

Table of contents

Letter of compliance	2
Chair and CEO statement	4
About Tourism and Events Queensland	5
Our role and functions	6
Locations	6
Our operating environment	7
Strategic risks	7
Strategic challenges and opportunities	8
Industry performance overview 2019-20	10
Crisis impacts, response and recovery	14
Crisis impacts	14
COVID-19 response and recovery	20
Looking forward 2020-21	23
Our performance 2019-20	24
Queensland Government objectives for the community	24
Objectives and performance indicators	24
Service areas and service standards	25
Strategic priority highlights 2019-20	26
Convert high value travellers from priority markets Marketing the best address on Earth	26
Maximise the value of Queensland's events calendar	28
Connect consumers with meaningful and exceptional experiences	29
Grow aviation access and capacity	30
Optimise partnerships	32
High performing organisation	36
Information systems and recordkeeping	39
Efficient business operations	39
Open data	39
Corporate governance	40
Our people	40
Tourism and Events Queensland Board	42
Board committees	43
Internal audit	45
Risk management	45
External scrutiny	45
Government bodies	46
Financial summary	49
Financial statements	51
Tourism and Events Queensland directory	97
Glossary of terms	98
Compliance checklist	99