



Speech by

Hon. Margaret Keech

MEMBER FOR ALBERT

Hansard Wednesday, 12 May 2004

MINISTERIAL STATEMENT

Destination Management Plans

Hon. M.M. KEECH (Albert—ALP) (Minister for Tourism, Fair Trading and Wine Industry Development) (10.12 a.m.): I am pleased to advise the House that the Beattie government is taking the development and marketing of Queensland to a new level with management plans for the state's visitor destinations. The plans have been prepared by Tourism Queensland for the Gold Coast, Brisbane, Sunshine Coast, Whitsundays, Tropical North Queensland, Townsville, Mackay, south-east Queensland country, central Queensland, Bundaberg, Fraser Coast and the outback destinations. The plans will become the blueprint for the development and marketing of Queensland through to 2007.

The whole process is guided by Beattie government priorities, the Queensland Government Strategy for Growing Tourism and Tourism Queensland's own corporate plan. The plans will enhance industry coordination, strengthen industry partnerships, coordinate stakeholder interests and expectations and provide industry leadership. Each management plan includes destination analysis and strategic vision covering destination outlook, target markets, competitive positioning and destination management goals and strategies. The next stage of the planning project will explore the status of industry coordination and tourism business relationships in the state.

We want to develop a best practice tourism industry network plan that details how effective industry coordination can be achieved and managed, and defines the roles and relationships of key stakeholders as part of a coordinated business system. The plan will provide a clear understanding of Tourism Queensland's role as a lead agency in tourism industry network coordination.

Our tourism industry operates in a dynamic environment influenced by changing government, business and consumer priorities, as well as global events. It is Tourism Queensland's role to continue to grow the state's tourism sector in this ever changing environment. They do a brilliant job. The destination perspective is a proven and effective management system that enables Tourism Queensland to best meet market, industry and government needs.

For some years now, Tourism Queensland has recognised the benefits of planning for discrete visitor destinations, each with distinct and differing development and marketing needs. This planning builds on that success. Each destination management plan is tailored to identify and meet the needs of its specific destination. Teams representing all divisions of Tourism Queensland have developed the draft plans. As Tourism Minister, I am proud of that. The planning teams have an extraordinary range of professional skills and experience, which I believe is the best in Australia.

Tourism Queensland has been consulting extensively with regional tourist organisations and other key partners in each destination. It is vital to involve all key stakeholders in the planning process. Tourism Queensland is reviewing and refining the way it provides leadership and services to a diverse group of tourism stakeholders. We have sought input on the plan from tourism stakeholders throughout the state. Queensland's destination management plans are the envy all states and territories in Australia. The final

plans will be released in June and I am look forward to these smart tourism plans being implemented from July 2004.