



Speech By
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MEMBER FOR INALA

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MINISTERIAL STATEMENT

Trade Mission, China and Japan

 **Hon. A PALASZCZUK** (Inala—ALP) (Premier and Minister for the Arts) (9.35 am): When it comes to tourism and when it comes to export markets, Queensland must continue to build on its critical key partnerships with both China and Japan. Never has that been more apparent to me than during my seven-day trade mission to those two countries in late September and earlier this month. This trade mission was critical to cement the vital relationships between our top two trading countries. I was able to meet with critical players at the highest levels in both government and the private sectors and I will touch on those important meetings in a moment.

Firstly, I want to touch on the fact that there is much more Queensland can be doing to build on our opportunities with both China and Japan, particularly in the tourism space, and those are opportunities my government will grasp. The simple fact is that we need to immediately start changing the very way we do business with China and Japan in relation to tourism. One of our biggest competitors for Chinese and Japanese tourist dollars is New Zealand, but I am sure all members would be surprised to learn that New Zealand is struggling with the numbers of visitors from both countries flooding its shores. In fact, I am advised that New Zealand is at the point of facing a lack of hire cars and hotel rooms to go around, and that is because they have centred their tourism campaigns around a total New Zealand experience, importantly emphasising wining and dining. Queensland needs to seize this opportunity, and we will immediately with my tourism minister, Kate Jones, undertaking a mission to China in a matter of weeks.

My government will be listening to what these important tourists want, and what they tell me is that they want a Queensland food and adventure experience. The Japanese and Chinese still want to travel to the Gold Coast, Cairns and the Great Barrier Reef but they want their experience to include the best we have to offer in food and wine. They want to do simple things, the things we take for granted, such as trying our seafood at a local seafood restaurant or attending a barbeque. We will be focusing on that relatively simple tourism experience in our future campaigns into China and Japan.

During my trade mission, I held high-level government and private sector meetings to consolidate and build upon Queensland's established long-term relationships. In China I met with Mr Wang, the CEO of the Wanda Group, which is currently developing the Jewel resort at Broadbeach. Wanda is extremely interested in developing major theme park resorts in Queensland and we will help them every inch of the way. Apparently, at the moment the competition is on between Queensland and New South Wales, and there is no way we are going to let Mike Baird win this one. The Chinese Minister of Science and Technology, Dr Wan Gang, whom I met in Beijing, shares my government's passion for new and emerging industries and technologies—key to my Advance Queensland initiative. Japanese retail giant, Uniqlo, will open two stores in Brisbane by the end of this year, and they indicated to me in Tokyo that they are actively looking at further locations in Queensland regional cities.

I was extremely fortunate to meet in Japan with the Acting Prime Minister, Mr Suga, to whom I spoke at length about strengthening our state's relationship with his country. Both the Chinese and the Japanese are determined to increase their ties with our state, particularly around food exports, predominately beef but also our fresh produce, and tourism. To capitalise on my visit, my government will develop an Asia tourism strategy focusing not only on China and Japan but also on Malaysia, Korea and India about how industry and government can work together to capture each of these opportunities.