

Our performance 2019-20

Queensland Government objectives for the community

In 2019-20, TEQ contributed to the Government's objectives for the community *Our Future State: Advancing Queensland's Priorities*:

- Create jobs in a strong economy by increasing private sector investment through: attracting visitors to Queensland through marketing and promotion; tourism experience and destination development; working to identify, attract and promote major events; and providing support and leadership to Queensland's tourism industry.
- Be a responsive government by making Queensland Government services easy to use through: working in partnership with other Queensland Government agencies to progress portfolio priorities; and undertaking research and analysis of the Queensland tourism industry to inform strategic decision making.

During 2019-20, TEQ delivered activities to progress the priorities outlined in the Minister's Statement of Expectations and the 2019-20 Queensland State Budget - Service Delivery Statements including:

- building on the successful *Beautiful One Day, Perfect the Next* platform to deliver a compelling global marketing and brand strategy to meet evolving consumer needs;
- working with industry and government partners to deliver exceptional experiences that position Queensland as a destination of choice in a competitive global environment and promoting customer experience best practice through the BOQEP;
- maximising the value of the *It's Live! in Queensland* events calendar through attracting and securing major events, and supporting regional tourism and the business events sector through QDEP and the Business Events Investment Program respectively; and continuing to ensure longer term benefits are realised from hosting the Gold Coast 2018 Commonwealth Games and SportAccord 2019;
- investing resources in the right mix of international and domestic markets through a balanced portfolio approach that capitalises on emerging opportunities while maintaining traditional markets, ensuring longer term growth and a greater market share for Queensland tourism;
- supporting the Year of Outback Tourism by delivering activities in partnership with the Queensland Government, the Outback Queensland Tourism Association (OQTA), tourism operators and event proponents to showcase the region's events and experiences and drive visitation and expenditure in local communities;
- using a collaborative approach with key partners including aviation industry, trade, DSDTI and RTOs to pursue commercial partnerships that drive growth in the tourism sector. TEQ also worked with DSDTI to ensure Queensland has a strong tourism network that remains sustainable in the future and delivers positive tourism outcomes for Queensland's diverse regions;
- working collaboratively with DSDTI to implement the *Advancing Tourism 2016-2020: Growing Queensland Jobs* strategy and the *Growing Tourism, Growing Tourism Jobs* policy. This included collaboration with the Attracting Tourism Fund and the Growing Tourism Infrastructure Fund; and
- playing a key role in supporting industry resilience and recovery and helping to mitigate against long-term negative impacts of industry challenges and crises including the COVID-19 pandemic.

Strategic partnerships with government and industry continue to be a key priority. TEQ's partnerships with state, local and federal governments are critical in delivering government objectives and commitments to the community. Industry and commercial partnerships provide Queensland with the ability to actively pursue High Value Travellers in key source markets and ensure Queensland experiences deliver on consumer expectations.

Objectives and performance indicators

TEQ focused on four key objectives in 2019-20, as shown in the overview on page 5. The objectives were delivered by:

- Marketing and promoting tourism in Queensland;
- Tourism experience and destination development;
- Working to identify, attract and promote major events;
- Providing support and leadership to Queensland's tourism industry;
- Working in partnership with other Queensland Government agencies to progress portfolio priorities; and
- Undertaking research and analysis of the Queensland tourism industry to inform strategic decision making.

A range of performance indicators measure the extent to which TEQ is achieving its objectives (refer to the overview on page 5). Performance indicators are arranged into two groups - service delivery measures and industry outcome measures - based on the degree of influence TEQ has in affecting the outcome.

Service areas and service standards

TEQ committed to deliver seven service standard measures in the 2019–20 Queensland State Budget - Service Delivery Statements. Results against each measure are detailed in the Annual Performance Statement 2019-20.

Service area objective

To achieve economic and social benefits for Queensland by growing the tourism and events industry in partnership with industry and government.

Service area description

TEQ's core functions are marketing, event acquisition and experience development.

Table 4: Annual Performance Statement 2019-20

Service Area: Tourism and Events Queensland	Notes	2019-20 Target	2019-20 Actual
Service standards			
<i>Effectiveness measures</i>			
Overnight visitor expenditure generated by events within the TEQ portfolio	1	\$400 million	\$354 million
Direct visitor nights generated by events within the TEQ portfolio	1	2,328,500	2,306,227
Direct and incremental spending generated by events within the TEQ portfolio	1	\$500 million	\$434 million
Visitors to Queensland generated by events within the TEQ portfolio	1	300,000	244,577
Publicity and promotional value generated by TEQ activities	2	\$275 million	\$460 million
Value of collaborative support	3	\$28 million	\$38 million
<i>Efficiency measure</i>			
Efficient leverage of regional and strategic partnership investment	4	1:1	1:1

Notes:

1. TEQ was on schedule to exceed 2019-20 target for events-related measures prior to the outbreak of COVID-19 and subsequent public health actions. The 2019-20 actual results reflect the impact of reduced event attendance for those events that took place, and the impact of event postponements or cancellations from March 2020.
2. This service standard measures TEQ's success in leveraging activity to maximise exposure of the Queensland brand, events, destinations and experiences globally, through the value of international and domestic publicity generated by TEQ activity through print, online and broadcast media. TEQ's publicity and promotional activities were impacted by the Australian bushfires and the outbreak of COVID-19, with a number of activities postponed or cancelled. Despite this, the 2019-20 target was achieved due to one particular broadcast activity in China which generated almost \$192 million publicity value for Queensland in March and April 2020. These outcomes are difficult to predict and apply to future activity.
3. This service standard measures TEQ's success in securing collaborative support for activities to improve the outcomes that can be achieved. Collaborative value includes all direct, indirect, contra and in-kind partner support (valued in writing from partners and/or forming part of a formalised agreement) for tourism and event marketing and destination and experience development projects.
4. This service standard measures the ratio of TEQ's investment to regional and strategic partner investment, as an indicator of TEQ's ability to leverage its budget to enable additional activity to be conducted.