

Question on Notice
No. 544
Asked on 20 April 2006

MR CHOI ASKED THE MINISTER FOR TOURISM, FAIR TRADING AND WINE INDUSTRY DEVELOPMENT (MRS KEECH)—

With reference to the promotion of tourism in the Outback—

Will she advise of any new initiatives?

ANSWER:

I thank the Member for the question and his interest in promoting Queensland's valuable tourism industry, in particular the Outback.

Queensland's Outback is a wonderfully unique destination, with magnificent natural wonders, quirky man-made attractions and friendly people.

The Beattie Government is committed to supporting tourism marketing and further development of the Outback's tourism product.

The additional funding of \$750,000 over three years, provided to Tourism Queensland in the Beattie Government's 2005-06 budget, has enabled the organisation to maximise opportunities associated with the 2006 Year of the Outback and develop an innovative marketing and development campaign for Queensland's Outback. The funding will also help to fast track priority projects identified within the Outback Destination Management Plan.

In August 2005, Tourism Queensland set up an internal steering committee/project team to oversee the implementation of grant funding activities. This team created a three-year marketing plan and a three-year development plan to guide future activities by Tourism Queensland over the life of the grant funding.

Key marketing and development initiatives being currently undertaken by the Government, through Tourism Queensland, for the Outback region are outlined below:

Marketing

Tourism Queensland's key marketing initiative is a three-year marketing alliance with Australian Geographic. Initial activities being implemented as part of this alliance include:

- editorial content and distribution of a Queensland Outback DVD and Traveller's Map in the June - September 2006 edition of *Australian Geographic*;
- ongoing print advertising in *Australian Geographic* until 2008;
- distribution of the *Outback Queensland Traveller's Guide* through selected Australia Geographic retail outlets; and
- major online marketing for Queensland's Outback through the Australian Geographic website and reciprocated marketing on www.queenslandholidays.com.au.

Tourism Queensland is coordinating a photo shoot to capture 10 key Outback images to showcase the iconic and unique destinations throughout the region. These images will be used in future promotional activities.

Tourism Queensland is also currently undertaking discussions with RM Williams and The Qantas Group to ascertain their levels of interest in forming partnerships for future projects in 2006-07 and 2007-08.

Development

Three key Outback development initiatives undertaken by Tourism Queensland include:

- a research report outlining domestic visitation to Queensland's Outback and profiling those consumers who indicate their preference for an Outback holiday;
- an updated product audit of Outback Queensland attractions, accommodation and tours; and
- a product development program to improve the packaging and distribution of Outback Queensland tourism product.

Further, Tourism Queensland recently commissioned Tourism Research Australia to develop three reports to gain an insight into the profile of travellers to Roma, Winton and Barcaldine. The reports also provide an insight into the number of tourists visiting the three largest built attractions in the regions including Roma's Big Rig, Winton's Waltzing Matilda Centre and Barcaldine's Australian Workers Heritage Centre.

The reports have been distributed to the local councils and attractions and Tourism Queensland hopes to conduct a workshop in the near future to discuss the results with all relevant parties.