



Speech by

**Hon. Peter Lawlor**

**MEMBER FOR SOUTHPORT**

Hansard Wednesday, 22 April 2009

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## **MINISTERIAL STATEMENT**

### **Tourism Industry**

**Hon. PJ LAWLOR** (Southport—ALP) (Minister for Tourism and Fair Trading) (10.14 am): The Bligh government is dedicated to the Queensland tourism industry during these tough economic times. Over the next three years we plan to invest an extra \$38 million into tourism to help sustain tourist numbers and jobs. In January this year Tourism Queensland launched its Best Job in the World campaign. This campaign is a testament to a new social media era in tourism promotion. The process has cost taxpayers just \$1 million, but has generated more than \$100 million in international publicity. Just last week it was voted in the top 50 PR campaigns ever released in the world, ahead of events such as The Beatles final show on top of the Abbey Road studios in England.

At the moment Queensland tourism is the toast of the world. International tourists are no longer thinking 'Australia'; they are thinking 'Queensland'. I have a son in London and a daughter in Dubai and they are continually telling me about the wide coverage that this campaign receives. In just under two weeks 16 finalists will arrive in Brisbane before heading to Hamilton Island for the final interview process. With them will be 70 media outlets from around the world, including the BBC and CNN which have requested satellite feeds from Hamilton Island. Usually that is only seen in the coverage of events such as the Olympic Games. We can all truly be proud of this campaign and what it has done for our international and domestic reputation in tourism.

Tourism Queensland has started working on its next big idea and if the best job campaign is anything to go by, the world could again be looking at Queensland with envy. These low-cost, smart marketing campaigns will be complemented by a range of tactical campaigns designed to drive businesses directly to tourism operators from the cape to Coolangatta, from Mackay to Mount Isa. As the new Queensland tourism minister, I may have snagged the best job in the world.

**An opposition member:** How many applicants were there?

**Mr LAWLOR:** Quite a few applicants, although none from the other side. Operators and industry have told me that things are tough and may get tougher. I look forward to working with Tourism Queensland, regional tourism organisations and operators themselves to handle these challenges and deliver a stronger, better prepared tourism industry for when the good times finally come around again.