



Speech by

# Hon. PETER BEATTIE

MEMBER FOR BRISBANE CENTRAL

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Hansard 4 August 1998

## MINISTERIAL STATEMENT

### Trade and Tourism Summit

**Hon. P. D. BEATTIE** (Brisbane Central— ALP) (Premier) (9.35 a.m.), by leave: Recently the Government held a trade and tourism summit. I have been greatly encouraged by the very positive response to the special Trade and Tourism Summit that the Government arranged on 22 July at the Brisbane Convention Centre. The purpose of the summit was to examine—

the effect on Queensland of the economic crisis which has affected several countries in South East Asia;

the effect on Queensland of international media reports on the State election result, and to determine a strategy to overcome these problems.

Among those addressing the summit were Deputy Premier and Minister for State Development, Jim Elder; the Minister for Tourism, Sport and Racing, Bob Gibbs; the Brisbane Lord Mayor, Jim Soorley; and, of course, myself. The summit started the process of creating opportunities to drive Queensland forward to overcome the economic and perceptual problems in the Asian region which the summit identified. The summit revealed the extent of the challenges that face the public and private sector as a result of the Asian economic downturn and adverse international media reports about the Queensland election. The great success of the summit was the positive approach taken by the speakers and the many constructive suggestions for new opportunities, growth and links with our Asian trading partners.

The summit proved we are a can-do State, prepared to go out and make things happen. I believe we have sent a very loud and clear message to Asia that Queensland wants to do business, we are a great place to visit and a great place to invest and we are a friendly people. I will build on this message by visiting Hong Kong and Japan from 17 to 22 August to send the clearest possible message to Asia that Queensland is a friendly State full of friendly people who will welcome students, tourists and businesspeople from Asia. Other Ministers will follow my lead by reinforcing the message in other countries.

To drive the message home, the State Government will mount a full-page advertising campaign in publications such as the Far Eastern Economic Review, Asian Business, Time International and Business Week to coincide with my visit to Asia. We need to encourage trade because trade means jobs for Queenslanders. Every time a jumbo jet full of tourists arrives in Queensland, they are supporting about 25 full-time jobs for Queenslanders.

Among the many positive outcomes mentioned at the Summit were—

A \$300,000 State Government contribution to help Brisbane City Council host the Asia Pacific Cities Summit to be held in February/March next year to forge links to encourage further economic growth.

Urgent consideration by the State Cabinet Budget Review Committee for funding to help in a tourism marketing campaign for Brisbane.

The formation of a task force to investigate redevelopment of Brisbane port land.

Universities have clubbed together to produce a package of accurate information for distribution to media outlets throughout Asia and to combat some disinformation from southern universities.

The first Cabinet meeting of the State Government allocated an extra \$5m to promote our tourism elsewhere in Australia and abroad, a sum expected to produce 1,400 jobs and \$56m of extra expenditure in Queensland.

The Queensland Tourist and Travel Corporation is developing a Visitor Hospitality Program to encourage all Queenslanders to make tourists feel welcome.

Macquarie Bank is the first corporation to provide funding for scholarships in a new program for talented Asian students to study at Queensland tertiary institutions and thereby develop long-term relationships which will produce jobs and tourist numbers as well as students.

I am encouraging other corporations to provide funding to enable a student from each of Australia's top eight trading partners in the Asia-Pacific region to study here.

The program complements the scholarships announced as a State Government initiative whereby young Queenslanders under the age of 25 will be able to spend six months gaining experience in Queensland's overseas trade offices learning how to conduct business with our trading partners. The State Government and private sector will pressure the Commonwealth to review existing visa costs and delays of six months or more.

A new slogan to foster Queensland's image will be chosen through a Statewide competition for Queensland schoolchildren. We will arrange coordinated visits to Queensland by senior news journalists to complement existing visits by travel writers. There will be a greater effort by the public and private sector to identify and target emerging tourist markets. We will aim for closer consultation between primary producers and Government to promote Queensland's export capabilities.

All these positive approaches have been complemented by the Government's success in establishing a number of jobs in other areas. I indicate to the House today that 150 jobs have been created through the Burton coal expansion project; 400 jobs will come from the Stellar Communications link which will be established in either Brisbane or the Gold Coast; 3,000 apprenticeships will come out of the construction training levy; and 1,800 jobs will come out of the Goodwill Games when they are held in the year 2001.

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