Tourism and Events Queensland priorities 2012-13

Tourism and Events Queensland has led a range of activities, since its creation in December 2012, critical to developing the foundation for achieving the 2020 goal to double annual overnight visitor expenditure in Queensland.

Major, regional and business events

Events Strategy 2020

Tourism and Events Queensland supports regional economies and showcases Queensland as a premier event and tourism destination through building a dynamic events calendar. Events showcase Queensland’s destinations in key domestic and international markets, attracting visitors and generating expenditure for the State. The positive economic impact and community interest a successful event can provide not only builds a sense of local pride but can also foster business confidence and unite the community as a whole.

Tourism and Events Queensland commenced developing the Events Strategy 2020 in collaboration with key stakeholders including industry and local, state and federal government.

Recognising that tourism and events are intrinsically linked, the strategy focuses on:

- developing Queensland events to maximise tourism outcomes before, during and after the event
- marketing events to maximise visitor numbers and promote the destination
- fostering a partnership approach with RTOs, including the incorporation of an event strategy within each region’s Destination Tourism Plan.

The Events Strategy 2020, due for completion in September 2013, will guide Tourism and Events Queensland in identifying, attracting, developing and promoting events that deliver key outcomes contributing to the Queensland economy, attracting visitors, enhancing the profile of the State and fostering community pride.

In 2012-13 Tourism and Events Queensland secured a vibrant calendar of major events for the coming year to contribute to Queensland’s economy and promote the State to interstate and overseas markets. New major events secured to be held in 2013-14 include:

- Sunshine Coast Ironman 70.3 – a new ironman event for Mooloolaba to be held in August 2013 to further cement Queensland’s reputation as the best place for participation events
- Cai Guo Qiang exhibition – works from China’s leading contemporary artist will be on show at the Gallery of Modern Art during the 2013-14 summer (December through to April)
- The Great Barrier Reef Masters – a new masters event for Tropical North Queensland to be held in August 2013

Tourism and Events Queensland supported 44 major events which were staged in 2012-13. Together, these events attracted an estimated 1.37 million attendees and more than 627,000 visitors to the local areas, delivering more than 1.98 million total visitor nights and an economic impact of $302.5 million for Queensland.

Key major events supported in 2012-13 include the:

- 7th Asia Pacific Triennial, with a record 314,182 attendees over the four months of the exhibition at the Gallery of Modern Art
- Gold Coast Airport Marathon, which achieved a record 28,199 participants and delivered an estimated economic impact of $14.75 million
- 30th anniversary of the Noosa Triathlon and Multi-Sport Festival, which delivered more than 82,000 total visitor nights and 16,000 visitors to the Noosa local area.

Business events

Tourism and Events Queensland remains committed to securing business events through its annual funding support for Queensland convention bureaux and Tourism and Events Queensland’s targeted International Bid Fund.

Funding for Queensland convention bureaux aims to provide additional support to bureaux that demonstrate a greater focus on the international market. Seven Queensland convention bureaux secured funding through Tourism and Events Queensland in 2012-13, with each bureau required to match the funding provided dollar for dollar.

Tourism and Events Queensland administers the International Bid Fund which provides a central area for Queensland convention bureaux, convention centres, professional conference organisers and international associations to apply for financial support to secure international association business events for Queensland. Since the inception of the International Bid Fund in June 2011, Tourism and Events Queensland has invested $3.2 million to secure 39 events held between 2012 and 2019.

International Bid Fund results to 30 June 2013 include:

- Anticipated 41,329 delegates;
- Anticipated 197,968 delegate days (visitor nights); and
- Estimated economic impact of $105 million.
Regional Events

Tourism and Events Queensland continued to support regional events through the Regional Development Program, which supports on average between 80 and 100 regional events throughout Queensland each year. Two categories of funding are available through the program including (a) core funding and (b) the significant regional events scheme, which supports multi-year and one-off larger regional events.

