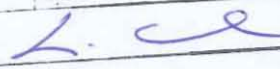
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**Queensland Government response to  
the Economic Development  
Committee's Report No. 5:  
*Inquiry into developing Queensland's rural and  
regional communities through grey nomad  
tourism***

12 May 2011

**Queensland Government response to the Economic Development Committee's  
Report No. 5 (February 2011)**

**CONTENT**

**Introduction**

The Queensland Government is committed to supporting grey nomad tourism travel as a means of supporting rural and regional Queensland communities.

Amongst other investments made to support regional development and sustainability, raising the profile and attraction of Queensland as a destination for retirees and other mature age travellers will help ensure regional communities remain viable into the future.

Grey nomads bring extensive economic, social and human capital to regional and rural Queensland that could potentially address skills shortages, particularly by providing a source of skilled labour for discrete projects and on a temporary basis.

Release of the Parliamentary Committee report is opportune, coming at a time when Queensland is recovering from the devastating impacts of the floods and Cyclone Yasi. The state's 33,000 km road network is the backbone of the self drive tourism industry and at least 9,000 kilometres, or 28 percent, of the network was damaged by these extreme weather events. The Government's priority now is to reconnect Queensland to ensure vital supply to communities and to aid local, regional and economic recovery. With eighty-six percent of the road network already recovered in April 2011, the self drive tourist industry (of which the grey nomad is a key component) is also well on its way to recovery.

The Government welcomes the Committee's report and implementation of the supported recommendations will ensure agencies remain focussed on capitalising on the anticipated growth and potential job creation opportunities in this market.



## Response to Recommendations

*A Summary Table of Government's response(s) to the Committee's report recommendations, outlining responsible agencies, is provided at the back of this response.*

**Recommendation 1:** The committee recommends that the Queensland Government funds a comprehensive evaluation of grey nomads, including their economic impact in Queensland.

Response combined with recommendation 2.

**Recommendation 2:** The committee recommends that the Queensland Government evaluates the impact of existing and new policies that impact on grey nomads and that these evaluations are made public by tabling them in the Queensland Parliament within 12 months of the completion of the evaluation.

The Government supports recommendations 1, 2 and supports the outcomes sought by recommendation 16 of the report.

Our understanding of the grey nomad market still remains largely anecdotal, and it is acknowledged that the main difficulty in assessing the impact of grey nomads is the lack of statistics on this niche market.

It is important to enhance the available evidence-base about the grey nomads, their economic circumstances, the economic contribution that they make to regional economies and the factors and motivations that influence their decisions; as a definable subset of the broader mature age tourist market. A more robust understanding of grey nomads is needed to better guide future government and industry planning, infrastructure and investment decisions to achieve a substantial benefit from any programs/initiatives that might be delivered by Government to target this discrete segment of the 'mature age' tourist market.

Gaining a better understanding of the motivations of the grey nomad tourism segment will also ensure appropriate messages can be passed on to tourism operators to target marketing and new product development to encourage these travellers to stay longer in regional areas.

## **PART 3 – CONTRIBUTIONS OF GREY NOMADS**

**Recommendation 3:** The committee recommends that Tourism Queensland (TQ) provides advice to local governments on methods to measure the numbers and expenditure of grey nomads in their regions and how to undertake cost-benefit studies to determine the full impacts of grey nomads on their communities.

The Government supports the outcomes sought by this recommendation. TQ regularly provides advice to local government. TQ's Zone Directors are based within Queensland's seven tourism zones, and are the first point of contact for councils.

## **Queensland Government response to the Economic Development Committee's Report No. 5 (February 2011)**

While the information on grey nomads in the National Visitor Survey is limited, there are other opportunities available to gain further understanding of the grey nomad cohort. Local government can obtain greater insights into their key tourism target markets through the Visitor Profile Satisfaction Survey (VPS) program, which TQ undertakes in partnership with Tourism Research Australia. In this context, a research project is currently being undertaken under the VPS program to develop a way to gain a comprehensive understanding of the profile, travel behaviours and satisfaction of visitors that can be applied to specific tourism destinations.

Local Councils are also provided the opportunity to obtain advice from TQ through the 'TQ Conversations' program. 'Conversations' are held annually in each region, and are open to councils and tourism operators.

