



Speech By  
**Michael Healy**


**MEMBER FOR CAIRNS**

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## ADJOURNMENT

### Amway China Leadership Seminar

 **Mr HEALY** (Cairns—ALP) (7.15 pm): I would like to begin by acknowledging and thanking the member for Traeger. More than 6,000 staff from Amway China travelled recently to Cairns as part of a month-long initiative which saw Cairns and the region benefit significantly. The delegates, all high achievers for Amway in China and having reached their business goals for 2018, were being rewarded with a once-in-a-lifetime trip to the beautiful city of Cairns for the Amway China Leadership Seminar. We felt very proud to have been chosen as a destination to host this. I could say it was a very well contested field. As honourable members know, Cairns is acknowledged as the gateway to the Great Barrier Reef and also the gateway to the World Heritage listed rainforest. In addition to this, the delegates will get to experience the unique ancient Indigenous cultures of our region. Where else can people snorkel with colourful fish through coral gardens, travel by cable car over the rainforest canopy for a bird's-eye view of a beautiful waterfall and get close to native animals?

**Ms Richards:** Nowhere else but Cairns!

**Mr HEALY:** That is right; only Cairns. All of these unique experiences are managed by tour operators who are taking the lead with sustainable tourism operating practices and initiating groundbreaking projects to sustain and enhance the experience of visiting these beautiful World Heritage listed areas. Our tourism operators were also keen to share their knowledge about the environment and show new initiatives such as the master reef guides which are providing a benchmark for training local guides to better understand and interpret the Great Barrier Reef.

Cairns has had a long and prosperous relationship with China built over many years through travel, trade and tourism. More than 201,000 visitors arrive in Cairns from China each year. This is the sixth time the Amway Leadership Seminar has been held in Australia but the first time Amway China has come to Queensland, where it is tipped to pump \$40 million into the local economy. The Amway seminar is a direct result of tourism minister Kate Jones's trade mission to China in 2017 where she met with Amway officials about the company's incentive program for top salespeople and secured the seminar through partnership with Tourism and Events Queensland, Tourism Australia, Tourism Tropical North Queensland and Cairns Airport. Delegates came here to learn and build their professional network but also enjoy our unique tourism experiences.

Business events are vital to Queensland's economy. That is why we have worked hard to secure new business events for Queensland and we will continue to focus on growing this sector further to secure more longer term benefits. Tourism supports 25,000 jobs in my electorate and pumps \$2.8 million into the Cairns economy each year. This event was great news for our local tourism industry and underlines our commitment to growing visitor numbers to Cairns and to jobs in the region.