

Question on Notice

No. 823

Asked on Thursday, 26 June 2025

HON S FENTIMAN ASKED MINISTER FOR THE ENVIRONMENT AND TOURISM AND MINISTER FOR SCIENCE AND INNOVATION (HON A POWELL)—

QUESTION:

With reference to the initiatives and activities outlined in Destination 2045: Delivering Queensland's Tourism Future—

Will the Minister advise for each initiative and activity listed in the Appendix of the strategy (in table format, aligning each initiative number and activity with the relevant lead agency and delivery timeline),

- (a) the lead agency or department responsible for delivery,
- (b) whether dedicated funding has been allocated,
- (c) the expected delivery timeframe for each activity (providing the anticipated year and month, or whether the activity is considered short-term, medium-term or long-term) and
- (d) the monitoring and evaluation framework that will be used to track the implementation?

ANSWER:

Destination 2045: Delivering Queensland's Tourism Future (Destination 2045), is an ambitious 20-year plan that leverages opportunities in the lead up to the 2032 Olympic and Paralympic Games and beyond. This plan cleans up the mess and cuts to the industry, department and Tourism and Events and seizes a once-in-a-generation opportunity to grow tourism and showcase our state on the global stage.

Destination 2045 has received overwhelmingly positive support by industry and Queenslanders because it was built on industry and community insight and input, gathered via extensive consultation. With regards to delivery, the Government is continuing its commitment to co-design and working closely with partners, including industry and relevant government agencies, to finalise details relating to delivery responsibilities, allocated funding, timeframes and monitoring and evaluation.

- (a) Destination 2045 will be delivered in partnership with industry, the community and relevant government agencies.

The attached table identifies the lead agency for each activity listed in the appendix of the strategy.

- (b) A tourism investment of more than \$1 billion over four years has been locked in following the launch of Destination 2045. In the 2025-26 State Budget, the Queensland Government committed new additional funding of \$446 million over four years to support Destination 2045 including:

- \$200 million for new product development and aviation attraction;

- \$146 million additional supplementation for Tourism and Events Queensland; and
- \$100 million for event attraction.

As per our commitment to co-design our implementation with industry, the dedicated funding allocated to specific initiatives and activities in Destination 2045 is being finalised.

- (c) Work has commenced on immediate priorities including streamlining permissions and approvals to reduce timeframes and barriers for tourism operators, establishing the Tourism Support Hub, supporting the growth of the Queensland events calendar, and increasing and diversifying ecotourism opportunities on protected areas. Given this is a long-term plan with a horizon of two decades, the initiatives and activities in Destination 2045 are planned to be delivered within the plans forward vision in collaboration with lead agencies and industry.
- (d) The Tourism Cabinet Committee will play a central role in reviewing and monitoring progress for Destination 2045.

ATTACHMENT

List of Acronyms

DETSI	Department of the Environment, Tourism, Science and Innovation
DSDIP	Department of State Development, Infrastructure and Planning
DTMR	Department of Transport and Main Roads
DPI	Department of Primary Industries
TEQ	Tourism and Events Queensland
DNRMMRRD	Department of Natural Resources and Mines, Manufacturing and Regional and Rural Development
TIQ	Trade and Investment Queensland
DHPW	Department of Housing and Public Works
DTET	Department of Trade, Employment and Training

Initiative No.	Initiative	Activity No.	Activity	Lead Agency
Ecotourism				
1.1	Streamline and simplify processes to facilitate and accelerate ecotourism growth in protected areas.	1.1.1	Develop a centralised, user-friendly application process with clear, standardised forms and transparent criteria.	DETSI
		1.1.2	Implement fast-track approval processes, defined timeframes, and digital tools to enhance efficiency and support applicants.	DETSI
		1.1.3	Engage with stakeholders to refine processes and ensure the best possible outcome.	DETSI
1.2	Enable one single permission for tourism operations on protected areas to streamline the permitting application process for businesses.	1.2.1	Amend legislation to facilitate a single permission for tourism businesses operating on protected areas, without reducing protection for protected areas.	DETSI
1.3	Deliver key government priority ecotourism projects.	1.3.1	Complete the construction of the Wangetti Trail and assist operators to establish world-class visitor experiences.	DETSI
		1.3.2	Support proponent to deliver the Whitsunday Skyway once progressed through due diligence requirements.	DSDIP
		1.3.3	Extend Smithfield Mountain Bike Trails.	DETSI
		1.3.4	Launch commercially guided tours on the world renowned Thorsborne Trail on Hinchinbrook Island.	DETSI
		1.3.5	Upgrade visitor infrastructure on Springbrook Mountain to support access and amenities across the park.	DETSI / DTMR
		1.3.6	Progress the Ngaro track with a commercial operator, delivering a diversity of experiences.	DETSI
		1.3.7	Work with the City of Gold Coast to further advance ecotourism projects on the Gold Coast, under their Nature Based Tourism Program.	DETSI
		1.3.8	Collaborate with councils to advance priority projects adjacent to protected areas and off-protected areas.	DETSI

