

QUEENSLAND TOURISM STRATEGY 2006 – 2015

CONSULTATION FEEDBACK FORM

Return to: **SUSTAINABLE
TOURISM**



Services

Level 11, 30 Makerston Street,
Brisbane. Queensland 4000

Email sts@crctourism.com.au

Phone +61 7 3211 4726

Introduction

The Minister for Tourism, Fair Trading and Wine Industry Development has requested that a new, long-term, tourism strategy be developed to provide a broad vision for developing tourism in Queensland.

The Queensland Tourism Strategy (the Strategy) will be an overarching strategic policy that will provide the vision and direction for the sustainable growth of tourism in Queensland over the next ten years. A Cabinet endorsed document, it will take a coordinated, holistic Government/tourism industry approach to development. It will guide the implementation of key whole-of-state strategies as well as regional, destination-based tourism initiatives.

There is a comprehensive program of research and consultation underway to ensure that regional tourism industry stakeholders are identified, heard and valued and that their input is recorded and considered in the development of the Strategy.

The aims of the regional consultation program are to:

- Ensure core stakeholder input into a 10 year vision for Queensland tourism
- Identify key strategic issues that will contribute to sustainable tourism development
- Report back to stakeholders on the feedback received

Consultation Process

Twenty meetings will be conducted throughout the State in August, September and October 2005. Sustainable Tourism Services (STS) have been contracted to conduct the regional consultation program. Stewart Moore and/or Ian Kean will be facilitating these meetings and providing a report on the outcomes.

In addition to attending one of these meetings, you also have an opportunity to provide input into the strategy development, by completing some or all sections of this form, and returning it to STS before the end of October 2005.

Consultation Briefing Document

A briefing document has been forwarded to all consultation meeting invitees to explain the purpose of the meetings, to provide some background information on tourism trends and issues that Queensland tourism will face in the next decade, and to assist in stimulating discussion. If you have not seen this document and would like one, please contact STS for a copy. Further information on the development of this strategy and on the current state of Queensland tourism is available on www.qldtourismstrategy.com.au.

Your Feedback

Your comments on the future of Queensland tourism are welcome. If you can't attend a consultation meeting, then this is your opportunity to have input. If you did attend a consultation meeting and would like to make further comment, this feedback form should be used.

Focus and Priority

In making your comments, please focus on factors/issues which are within the control of the Queensland government and/or the tourism industry to influence – either wholly or partially. Whilst it may be useful to speculate on factors/issues beyond our control, the strategy will be concentrating on those issues where we can make a difference.

SECTION 1. THE CHANGES AHEAD

- 1.1 What factors will change the way in which people travel for holidays or any other purpose, in the next decade?
- 1.2 What will cause changes to the way in which tourism suppliers operate?
- 1.3 What changes will impact on the way in which destinations develop and market themselves? (please consider impacts on both government policies/regulations and industry practices)
- 1.4 What will the 'Big Issues' be in the next decade which will impact on worldwide tourism and travel? (please include issues which may be positive or negative)
- 1.5 What are the implications from all of the above for Queensland tourism?

SECTION 2. A VISION FOR THE FUTURE

- 2.1 What elements should be included in a vision for Queensland tourism?
(Think of the aspirations that we should be aiming for – a vision is the optimum or ideal that should guide all of the strategies and activities)
- 2.2 What is the single most important benefit that tourism should deliver for Queensland in the next decade?

SECTION 3. OUTCOMES, TARGETS AND ACHIEVEMENTS

- 3.1 List some of the key outcomes that should be included in the strategy.
(What should tourism achieve for Queensland? – these may include economic, social/cultural and environmental outcomes)
- 3.2. What targets should be set?
(Identify some quantitative measures that should be considered which would clearly indicate success in achieving the strategy's vision and objectives)
- 3.1.1 What achievements will the Premier of Queensland announce in his/her 2016 address to the industry? (- think of success factors for Queensland tourism – achievements that we would be proud of?)

SECTION 4. STRATEGIES AND ACTIONS

- 4.1 What key strategies/actions within the responsibility of government are needed to deliver the outcomes and achievements identified in section 3?
- 4.2 What key strategies/actions within the responsibility of the tourism industry are needed to deliver these same outcomes and achievements?
- 4.3 Describe the ideal relationship/partnership between government and industry to maximise the potential for success for tourism.
- 4.4 What are your views on the leadership required to achieve the strategy's vision and objectives – and who should provide this leadership?

SECTION 5. OTHER COMMENT

Please provide any additional comments that you would like to be considered in the development of this strategy.

Your feedback will be acknowledged and you will receive a report summarising the consultation outcomes from around the state. Please provide you contact details:

Name:

Postal address:

Email address:

Phone:

Organisation you represent:

Position in Organisation:

Please return this form to Sustainable Tourism Services, Level 11, 30 Makerston Street, Brisbane. Queensland 4000. Email sts@crctourism.com.au
Phone +61 7 3211 4726