

TERMS OF REFERENCE

QUEENSLAND TOURISM STRATEGY

JOINT GOVERNMENT/INDUSTRY STEERING COMMITTEE

BACKGROUND

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 the Queensland tourism industry. The Strategy will be jointly developed by Tourism Queensland and the Department of Tourism, Fair Trading and Wine Industry Development.

The new tourism document will be an overarching strategic framework that will drive sustainable tourism development in Queensland over the next ten years. It will take a whole of government approach to planning and guide the progress of key whole of state strategies as well as significant coordinating mechanisms including the Growing Tourism Strategy and Tourism Queensland's Destination Management Plans. It will address gaps in current strategic policy development by reflecting industry and community priorities, ongoing market analysis, and the impacts of shifts in the global marketplace and competitor activities.

Development of the Strategy will entail broad industry and government consultation including the establishment of a joint Government/Industry Steering Committee (the Steering Committee) to oversee preparation of the Strategy.

ROLE OF THE STEERING COMMITTEE

The role of the Steering Committee will be to:

- Provide expert tourism industry and government agency advice to guide the contents of the Strategy;
- Oversee development of a project plan to guide the Strategy's development including a comprehensive methodology and key milestones;
- Oversee the development of the draft Strategy for consideration by the Tourism Queensland Board and Chief Executive Officers' Employment, Economic Development and Infrastructure Committee;
- Ensure effective and inclusive consultation processes are established to maximise government/industry/community engagement and participation in the preparation of the Strategy, including at a regional level;
- Develop recommendations on appropriate mechanisms to ensure the Strategy is effectively implemented; and
- Consider reports/submissions submitted to it by a Queensland Tourism Industry Strategy Operational Team to be established to develop the Strategy.

MEMBERSHIP

The Steering Committee will be chaired by the Minister for Tourism, Fair Trading and Wine Industry Development and comprise representatives of the State Government, key tourism industry stakeholders and local government.

A Queensland Tourism Industry Strategy Operational Team will be formed to undertake the strategy development process under the supervision of the Steering

Committee. Membership of the Operational Team will primarily be comprised of officers of Tourism Queensland and the Department of Tourism, Fair Trading and Wine Industry Development with assistance from other Government Department's and industry professionals where appropriate.

FREQUENCY AND CONDUCT OF MEETINGS

The Steering Committee will meet in accordance with the milestones indicated in the QTS Planning Proposal to ensure timely review and sign-off of critical planning stages. Additional meetings may be convened if required.

Committee members will be provided with an agenda prior to each meeting. Committee members will be provided with minutes of proceedings and decisions of each meeting as soon as practicable after each meeting.

The Committee may approve that a person have observer status at a committee meeting. A person given observer status may speak to the meeting or meetings on issues discussed by the Committee, with the approval of the Chairperson.

MEMBERSHIP REIMBURSEMENT

Members may be reimbursed for:

- Airfares to attend meetings; and/or
- Accommodation costs where flight schedules do not allow for same day turnaround up to a maximum of \$116.00 per meeting (As directed in the Department of Industrial Relations Directive No. 03/04 Travelling Expenses).

Payment for travel costs may be arranged in one of the following ways:

- Travel arranged for by the member or their employer/company and reimbursed to them on provision of a tax invoice with details of the cost components;
- Travel arranged for by the member or their employer/company and reimbursed to them on provision of a letter requesting reimbursement with copies of original tax invoices from the suppliers attached.

Where airfares or other costs are in excess of the departmental travel allowances, reimbursement will only be up to the value of the travel allowances, unless approved by the Chair.

CONFIDENTIALITY

Members should maintain confidentiality of Committee discussions and of information made available to them (where appropriate). Items of confidentiality will be identified in the agenda papers circulated to committee members. Items of confidentiality may also be determined by the Committee as each issue is being discussed, and members may choose to leave the meeting during that discussion. Members shall not use, either directly or indirectly, committee information for material gain or influence a decision for material gain.

REPORTING

Development of the Strategy will entail Cabinet endorsement of a draft Strategy for public consultation and Cabinet sign-off of the final Strategy.

The draft and final strategies will be submitted to the Tourism Queensland Board and Chief Executive Officers' Employment, Economic Development and Infrastructure Committee for approval, prior to approval by the Minister and Cabinet.

SECRETARIAT SUPPORT

Secretariat support and coordination of activities for the Steering Committee will be provided by the Tourism Strategy Division, DTFTWID.

ATTACHMENT

MEMBERSHIP OF QUEENSLAND TOURISM STRATEGY STEERING COMMITTEE

Hon. Margaret Keech, MP	Minister for Tourism, Fair Trading and Wine Industry Development
Helen Ringrose	Director-General, Department of Tourism, Fair Trading and Wine Industry Development
Paul Fennelly	Director-General, Department of State Development and Innovation
James Purtill	Director-General, Environmental Protection Agency
Ian Mitchell	CEO, Tourism Queensland
Leigh Tabrett	Department of Education and the Arts
Gary Smith	Queensland Tourism Industry Council
Wayne Clift	Australian Tourism Export Council
David Phillips	Chair, Regional Tourism Organisations
Natalie Kent	Local Government Association of Queensland
Alan Terry	CEO, RACQ
Alan Smith	Outback Aussie Tours
Angela Freeman	Hartley's Crocodile Adventures
Bob Blair	Dreamtime Cultural Centre
Col McKenzie	Association of Marine Park Tourism Operators
Koen Rooijmans	Managing Director, and CEO, Brisbane Airport Corporation
Shane O'Reilly	O'Reilly's Guest House
Terry De Lacy	Chief Executive, Sustainable Tourism CRC
Chris Brown	Tourism Task Force
<u>Observers</u>	
Anthony Crack	Department of the Premier and Cabinet
Bob Ahern	Queensland Treasury
Justin Murphy	Department of Tourism, Fair Trading and Wine Industry Development
Stephen Clark	Tourism Queensland