

**Question on Notice**  
**No. 572**  
**Asked on 20 August 2013**

**MS BARTON** ASKED THE MINISTER FOR TOURISM, MAJOR EVENTS, SMALL BUSINESS AND THE COMMONWEALTH GAMES (MRS STUCKEY)—

QUESTION:

How will the commitments made by the Newman Government's new regional tourism grants, as part of the Queensland Government's Regional Tourism Organisation Contestable Grants Funding Scheme, benefit small businesses and tourism in the Broadwater Electorate?

ANSWER:

I thank the Member for Broadwater for the question.

To achieve the 2020 tourism goals industry at all levels must work in partnership to maximise resources and ensure value for money outcomes.

The Regional Tourism Organisation (RTO) Contestable Grants Funding Scheme is a key example of this partnership approach. Now in its second year, the scheme sees RTOs working together with local government, Tourism and Events Queensland (TEQ) and industry to identify agreed tourism projects for their regions and leverage their own contributions from these partners and drive visitation into regions.

Over 2012-13 and 2013-14, the Government provided over \$1 million to Gold Coast Tourism through the RTO Contestable Grants Funding Scheme to deliver projects that to support tourism in the Gold Coast including the Broadwater electorate. These projects include:

- This is Gold Coast – Business Events Exchange: provide local business event organisers with the opportunity to network with corporate and incentive event buyers. Not only do events support visitation increases, they also support local communities by filling cafes, restaurants and accommodation houses.
- Flight Centre Campaign: partner with Flight Centre in a major national tourism marketing campaign promoting holiday deals under the *Famous for Fun* Gold Coast brand from May to September 2014. Gold Coast Tourism members will be offered the opportunity to participate in the campaign.
- Chinese Digital and Social Media Project: develop and implement a strategic marketing and communications plan for the China market which included digital and social media campaign activity. Gold Coast tourism

operators were offered an opportunity to participate in the campaigns and will benefit from Chinese market growth to the Gold Coast.

- Gold Coast China Mission: to provide local tourism operators the opportunity to develop relationships with Chinese travel trade and highlight their products.
- New Zealand *Famous for Fun* brand tactical activity: run a tourism marketing campaign which aimed to raise awareness of the Gold Coast in New Zealand and entice more New Zealanders to holiday in the region. Gold Coast Tourism operators were offered an opportunity to participate in the campaign.
- International Education Collateral: develop a tourism brochure aimed at the international student market in partnership with the region's peak education body Study Gold Coast. The international student market is important for the Gold Coast, with many international students spending time experiencing the tourist attractions when they're not studying.

These projects were supported by Gold Coast Tourism, Gold Coast City Council, Study Gold Coast, Gold Coast tourism operators and education providers, and other industry partners including Flight Centre, House of Travel, Jetstar and Gold Coast Airport, taking the total value of the projects to over \$2.3 million.