While not focussed specifically on tourism, local governments can also access a publication called "Incorporating Economic Development into Local Government Planning". This publication provides councils with basic information about economic development concepts and resources. Its focus is on practical examples to assist local governments to identify and pursue economic development opportunities as part of their core business. The publication can be found at: [www.regions.qld.gov.au/dsdweb/v4/apps/web/content.cfm?id=14861](http://www.regions.qld.gov.au/dsdweb/v4/apps/web/content.cfm?id=14861).

### **PART 4 – INFRASTRUCTURE**

**Recommendation 4:** The committee recommends that Queensland Health investigates the merits of coordinating and delivering an education campaign delivered through local health centres and GPs to provide advice to people intending on travelling to or already visiting remote and regional Queensland on their responsibilities to:

- a) undertake a health assessment;
- b) ensure their medication supplies are adequate for the duration of their trip;
- c) ensure they carry written health summaries from their local GP; and
- d) ensure their first aid knowledge is current and adequate.

The Government supports this recommendation. Queensland Health places great importance on undertaking a routine annual health check and encourages grey nomads to undertake them on an annual basis, as well as ensuring they carry adequate medication, their health summaries and undertake first aid courses. Consistent with the Committee's recommendations, Queensland Health, together with General Practice Queensland, will develop a community awareness program to assist people to adequately plan for trips particularly to regional and remote parts of Queensland.

**Recommendation 5:** The committee recommends that the Queensland Government develops tools and practical templates to assist local governments to develop land management plans when offering trust land for caravan parks and camping.

The Government supports this recommendation and welcomes the committee's endorsement of a proposal by the Department of Environment and Resource Management (DERM) to develop land management plans which will allow for short term camping on trust land. This approach facilitates local management solutions which reflect the unique circumstances in each community.



## Queensland Government response to the Economic Development Committee's Report No. 5 (February 2011)

The Campervan and Motorhome Club of Australia submission to the inquiry highlighted the pressures on the existing available accommodation stock; with a decline in commercial tourist parks and stated that between the 1997 and 2009 December Quarters, Queensland lost 63 (12%) caravan parks with most of these closures occurring in coastal areas and capital cities.

The government believes it is important to make available a variety of accommodation types to meet the differing needs of the grey nomad cohort.

DERM administers about 71 per cent of Queensland under the *Land Act 1994*. Through the Queensland Government's land management framework the necessary tools are currently available to support local governments' challenge in managing their land use issues and resource pressures.

The Government has made a commitment to protecting caravan parks. As part of the 2006 election commitment, *Preserving Affordable Accommodation: Saving our Tourism Caravan Parks*, DERM developed the Caravan Park Policy. This policy responds directly to supply issues, and is the basis for the provision of state land to meet, in particular regional, pressures for adequate accommodation stock to meet grey nomads, and other drive tourists' needs.

An additional policy titled 'Secondary Use of Trust Land Policy' states that trust land may be provided for the travelling public only and must be limited to no longer than three nights, which may be extended to no more than seven nights, with the proviso that there is no adverse effect on local licensed caravan and/or tourist park owners. It also requires the trustee to prepare land management plans in consultation with stakeholders for lodgement with the Department. In effect, Trust Land Management Plans (TLMPs) have a role in legitimising secondary use of trust land and appropriate detailing management arrangements.

DERM, in consultation with the Department of Local Government and Planning have worked together on a pilot case involving the use of showgrounds for camping deemed to be in competition with existing caravan parks.

In accordance with the requirements under the *Land Act 1994*, the Barcaldine Regional Council approved a TLMP and Camping Policy for the Barcaldine Showgrounds and Recreation Reserve. These documents were developed by a Showgrounds Land Management Committee which comprised key stakeholders.

The plan was endorsed by a delegate of the Minister for Natural Resources. The endorsed plan includes management solutions which promote choice for tourists and greater awareness of available caravan park accommodation options while creating a more even playing field in terms of the costs of accommodation options.

Successful implementation of the Barcaldine Trust Land Management Plan could act as a catalyst for other Councils around the state to develop TLMPs. Though providing tools and templates to assist other local governments through this process the Queensland Government will help ensure solutions are locally driven and widely supported.

**Recommendation 6:** The committee recommends that the Queensland Government provides support to local governments to assist with the application of cost recovery on the accommodation services they provide.

