

10 December 2020

Campaign launched to attract tourism workers to Queensland



Workers from both Queensland and interstate are being lured to work in Queensland's tourism industry with a new campaign launched this week by the Queensland Government.

The 'Give It A Go' campaign highlights the spectacular and diverse places with job opportunities including everything from baristas at Burleigh, waiters in the Whitsundays or kitchen hands in Cairns. Gap year students and grey nomads – and everyone in between – are being targeted to take up jobs in the tourism industry.

Running on social media, in press outlets and through a Pedestrian TV partnership, the campaign aims to attract workers to tourism regions throughout the state to help fill thousands of job vacancies currently available. Jobs and destination information are listed on a dedicated website at www.qld.gov.au/giveitago

Greyhound Queensland and Queensland Rail are also partnering in the campaign, offering discounted travel for those people relocating for a tourism job.

Tourism businesses are encouraged to share the video and encourage workers to their business and region.

[WATCH AND SHARE NOW](#)



Good To Go launches on interstate TV screens

TEQ's Good To Go campaign is also now live on New South Wales and Victorian TV screens, with an initial push to fill any gaps across the state during the Christmas and summer holiday period. There's also out-of-home, radio, digital and social media advertising live. [Marketing also continues within Queensland](#), urging Queenslanders to get out and around their state for a summer break.

A second burst of the interstate campaign will launch after school holidays, driving bookings for the first half of 2021.

[Find out how to get involved](#) in the Good To Go campaign.

[WATCH NOW](#)

BIRDSVILLE BIG RED BASH, OUTBACK QUEENSLAND



Destination events supported around the state

As the events industry continues its return in a COVID Safe environment, successful recipients of funding through Round 16 of the Queensland Destination Events Program (QDEP) have been formally announced, with 23 events across nine regions receiving \$546,800 in funding to ensure regional events continue to thrive and support the local economy and jobs.

The QDEP supports events that drive visitation to, and around, the state. These events also create community pride and reconnect friends, families and communities – something that is vital after the challenges of this year.

QDEP events range from sporting and lifestyle events, to culture, entertainment and music events, with TEQ's support going towards marketing expenses, strategic plan development and other costs which can assist to grow and support each event.

QDEP Round 17 applications are currently being assessed; and Round 18 applications opened 4 November 2020 and close 3 February 2021 for events to be staged from September 2021 through to September 2022. [Application details here.](#)

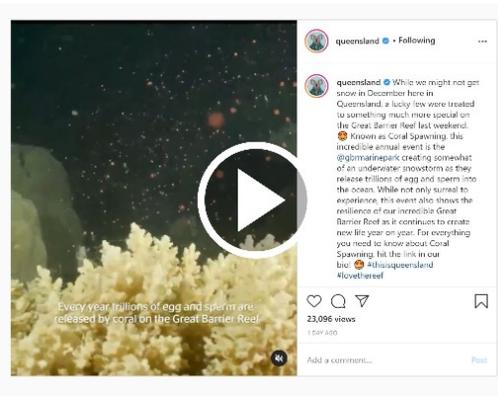
[SEE THE SUCCESSFUL EVENTS](#)



Snorkeller spotted

A giant snorkeller was spotted at Sydney's Darling Harbour last week as part of a high-profile PR stunt by Tourism Tropical North Queensland, in partnership with TEQ, to launch the *'Summer Great. Leave Greater.'* campaign. The campaign is an invitation and a reminder to all Australians to holiday in the Cairns and Great Barrier Reef region and discover why the tropical destination is the perfect playground for summer. [Read more on the stunt.](#)

Study Cairns has also [launched a campaign](#) to lure international students already in Australia to Cairns for a summer 'work and play' break.



Coral spawns

Last weekend (4-6 December 2020) the world's biggest reproductive show took place on the Great Barrier Reef as corals spawned, releasing trillions of egg and sperm into the ocean in a synchronized effort to reproduce their species.

The natural wonder is a positive sign of the reef's health and ability to regenerate itself.

TEQ's PR teams have shared the news of the spawning around the world, generating media coverage and creating awareness of the event. [A video of the event](#) was also shared to millions of Queensland fans through TEQ's social media channels.