In 2012-13, $2.9 million was awarded to support events through the Regional Development Program. Funding can be used for marketing activities, strategic planning, engagement of short-term personnel, and hire of temporary infrastructure. Applications are assessed considering specific criteria including tourism potential, social, community and economic benefit.

Tourism and Events Queensland seeks to expand home-grown events that have the potential to deliver significant tourism outcomes for Queensland. In 2012-13 four events, previously supported through the Regional Development Program, were added to Queensland’s major event calendar:

- Australian Festival of Chamber Music (Townsville)
- Birdsville Races (Outback Queensland)
- Blues on Broadbeach (Gold Coast); and
- Easterfest (Toowoomba, Southern Queensland Country).

Tourism experience and destination development

Partnership with RTOs

During the year, Tourism and Events Queensland and Queensland’s RTOs developed 2012-2020 partnership agreements for the State’s 13 destinations, to enhance tourism opportunities and joint decision-making and to increase collaboration and contributions by local government, RTOs, Tourism and Events Queensland and the tourism industry. The agreements include joint marketing and development activities, as well as activities being implemented in each destination as part of the $7 million per year RTO grant funding model.

In 2012-13, Tourism and Events Queensland administered $7 million in financial support to Queensland’s RTO network, including $3.11 million to the 13 RTOs in core grant funding for initiatives that contribute to economic development and support sustainable growth for tourism in Queensland. The remaining $3.89 million was made available through an incentivised, contestable grant, which was leveraged with $3.6 million in partner contributions to deliver 28 marketing and development projects. Partner contributions toward these projects included $1.3 million in new local government funding for tourism.

Destination planning framework

As part of the DestinationQ strategy, a Destination Tourism Plan will be developed for each of the 13 destinations in Queensland. Through a collaborative process the plans will capture the tourism industry, government and community leaders’ intent for the sustainable development of the destinations and tourism in Queensland.

Tourism and Events Queensland has commenced development of the destination tourism planning framework to assist in the development of the plans. Destination tourism plans for each destination will be:

- Locally-led: RTOs are leading the development of the plans for their destination in collaboration with local government, local tourism organisations, regional stakeholders, QTIC, the Department of Tourism, Major Events, Small Business and the Commonwealth Games (DTESB) and Tourism and Events Queensland
- Customised for the destination: the plans will be customised to suit the specific aspirations and capabilities of the destination with a key focus on creating the environment to work towards the 2020 tourism goals
- Joint commitment and role clarity: a key aspect of the plans, they will identify all stakeholders and gain a commitment to deliver on particular strategies or actions
- Targeting 2020: each plan will inform and influence key stakeholders of the direction of the destination in line with the 2020 goals.

Destination capacity study

A study was undertaken with Queensland’s RTOs and Tourism and Events Queensland to identify the preferred responsibility and capacity of each of the state’s 13 RTOs now, and in three years’ time, to identify the resources and capacity required to deliver on the needs of their destination. Outcomes of this study will be utilised by RTOs and Tourism and Events Queensland to work together to avoid duplication and maximise opportunities identified to ensure a sustainable regional tourism network is in place to reach the 2020 tourism targets.

Aviation attraction

The Queensland Government established the $8 million Attracting Aviation Investment Fund to grow seat capacity into Queensland. The fund is used to secure new aviation business and routes from identified priority markets as well as to enhance existing partnerships.

The Attracting Aviation Investment Fund is administered in partnership with the Department of Tourism, Major Events, Small Business and the Commonwealth Games. Incentive-based funding support for aviation is linked to outcomes set in key performance indicators for each airline route for which a formal application has been approved.

In its first year the fund has increased capacity and secured new international flights for Queensland including:

- China Eastern Airlines’ first direct service between Shanghai and Cairns commenced in October 2012
- Air New Zealand are operating a second season on the Auckland to Sunshine Coast route with twice weekly services from late June to mid-October 2013, and
- AirAsia X will increase its Kuala Lumpur-Gold Coast service to daily from late November 2013.

