

**Question on Notice
No. 344
Asked on 7 May 2014**

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

QUESTION:

Will the Minister outline the strategies and initiatives TEQ, in conjunction with Southern Queensland Country Tourism, are using to promote South Burnett?

ANSWER:

I thank the Member for Nanango for the question.

As part of the *DestinationQ* 12 month action plan, the South Burnett region benefits from the government's destination management approach to regional tourism marketing and development.

The Southern Queensland Country region includes the local government areas of South Burnett, Toowoomba and Southern Downs. Tourism and Events Queensland (TEQ) has in place a long-term Partnership Agreement from 2012 to 2020 with Southern Queensland Country Tourism (SQCT) to enhance Southern Queensland Country's profile as a tourism destination. Partnership activities undertaken include marketing campaigns, destination experience development initiatives and enhancing tourism operators' service delivery and capabilities.

TEQ and SQCT actively market the region, with summer, winter and autumn campaigns aimed at showcasing all that the region has to offer.

I had the pleasure of launching this year's autumn destination campaign, Southern Queensland Country's largest ever marketing campaign that ran from 9 March to 24 May 2014. The campaign targeted the Brisbane market encouraging visitation to Southern Queensland Country during its distinct autumn season. Media activity included TV, outdoor, digital, print and social media. The campaign also incorporated 'Autumn on James,' a two day event showcasing the Southern Queensland Country region in Brisbane's James Street precinct via activities such as a media dinner, farmgate stalls, cooking demonstrations and farmers' markets.

A winter campaign immediately followed the autumn initiative. The campaign is currently in-market and will run until the end of June 2014 in the Brisbane and South East Queensland.

In addition, in November 2013, SQCT and TEQ re-established an e-newsletter communications platform, the Southern Queensland Country Club with the aim of delivering ongoing seasonal messaging to key target markets.

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 South Burnett region through TEQ's Regional Event Development Program. This includes supporting the Bloomin Beautiful Blackbutt Festival (2013, 2014 and 2015) and the Nanango Country Muster in 2013/14.

Drive tourism is an important market for Queensland. The Queensland Government's Queensland Drive Tourism Strategy 2013-2015 (QDTS) was developed to encourage travellers to take a driving holiday in Queensland.

The Queensland Government is committed to growing tourism in the area and supporting regional communities through increased visitor expenditure. The strategy forms a key part of our commitment to restoring Queensland to its rightful status of Australia's number one tourism destination and will contribute to meeting this government's goal of doubling overnight expenditure from \$15 billion to \$30 billion per annum by 2020.

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

The South Burnett region will benefit from initiatives targeted at improving the drive tourism experience by:

- A suite of planning reforms and investment initiatives to encourage the development of new tourism accommodation recognised in the State Planning Policy.
- The Queensland Camping Options Toolkit launched on 26 March 2014 after 18 months of industry engagement. The Toolkit creates a more consultative approach to camping options at a local government level and encourages 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.
- Developing more consumer focused experiences in national parks.

To find out more about the implementation of the strategy, copies of the first two six month reports are available from <http://www.dtesb.qld.gov.au/tourism/queensland-drive-tourism-strategy>.