

# Strategic Direction and Performance

## Tourism Queensland Corporate Planning

Tourism is a dynamic, fast moving sector of business, impacted by global and local events and characterised by fragmenting markets and business interests.

We continued to address these issues and trends through a comprehensive knowledge driven strategy which commenced in 2003.

This progressive strategic planning program provides clear direction and strong leadership for the future growth and development of Queensland's tourism industry.

It is comprised of:

1. 12 Destination Management Plans developed in conjunction with industry
2. 12 Destination Knowledge Banks which will provide online access to the plans and supporting research
3. a Tourism Industry Coordination Plan.

The Destination Management Plans and Knowledge Banks are discussed on page 25.

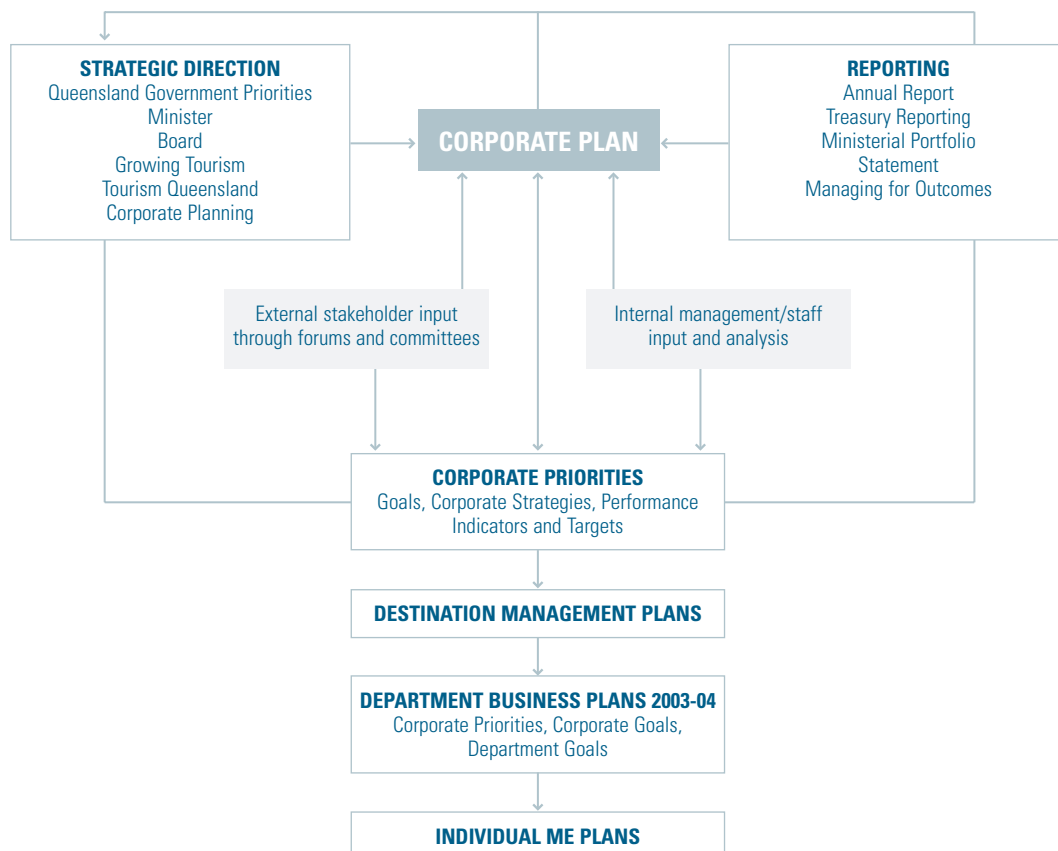
The Tourism Industry Coordination Plan involves intensive research into industry coordination and network issues and the changing nature of the roles and responsibilities of various government, industry and community stakeholders.

Conducted in conjunction with the Cooperative Research Centre for Tourism and the University of Queensland, this landmark project is leading Australia in shaping industry coordination and development. This is the first time this research has been undertaken in Australia.

