

Queensland Tourism Strategy Consultation Program

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.

The creation of the Queensland Tourism Strategy will involve a comprehensive program of research and consultation. Under the guidance of a joint Government/Industry Steering Committee, Tourism Queensland (TQ) and the Department of Tourism, Fair Trading and Wine Industry Development (DTFTWID) will lead the process and oversee the completion of the Strategy document.

Tourism Industry and Community Consultation

In keeping with contemporary planning principles and consistent with the Government's Community Engagement Improvement Strategy, development of the QTS will entail broad tourism industry, government and community consultation.

The QTS Engagement Plan (April 2005) describes the broad objectives and principles of the engagement and communication approach and outlines the key milestones in the process. The purpose of this paper is to outline in more detail the scope and methodology of the consultation program.

Consultation Purpose and Objectives

The primary purpose of the consultation program is to 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.

The objectives of the consultation program are to:

- 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

Target Stakeholder Groups

The consultation program is inclusive of a range stakeholder groups including:

- Federal, State and Local Government
- Tourism industry coordination (RTOs; LTOs)
- Peak tourism industry bodies
- Regional economic development organisations
- Tourism business operators
- Key business and community organisations
- Indigenous representatives

Methodology

It is proposed that the program of consultation be conducted in a planned and managed manner, incorporating a number of stages:

Phase 1. Initial targeted peak industry and central government consultation

- a. QTIC Industry member survey
- b. QTIC Associations Council Workshop
- c. Growing Tourism Committee workshop
- d. RTO Managers Forum survey
- e. TQ Board members survey
- f. TTF & DITR input

Reporting: Following this top-line consultation/survey process, a discussion paper will be produced to provide guidance and direction to Phase 2 - the regional tourism industry consultation program.

Phase 2. Regional tourism industry consultation

A targeted tourism industry stakeholder workshop will be conducted in each of nineteen regions around the state including:

Brisbane	Gladstone	Mount Isa
Gold Coast	Rockhampton	Longreach
Sunshine Coast	Mackay	Cooktown
Toowoomba	Whitsundays	Roma
Warwick	Townsville	Charleville
Hervey Bay	Cairns	Atherton Tablelands
Bundaberg		

It is proposed that one workshop of approximately 30-40 stakeholders will be conducted in each location. Stakeholders will include: RTOs; LTOs; key tourism business operators; state government agencies; local government and key business organisations.

A list of participants will be gathered through the resources of Tourism Queensland, Regional Tourism Organisations and the Department of Tourism, Fair Trading and Wine Industry Development. The Minister will send a letter of invitation to each nominated participant.

Tourism Queensland and the Department of Tourism, Fair Trading and Wine Industry Development will undertake the organisation and coordination of the regional workshop itinerary and logistics. It is anticipated that the program will commence in July and span a period of 8 –12 weeks, depending on regional circumstances. A full itinerary will be completed shortly.

A suitably experienced, senior consultant will be appointed to undertake the regional tourism industry consultation program. The successful consultant will have:

- Demonstrated high level experience in facilitating stakeholder engagement processes in tourism or similar fields
- Extensive experience in facilitating diverse workshop groups including people from government, industry and community
- High level ability to report strategically and objectively on the outcomes of consultation processes
- Understanding of or ability to understand contemporary tourism and tourism industry issues

The consultant will be recruited in accordance with the Tourism Queensland purchasing policy and appropriate Government guidelines. A Consultant brief will be distributed to not less than six possible prospects. Prospective consultants will be asked to present a submission based on the brief for consideration by the Operational Team and Steering Committee. Specifically the submission will include:

- a) Recommendations for the most suitable methodology required to conduct each workshop session. The consultant should explain the benefits, limitations and any assumptions surrounding their recommended methodology.
- b) A total lump sum fee incorporating all costs for the program, including preparation, fieldwork, analysis, reporting and a presentation of findings. Consultants will be required to itemise the costs for each stage of the project.
- c) Details of principal staff to be appointed to the project including their relevant experience, technical skills
- e) Details of appropriate qualifications and experience.
- d) Details of similar projects and relevant experience undertaken in recent years including names of clients for whom similar work has been undertaken and from whom references may be obtained

Reporting: The consultant will be required to collate stakeholder input and provide a top-line report from each of the regional workshops for distribution to participants. In addition the consultant will produce a consolidated report based on all the workshops, including an executive summary, summary of findings and the conclusions and recommendations that can be drawn from these findings.

Phase 3. Community Consultation

Outcomes of Phases 1 and 2 of the consultation process will be consolidated by the QTS Operational Team and directly feed into the development of the Draft Strategy. The draft document will be submitted for Cabinet approval after which it will be released for broader community consultation. A promotion campaign will invite interested members of the community to comment and/or provide feedback on the Draft Strategy. Feedback will be able to be submitted in a number of ways including a dedicated web site Internet link.

Reporting: Feedback received through this part of the process will be collated and incorporated by the QTS Operational Team in the review of the Draft Strategy. Contributions will all be formally acknowledged.

Timing

- | | |
|----------|-----------------------|
| Phase 1. | May – June 2005 |
| Phase 2. | July – September 2005 |
| Phase 3. | January - March 2006 |

The itinerary for Phase 2 depends a great deal on the availability of the successful consultant and the dynamics of regional events.

Conclusion

The structure and methodology of the QTS consultation program will ensure a planned and managed approach to engaging tourism industry stakeholders and interested members of the community. The approach will ensure that key stakeholders who may be directly impacted by or who will have an influence on the implementation of the Strategy are identified and included. The process will also ensure that all interested members of the business and general community have an opportunity to provide input.