Initiative No.	Initiative	Activity No.	Activity	Lead Agency
1.4	Expand Queensland's Dark Sky Reserves network by identifying more stargazing sites, including on protected areas, and deliver an experience program.	1.4.1	Work with Councils to identify areas, including in protected areas, that have the potential to be included in the Dark Sky Reserves network, and create experience content that increases knowledge of the value of dark sky reserves.	DETSI
1.5	Deliver a Queensland Parks experience program, showcasing our Rangers' expertise and environmental custodianship.	1.5.1	Promote the work of our rangers in parks through our Gateway Visitor Centres and a Queensland Parks experience program, which will include environmental interpretation training and 'Queensland Welcomes You' tourism training.	DETSI
1.6	Provide new visitor experiences and enhance accessibility to protected areas through accommodation and amenities	1.6.1	Identify places within protected areas that could support small scale accommodation offerings to enhance appropriate access to protected areas.	DETSI
		1.6.2	Deliver a range of low-impact accommodation and amenities on protected areas to improve accessibility and provide exceptional visitor experiences.	DETSI
1.7	Work with First Nations peoples to support culture and Country and create access to valued tourism experiences.	1.7.1	Support First Nations peoples with sharing their knowledge of caring for Country connecting culture and nature through tourism experiences and deliver a guide for working with First Nations peoples on protected areas and promote new and existing experiences to visitors both on and off protected areas.	DETSI
		1.7.2	Develop ways to simplify engagement processes in partnership with Traditional Owners to reduce complexity and risk for ecotourism operators and improve engagement and returns for Traditional Owners.	DETSI
1.8	Deliver 150 new Park and Indigenous Land and Sea Rangers to ensure environments are protected from weeds and invasive species.	1.8.1	Employ 150 rangers through Queensland Parks and Wildlife Service (including more than 30 specialist fire management rangers, and up to 30 through the Indigenous Land and Sea Rangers program) to support park management.	DETSI
		1.8.2	Establish a training program to increase the number of rangers able to undertake enhanced pest and weed management and deliver visitor-focussed programs, to ensure Queensland's natural and cultural assets are conserved and well presented, and visitors can be educated on the benefits of managing invasive species.	DETSI

Initiative No.	Initiative	Activity No.	Activity	Lead Agency
1.9	Boost agritourism with more farm stays and experiences, helping farmers diversify and improve on-farm profitability.	1.9.1	Work with local governments to identify and reduce red tape to encourage investment into agritourism and tourism clusters. For example, identifying small scale and low impact activities (within caveats) that do not require impact assessment.	DPI
		1.9.2	Leverage new agritourism experiences into food and farm experiences to drive domestic and international visitation.	DPI
Events				
2.1	Deliver a coordinated approach to events delivery developing a pipeline and calendar of events that leverages our Queensland 2032 Olympic and Paralympic Games venues across the state	2.1.1	Identify and commit to a calendar of events that positions Queensland as a global events destination, using Brisbane 2032 and associated infrastructure to attract future events.	TEQ
		2.1.2	Align event content acquisition plans (domestic and international) with venue infrastructure plans, especially in the regions, to secure events to activate Games venues.	TEQ
		2.1.3	Curate and deliver a mega and strategic event pipeline, which includes national and international sporting events, exclusive theatre productions, stadium concerts, signature homegrown arts and cultural events, and major international business events.	DETSI
2.2	Deliver a diverse events portfolio that showcases Queensland’s regions, celebrates First Nations cultures and highlights the state’s creativity, heritage and natural environment.	2.2.1	Deliver an annual calendar of iconic Queensland anchor events including cultural, sports and lifestyle events across the state.	TEQ
		2.2.2	Leverage existing programs to deliver coordinated approaches to selected sport and business event investment with arts and cultural activations to grow event impacts.	TEQ
2.3	Showcase Queensland’s world-class event delivery capability by successfully hosting global events.	2.3.1	Successfully host blockbuster one-off events such as the British and Irish Lions Tour 2025, AFC Women’s Asian Cup 2026, UCI BMX Racing World Championships 2026 and the Men’s Rugby World Cup 2027, showcasing Queensland’s world-class event delivery capability and strategically leveraging these successes to secure and support future events.	DETSI
2.4	Foster a growth pathway of homegrown destination events across the state.	2.4.1	Support the growth of homegrown events, including through the Queensland Destination Events Program, to attract interstate and intrastate visitors to Queensland	TEQ