This research will provide greater insight into industry coordination and regional tourism networks in Queensland and culminate in a set of recommendations relating to best practice industry coordination and leadership. These outcomes will inform the development of a progressive Tourism Industry Coordination Plan.

The plan is expected to be finalised in 2005.

## Tourism Queensland's Planning Framework



## The Queensland Government's Seven Priorities

We contribute to the implementation of each of the Queensland Government's Seven Priorities:

- Priority One:** Improved health care and strengthening services to the community
- Priority Two:** Realising the Smart State through education, skills and innovation
- Priority Three:** Protecting our children and public safety
- Priority Four:** Managing urban growth and building Queensland's regions
- Priority Five:** Protecting the environment for a sustainable future
- Priority Six:** Growing a diverse economy and creating jobs
- Priority Seven:** Delivering responsive government

These priorities form an integral part of the organisation's planning framework and guide the development of corporate priorities. The achievement of Tourism Queensland's priorities, as outlined in the following graphs, is a reflection of the successful implementation of business plans for each business unit.

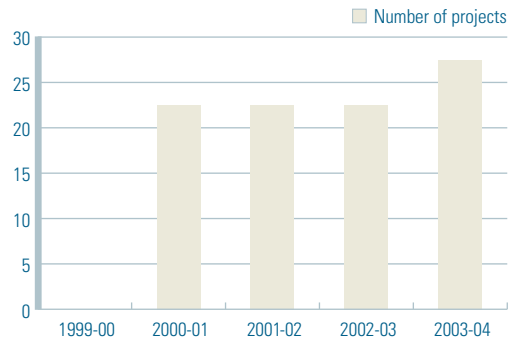
Performance in our four priority areas reflects a successful year for the organisation

### Priority 1

#### Destination Development

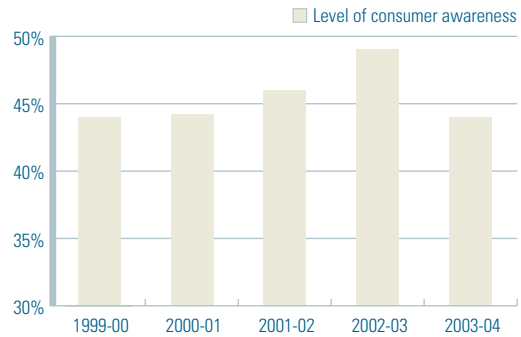
**Goal:** Facilitate industry growth through a strategic approach to the planning, development and marketing of Queensland's destinations.

#### Implementation of lead agency tasks in the Growing Tourism strategy



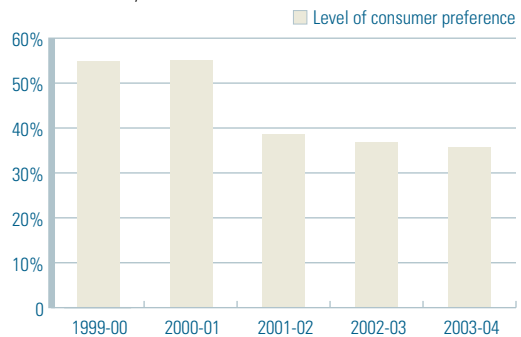
#### Consumer awareness in the domestic market for Queensland as a holiday destination

(Queensland continued to lead Australia in awareness levels.)



#### Consumer preference in the domestic market for Queensland as a holiday destination

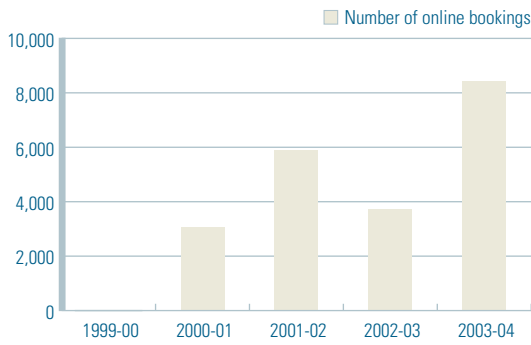
(The drop between 2000-01 and 2001-02 reflects a change in methodology. Queensland continued to lead Australia in preference levels.)



