

Queensland Business Events Industry Strategy 2032

Tourism and Events Queensland (TEQ), in partnership with the Queensland business events industry, has released the first Queensland Business Events Industry Strategy. Developed over 18 months through an extensive consultation process, this strategy provides a government and industry framework aligned with *Towards Tourism 2032* and TEQ's Blueprint. Developed collaboratively, it represents shared industry goals and actions to be pursued collectively.

The Queensland Business Events Industry Strategy, part of the Queensland Government's *Towards Tourism 2032 Strategy* aims to elevate business events' role in growing Queensland's visitor economy to \$44 billion by 2032. The following summary outlines the overarching strategy through to 2032, ensuring Queensland's competitive advantage remains commercial in confidence.

OUR VISION

Showcase Queensland on the global stage as a destination in which knowledge, innovation, trade and celebration are created through business events.

ASPIRATIONAL GOAL

Queensland is a global destination of choice for attracting high-value business events.



STRATEGIC PILLARS	OBJECTIVES
Grow new business events for Queensland	1 Unlock and accelerate access into government
Cultivate enriched and connected communities	2 Build a future-proof business events industry
Educate and engage industry	3 Create sustainable and engaged local business communities
Build Queensland's reputation for business events	4 Amplify and communicate through thought leadership

KEY SUCCESS FACTORS INCLUDE:

- Increased market share within Australia.
- Embracing a 'Team Queensland' approach to collective success.
- Government collaboration through the Queensland Business Events Network.
- Creating societal and sustainable impacts through strategic initiatives.
- Positioning Queensland as a hub for purpose-led business, education, and innovation.

OUR OVERARCHING KPI

Queensland's market share growth of Australia increases to 20 percent by 2027*.

20% by 2027

*based on Business Events Council of Australia estimate of 16 per cent in 2015.



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IMPLEMENTATION

The decade of opportunity will continue to evolve as Queensland moves towards hosting the Brisbane 2032 Olympic and Paralympic Games. In line with the *Towards Tourism 2032* strategy, the Queensland Business Events Industry Strategy has adopted a three-phased approach: Phase 1 FY25-27, Phase 2 FY28-30, and Phase 3 FY31-32.

The Action Plan will be monitored quarterly by the Queensland Government cross agency working group and reviewed annually in partnership with industry.

TOWARDS TOURISM 2032

The Queensland Business Events Industry Strategy is a TEQ-led action item in the Queensland Government's *Towards Tourism 2032* Strategy

GOVERNMENT PARTNERS

The strategy development and implementation is supported by a Queensland Government cross agency working group comprised of:

Tourism and Events
Queensland (TEQ)

Trade and Investment
Queensland (TIQ)

The Department of
Tourism and Sport (DTS)

The Department of
Premier and Cabinet
(DPC)

INDUSTRY PARTNERS

Extensive stakeholder engagement was undertaken across the business events eco-system to inform the development of the Queensland Business Events Industry Strategy and the following partners will be critical in its implementation:


**BRISBANE CONVENTION
& EXHIBITION CENTRE**


**CAIRNS CONVENTION
CENTRE**
PASSION IS IN OUR NATURE


gold | convention and
coast | exhibition centre


brisbane
ECONOMIC DEVELOPMENT AGENCY
BRISBANE CITY COUNCIL

EXPERIENCE
GOLDCOAST.

Visit
*Sunshine
Coast*


**townsville
enterprise**

**TOURISM
TROPICAL NORTH
QUEENSLAND**

