



Speech By  
**Jason Hunt**


**MEMBER FOR CALOUNDRA**

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Record of Proceedings, 14 September 2023

**ADJOURNMENT**

**Caloundra, Tourism Awards**

 **Mr HUNT** (Caloundra—ALP) (6.14 pm): All of us in this chamber like to think that we represent the most beautiful or the most attractive electorate in Queensland but, sadly, I am the only member who can say that with absolute confidence—and I can prove it. Recently Townsville, Bundaberg, Bowen, Tamborine Mountain, Rockhampton and Redcliffe—all beautiful destinations by every measure—tried valiantly, if overoptimistically, to compete with Caloundra as Queensland's top tourist town. On 9 June the judges announced what I have known since 1973: Caloundra is not just plain beautiful; it is our state's top tourist town. The Caloundra Chamber of Commerce and the Caloundra community invested several months of time, resources and funds to strategically craft a four-part application including a video, a four-day itinerary and a feature article to showcase Caloundra. This presentation proudly showed Caloundra's vast tourism offering to the target market of families with children. The video, itinerary and feature article showcased Caloundra as a haven for families where children can run wild on the beaches and play among the waves while parents let their worries wash away.

Caloundra, so much more than a playground by the sea, was showcased as what we know it really is: a perfect destination for families with children looking to create lasting memories over many generations. The video highlighted the carefree side of Caloundra by touring our town through the eyes of children before revealing that the children were in fact adults all along. It included some of Caloundra's top attractions and accommodation providers. The itinerary was written to reflect the fun had on family holidays in Caloundra, while the article was written to reflect the perspective of a mother who had enjoyed Caloundra as a child and had brought her family back to the area as a holiday destination. Once submitted, the application was judged by the Queensland Tourism Industry Council panel and we were announced as a finalist. Once made a finalist, the chamber of commerce team coordinated a statewide voting campaign to secure the crown.

The community support during the voting campaign was immense and helped secure the crown. It was a huge community effort by locals, business owners, Caloundra's loyal visitors, the Downtown Caloundra taskforce and the Sunshine Coast Council, with a modest contribution from me. Inevitably, as befitting its excellence, Caloundra was crowned Queensland's Top Tourism Town. In a stop-the-presses moment, as at two hours ago we are now third in Australia as a top tourist town. Well done! Congratulations to Caloundra. We really are magnificent up that way.