The Government supports the outcomes sought by this recommendation.



## **Queensland Government response to the Economic Development Committee's Report No. 5 (February 2011)**

In conjunction with the model TLMP outlined in the Government's response to Recommendation 5, the use of a cost recovery model by local government provides a balanced approach to increasing available accommodation stock whilst not placing at risk the viability of commercial park operators.

In this context, the Government supports the recommendation for supporting local government's adoption of cost recovery methodology in determining fees and charges.

It is necessary to ensure there is an equitable commercial environment for commercial operators in the sector, especially where Councils currently provide free services; which can undermine the profitability of the commercial sector.

As far as it relates to Trust land (reserves) administered by the *Land Act 1994*, DERM already gives guidance to local government in relation to Land Management Plans and Trust land. In relation to the use of reserves for recreation or showgrounds for short term camping, councils or other trustees of these reserves are required by the *Land Act 1994* to spend any rental/fee received on the maintenance or enhancement of these reserves, this in effect provides a level of cost recovery.

In conjunction with the existing work being undertaken in developing a model TLMP, DERM will look at incorporating a cost recovery tool that local government can use.

One of the key features of the trust land management arrangements approved for Barcaldine is that the camping fee for use of the showground was to be set annually by the Council. This fee will be set with due regard to the fee charged by commercial caravan park operators, so as not to undercut these operators. As this reflects the specific circumstances in Barcaldine, a requirement such as this may not be applicable to other local governments.

Providing local governments with the tools to assist them to apply cost recovery to the services will benefit local governments where there is no driver to charge a fee above a cost recovery basis.

### **PART 5 – MARKETING AND PROMOTION**

**Recommendation 7:** The committee recommends that TQ reviews its grey nomad tourism marketing messages to ensure the messages:

- a) include images of grey nomads engaging in different activities that reflect the socialising and adventurous aspects of grey tourism in rural and regional Queensland;
- b) portray grey nomads as individuals, couples and/or recreational vehicle travellers; and
- c) are specific to the different groups within the grey nomad tourism market (i.e. recreational vehicle traveller, drive tourist and caravanner).

While the government supports the outcomes sought by this recommendation, it needs to be considered in terms of TQ's overall marketing strategy for grey nomads. As identified by the Committee, TQ groups consumers according to their attitudes, needs and wants and uses a psychographic segmentation approach:

*'Rather than marketing based on the age of the tourists or their mode of travel (driving), TQ believes its experienced-based marketing strategy for grey nomads understands their needs and wants, maximises the impact of the marketing dollar, and guides and informs the development of infrastructure and facilities for this market'.*



**Queensland Government response to the Economic Development Committee's  
Report No. 5 (February 2011)**

In line with its global brand strategy and segmentation models, TQ now considers those consumers experiencing Queensland by driving as part of the *touring industry segment*. Previous Drive terminology (for example, Drive Market, Grey Nomads) is not used by TQ to ensure clear and consistent stakeholder messaging.

With regard to the touring industry segment, TQ focuses on the following elements to support the sustainable growth of Queensland's tourism industry:

- Brand Queensland: TQ's future marketing and development efforts will focus on the experiences that underpin the four themes of Brand Queensland (Natural Encounters; Adventure; Beaches & Islands; Queensland Lifestyle). For touring routes, the focus will be on specific experiences along the route.
- Existing touring routes: Queensland currently offers approximately 250 drive products, including nine domestic touring routes, three International routes and various local drives and itineraries. TQ concentrates on promoting Queensland's nine existing domestic touring routes and three International Drives.
- Regionalisation of touring: stakeholders in each Zone are responsible for deciding if a focus on visitor experiences along touring routes in their region is a key focus (Queensland has seven tourism zones).
- Mainstream marketing and development initiatives: the involvement in mainstream initiatives, which are provided to the wider tourism industry, will be recommended to touring stakeholders.

In recognising the importance of the touring market, TQ ensures this type of consumer is considered throughout its activities such as photo shoots and media planning. More recently, a photo shoot was undertaken featuring a variety of people in order to maximise appeal. These new images will be made available through TQ's Image Library. There are also many other ways to capture the attention of this market, including:

- television programs in which TQ is involved in, including: the Creek to Coast; Queensland Weekender; and the Great South-East programs;
- public relations activities; and
- working with tourism businesses that target grey nomads

Rather than segmenting using demographics, TQ focuses on consumers' motivations to travel and finding out about the experiences they seek. Essentially TQ concentrates on *why* consumers make their holiday choices. This enables communications to be customised and tailored experiences to be offered. Also, one of TQ's goals is to increase dispersal so all regions of Queensland can benefit. This goal benefits those destinations where the touring segment is important.

