



Speech by


Hon. Campbell Newman

MEMBER FOR ASHGROVE

Hansard Thursday, 21 June 2012

MINISTERIAL STATEMENT

DestinationQ

 **Hon. CKT NEWMAN** (Ashgrove—LNP) (Premier) (10.00 am): Today I would like to update the House on an important development to come from the first 100 days of this new government. Previously the House has been informed of the progress we have made in fulfilling one of our most vital progressive tourism commitments, DestinationQ. DestinationQ is a groundbreaking, whole-of-government approach to tourism. This initiative will grow tourism and will reposition this state to be once again the No. 1 tourism destination in Australia.

Next Monday more than 300 industry representatives, from microbusinesses to multinationals, will converge on Cairns for this event. They will travel the length and breadth of this great state to get there and take part in the inaugural DestinationQ forum, which is being held at the Pullman Reef Hotel Casino on 25 and 26 June.

There has been nothing like this forum in Queensland in more than a quarter of a century. The interest from industry has been massive, with over 450 expressions of interest registered in just two weeks. This forum will see tourism representatives from across Queensland join together with government to create a united vision and pathway to drive economic growth, job creation and prosperity for the industry.

This forum is also about restoring confidence and creating opportunities for the tourism industry, with input from operators, regional tourism organisations, peak industry bodies, Tourism Queensland, Events Queensland and of course the government.

The six major themes that will be explored at the forum are: investment, infrastructure and access; quality, skills and capacity; tourism partnerships; our whole marketing approach; ecotourism, including nature based and adventure tourism; and product and experience development.

The aim is to enable government and industry to agree to clearly defined actions, assign responsible organisations and set deadlines for delivery of each action. I expect reducing red tape and bureaucratic logjams will be high on everyone's agenda and I also anticipate that the future structure and funding of the regional tourism organisations will be keenly debated.

Members of the Tourism Cabinet Committee will be joining me in Cairns, providing an excellent opportunity for the industry to engage directly with key ministers in the cabinet. This forum will be hard work, identifying priorities and opportunities and setting an agenda for success by building a strong partnership between government and industry and reversing the enormous damage to the industry caused by the former Labor government.

Because of our relentless commitment to the tourism industry as one of the four pillars of the Queensland economy, DestinationQ will become an annual event so that we can revisit our efforts and measure our progress each year. Outcomes against DestinationQ will be reported in the annual report of Tourism Queensland. I ask honourable members to get behind DestinationQ and follow our progress as we breathe life back into tourism in this great state of Queensland.