The fund supports the objectives of the Queensland Tourism Aviation Blueprint to 2016, which provides a strategic framework to drive airline development opportunities for the tourism industry in the State. The aviation blueprint can be accessed online at http://www.tq.com.au/?6D55B23E-D56E-789F-E396-156B2BF383AF.

Drive tourism

The Queensland Government launched the Queensland Drive Tourism Strategy 2012-2015 on 24 January 2013. The strategy includes 29 initiatives across nine government agencies to be implemented in the next three years.

Tourism and Events Queensland targets the drive market to stimulate awareness and interest in touring Queensland. In 2012-13 a range of destination marketing initiatives were conducted in partnership with RTOs to target the long-haul and 400km drive markets. These included Southern Queensland Country’s seasonal campaigns enticing South East Queensland residents to experience a country drive getaway and the Outback Queensland ‘Eventures’ campaign which links signature events across the region to motivate the long-haul drive market during peak season.

Industry development

A vast portfolio of industry development and education workshops are managed by Tourism and Events Queensland and implemented across the state each year including domestic and international ready workshops and a digital coaching program.

Tourism education and industry development workshops and programs were delivered throughout the state to encourage increased business capability and capacity. In 2012-13, over 2,700 industry representatives attended business development workshops and programs, with over 95 per cent of participants reporting they found the program useful for their business.

Hero experiences

In 2012-13 Tourism and Events Queensland worked with RTOs to develop a suite of hero experiences for each destination, conducting 12 workshops with 225 industry participants. Hero experiences are the iconic experiences that define the ‘essence’ of a destination (those which are truly unique, memorable and engaging) and provide the destination with a competitive advantage.

Digital Ready

In 2012-13, 2,020 Queensland tourism operators attended digital ready workshops, 485 received one-on-one mentoring and coaching sessions and 456 participated in webinars as part of the Digital Ready program.

The purpose of the Digital Ready program is to improve operators’ online presence and engage with the increasing number of consumers planning and booking their travel online.

Feedback from tourism operators about the program has been consistently positive, with 98 per cent of respondents reporting the program was ‘very useful’ or ‘useful’ for their business and overall, were satisfied with the program. The strong success of the program can be attributed to its accessibility, the quality of the digital coaches and mentors, and the tailored content to suit the skills, abilities and particular situations of Queensland tourism operators.
Marketing and promoting tourism in Queensland

2020 Strategic Marketing Plan

One of the key initiatives identified at the 2012 DestinationQ forum was the need to develop a strategic marketing plan for tourism and events in Queensland.

The 2020 Strategic Marketing Plan was developed with extensive consultation with RTOs, industry, leaders and visionaries in the tourism and events sectors, stakeholders and partners including Tourism Australia, QTIC, airlines and others. It links the themes and guidelines in the DestinationQ Blueprint 2012-2015 and will inform the development of individual Destination Tourism Plans for each destination in 2013-14.

The destination-based philosophy of the plan, combined with the integrated focus of Tourism and Events Queensland, creates an unparalleled opportunity for Queensland to achieve a best practice, comprehensive approach to generating overnight visitor expenditure in the state. There are 28 guiding principles at the centre of the plan covering a range of areas including source markets, destinations, visitor segments, reason for travel and how marketing will be implemented. A copy of the 2020 Strategic Marketing Plan can be accessed online at http://www.tq.com.au/marketing/2020_strategic_marketing_plan/2020_strategic_marketing_plan_home.cfm.

Destination marketing

Between January and June 2013 a range of targeted and innovative destination brand campaigns featured in the domestic marketplace to drive visitation and build awareness of the diverse range of products and experiences on offer throughout Queensland.

The campaigns formed part of around 150 projects undertaken as a result of the extra $20 million investment in tourism in 2012-13 to support growth in intrastate, interstate and international visitation for Queensland.

