



Queensland Tourism Strategy

Program Outline

May 2005



This Presentation

1. Overview of Project Plan
2. Overview of Engagement Strategy
3. Consultation Program



Project Plan

- The Minister has asked the Department and Tourism Queensland to develop a strategy for tourism which will provide:
 - A clear and common 10 year vision for developing the industry;
 - Targets, strategies and actions to guide industry and government; and
 - A firm foundation for a partnership between government and industry.



Project Plan

- Approach
 - Key considerations of the planning process are identified as:
 - The need to consult broadly with government and tourism industry stakeholders & community
 - Building on Growing Tourism as key mechanism for government coordination
 - Recognising Destination Management as a key mechanism for regional tourism coordination and development
 - Alignment with relevant State Government priorities and policies
 - Linkages with sector specific whole-of-state tourism policies and plans



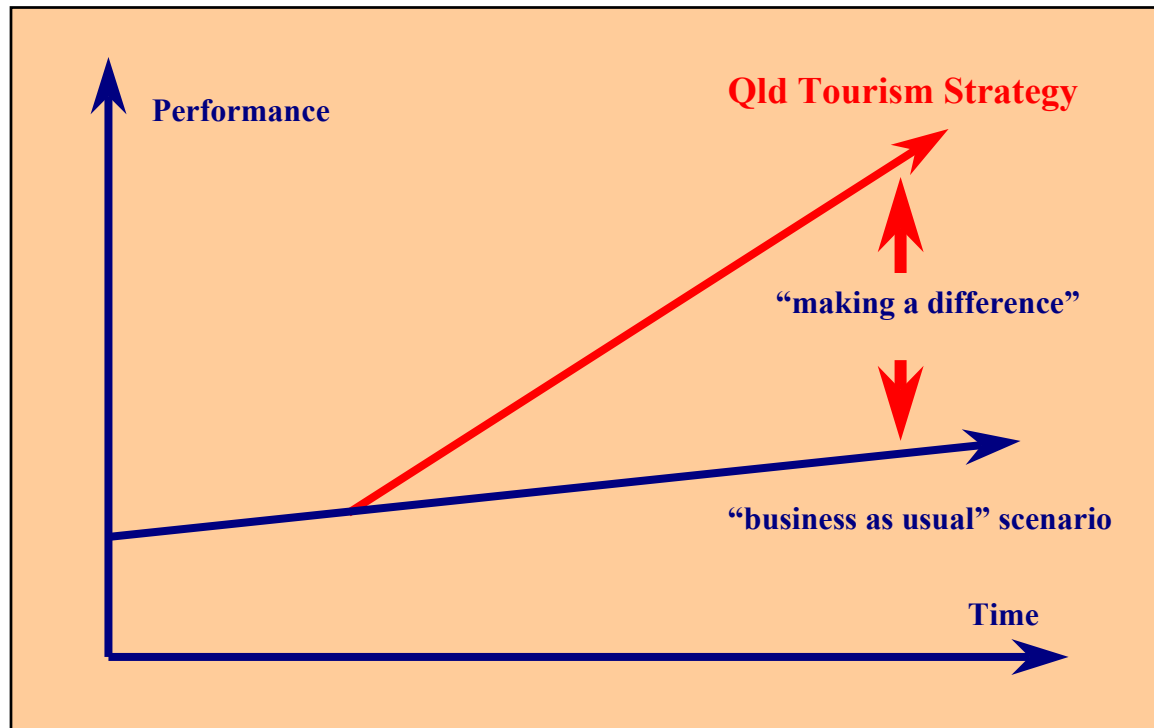
Project Plan

- Benefits
 - Based on a strong foundation of research, consultation and analysis, the Strategy will:
 - Establish a clear vision for tourism in Queensland in 2015;
 - Identify the key drivers/influences impacting on the industry at present and into the future;
 - Set challenging but realistic targets and objectives for sustainable tourism growth;
 - Identify the critical success factors that will achieve targets and objectives
 - Identify the key strategies that will be necessary to take tourism forward; and
 - Outline an implementation plan that will establish roles, responsibilities, resources and methods that will make the Strategy work for Queensland



