

Question on Notice
No. 924
Asked on 14 June 2011

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

QUESTION:

Will the Minister detail how much tourism funding and/or grants the Bundaberg region has received for each of the past five years (reported separately)?

ANSWER:

The table below represents the total amount of funding for the Bundaberg region by financial year:

Total Tourism Funding/Grants for Bundaberg Region

Financial Year	Amount \$
2006/07	\$272,714
2007/08	\$279,914
2008/09	\$246,114
2009/10	\$418,164
2010/11	\$229,214
Total	\$1,446,120

The total tourism/grants funding amounts outlined above comprise a number of different grant programs. Details include:

Regional Tourism Organisation Core Grants

- Core grant funding is allocated to Queensland's 14 regional tourism organisations for initiatives that contribute to economic development and support sustainable growth for tourism in Queensland.
- When applying for funding under this scheme, regional tourism organisations need to demonstrate how these grants will be used, including expected outcomes, milestones and timeframes for their projects.

Queensland Tourism Strategy Special Grants

- Special Grant funding was an initiative under the Queensland Tourism Strategy which, from 2006-07, provided \$1 million per year over four years (completed in 2009-10) to assist regional tourism organisations in implementing tourism destination development projects that align with the Queensland Tourism Strategy.

- This grant was intended to build the capacity of Queensland's 14 regional tourism organisations to effectively and sustainably develop tourism products and services that ensure their region is meeting the needs of current and new leisure tourists, both now and into the future.
- To be eligible for funding under this scheme, projects or initiatives had to be new and aligned with at least one of the following:
 - Actions or strategies from the Queensland Tourism Strategy; or
 - Destination Management Plans; or
 - Tourism Queensland Zone Plans; or
 - The Regional Tourism Infrastructure & Investment Plans; or
 - Tourism Opportunity Plans.

Destination Management Officers

- Under the Queensland Tourism Strategy, \$2.91 million in funding was made available from 2006-07 for the implementation of 10 destination management officer roles across 14 destinations.
- These regionally-based positions work directly for the regional tourism organisations, supporting collaborative planning and implementation of tourism development activities.
- Over the three years, each position attracts total funding of \$291 000 to be paid as \$126 000 in year one, \$97 000 in year two and \$68 000 in year three. The timing of these payments varies as regional tourism organisations have appointed these positions at different times to best fit their business requirements.
- For financial years 2007-08 and 2008-09, two Bundaberg and Fraser Coast regional tourism organisations shared a Destination Management Officer (DMO). During this period, the funding was allocated to Fraser Coast, however, the DMO undertook work across both regions.
- For financial year 2009-10, both the Fraser Coast and Bundaberg regional tourism organisations decided to have two DMOs (i.e. keep the DMO in Fraser Coast and appoint a DMO for Bundaberg).

Minor Tourism Infrastructure Grants

- In 2009, the Queensland Government pledged \$1.8 million to the Minor Tourism Infrastructure Grants (MTIG) program.
- The MTIG program supports minor infrastructure projects with a focus on roadside facilities such as directional signage, toilets, refuse bins, shaded picnic areas, public art, and waste management points for travellers to utilise and experience on their journey.
- The grant program is a competitive-based process, with a total of 28 projects approved across Queensland during the first two rounds (2009-10 and 2010-11).
- In 2009-10, under the MTIG Program, the Bundaberg region was provided \$45 454 for the upgrade of the Smiths Crossing rest area amenities;

including replacement of existing toilets, installation of auxiliary water facilities and enhancements of directional signage from the nearest major roadway.

Tourism Industry Recovery Officer

- The establishment of Tourism Industry Recovery Officer positions (TIRO) is a key element of the Queensland Government's support for the tourism industry in the wake of widespread flooding and Cyclone Yasi in early 2011.
- DEEDI has committed a total of \$77 500 to fund a TIRO covering the Central Queensland/Bundaberg Region. \$49 000 was paid during 2010/11 financial year with the balance to be paid in 2011/12.
- As the TIRO for the Bundaberg region, Jan Fullard has commenced assisting businesses in the region, providing a valuable source of information and support for tourism businesses as they recover from the recent flooding and associated downturn in tourism activity.