**Priority 2  
Distribution**

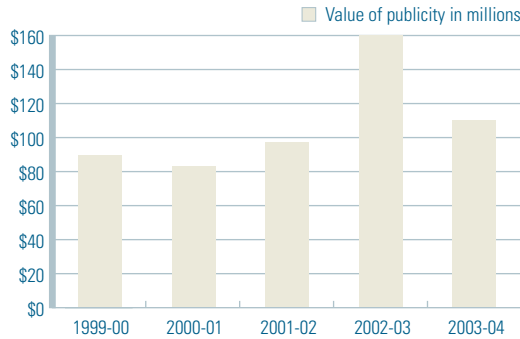
Goal: Ensure the widest variety of product and destination information is available to consumers and tourism businesses.

**Number of online bookings generated by Sunlover**

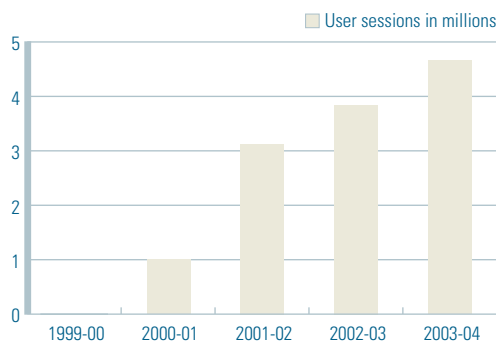


**Value of free Queensland tourism publicity generated by Tourism Queensland activities**

(A record level of publicity was generated in 2002-03 for the Year of the Outback celebrations.)



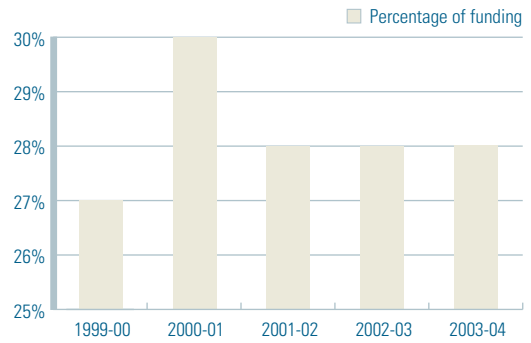
**Number of user sessions on web sites**



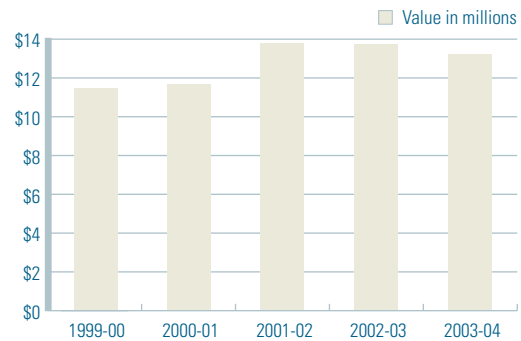
**Priority 3  
Partnerships**

Goal: Develop strategic alliances with industry, government and the community for the benefit of Queensland tourism.

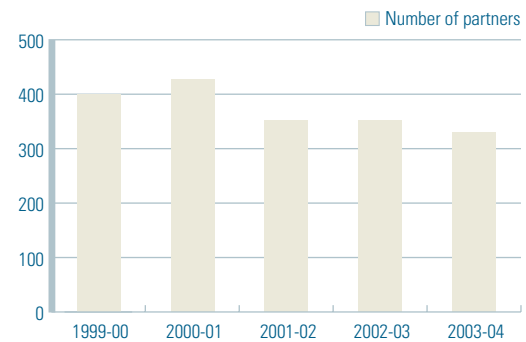
**Percentage of cooperative investment funding by industry for marketing campaigns**



**Value of cooperative investment by the tourism industry in marketing campaigns**



**Number of cooperative advertising partners**



**Priority 4  
Corporate Excellence**

Goal: Ensure Tourism Queensland has the best team of people to achieve its goals and service the industry.

Corporate Excellence performance indicators are internally focused.