Speech by

Hon. Jann Stuckey

MEMBER FOR CURRUMBIN

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MINISTERIAL STATEMENT

DestinationQ

Hon. JA STUCKEY (Currumbin—LNP) (Minister for Tourism, Major Events, Small Business and the Commonwealth Games) (2.21 pm): Today I share with the House the progress we have made towards fulfilling one of the most vital and progressive tourism commitments of this government—DestinationQ. Created in the first 30 days of the Newman government, DestinationQ is a revolutionary, genuine, whole-of-government approach to tourism.

DestinationQ is a cross-portfolio, industry-wide 'partnership' that will put tourism front of mind in our actions as a government. This initiative will grow tourism and reposition Queensland as the No. 1 tourist destination in Australia. It is a partnership of government, industry organisations and tourism operators designed to enhance and increase tourist numbers in all corners of our state. Unlike the previous Labor administration, this government knows how important tourism is to Queensland, and that is why we have recognised it as one of the four pillars of our economy.

As one of our top three export industries, tourism injects $15 billion a year into our economy and employs almost 10 per cent of Queenslanders either directly or indirectly. This government has a clear goal—to double visitor expenditure by 2020, which will require an injection of a further $15 billion flowing into the economy. We promised to move quickly and we have.

On 25 and 26 June, Cairns will play host to the inaugural DestinationQ forum, which will see more than 300 representatives from the length and breadth of our great state converge on Far North Queensland to lay out a roadmap for the future. For the first time in more than two decades tourism industry representatives from across Queensland will come together with government to create a united vision and pathway for the future development of the industry. And the response to the event has been overwhelming. In just two weeks the forum was well and truly oversubscribed.

The DestinationQ forum will be a working conference, aimed at identifying priorities and opportunities and setting an agenda for future success by building a strong partnership between government and industry and reversing the damage caused by Labor governments over the past decade. But this is not a one-off. The DestinationQ forum will be an annual event where we will revisit our endeavours and measure our progress.

I want to be clear that the Newman government is absolutely committed to regaining No. 1 preferred destination status for Queensland. This landmark forum is just the start. This is about accountability, keeping our promises, delivering opportunity and certainty, and bringing benefits to all Queenslanders. Joining me at the forum will be members of the new tourism cabinet committee and also, importantly, our Premier. I encourage honourable members to get behind DestinationQ and follow our progress as we breathe life back into tourism in this great state.