



# Minister for Tourism Industry Development and Innovation and Minister for Sport

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Dear Mr Godfrey

## **2021-22 STATEMENT OF EXPECTATIONS**

Tourism and Events Queensland (TEQ) continues to play a major role in supporting and growing Queensland's visitor economy. I would like to congratulate you and the Board for your valuable work over the past 12 months in providing leadership to TEQ and the broader industry as Queensland navigates the COVID-19 impacts on the tourism and events industry. Before the impacts of COVID-19, Queensland's visitor economy reached new heights with record international and domestic visitor expenditure.

The Palaszczuk Government's success in its recovery efforts to date demonstrates the value tourism and events brings to our regional economies, and the sector's significance in regions as traditional industries evolve. While TEQ will need to continue a focus on economic recovery support for the tourism and events sector, over the next 12 months I expect the TEQ Board to focus on assisting the industry transition to a COVID-safe future. This will be informed by the work of the Tourism Industry Reference Panel and their Action Plan for Tourism Recovery.

As per Section 10, Division 2 of the *Tourism and Events Act 2012* specifically, my expectations of TEQ are:

### **Sector Recovery**

The Queensland Government continues to reprioritise efforts and resources to meet public health needs and address the wider economic impacts of COVID-19, both immediate and longer term. My expectation is that TEQ works in partnership with the Department of Tourism, Innovation and Sport (DTIS) and other relevant government agencies in delivering whole of government efforts for economic recovery. This includes the expectation that TEQ undertake priority activities at times beyond TEQ's statutory remit, but where TEQ's expert marketing and promotion skills are necessary, and where other expertise is relevant to task.

### **Domestic marketing**

With intense competition from other states and destinations vying for the domestic market while our international borders remain mostly closed, as well as volatile consumer sentiment, I expect TEQ to focus on protecting and improving our pre-COVID-19 share of the domestic market. Queensland's *'Holiday Dollars'* has boosted intra-Queensland travel spend. My expectation is TEQ continues to develop and lead similar innovative, targeted activities at a state and national level, as well as build upon success with our broader domestic marketing initiatives such as *'Good to Go'*.

Under our Government's plan Rebuilding Queensland Tourism, we have committed \$15 million for marketing that will promote the state to the domestic market and also Queensland's re-entry into the international travel market as international borders re-open. In 2021-22, TEQ should initially focus on domestic activity to convert travel intentions into bookings and travel activity and drive recovery of the visitor economy.

### **International marketing**

With the Australian Government indicating that Australia's international borders are not likely to begin opening until mid-2022, unrestricted travel arrangements to our major source markets other than New Zealand are unlikely to occur in the short to medium term. When international travel into Australia reopens it seems likely that demand will be lower due to higher costs and changed traveller sentiment.

My expectation is that TEQ continues to review its level of investment in international tourism marketing other than for New Zealand over the next 12 months and reprioritises budget to domestic marketing and events.

I acknowledge that the tourism industry is looking to TEQ and Government to play a lead role in developing re-entry plans to promote Queensland to select international markets for when international travel to Australia resumes. I expect TEQ to assess the opportunities that travel bubbles will present for Queensland, develop plans to target priority consumer segments and develop a differentiated Queensland brand proposition that establishes a unique position in the market. This work should also leverage Tourism Australia's re-opening strategy, and I would like TEQ to report back to me and DTIS on these opportunities for wider government direction on best approach to market reopening.

I also ask that TEQ provide in-market intelligence to help guide broader Government consideration of broader opening considerations.

TEQ should continue to support the broader visitor economy recovery through collaboration with Trade and Investment Queensland on the restart of the international education sector and prospects for the return of international business travel and events.

### **Experience Development**

It is essential that operators are prepared for the evolving visitor economy landscape. TEQ's Best of Queensland Experiences Program (BOQEP) and TEQ's Transformational Experience Guide is critical in improving the visitor experience and ensuring Queensland's destinations exceed consumer expectations and deliver those exceptional experiences that inspire people to tell others, that Queensland has some of our nation's best tourism experiences.

TEQ's focus over the next 12 months will be to work with Tourism Australia, Regional Tourism Organisations (RTOs), and DTIS to promote consumer experience best practice through BOQEP industry engagement and delivery of the pilot Transformational Experience Guide mentoring program.

