

**Question on Notice
No. 335
Asked on 7 March 2007**

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

Will she advise what assistance her department provides to small tourism operators and how operators can access this assistance?

ANSWER:

I thank the Honourable Member for his question. He is a great supporter of the tourism industry, and tourism operators.

The vast majority of the Queensland tourism industry are small business operators and the Beattie Government values the contribution they make to Queensland's economy.

The Beattie Government's direct and indirect support of tourism is unmatched by any Australian state or territory government.

The Government, through Tourism Queensland, is involved in an extensive range of industry assistance initiatives. While these do not include funding schemes for direct assistance to small tourism operators, other assistance is offered by agencies such as the Department of State Development. Tourism Queensland's initiatives cover a variety of mediums, details of which are provided below:

Queensland Tourism Strategy

The Queensland Tourism Strategy is the first long-term vision for the industry in Queensland. Launched by Premier Peter Beattie and myself last year, the \$48 million strategy was an election commitment. It provides the blueprint for industry prosperity and growth for the next 10 years.

The Queensland Tourism Strategy contains a number of additional initiatives that will benefit small business operators in the tourism industry. These include:

- implementing improved online services and creating a central online reference point for government regulatory information for small tourism operators;
- conducting a review of the Department of State Development's grants and business support programs to ensure assistance programs are accessible and relevant to the tourism industry;
- the development and implementation of a tourism pipeline program to facilitate business development and mentoring within the tourism business community. The "Pipeline" will involve one-on-one business counselling; education through seminars/workshops; facilitation through business mentoring groups (registered business mentors, investor groups) and improving access to existing grants programs and corporate partnering;
- a range of other employment related initiatives that will enable small business operators to attract and retain employees as well as improve access to training; and
- a number of research projects to enable small business operators to make more informed business decisions, based on timely accurate and strategic industry insights.

Assistance available online

Tourism Queensland's corporate website located at www.tq.com.au contains a significant amount of information beneficial to small businesses. It includes business development advice, detailed research, skills development initiatives and information on the programs available to the tourism industry to obtain local, State and Federal government funding.

Expert advice

Tourism Queensland provides advice on tourism related matters in response to enquiries from tourism operators. These enquiries are either addressed by Tourism Queensland's market development managers and/or regional directors. This advice takes the form of business audits, business advice, introductions to retail and wholesale operators, running familiarisation programs and appropriately linking operators into the Department of State Development's Smart Small Business Program.

Australian Tourism Data Warehouse (ATDW)

The ATDW is the central storage and content source for the Queensland Holidays website (www.queenslandholidays.com.au), the Regional Tourism Net and the Tourism Australia website (www.australia.com). Through membership in the ATDW, Queensland accommodation, attraction, tour, event, hire and transport products have the opportunity to showcase their product on these websites as well as a growing number of online distributors.

In order to boost growth in ATDW membership a subsidisation scheme was implemented from 1 April 2007. Membership fees will be subsidised 100% in year one, 50% in year two and 30% in year three.

Since announcement of the scheme, Tourism Queensland has had contact with 600 tourism operators with 280 operators taking up the subscription opportunity. As a result there are now currently 2,050 full ATDW subscribers.

Campaign cooperative advertising

Campaign cooperative advertising offers tourism operators the opportunity to showcase their products through Tourism Queensland's planned destination marketing activities undertaken in partnership with the Regional Tourist Organisation. Through these marketing activities operators are able to showcase their product through advertising mediums recommended by Tourism Queensland for each region's respective target market. Small operators are able to gain exposure in publications that would usually be out of their reach due to high costs.

Tourism Queensland can also provide assistance to industry by extending an operator's advertising dollar through access to discounted media rates, negotiated by Tourism Queensland. These rates vary depending on the target market and advertising medium and generally provide considerable savings for small business.

Publicity assistance

Tourism Queensland works closely with Queensland's tourism operators, through the Regional Tourist Organisation network, to undertake pro-active media initiatives that focus on providing media with research, story ideas, images and editorial assistance and the development of itineraries for media visits. These opportunities offer significant benefits for smaller tourism operators, in particular new businesses and those operators who do not have large advertising budgets, to obtain further exposure of their tourism product within the intrastate, interstate and international arenas.

International

Internationally, Tourism Queensland, under its Trade Relationships Strategy, partially subsidises travel for Queensland operators, where appropriate, to participate in trade missions that are undertaken by both the Queensland and Australian tourism industries each year. This arrangement is of significant benefit to small tourism operators as the subsidy is offered at the same rate for all operators who participate in the trade missions and can reduce the cost of a powerful marketing medium.