It is important that any initiatives developed by TQ and regional tourism organisations (RTOs) promote the strong network of arts and cultural organisations and venues in regional Queensland such as galleries, museums, libraries, Indigenous Art Centres and theatres. A number of small and large scale arts and cultural festivals and events also happen across regional Queensland throughout the year, and offer a significant opportunity for profiling and promoting regional towns.

In promoting Queensland as a touring destination TQ strives to encourage interstate and international travellers to visit Queensland. TQ focuses on marketing the overall Queensland touring proposition and provides a liaison role in the presentation of international journeys and strategic touring routes.

**Queensland Government response to the Economic Development Committee's  
Report No. 5 (February 2011)**

TQ recognises there is an opportunity to integrate 'touring' into relevant mainstream strategies, at regional and whole-of state levels. These strategies include the Destination Management Plans (DMPs) and Tourism Opportunity Plans (TOPs).

**Recommendation 8:** The committee recommends that TQ investigates the opportunities for expanding its marketing to grey nomads based on the primary sources of travel information, including the internet, such as forums and blogs.

The Government supports the recommendation. Subject to TQ's marketing approach, the Queensland Holidays website is the most visible medium for the organisation to provide this type of information to the touring market.

TQ recognises grey nomads require specific information and in this context, the organisation's consumer website ([www.queenslandholidays.com.au](http://www.queenslandholidays.com.au)) will be amended to highlight the driving and journey information available on the site by directing visitors to this information on the home page.

TQ's consumer website:

- performs very well in web searches for 'drive' information;
- is easily accessible to the touring market;
- contains information on driving journeys within Queensland including information about the main touring routes (nine highways);
- highlights ideas for Unique Journeys, including extended touring; and
- contains driving information such as driving safely and driving distances.

VICs also provide specific information for the touring market. TQ provides support to VICs through subsidising their accreditation system and promoting the network nationally. Therefore, provision of travel information for grey nomads is well covered.

**Recommendation 9:** The committee recommends that TQ explores the potential for targeting grey nomads and promoting rural and regional Queensland at the annual Brisbane Caravan and Camping Show.

Response combined with Recommendation 10.

**Recommendation 10:** The committee recommends that TQ encourages and provides assistance to local governments and RTOs to promote their regions to grey nomads at the annual Brisbane Caravan and Camping Show.

The Government supports the outcomes sought by recommendations 9 and 10. This support is underpinned by the need to provide marketing messages to grey nomads based on an understanding of what they are seeking to experience, while at the same time maximising opportunities to reach this cohort.

TQ has a strong working relationship with Caravanning Queensland, the association responsible for the annual Brisbane Caravan and Camping Show. There is a well-established agreement that Queensland's RTOs take the lead in promoting Queensland at this show, and it is proposed that this arrangement continue. This role of RTOs as the key conduit for marketing regions to grey nomads is also acknowledged in paragraph 217 and 223 of the Inquiry's report.



**Queensland Government response to the Economic Development Committee's  
Report No. 5 (February 2011)**

Tourism stakeholders are also able to participate and/or access a number of whole of state mainstream initiatives and assistance programs. This includes such things as tourism marketing workshops and training for industry that TQ frequently holds in regions, in conjunction with the RTOs.

Financial assistance is potentially available in the form of cooperative marketing opportunities, subsidy schemes and grant programs including:

- The Queensland Tourism Network Grant Scheme which is open to RTOs, local tourism organisations, local government authorities, QTIC and QTIC Association Council members for new and innovative collaborative tourism marketing or product development activity.
- As part of the joint State/Federal \$2 million Tourism Industry Resilience Package, subsidies to attend intrastate trade shows. In response to the recent damaging weather events this assistance has been made available to RTOs and tourism businesses to promote their regions.

Additional opportunities to provide assistance to local governments and RTOs will continue to be explored.