Dedicated destination campaigns included:

- Gold Coast ‘Famous for fun…and action’ showcased the Gold Coast as a destination that is fun, vibrant and energetic.
- Sunshine Coast ‘Make the most of the moment’ promoted the region as a place to relax, unwind and rejuvenate and take a break from fast-paced society.
- Tropical North Queensland ‘One day in paradise’ involved 20 innovative and creative short films that were filmed in the region and posted on YouTube for viewers to share and vote on.
- Fraser Coast ‘Harvey and the humpbacks’ promoted the region as a premier whale watching destination to the intrastate market.
- Brisbane ‘Autumn/Winter’ campaign focused on the appeal of the city as a winter destination with a strong events focus.
- Southern Great Barrier Reef ‘Where great begins’ covered the three regions of Bundaberg, Gladstone and Capricorn Coast, showcasing experiences where visitors can stay alongside the reef, wake-up and snorkel directly off the shore.
- Outback Queensland ‘Eventures’ used events as a leverage to entice people to experience the outback, particularly the intrastate visitor market.
- Southern Queensland Country campaign focused on experiencing the diversity of the seasons in the region (including Summer, Autumn and Winter) targeting intrastate visitors predominantly in Brisbane and South East Queensland.

International marketing

Tourism and Events Queensland works closely with trade and industry partners in key international source markets to promote the Queensland holiday experience.

During the year over 130 media outlets and 490 trade partners were hosted on familiarisation trips to showcase Queensland. Tourism and Events Queensland works closely with Tourism Australia and other partners in the delivery and coordination of these trips.

Tourism and Events Queensland, along with other State and Territory Tourism Organisations, was involved in Tourism Australia’s ‘Best Jobs in the World’ campaign which attracted more than 330,000 applications from 196 countries. There were more than 100,000 applications for the Queensland position and almost 10,000 video entries uploaded.

Tourism and Events Queensland leveraged the launch of the Finding Nemo 3D film in the United Kingdom in March 2013 through partnership activity with Disney Pixar. Activity included a fully integrated marketing campaign and trade activity designed to increase travellers’ aspiration to visit Queensland and to generate sales.

In China, Tourism and Events Queensland focused on working with key aviation partners. To promote the introduction of direct services between Guangzhou and Brisbane, Tourism and Events Queensland partnered with China Southern Airlines and implemented marketing activity aimed at increasing Chinese visitation to Brisbane. Publicity and passenger number targets were exceeded, with over $5 million of promotion and publicity being generated against the target of $2 million.
Queensland recovery activities

Tourism and Events Queensland quickly responded to weather events which caused flooding in some parts of Queensland in January 2013, implementing a number of initiatives including the Australia Day II campaign and the Events Flood Assistance Program.

Australia Day II

The Australia Day II campaign was launched to promote the message that Queensland was open for business and to curb cancellations on forward bookings. The idea for the campaign was to celebrate Australia Day again in Queensland, with the message in media placements encouraging Queenslanders and visitors to spend the day of 23 February 2013 doing what they would have done on Australia Day.

TEQ worked closely with RTOs and local councils to identify potential community events that could be hosted on 23 February 2013 to encourage travel across Queensland. The campaign was endorsed by several organisations including Dan Murphy’s, Woolworths, Coles and Slurpee.

Post campaign analysis showed that over eight in ten Queenslanders were aware of the Australia Day II campaign, which was seen as a fun, energetic and lively campaign that performed above average in relation to Nielsen’s benchmark measure, based on the campaign’s relevance, persuasion impact and communication with the audience.

Events Flood Assistance Program

The Events Flood Assistance Program (EFAP) was created to provide Queensland events held in declared flood-affected regions the chance to apply for funding to ensure events could continue as planned or be re-staged. Funding through this program was used to cover marketing costs to build awareness and visitation, to engage specialised personnel to develop the event, and to hire temporary infrastructure to improve the visitor experience. On 23 May 2013 the Minister announced 17 successful applicants who shared in $150,000 of funding.