Initiative No.	Initiative	Activity No.	Activity	Lead Agency
			communities fostering community pride and activating local economies.	
2.5	Streamline major events delivery by modernising legislation and ensuring it is fit for purpose.	2.5.1	Review the Major Events Act 2014 and other relevant legislation to streamline the preparation and delivery of events and support the growth of the Queensland events calendar.	DETSI
2.6	Deliver a high value business events pipeline aligned to priority outcomes across government.	2.6.1	Position Queensland’s business events destinations as leaders for global business events by actively engaging with associations and industry networks directly and through trade shows.	TEQ
		2.6.2	Showcase Queensland as a business events destination to global audiences by creating a marketing approach that unifies and amplifies business events destinations across Queensland.	TEQ
		2.6.3	Partner and work with state-owned convention centres to align acquisition strategies and attract a diverse range of events to ensure venues are utilised year-round.	TEQ
		2.6.4	Leverage business events to tap into global expertise and address priority areas for government.	TEQ
Connectivity				
3.1	Launch the Connecting Queensland Fund to drive international growth from key markets.	3.1.1	Bring more international visitors to Queensland by launching the new Connecting Queensland Fund, with a priority short term focus on targeting international services that operate through major international aviation hubs, with future focus on seamless connections to regional locations. Initial focus is on India, Southeast Asia and key hubs such as Kuala Lumpur and the Middle East.	DETSI
3.2	Connect key international routes with key domestic regions.	3.2.1	Consider, as part of regular planning of aviation services for regional communities, how to best link between international and domestic routes and implement changes that will support domestic visitor aviation dispersal.	DTMR
3.3	Increase the drive tourism market by partnering with regional tourism organisations, operators and commercial brands to co-fund and amplify drive tourism initiatives.	3.3.1	Develop and implement drive tourism actions to better meet visitor needs, improve access, and enhance the travel experience by identifying experience and event gaps across the regions to inform targeted investments.	TEQ

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3.4	Position Queensland as a leader in cruise tourism by attracting more cruise ships, supporting port development and working with operators to enhance onshore visitor experiences.	3.4.1	Identify opportunities for strategic cruise and marine infrastructure enhancements to support visitors using terminals and docks, and increase the capacity for cruise visits across the state.	DETSI
		3.4.2	Ensure long-term and day-use tourism opportunities are considered as part of the masterplans developed for state boat harbours.	DTMR
Experiences				
4.1	Launch a worldwide investment marketing campaign and global investment prospectus, to proactively leverage investment opportunities for tourism.	4.1.1	Develop a new investment prospectus and global campaign to highlight investment opportunities for future experiences, accommodation and infrastructure developments, including anticipated timeframes and requirements to deliver, to the international market and a comprehensive market. Provide analysis, short- and long-term opportunities and value proposition to engage domestic and international investor interest.	DETSI
4.2	Rejuvenate the Great Barrier Reef islands to meet the unique needs of each island, and attract and unlock private investment.	4.2.1	Establish a vision for the activation of Double Island and select a new lessee.	DNRMMRRD
		4.2.2	Facilitate common-user infrastructure to support the rehabilitation of and investment into the rejuvenation of Great Keppel Island.	DETSI
		4.2.3	Identify islands with sites that have potential to unlock more sustainable tourism opportunities by modernising tenure arrangements to attract private investment.	DETSI
		4.2.4	Design the second phase of the ‘Reef Islands Initiative’ program, including: - identifying and prioritising key islands for rejuvenation - identifying key partners and investors across government and the private sector - exploring opportunities to maximise the environmental legacy from the 2032 Olympic and Paralympic Games.	DETSI
4.3	Partner with the private sector on large-scale projects like event venues and transport infrastructure	4.3.1	Explore models to facilitate collaboration with private businesses and public-private partnerships on large-scale projects.	DETSI
		4.3.2	Maximise our river city potential through future activations of the Brisbane River.	DETSI