The Queensland Government is directly supporting Caravan events in Queensland. Caravanners and grey nomads will benefit from a \$50,000 financial injection to help host the 15th National Caravan Rally in Rockhampton in 2013.

The financial support provided by the Department of Employment, Economic Development and Innovation (DEEDI) to the Combined Caravan Clubs of Queensland Inc. will assist in the hosting of the event and is an acknowledgement of grey nomads' importance as a contributor to tourism in regional Queensland. The Combined Caravan Clubs of Queensland Inc. anticipates up to 800 caravans will attend the rally.

It is also noted that the series of caravan and camping shows held in other States provide excellent opportunities to promote tourism in Queensland. Given the significant numbers attending these exhibitions, there are potential opportunities for the State Government to partner with industry to ensure the continued success of these exhibitions.

As part of the industry development measures being delivered under the joint Federal and State \$2 million recovery package, the Queensland on Tour, East Coast tourism roadshow enabled Queensland tourism operators to travel interstate and promote the region – telling potential visitors and travel trade operators in person that they are open and ready to welcome holiday makers. The five day itinerary (Tuesday 3 until Saturday 7 May 2011) culminated at the Sydney Caravan and Camping Show (7 May 2011).

Events Queensland attracts, supports, grows and promotes successful events in Queensland. Through the Events Queensland Regional Development Program (EQRDP), Queensland Events supports the investment in new and growth of established regional events throughout the State.

A state-wide initiative, the EQRDP invests in events held outside the Brisbane metropolitan area, and directly supports the development of regional cultural, sporting, and entertainment events and tourism experiences which can entice grey nomads and other visitors to regions throughout the State.



**Queensland Government response to the Economic Development Committee's  
Report No. 5 (February 2011)**

The lack of new product, and the lack of new investment into upgrading existing product was a key issue identified in the *Queensland Tourism Network Review* (Stafford Report) - The EQRDP delivers on the need identified in the Stafford Report for new and enhanced tourism experiences to bring visitors to regional areas. The EQRDP meets the intent of the Inquiry's recommendation by supporting a program of regional events that will bring economic and social benefits to regional communities by:

- increasing local economic activity and development;
- enhancing the profile and appeal of the destination in which they are held;
- enhancing the visitor experience; and
- demonstrating future growth and sustainability.

Event Queensland's role in supporting the development of regional events by local government to attract grey nomads (and other visitors) is a crucial step in delivering sustainable economic growth to a region.

**Recommendation 11:** The committee recommends that TQ:

- a) Takes a leadership role, through its Directors of regions, in coordinating the collaboration between local councils and RTOs in a region to develop a joint regional marketing strategy of their own to build on the work undertaken in TQ's TOP's and ensure the efficient and effective use of resources and funds for marketing to grey nomads.
- b) Provides marketing expertise to local councils which are resource-poor so that council officers develop their skills and build on their first-hand knowledge of their communities and the status of their tourism industries.
- c) Conducts research that identifies how grey nomads source their travel information and why they choose to travel to different areas of Queensland.

The Government supports the outcomes sought by this recommendation. There are existing opportunities available for councils to work with TQ. TQ's Zone Directors, who are based in Queensland's seven tourism zones, work with the RTOs on tourism initiatives of importance to their particular zone. This includes those zones where grey nomads are an important market.

The Queensland Government's regional tourism delivery model has placed a greater focus on strengthening local government involvement in tourism. The Local Government Pathways to Sustainable Tourism Workshop Program (the Pathways Program) is part of the Government's response to building the capacity of local governments to pursue sustainable tourism opportunities. DEEDI is partnering with the Local Government Association of Queensland (LGAQ) to deliver the Pathways to Sustainable Tourism for Queensland Local Government Project. This project aims, in part, to provide local government with a better understanding of their role in tourism and their current strengths and weaknesses in their approach to supporting tourism. Accompanying DEEDI's commitment to developing capacity of local government in tourism, the program was supported by a \$10,000 contribution to LGAQ to support delivery of the project.

Since its launch, the project has ensured greater consideration of tourism in community and regional planning processes and promoted cross sector engagement. The Pathways Program is an educational and instructional program designed to provide staff, managers and elected representatives in local government with the key steps required to plan for sustainable tourism. It provides local government with the necessary skills to identify and act upon the economic opportunities that tourism and grey nomads can deliver for their region.



