

Question on Notice
No. 135
Asked on 9 March 2021

MRS D FRECKLINGTON ASKED THE MINISTER FOR TOURISM INDUSTRY DEVELOPMENT AND INNOVATION AND MINISTER FOR SPORT (HON S HINCHLIFFE) —

QUESTION:

With reference to funding provided by Tourism and Events Queensland to Southern Queensland Country—

Will the Minister clarify the percentage of this funding (a) given to the South Burnett's local tourism organisation, Visit South Burnett, and (b) used by Southern Queensland Country to promote the South Burnett region?

ANSWER:

The Queensland Government supports the development and promotion of tourism and events in the Southern Queensland Country region through Tourism and Events Queensland (TEQ), the state's lead marketing, destination and experience development and major events agency.

TEQ works in partnership with the Regional Tourism Organisation (RTO), Southern Queensland Country Tourism (SQCT) and industry to enhance the region's profile as a tourism and events destination with the aim to increase visitation and expenditure in the region.

The Queensland Government, through TEQ, is committed to supporting the RTO network through the Tourism Network Funding Program 2019-22 with a \$21 million investment over three years. The purpose of funding is to deliver marketing and development activity as well as supporting some operational costs of RTOs. Under the Tourism Network Funding Program, SQCT will receive up to \$475 000 each financial year.

TEQ does not fund local tourism organisations.

Through the Queensland Government's Economic Recovery Strategy: *Unite and Recover for Queensland Jobs* \$4 million was provided to the RTO network for use in regional focussed domestic marketing activity, leveraging the successful Good to Go campaign.

The Queensland Government is committed to supporting the recovery of Queensland's tourism industry which are a vital part of regional economies across the state.