Initiative No.	Initiative	Activity No.	Activity	Lead Agency
Brand				
5.1	Deliver Queensland brand activities, positioning us as a must-visit destination.	5.1.1	Strengthen domestic visitation by delivering ‘That Holiday Feeling’ brand platform, promoting Queensland’s competitive advantages and establishing the state as Australia’s ultimate holiday destination.	TEQ
		5.1.2	Elevate Queensland’s global profile as a nature-based tourism destination by showcasing the state’s World Heritage Areas and nature-based tourism offerings, in collaboration with industry.	TEQ
		5.1.3	Enhance the digital consumer journey, using data to improve relevance and personalisation.	TEQ
		5.1.4	Foster a collaborative marketing approach with industry to amplify the reach and impact of tourism campaigns.	TEQ
		5.1.5	Deliver an enhanced Best of Queensland Experiences Program to help the tourism industry deliver exceptional experiences that drive word of mouth, attract visitors, and boost expenditure.	TEQ
		5.1.6	Promote Queensland as a leading study tour and edu-tourism destination.	TIQ
		5.1.7	Leverage Queensland’s Global Connectors program to increase the profile of Queensland as must-visit tourism destination.	TIQ
5.2	Increase marketing investment into key international markets aligned with strategic aviation routes.	5.2.1	Leveraging the profile of Queensland tourism at global events, such as the World Expo in Osaka.	TIQ
		5.2.2	Bolster consumer marketing in strategic international markets to accelerate awareness of Queensland and position it as the world’s leading nature-based tourism destination.	TEQ
		5.2.3	Scale up international marketing including trade, media and airline partnerships in Southeast Asia and India through increased investment.	TEQ
		5.2.4	Create high-impact global moments that highlight Queensland’s unique advantages, inspiring international visitors to book a Queensland holiday.	TEQ
		5.2.5	Scale up investment in global marketing of Queensland’s education and training offering to boost international students and their visiting friends and relatives.	TIQ

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5.3	Make Queensland famous for multi-stop road trips, and journeys aligned with the Queensland Drive Tourism Marketing Strategy 2032.	5.3.1	Increase awareness and appeal for Queensland's hero drive journeys, collaborating with Regional Tourism Organisations and industry.	TEQ
		5.3.2	Build commercial and strategic partnerships with Regional Tourism Organisations, operators, and commercial brands to co-fund and amplify drive tourism initiatives, driving increased commercial outcomes.	TEQ
		5.3.3	Grow international visitation by developing tailored drive tourism marketing plans for New Zealand, United Kingdom, Europe, United States, India, China, Japan and South Korea.	TEQ
		5.3.4	Elevate unique regional experiences and events by developing high-impact clusters of events, such as dinosaur trails, food journeys, and music tours, increasing visibility, impact, and visitation across the region.	TEQ
		5.3.5	Support sustainable tourism by championing eco-friendly travel through the promotion of electric vehicle charging stations in partnership with the private sector.	TEQ
5.4	Strengthen strategic, trade and aviation marketing partnerships	5.4.1	Build a five-year international trade readiness program with Regional Tourism Organisations, trade and aviation partners.	TEQ
		5.4.2	Deliver a trade mission program (on and offshore) to showcase Queensland products.	TEQ
		5.4.3	Raise awareness of Queensland's quality products through cooperative marketing activity with selected trade and commercial partners targeting international consumers.	TEQ
		5.4.4	Launch the first in a series of global commercial and strategic partnership activations that benefit the state.	TEQ
5.5	Leverage the Queensland 2032 Olympic and Paralympic Games and Queensland's diverse events portfolio to market, promote and package Queensland globally.	5.5.1	Drive statewide regional dispersal by targeting key international and domestic markets with messaging that promotes the entire state as the host of the Brisbane 2032 Olympic and Paralympic Games —growing awareness, visitation and regional dispersal.	TEQ
		5.5.2	Increase global awareness, appeal and consideration of Brisbane as the host city as well as a holiday destination through a multi-year, destination-led brand campaign with	TEQ

