

Level 8
515 St Pauls Terrace
Fortitude Valley, QLD 4006
GPO Box 328
Brisbane, QLD 4001

T +61 7 3535 5441
E grant.hunt@queensland.com
W teq.queensland.com

ABN 77 745 152 359

2 May 2024

The Honourable Michael Healy MP
Minister for Tourism and Sport
tourism@ministerial.qld.gov.au

Dear Minister

2024 STATEMENT OF INTENT

Thank you for your letter of 2 April 2024 outlining your expectations of Tourism and Events Queensland (TEQ) for 2024.

In my first eight months as Chair, I am pleased to have seen the progress that has been made against Phase One of *Towards Tourism 2032* (TT32) and the TEQ Blueprint (the Blueprint) objectives. These strategies unite our industry to achieve common goals and lay strong foundations for our future growth, and the TEQ Board and Executive team are very focused on the achievement of these objectives.

Our industry has had a challenging summer, with weather events affecting much of the state, however, we remain resilient as seen in the latest data released by Tourism Research Australia, with Queensland continuing to hold the leading share of holiday overnight visitor expenditure (OVE) in the country.

While our pandemic recovery has been strong, we know that there are challenges on the horizon – economic headwinds, a competitive global landscape, and a stabilising domestic market. Our industry has ambitious goals of growing our visitor economy to \$44.4 billion by 2032. This will only be possible through strong leadership and a collaborative approach across government and industry. To this end, the TEQ Board has met on three of the past four board meeting occasions in regions, and we intend to continue to engage the industry in this way going forward.

In response to your correspondence and pursuant to section 40 of the *Tourism and Events Queensland Act 2012* (the Act), I wish to outline the below Statement of Intent for 2024.

Fiscal accountability

TEQ appreciates the Queensland Government securing a base budget of \$125 million per annum for four years which has given TEQ funding certainty to forward plan and to deliver on the Blueprint and the TEQ-led TT32 actions.

TEQ remains committed to ongoing transparent reporting as we work through delivery of these strategies and note the requirement to present a bi-annual Implementation Report to the Department of Tourism and Sport (DTS) outlining actions taken and the status of both the Blueprint priorities and TEQ-led actions under Phase One of TT32. TEQ will present the first Implementation Report in June 2024.

The Blueprint Working Group (the Group) has been regularly engaged through the development and implementation phases of the Blueprint. The Group includes representatives from DTS, Queensland Treasury, and the Department of the Premier and Cabinet, and TEQ commits to reporting back with updates to the Group twice-yearly through the delivery phases.

With international recovery well advanced, seeing international OVE in Queensland reaching 94.4 per cent of 2019 levels at \$5.7 billion in the year ending December 2023, and international aviation capacity reaching 89 per cent of pre-COVID-19 levels in April 2024, TEQ's domestic and international marketing split has been a key focus throughout our business planning process. In 2024-25, TEQ will increase investment in key growth markets such as China, India and South-East Asia and continue to diversify our balanced portfolio of international source markets to build resilience and drive incremental OVE from identified markets with strong growth potential.

The DTS-led Mega Events Framework (the Framework) is a critical piece of work to set Queensland up to deliver on the opportunity that the Brisbane 2032 Olympic and Paralympic Games presents for the state. TEQ is committed to reviewing investment, sharing information, and providing input to support DTS in the development of the Framework.

In addition, TEQ is working on an integrated marketing and events approach to bring our marketing and events functions closer together than ever before. TEQ will increase marketing efforts and investment in events by integrating them as a platform to enhance Queensland's competitive position and elevate events as a powerful driver of conversion.

Operational efficiency

TEQ is committed to continuous improvement of organisational capacity, efficiency and resilience, by building people, process and system capability.

Efforts to progress industry goals are a priority, and TEQ is represented on the Tourism Inter-Departmental Committee which is a critical group driving delivery of TT32 across government agencies. TEQ leads, co-leads and supports several TT32 actions in Phase One and will continue to focus our efforts to progress these actions.

The development of the Blueprint provided the opportunity to review roles and responsibilities across the tourism and events network. TEQ has been working closely with DTS, the Queensland Regional Tourism Network (QRTN), the Queensland Tourism Industry Council (QTIC), and Trade and Investment Queensland to identify areas to streamline, and areas where we can collaborate deeper and add mutual value. TEQ is committed to continuing this work to identify where we can remove duplication and improve efficiencies across the network.

Effective stakeholder and industry engagement is critical in achieving our 2032 goals. TEQ's engagement activity has been developed to maximise participation, avoid conflicts of key activity, and provide tangible outcomes for industry. TEQ will continue to collaborate and share information with DTS and QTIC regarding our calendar of stakeholder engagement, including industry and trade events, international missions, business planning cycles and key project timelines.

TEQ will continue to guide and empower Queensland industry to deliver transformational tourism and event experiences through the Best of Queensland Experiences Program and the Transformational Experiences Mentoring Program, ensuring experiences deliver on the Queensland brand promise and continue to meet evolving consumer expectations.

Partnership with DTS

The strong partnership between TEQ and DTS is greatly valued, and we have placed a greater emphasis in recent years to strengthen relationships across our organisations, and this will continue to be a focus for TEQ moving forward.

TEQ proactively conducts research and analysis into global economic impacts, aviation, industry and market trends, and consumer behaviour, using a suite of indicators, to identify opportunities and inform decision making. TEQ is committed to continue open sharing of research and insights with DTS to inform policy and program development and deliver on government objectives.

DTS and the QRTN were engaged throughout TEQ's annual business planning period, ensuring key partners were informed of upcoming activity and providing the opportunity to collaborate and align plans accordingly. TEQ will continue to work closely with DTS and the QRTN through the development of Destination Management Plans, and the upcoming QRTN Review, to inform statewide opportunities and to ensure a sustainable path forward for Queensland's regions.

I reiterate TEQ's commitment to fiscal accountability, operational efficiency and building strong, collaborative relationships with DTS and industry partners. I thank you for your ongoing support of TEQ and the Queensland tourism and events industry, and I look forward to working towards 2032 together.

Yours sincerely

A handwritten signature in black ink, appearing to read 'G. Hunt', with a long horizontal stroke extending to the right.

Grant Hunt
Chair