Project Plan

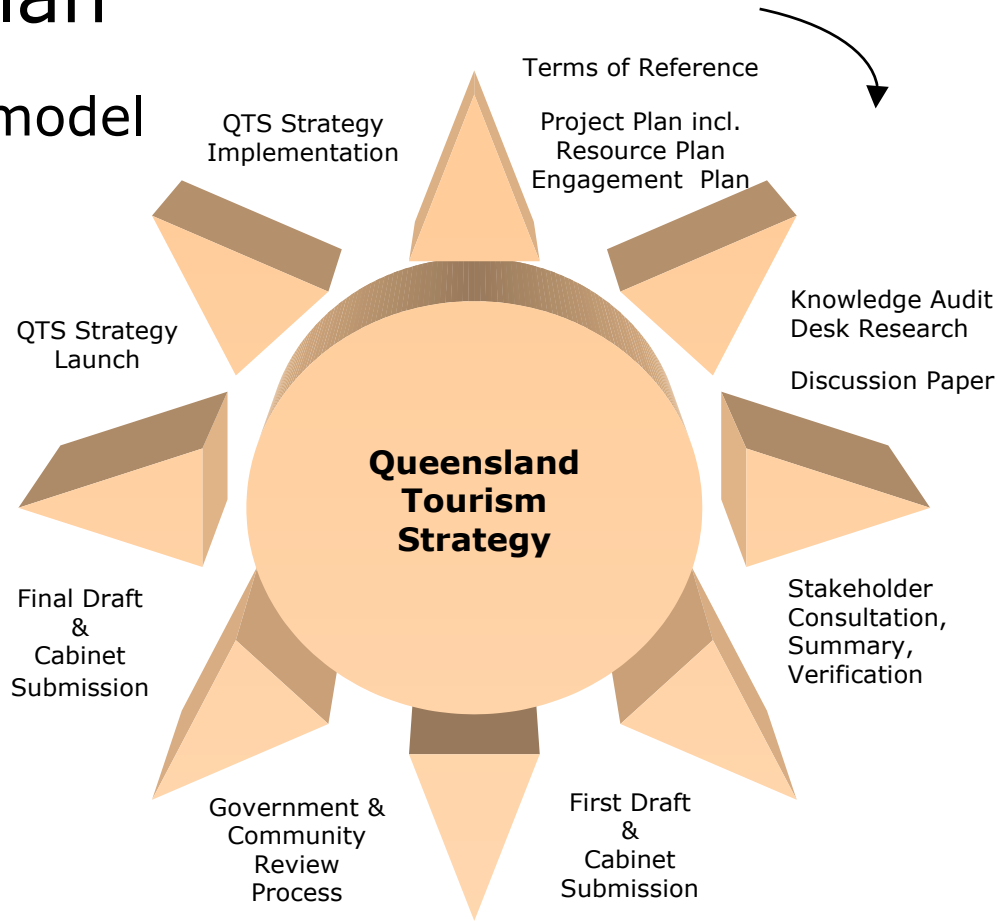
- Benefits





Project Plan

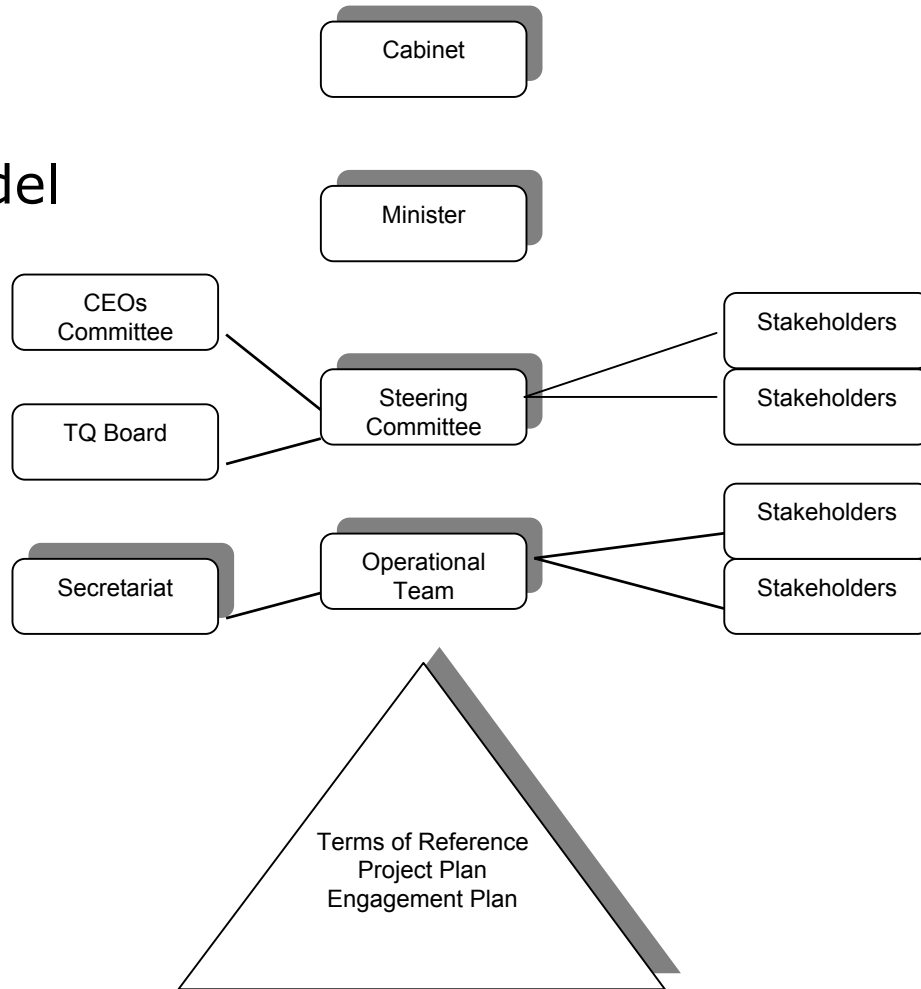
- Planning model





Project Plan

- Governance model





Project Plan - Steering Committee

Hon. Margaret Keech, MP	Minister for Tourism, Fair Trading and Wine Industry Development	Natalie Kent	Local Government Association of Queensland
Helen Ringrose	Director-General, Department of Tourism, Fair Trading and Wine Industry Development	Alan Terry	CEO, RACQ
Paul Fennelly	Director-General, Department of State Development and Innovation	Alan Smith	Outback Aussie Tours
James Purtill	Director-General, Environmental Protection Agency	Angela Freeman	Hartley's Crocodile Adventures
Ian Mitchell	CEO, Tourism Queensland	Bob Blair	Dreamtime Cultural Centre
Terry Gibson	Department of Education and the Arts	Col McKenzie	Association of Marine Park Tourism Operators
Gary Smith	Queensland Tourism Industry Council	Koen Rooijmans	Managing Director, and CEO, Brisbane Airport Corporation
Wayne Cliff	Australian Tourism Export Council	Shane O'Reilly	O'Reilly's Guest House
David Phillips	Chair, Regional Tourism Organisations	Terry De Lacy	Chief Executive, Sustainable Tourism CRC



Program Plan

- Key Milestones

- | | |
|--|------------------|
| – Steering Committee & Ops Team | Completed |
| – Program Plan & Engagement Plan | Completed |
| – Ministerial Launch | May |
| – Initial Targeted Consultation | May |
| – Discussion Paper | May/June |
| – Regional Tourism Industry Consultation | July - Sep |
| – Draft Strategy | Nov/Dec |
| • Cabinet Approval | |
| – Community Consultation | Jan – Mar 2006 |
| – Final Document | March/April 2006 |
| • Cabinet Approval | |
| – Launch | April/May 2006 |



Consultation Program

- Overview
 - Purpose
