans of other stakeholders with an interest in the coordinated and sustainable development of tourism in the destination.

### Destination Action Plan

Specific actions and activities relating to the strategies outlined in the DMP will be included in the Destination Action Plan (DAP) and the annual business plans of BM, TQ and key industry partners. These are internal documents for the use of TQ, Brisbane Marketing and other relevant stakeholders.



The Brisbane DAP will be the primary mechanism for monitoring and evaluating the progress made towards the implementation of strategies outlined in the Brisbane DMP.

The DAP will outline the objectives, actions and specific activities for the ensuing financial year. Responsibilities and timelines for the implementation of various strategies outlined in the DMP will be identified. Performance indicators will also be identified and reviewed on a regular basis.