

Question on Notice
No. 228
Asked on 20 March 2014

MR STEVENS ASKED THE MINISTER FOR TOURISM, MAJOR EVENTS, SMALL BUSINESS AND THE COMMONWEALTH GAMES (MRS STUCKEY)—

QUESTION:

With reference to event-based tourism—

Will the Minister detail the successful policies of the State Government that have contributed to the development of these particular tourism areas?

ANSWER:

The Government has worked collaboratively with the tourism industry to develop *Destination Success: A 20 year plan for Queensland tourism*. Through the plan we have a coordinated vision for the long term success of the industry and achieving our 2020 objective of doubling annual overnight visitor expenditure from \$15 billion to \$30 billion by 2020.

As part of this vision, a calendar of unique and engaging events will continue to drive repeat visitation. Tourism and Events Queensland is Queensland's leading government body committed to securing and nurturing major events to our state and develop regional events to achieve economic and social benefits. This activity is guided by *Events Strategy 2020 – Strategic Framework*.

Our major event calendar is world-class and boasts a mix of cultural, sporting and participatory events that attract visitors from across the globe. Tourism and Events Queensland works to identify, attract, develop and promote major events that:

- contribute to the Queensland economy;
- attract visitors;
- enhance the profile of the state; and
- foster community pride.

In 2012-13, Tourism and Events Queensland supported 44 major events across the state. Together, these events attracted an estimated 1.6 million attendees and more than 687,000 visitors to the local areas, delivering more than 1.1 million direct visitor nights and an economic impact of \$345 million for Queensland. A list of major events supported by Tourism and Events Queensland in the Gold Coast since July 2012 is attached.

The Queensland Government also recognises the importance of events tourism as drivers of visitation to the state's regional areas and is proud to support events tourism across Queensland through Tourism and Events Queensland's Regional Development Program.

In collaboration with local councils and Regional Tourist Organisations, the Program supports a diverse portfolio of events which help to attract a continuous stream of interstate and international visitors to Queensland while also raising the profile of the state nationally and overseas, encouraging future tourism and investment.

A list of events across the Gold Coast supported through the regional development program since July 2012 is attached.

ATTACHMENT

In the Gold Coast region, TEQ has supported the following major events since July 2012:

- Magic Millions Race Day Carnival and Yearling Sales (January 2013 and 2014) and National Sales (June 2013 and 2014);
- Australian Ladies Masters (February 2013 and 2014);
- NRL Indigenous All Stars (February 2013);
- Kelloggs Ironman (February 2013);
- Quiksilver Pro and Roxy Pro and ASP Dinner (March 2013 and 2014);
- Australian Surf Life Saving Championships (March 2013);
- Blues on Broadbeach (May 2013 and 2014);
- Opera on the Beach (May 2014);
- Gold Coast Airport Marathon (July 2012, 2013 and 2014);
- Australian University Games (September/October 2013);
- NetFest (October 2012, 2013 and 2014);
- Coolangatta Gold (October/November 2013 and 2014);
- Pan Pacific Masters Games (November 2012 and 2014);
- Gold Coast Sevens Fever Pitch (October 2013 and 2014);
- Gold Coast 600 (October 2013 and 2014);
- PGA Championship Australia (November 2013 and 2014);
- National Mountain Bike Championships (March 2014);
- Pan Pacific Swimming Championships (August 2014);
- AFL Draft & Conference (November 2013 and 2014); and
- Australia v Argentina Rugby Union Test (September 2012 and 2014).

Events supported by the Regional Development Program in the Gold Coast Region since July 2012 includes:

- Winter Bowls Carnival, Gold Coast (July 2012), Palm Beach;
- Bleach* Festival (March 2013, 2014, 2015 and 2016), Gold Coast;
- Burleigh Pro (February 2013 and 2015), Burleigh Heads;
- NRL Masters Rugby League Tournament (March 2013), Runaway Bay;
- Queensland Ocean Swim Series (March 2013 and 2014), Coolangatta;
- Gold Coast Film Festival (April 2013 and 2014), Broadbeach;
- Cooly Rocks On (May/June 2013, 2014 and 2015), Coolangatta;
- Immerse Paddle Festival (June 2013 and August 2014), Currumbin;
- Swell Sculpture Festival (September 2012-2016), Currumbin;
- Gold Coast Festival of Cycling (September/October 2013 and 2014), Carrara;
- Tour de Valley (October 2013), Currumbin Waters;
- Medibank Wave Warriors Junior Challenge (October 2013), Coolangatta;
- Mitsubishi World Masters Golf Championships (October 2013), Broadbeach; Surfers Paradise Festival (April 2014), Surfers Paradise;
- Australian SUP and Paddleboard Titles (November 2013), Currumbin;
- Kirra Kite Festival (November 2013), Kirra Beach;
- Surfers Paradise Festival (April 2014), Surfers Paradise;
- Gold Coast International Food, Wine and Music Festival (April 2014), Carrara;
- Gold Coast Renaissance Faire (May 2014), Broadbeach; and
- Elvis - Viva Surfers Paradise (July 2014), Surfers Paradise.