### **Aviation route development**

COVID-19 and the cancellation of flights and aviation routes has had a significant impact on Queensland's tourism industry. That is why the Queensland Government implemented in 2020-2021 a \$15 million aviation route restart program under the Government's *Unite and Recover for Queensland Jobs plan* and has committed a further \$10 million over two years to rebuild Queensland's aviation network.

My expectation is TEQ supports whole of government consideration in the rebuilding of Queensland's aviation connectivity, and that it works with DTIS, other Queensland Government agencies, airlines, airports, RTOs, Tourism Australia, the tourism industry, and our trade partners to provide advice and analysis of visitor economy opportunities in advance of the reopening to Australia of key source international markets.

### **Major Events**

The Government's vision is for Queensland to be Australia's major events capital, attracting visitors to Queensland, boosting the economy, enhancing Queensland's profile, and fostering community pride. I acknowledge the difficult job TEQ has done over the last 12 months in managing the devastating impacts of COVID-19 on what was until 2019 a proud \$880 million Queensland events calendar, and making a strong start this year on the rebuild. My expectation is this valuable rebuild work continues, taking maximum advantage of the \$20 million election commitment for events. This rebuild also provides an opportunity to continue to evolve and reshape Queensland's major events calendar to ensure we have a good balance of events that in total represent a strong and distinctive Queensland offering to local and national audiences. With the continued closure of international borders and the resulting increase in domestic tourism, the Government sees value in TEQ supporting regional events based on all four considerations under the Act, notably how they contribute to the Queensland economy; attract visitors to Queensland; enhance the profile of Queensland; and foster community pride in Queensland.

Major sporting events will emerge as an opportunity should the 2032 Olympic and Paralympic Games Candidature progress favourably. TEQ also has an important role to play alongside the DTIS in providing advice to event proponents on how to deliver events successfully within COVID-19 restrictions.

### **Data and Research**

There is no doubt that COVID-19 has had an unprecedented impact on tourism both here in Australia and across the globe. It is my expectation that TEQ conduct research and analysis into market trends and consumer behaviour to identify opportunities and inform the Government's decision making on visitor economy priorities while at the same time supporting industry to make sound business decisions. This is to include providing research which will support Tourism Industry Reference Panel considerations, to better understand what the tourism industry will look like beyond the COVID-19 pandemic, and their work on the Action Plan for Tourism Recovery.

### **Partnerships**

More so than ever before, a strong and effective Queensland tourism network is essential so that we can successfully rebuild the State's visitor economy. It is my expectation that TEQ leads the maintenance and development of our regional industry partnerships for tourism promotion, experience development and event acquisition, notably with the RTOs and local tourism operators, including rollout of the \$15 million Regional Tourism Organisation fund and the \$7 million Tourism Network Fund. TEQ's partnerships with Queensland and national peak bodies, major allies such as local government and Australian Government agencies remain a critical element in delivery of its responsibilities. I expect that TEQ will continue to work closely with the industry's peak body in the state, the Queensland Tourism Industry Council and will support their engagement with government through a grant of \$300 000 in 2021-22.

The future success of Queensland's visitor economy will be critical to the state's economic recovery from COVID-19. Rebuilding Queensland Tourism is a \$74 million commitment to ensure a rapid recovery, to support tourism businesses and protect jobs.

This investment builds on the more than \$860 million the Queensland Government has delivered in COVID-19 support for the tourism and events sectors and follows over \$180 million committed under the pre-COVID-19 Growing Tourism, Growing Tourism Jobs program.

TEQ's support in delivering these commitments and aligned Queensland Government economic recovery programs is the underlying priority for the Board over the next 12 months, in partnership with DTIS, key stakeholder agencies, and Queensland's tourism industry.

I look forward to receiving your reply Statement of Intent within 30 days of the date of receipt of this letter.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Stirling', with a stylized flourish at the end.

**STIRLING HINCHLIFFE MP**  
Minister for Tourism Industry Development  
and Innovation and Minister for Sport

29 June 2021

CC: [mqr@queensland.com](mailto:mqr@queensland.com)