 - ensure that tourism industry stakeholders and community interests are identified, heard and valued and that this input is recorded and considered in the development of the Strategy
 - Objectives
 - Seek stakeholder and community input into a 10 year vision for Queensland tourism
 - Identify key strategic issues that will contribute to sustainable tourism development
 - Report back on the outcomes of each stage of the consultation process
 - Produce a consolidated report of the whole consultation program, outlining key findings



Consultation Plan

- Consultation Program
 - Three Phases
 1. Initial targeted peak industry & central Government
 - Growing Tourism
 - QTIC plus TTF/Tourism Australia
 - RTO Managers
 - TQ Board
 - Arts Statutory Authorities
 2. Regional tourism Industry
 - Facilitated workshop
 - 19 locations around Queensland
 - Consulting Facilitator
 3. Community Consultation
 - Following Cabinet approval of the Draft Strategy



Consultation Program

- Regional tourism industry consultation
 - 19 locations July - September
 - Brisbane Gladstone Cairns Mount Isa
 - Gold Coast Rockhampton Atherton Tablelands Charleville
 - Sunshine Coast Hervey Bay Townsville Longreach
 - Toowoomba Bundaberg Whitsundays Roma
 - Warwick Mackay Cooktown
 - one workshop of approximately 30-40 stakeholders in each location
 - Possibly two in some major locations
 - Stakeholders include: RTOs; LTOs; key tourism business operators; state government agencies; local government; key business organisations
 - Participants invited by Minister



Consultation Program

- Regional tourism industry consultation
 - Consultant Facilitator
 - Recruitment
 - Brief issued
 - Minimum 3 quotations required
 - Qld Gvt Tender site
 - Selection Process
 - TQ procurement policy (Gvt. endorsed)
 - Selection panel/auditor
 - Submissions close Friday 3 June
 - Outputs
 - Regional workshop reports
 - plus consolidated report for Queensland