

**Question on Notice**  
**No. 1021**  
**Asked on 16 May 2011**

MR SORENSEN ASKED THE MINISTER FOR TOURISM,  
MANUFACTURING AND SMALL BUSINESS (MS JARRATT) —

QUESTION:

What government initiatives and promotions have been implemented to encourage tourism specifically to the Fraser Coast region and the world heritage Fraser Island in this term of government to date and what future initiatives are proposed (listed separately)?

ANSWER:

Tourism Queensland works collaboratively with Tourism Fraser Coast and local tourism operators to market the Fraser Coast and provide industry development activities across the Fraser Coast region.

On 21 June 2011, I had the pleasure of launching the 2011 whale watching campaign, featuring *Harvey and the Humpbacks*. Run in partnership with Tourism Fraser Coast, the Tourism Queensland campaign has been developed to engage consumers in a fun way and generate renewed interest and visitation to the region during whale watching season.

The campaign has a strong online presence incorporating a campaign website with social networking sites like Twitter and Flickr to provide live updates of whale sightings. The campaign will also be promoted through a variety of other marketing and publicity initiatives on radio, TV, print and online throughout the 2011 whale watching season.

Further, Tourism Fraser Coast and operators in the Fraser Coast, have benefited from Tourism Queensland's whole-of-state marketing campaigns.

The Fraser Coast featured in the Tourism Queensland's brand launch and associated *Nothing Beats Queensland* marketing campaign activity. The Fraser Coast also featured in the Queensland Experiences campaign. The campaign leveraged off the brand launch activity and included two supplements being inserted in the metro runs of the Sunday Mail in Queensland.

Operators in the Fraser Coast have also accessed the Stand Alone Advertising Program during 2010. The program offers Queensland tourism operators who wish to promote leisure tourism product to the domestic market, the opportunity to book their advertising through Tourism Queensland at special media rates negotiated by the Queensland Government.

The Fraser Coast also benefits from the range of industry development activities run by Tourism Queensland. Operators in the Fraser Coast have participated in International Ready and Domestic Ready programs.

Tourism Queensland will continue to work with Tourism Fraser Coast and Fraser Coast tourism operators to further develop and market the Fraser Coast as a first class destination. The Fraser Coast will continue to benefit from the numerous whole-of-state campaigns, and industry development opportunities.

Tourism Queensland will work in partnership with Tourism Fraser Coast to develop a business case for Fraser Island to achieve National Landscape classification. The National Landscapes initiative, run by Tourism Australia builds on the natural link between tourism and conservation to market Australia's world-class visitor experiences. Strict selection criteria have been developed to ensure that only destinations that have truly extraordinary attributes and provide a unique point of difference can become National Landscapes.