

**Question on Notice**  
**No. 230**  
**Asked on 20 March 2014**

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

**QUESTION:**

Will the Minister advise how the Newman Government's strategies, particularly the Drive Tourism Strategy, are revitalising the tourism industry across Queensland, including the Pine Rivers region, and outline any significant outcomes from the implementation of the drive strategy?

**ANSWER:**

The Queensland Government is committed to growing tourism and supporting regional communities such as the Pine Rivers electorate. Through the Government's *DestinationQ* initiative the Government is working in partnership with industry to double annual overnight expenditure from \$15 billion to \$30 billion per annum by 2020.

Drive tourism is a critical element of our state's domestic tourism market. The Queensland *Drive Tourism Strategy 2013-2015* was developed to encourage travellers to take a driving holiday in Queensland.

Over the past 12 months considerable work has taken place to deliver on the strategy's 29 actions.

The Pine Rivers region will benefit from initiatives targeted at improving the drive tourism experience:

- A suite of planning reforms and investment initiatives to encourage the development of new tourism accommodation formally recognised in the State Planning Policy. In particular, local governments, including Moreton Bay Regional Council, have high quality assistance through the 'Next generation tourism planning' guideline for planners in Queensland. The Queensland Camping Options Toolkit was launched at the Fraser Coast on 26 March 2014. The toolkit reflects the application of best practice and ongoing industry engagement to assist local governments to deliver local solutions to their regional challenges. The toolkit will create a more consultative approach to camping options at a local government level and encourage a diversity of accommodation options which attract tourists to each region and returns benefits to the wider community.
- Reducing the red tape and making it easier for tourism operators to get road signs and service signs to their business.

- Continuing to work with tourism businesses to build their digital capacity and raising awareness of new business opportunities through social media, online marketing, e-commerce and information management.
- The Queensland Drive Tourism Strategy has achieved a range of deliverables which are detailed in the government's Six Month Report: July to December 2013, which is available on the department's website at <http://www.dtesb.qld.gov.au/tourism/queensland-drive-tourism-strategy>.

The Pine Rivers region also benefits from the government's destination management approach to regional tourism marketing and development. The area forms part of the greater Brisbane Tourism Region which is represented by Brisbane Marketing. Tourism and Events Queensland (TEQ) has in place a long-term Partnership Agreement (2012-2020) with Brisbane Marketing that sets out activities which work towards achieving the destination goals. This agreement is an outcome of the *DestinationQ* 12-month key action plan. TEQ and Brisbane Marketing actively market the region, most recently with the 'Give me Brisbane any day' campaign.

The intrastate component of this campaign, jointly funded by the seven local government areas surrounding Brisbane, Brisbane Marketing and TEQ, encourages Brisbane residents to get out and explore the greater Brisbane region.

The Queensland Government also recognises the importance of events tourism as drivers of visitation to the state's regional areas and supports events tourism in the Pine Rivers region, which now falls within the Moreton Bay Regional Council area, through TEQ's Regional Event Development Program.