

growing regions | strengthening industries



Department of Employment, Economic Development
and Innovation



Sue Mackenzie-Smith

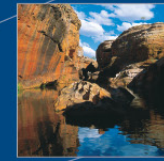
Tourism Policy and Projects Unit

- Recommendations of the Network Review
- State Government Response
- Where we are at currently



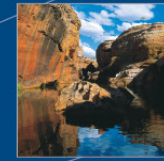
Network Review

- When?Report handed down May 2008
- By Whom?The Stafford Group
- Why?Industry request



Recommendations

- TQ and RTO's more closely align
- Rationalisation of tourism regions
- More regional support
- Strengthened partnerships at the local level
- Role of DEEDI more clearly defined



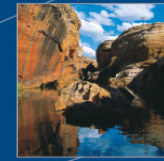
State Government Response

- 7 Tourism Zones
- RTO funding to stay with TQ
- TQ role
 - Marketing and soft product development
- Departmental role
 - Policy development, infrastructure development, and investment attraction



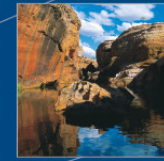
7 Tourism Zones

- Outback, inc Gulf and Western Downs
- The Tropics and the Great Barrier Reef
- Whitsunday Islands of the Great Barrier Reef and Mackay
- Central Qld, Southern Great Barrier and Bundaberg
- The Sunshine and Fraser Coasts
- Brisbane and SEQ Country
- Gold Coast and Hinterland



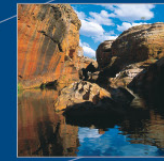
Supporting Tourism Zones

- 7 Tourism Queensland Zone Directors
- 9 DEEDI Regional Tourism Officers
- Senior Officers – Cairns and Gold Coast
 - Tourism Investment
 - Tourism Policy
 - Relationship Management



Protecting Tourism Jobs

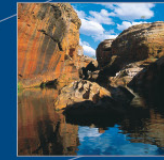
- 2009 Election Promise - \$37.8M
 - \$1.8M Minor Infrastructure Grants
 - \$36M Marketing and Product Development
- Ministerial Jobs Forum
- Tourism Ministerial Forum



DEEDI and Tourism Queensland

Working in Partnership

- 3 Year Tourism Action Plan
 - QTS commitments
 - New Marketing
 - Product development, infrastructure and investment attraction



THANK YOU

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Tourism Projects and Policy Unit

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