

Our performance

Queensland Government objectives for the community

TEQ supports the Queensland Government's objective for the community of creating jobs and a diverse economy through actions aimed at growing tourism and events. In the delivery of its core functions of marketing, tourism experience and destination development, and securing major events throughout the state, TEQ also contributes to the Government's objectives of protecting the environment and building safe, caring and connected communities.

During 2015-16, TEQ delivered activity to progress the priorities outlined in the Minister's Statement of Expectations including promoting the Great Barrier Reef and ecotourism, promoting international education, focusing on growing the Asia market, fostering quality and innovation in the tourism and events industry and attracting major events to Queensland. Further details on key activity are summarised in the Highlights 2015-16 section of this report (page 16).

Objectives and performance indicators

TEQ focused on two key objectives in 2015-16, as outlined in the 2015-2019 Strategic Plan:

1. Attract international and domestic travellers to travel to and within Queensland. This was done through:
 - o Marketing and promoting tourism in Queensland
 - o Tourism experience and destination development
2. Identify, attract, develop and promote major events that contribute to the State's tourism and event economy. TEQ worked to secure events to be held in Queensland that specifically:
 - o contribute to the Queensland economy
 - o attract visitors to Queensland
 - o enhance the profile of Queensland
 - o foster community pride in Queensland.

Performance indicators are arranged into two groups based on the degree of influence TEQ has in affecting the outcome:

Service delivery measures

- Overnight visitor expenditure generated by events within the portfolio
- Direct and incremental spending generated by events within the portfolio
- Visitors to Queensland generated by events within the portfolio
- Direct visitor nights generated by events within the portfolio
- Publicity and promotional value generated by activities
- Value of collaborative support
- Efficient leverage of regional and strategic partnership investment

Industry outcome measures

- Economic impact and job creation
- Total overnight visitor expenditure
- Market share of overnight visitor expenditure (total, leisure and holiday visitors).

Service areas and service standards

TEQ committed to deliver seven service standard targets in the *2015-16 Queensland State Budget – Service Delivery Statements*. Results against each target are detailed in the Annual Performance Statement 2015-16.

Service area objective

To achieve economic and social benefits for the State through: marketing and promoting tourism in Queensland; tourism experience and destination development; and securing major events to be held in Queensland.

Service area description

TEQ markets and promotes tourism, tourism experience and destination development. TEQ also works collaboratively with Government, industry and Queensland destination partners to identify, attract, develop and promote major events.

Table 4: Annual Performance Statement 2015-16

Service area: Tourism and Events Queensland	Notes	2015-16 Target / estimate	2015-16 Actual
Service standards			
<i>Effectiveness measures</i>			
Overnight visitor expenditure generated by events within the TEQ portfolio	1	\$264m	\$295m
Direct visitor nights generated by events within the TEQ portfolio	1	1,524,444	1,609,117
Direct and incremental spending generated by events within the TEQ portfolio	1	\$343m	\$360m
Visitors to Queensland generated by events within the TEQ portfolio	1	211,872	218,844
Publicity and promotional value generated by TEQ activities	2	\$190m	\$413.4m
Value of collaborative support	3	\$14m	\$21.5m
<i>Efficiency measure</i>			
Efficient leverage of regional and strategic partnership investment	4	1:1	1:1

Notes

- The events portfolio performed strongly against the SDS targets due to continued growth in long-running events such as the Gold Coast Airport Marathon, the Noosa Triathlon Multisport Festival, Castrol Gold Coast 600 and the Woodford Folk Festival. New events and one-off events such as the NRL Brisbane Double Header and the Liverpool FC Tour Match respectively were also successful in attracting visitors to Queensland and boosting the results. Events supported by the Queensland Destination Events Program (QDEP) such as the Mount Isa Mines Rotary Rodeo also contributed to the regional economic contribution of the events portfolio.
- TEQ-led publicity associated with Sir David Attenborough's *Great Barrier Reef* series in addition to other broadcast programming that aired in Brazil and China contributed significantly to the strong publicity outcome for 2015-16. These programs had a one-off impact that exceeded expectations and future opportunities such as these are difficult to forecast.
- Collaborative value includes all direct, indirect, contra and in-kind partner support (valued in writing from partners and/or forming part of a formalised agreement) for tourism and event marketing and destination and experience development projects. The 2015-16 actual result exceeded the estimated actual (published in the 2016-17 SDS) primarily due to higher than forecast indirect and in-kind partner support which eventuated late in the financial year. From 2016-17, this service standard will also include cooperative marketing support secured through the AAIF which is administered by DTESB.
- This service standard measures the ratio of partner investment to the investment made by TEQ in regional and partnership activities.