Initiative No.	Initiative	Activity No.	Activity	Lead Agency
			Tourism Australia (TA), Brisbane Economic Development Agency (BEDA) and the Brisbane 2032 Organising Committee showcasing the city's lifestyle, arts and culture, and visitor experiences.	
		5.5.3	Maximise Queensland's global brand recognition post-Brisbane 2032 by leveraging the Games' heightened awareness to embed Queensland in global travel consideration, converting brand fame into sustained international demand with strong post-Games marketing.	TEQ
Industry				
6.1	Deliver industry capability and experience programs that support accreditation, experience development and event delivery.	6.1.1	Use the Best of Queensland Experiences Program to increase capability and quality of experiences across the state.	DETSI
		6.1.2	Deliver an Ecotourism Experience Capability Program that supports ecotourism operators to build their business capability and capacity and provide world-class standards of service that exceed visitor expectations.	DETSI / TEQ
		6.1.3	Explore and implement improvements to industry distribution pricing to create commissionable products for domestic and international markets.	TEQ
		6.1.4	Deliver the Best Practice Tour Guide Programs focused on training and certifying guides to provide high-quality, engaging, and informative experiences.	TEQ
		6.1.5	Expand opportunities for guide training programs by capitalising on the success of the Wet Tropics, Savannah Guides and Master Reef Guides Programs.	TEQ
		6.1.6	Support Regional Tourism Organisations to integrate eco-certification into Destination Management Plans or develop an eco-first approach to destination management.	DETSI
6.2	Promote tourism careers and develop the workforce of the future through attractive training and skills programs	6.2.1	Develop and launch a program to assist the tourism industry to meet its skills needs up to the Olympic and Paralympic Games, promoting tourism as a career and attracting the workforce and volunteers of the future.	DETSI
		6.2.2	Profile tourism as a stable and rewarding career choice, emphasising long-term opportunities and	DETSI

Initiative No.	Initiative	Activity No.	Activity	Lead Agency
			educational benefits for communities to attract new entrants to the industry.	
		6.2.3	Invest in partnerships and initiatives to deliver attractive training and skills programs to support the industry's workforce requirements, collaborating across agencies.	DTET
		6.2.4	Bolster workforce by collaborating with education and training providers to engage international students to fill skill gaps in tourism businesses, especially in our regions.	TIQ
6.3	Build the sustainability of the Queensland Regional Tourism Network through a well-balanced funding model.	6.3.1	Attract more visitors to more Queensland destinations through additional funding for regional tourism organisations.	TEQ
6.4	Deliver and support First Nations tourism experiences that enhance employment opportunities and enhance industry capability.	6.4.1	Facilitate new agreements between tourism businesses and Indigenous communities providing targeted support, advice, mentorship, and toolkits.	DETSI
		6.4.2	Continue to provide a voice to emerging and established Indigenous tourism operators and community owned organisations, through the Our Country Advisory Service, and help to develop the capabilities of First Nations peoples to create tourism experiences.	DETSI
6.5	Grow key tourism sectors that showcase Queensland's diversity of experiences available	6.5.1	Develop and promote dinosaur tourism experiences and expand awareness of the unique sites across the state.	TEQ
		6.5.2	Establish an event industry development program to build the capability of event proponents to deliver exceptional experiences and exceed visitor expectations.	TEQ
		6.5.3	Support primary producers' capability to diversify into the tourism sector by providing advice on sustainable business models – business governance, workforce plans, visitor safety.	DPI
		6.5.4	Embed accessible and inclusive training into industry support initiatives to meet diverse visitor needs.	DETSI
		6.5.5	Support businesses to activate the nightlife economy and foster a vibrant and safe nightlife, guided by the Night-Life Economy Commissioner's agenda.	DHPW (Office of Night-Life Economy Commissioner)

Initiative No.	Initiative	Activity No.	Activity	Lead Agency
6.6	Create a new Tourism Innovation Program which will unite tourism, science and innovation to assist tourism businesses be prepared for the future of visitor experiences.	6.6.1	Provide a space and environment for innovators and tourism businesses to share knowledge and help tourism businesses to be prepared for the future of visitor experiences.	DETSI
		6.6.2	In cooperation with industry and the tertiary/research sector deliver partnerships and initiatives that harness artificial intelligence and digital innovation, boost productivity, profitability and address industry challenges to enhance visitor experiences.	DETSI
6.7	Create world-class visitor experiences that raise awareness and better understanding about our natural environments through participating in science activities.	6.7.1	Continue to actively engage with the science sector to deliver more visitor experiences involving taking part in science projects, to raise awareness and promote education about our natural environments and the work being undertaken by Queensland's science community.	DETSI