

Our performance

Queensland Government objectives for the community

TEQ contributes to the Queensland Government's objectives for the community of creating jobs and a diverse economy; protecting the environment; and building safe, caring and connected communities by:

- promoting Queensland's iconic experiences to key domestic and international markets
- tourism experience and destination development
- strengthening Queensland's events calendar through strategic event acquisition
- providing leadership to and working in partnership with Queensland's regional tourism organisation (RTO) network and industry.

During 2016-17, TEQ delivered activity to progress the priorities outlined in the Minister's Statement of Expectations including delivering the new experience marketing approach; continuing market research on consumer behaviour and travel preferences to inform the new consumer segmentation model; leading the acquisition, development and promotion of events; supporting the industry in bidding for incentive travel to Queensland; securing more international aviation access through the Advance Queensland: *Connecting with Asia Strategy 2016-20*; implementing the *Queensland Asia Tourism Strategy 2016-2025*; and leveraging the tourism potential of the international education network.

Objectives and performance indicators

TEQ focused on four key objectives in 2016-17, as outlined in the 2016-2020 Strategic Plan:

1. Attract visitors to Queensland, generating overnight visitor expenditure (OVE)
2. Contribute to the Queensland economy
3. Enhance the profile of Queensland
4. Foster community pride in Queensland.

These were delivered through:

- o Marketing and promoting tourism in Queensland;
- o Tourism experience and destination development; and
- o Working to identify, attract and promote major events.

Performance indicators are arranged into two groups based on the degree of influence TEQ has in affecting the outcome:

Service delivery measures

- Overnight visitor expenditure generated by events within the portfolio
- Direct and incremental spending generated by events within the portfolio
- Visitors to Queensland generated by events within the portfolio
- Direct visitor nights generated by events within the portfolio
- Publicity and promotional value generated by activities
- Value of collaborative support
- Efficient leverage of regional and strategic partnership investment

Industry outcome measures

- Economic impact and job creation
- Total overnight visitor expenditure
- Queensland's share of Australian overnight visitor expenditure (total, leisure and holiday visitors).

Service areas and service standards

TEQ committed to deliver seven service standard targets in the *2016-17 Queensland State Budget - Service Delivery Statements*. Results against each target are detailed in the Annual Performance Statement 2016-17.

Service area objective

To achieve economic and social benefits for the State by growing the tourism and events industry in a partnership between industry and Government.

Service area description

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

Table 4: Annual Performance Statement 2016-17

Service area: Tourism and Events Queensland	Notes	2016-17 Target	2016-17 Actual
Service standards			
<i>Effectiveness measures</i>			
Overnight visitor expenditure generated by events within the TEQ portfolio	1	\$300m	\$349.7m
Direct visitor nights generated by events within the TEQ portfolio	1	1,750,000	1,985,088
Direct and incremental spending generated by events within the TEQ portfolio	1	\$375m	\$415.2m
Visitors to Queensland generated by events within the TEQ portfolio		225,000	242,351
Publicity and promotional value generated by TEQ activities	2, 3	\$220m	\$293m
Value of collaborative support	4	\$19m	\$32m
<i>Efficiency measure</i> Efficient leverage of regional and strategic partnership investment	5	1:1	1:1

Notes

1. Recurring events, such as the Gold Coast Airport Marathon, World Science Festival in Brisbane, V8 Supercar races in Townsville and Gold Coast and one-off blockbuster events such as, the IRONMAN 70.3 World Championships on the Sunshine Coast and the TOTAL BWF Sudirman Cup on the Gold Coast contributed significantly to the strong results against targets in 2016-17 .
2. This measure does not include the publicity generated by TEQ's digital marketing activities. TEQ is working to develop a new measure/service standard for inclusion in future *Service Delivery Statements* that captures TEQ's increasing efforts in generating publicity through social media and other online content.
3. TEQ-led publicity associated with Cyclone Debbie recovery, events international broadcast and media outcomes of the Sudirman Cup, digital broadcast activity in Asia and special interest publications in Europe contributed significantly to the strong publicity outcome for 2016-17 and far exceeded expectations.
4. Collaborative value includes all direct, indirect, contra and in-kind partner support for tourism and event marketing, destination and experience development projects and major events. The 2016-17 actual result exceeded the target due to higher than forecast indirect and in-kind support from strategic tourism, aviation and event partners.
5. This service standard measures the ratio of partner investment to the investment made by TEQ in regional and partnership activities.