Global market update

In the last [Global Market and Aviation Update](#) for the year, Tourism Australia survey results show 58 per cent of Australians are intending to travel in the next six months. Further abroad, there has been a burst of positivity in the UK as the first doses of a COVID-19 vaccine have been rolled out, leading to a shift in

travel media looking to global travel trends for 2021 and the Great Barrier Reef's annual coral spawning has captured the imagination in multiple markets around the globe.



Business insights: what emerging travellers are looking for

More recently released research shows how travellers have changed due to COVID-19. Previously important factors like location, method of travel and accommodation preference have lost their spot to trips with safety now at the forefront, and price also remaining a vital factor. According to the research, travellers are looking for holiday travel deals and special offers.

Car trips are also popular, with 70 per cent of Aussies saying they preferred to travel by car to their holiday destinations.

It is vital for tourism businesses and event organisers to have their COVID Safe practices in place and communicate these to travellers, especially to those more recently emerging from lock down.

Industry opportunities

New TEQ campaign opportunity - targeting domestic Chinese travellers

TEQ, together with Tourism Australia, is partnering with Trip.com, PTC Express Travel, UnionPay and Alipay to target domestic Chinese travellers and encourage a

summer holiday in Queensland. The campaign will leverage the existing Good To Go Campaign and will launch mid-December.

Tourism and event business concierge service available for free trial

Queensland-based technology company Chat2 is offering its concierge service on free trial to Queensland's tourism and events businesses, thanks to funding provided through Advance Queensland.

Chat2 provides live chat on a business' website with a difference. Their Concierge service is staffed by a team of real people who are customer engagement professionals that use their custom-designed software and a knowledge base to answer many of the common enquiries website visitors have and guide them to book or buy online.

Two information sessions in the next week will provide more information.

Friday 11 December at 10:00am (AEST)

Tuesday 15 December at 10:00am (AEST)

[MORE OPPORTUNITIES](#)

Quick snippets

Catch up on the latest industry insights – how travellers have changed and are feeling about future travel, how movement data can help inform your business decisions, and TEQ's current global marketing approach (with a specific zoom-in on domestic and New Zealand markets). The recordings from our recent sessions are now available – [The Lab's consumer insights](#); [DSpark's movement data](#); [TEQ's global market briefing](#).

Tourism Australia launches an extension of its national Holiday Here This Year campaign, [encouraging Aussies to gift tourism experiences this Christmas](#). Be sure to share the campaign with your fans and followers.

One of the NRL's showpiece special events, the All Stars match, will be [held in Townsville in February 2021](#). The event celebrates Australian and New Zealand Indigenous culture and it is fitting for North Queensland to host the event during the extended Year of Indigenous Tourism.

Last straw for single use plastics - the Queensland Government has re-introduced legislation to ban the supply and sale of single-use plastic straws, stirrers, cutlery and plates, and provide provisions for more single-use plastic items to be banned in the future, subject to public consultation. Queenslanders, stakeholders and the community are encouraged to provide feedback by [visiting this website](#). The ban would come into effect from 1 September 2021.

Do you speak German, or have German speaking staff? TEQ's German office would like to share stories from around the state with local trade and media partners and is seeking Queensland tourism representatives that can (virtually) present local Queensland stories in German language. If you would like to participate, please contact [Adriana Fischer](#).



Working towards accreditation

Tourism and Events Queensland is proudly working towards White Ribbon accreditation. Violence against women (VAW) can directly impact all workplaces. Preventing and responding to VAW requires a community response with the workplace playing a key role. TEQ is committed to preventing VAW, supporting affected employees, and promoting a safe and respectful workplace culture. TEQ has partnered with White Ribbon Australia to complete White Ribbon Accreditation and become part of the global movement to create a society where all women can live in

safety, free from violence and abuse. **Your business can become accredited too.**



Please ensure industry.news@corp.e.queensland.com is on your 'safe' list to ensure you continue to receive our updates.

Feedback on Eye on Q is welcomed at industry.news@queensland.com.

TEQ is working towards becoming a White Ribbon Accredited Workplace.

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