Efficient business operations

The merge of Tourism Queensland and Events Queensland resulted in a number of operational efficiencies. Tourism and Events Queensland’s procurement plan and associated procedures incorporate the value-for-money framework and guide the efficient and effective conduct of Tourism and Events Queensland’s operations consistent with the State Government procurement policy.
Annual Performance Statement 2012-13

Prior to the creation of Tourism and Events Queensland in December 2012, the former Tourism Queensland and Events Queensland organisations had committed to a combined seven service standard targets in the 2012-13 Queensland State Budget – Service Delivery Statements. Results against each target are detailed in the following table.

<table>
<thead>
<tr>
<th>Service standards</th>
<th>Notes</th>
<th>2012-13 Target/estimate</th>
<th>2012-13 Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Former Events Queensland</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Major events – Number of event submissions received and assessed</td>
<td>1, 2</td>
<td>70</td>
<td>64</td>
</tr>
<tr>
<td>Events Queensland Regional Development Program – Number of event submissions received and assessed</td>
<td>1, 3</td>
<td>140</td>
<td>168</td>
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<tr>
<td>Former Tourism Queensland</td>
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<td></td>
<td></td>
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<tr>
<td>Advertising Value Equivalent of Tourism Queensland’s Global publicity activity</td>
<td>4</td>
<td>$177.7 million</td>
<td>$298.5 million</td>
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<tr>
<td>Number of unique visitors to Tourism Queensland’s websites</td>
<td>1, 5</td>
<td>4.8 million</td>
<td>4.774 million</td>
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<tr>
<td>Value of cooperative investment in marketing campaigns</td>
<td>6</td>
<td>$7 million</td>
<td>$9.936 million</td>
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<tr>
<td>Industry satisfaction with Tourism Queensland’s development programs</td>
<td>7</td>
<td>70%</td>
<td>98%</td>
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<tr>
<td>Number of total records listed on the Australian Tourism Data Warehouse (ATDW)</td>
<td>1</td>
<td>4,800</td>
<td>5,307</td>
</tr>
</tbody>
</table>

Notes

1. A number of measures across the former Tourism Queensland and Events Queensland organisations have been discontinued for the 2013-14 period. This is largely as they no longer align with the new organisation’s focus and are not an indication of the efficiency or effectiveness of the service area. Discontinued measures that remain relevant to Tourism and Events Queensland’s services may continue to be reported internally as part of Tourism and Events Queensland’s operational reporting processes.

2. The number of complete major events submissions received in 2012-13 was lower than previous years. A number of event proposals received did not contain the full information required to be able to fully assess the opportunity and therefore are not included in the total result.

3. The number of applications received for the Regional Development Program was above target due to active promotion of round closure dates and reminders being sent to the database.

4. The global publicity target for 2012-13 was exceeded by over $100 million. The strong result was largely assisted by publicity activity implemented for the Solar Eclipse in November 2012 (which generated $31 million in global publicity value for Queensland) and by a significant growth in international media exposure in China (where Queensland was heavily featured on television). Publicity values are only included for traditional media such as print and broadcast; social media and online publicity is not assigned a value or included in the result.

5. The slight decline in website visitation is the result of increased use of partner websites as a call to action for campaign activity.

6. The cooperative income target was exceeded due to Tourism and Events Queensland taking the lead on multiple cooperative projects which attracted higher partner contributions than were forecast. This approach supports the Government’s commitment to destination partnerships at a regional level and also reflects how Tourism and Events Queensland leverages its budget from partners in international source markets.

7. The result is based on survey responses received from over 2,000 attendees at Tourism and Events Queensland industry development workshops and programs. The high satisfaction result was largely driven by the success of the Digital Ready program in 2012-13.

In addition to the measures above, the Tourism and Events Queensland Strategic Plan 2012-2016, published in December 2012, included the following performance indicators: brand equity, campaign awareness, visitor expenditure, market share and aviation access. Results for visitor expenditure, market share and brand equity measures have been reported in the Industry performance: tourism and events in Queensland section of this report.