**Queensland Government response to the Economic Development Committee's  
Report No. 5 (February 2011)**

Another opportunity is through the Queensland Tourism Network Grant Scheme that is open to local government authorities and regional tourism authorities, via TQ. Announced in February 2010, this competitive funding program has been made available to a range of not-for-profit tourism groups including regional and local tourism organisations, local government tourism departments and divisions and tourism associations that are members of QTIC. A component of this competitive funding program is for tourism projects that involve organisations working cooperatively on whole of region programs; and new and innovative collaborative tourism marketing or product development activities. There are opportunities for regions to collaboratively develop proposals for projects that target grey nomads locally and across a region.

Grey nomads also benefit from TQ's broader marketing; that targets the touring market. For Queensland touring routes, TQ's focus is on specific experiences along the route.

For the touring market, VICs perform an important role in promoting local routes and provide marketing collateral and information services to support local attractions. VICs are generally run through RTOs, Local Tourist Organisations and Local Government Associations. VICs are key information points for grey nomads, and TQ will continue to support VICs through subsidising their accreditation system and promoting the network nationally.

TQ also works closely with the RTOs and those councils with tourism development officers as part of the Regional Marketing Committees. In conjunction with the RTOs, TQ frequently holds tourism marketing workshops and training for industry which local council representatives are able to attend. There are also opportunities available through other organisations. For example, the Pathways Program referred to previously is supported and promoted by LGAQ. Outside of the direct support provided to LGAQ, the program is separately offered by consultants, EC3 Global; who on a fee-basis can provide assistance for councils to undertake sustainable tourism planning for their local areas.

TQ has extensive research information about consumers and their travel motivations. TQ also continually investigates how consumers source their travel information. For example, research has recently been completed by TQ, in partnership with Tourism Research Australia, to conduct an extensive research project exploring the experiences of visitors to Outback Queensland. The objective of this research was to gain a better understanding of visitors to the Outback region and to improve market readiness. A fact sheet was developed and outlines the motivations, expectations and experiences of visitors to Queensland's Outback: [www.tq.com.au/research/destination-visitor-data/outback-gulf-and-western-downs/outback/outback\\_home.cfm](http://www.tq.com.au/research/destination-visitor-data/outback-gulf-and-western-downs/outback/outback_home.cfm)

Each region is unique, TQ's destination management approach recognises this and provides the foundation for regions to capitalise on these differences and ensures there is alignment in tourism development and marketing for their destination. DMPs address priority marketing and development issues for the destination and outline action plans and activities for achieving the vision for their destination. Significant resources have also gone into developing TOPs for each of the State's Tourism Zones. These plans have been collaboratively developed by RTOs, TQ, local councils and other stakeholders to identify their key tourism markets and opportunities for sustainable and improved growth. TQ is reviewing the existing DMPs and there is scope for the plans to incorporate a better understanding of the benefits of grey nomads to individual regional areas, and how to leverage off existing priority activities.



**Queensland Government response to the Economic Development Committee's  
Report No. 5 (February 2011)**

**Recommendation 12:** The committee recommends that the Queensland Government makes available a grant funding round to RTOs located outside south-east Queensland for the purpose of marketing the attractions of their local area directly to the grey nomad market.

The Government does not support this recommendation.

At this time there is a lack of clear evidence (acknowledged in the Committee's report) which would support the value of targeting grey nomads over another market segment; such as backpackers. A discrete grant funding round targeting grey nomads is not supported. This approach would also represent a significant departure from TQ's Global Brand Strategy and Tourism Australia's overall marketing approach; which does not target grey nomads as a discrete market segment. Promotions to the grey nomad market are undertaken as part of TQ's Whole-of-State experience based marketing activity, a more sophisticated approach than the traditional demographic approach. Experience based activity is based on consumer wants and needs and looks to match the experiences consumers are looking for. Queensland's four key experiences are:

- *Queensland lifestyle* incorporating food, wine, produce, events, shopping and indulgence Queensland style;
- *Natural encounters* incorporating reef, rainforest and flora and fauna;
- *Islands and beaches* incorporating reef experiences, water activities, surfing and beach culture; and
- *Adventures* incorporating outback, theme parks, wildlife parks, adventure activities sailing and diving.

Focusing on the experiences these people (grey nomads) are looking for, rather than their age will better guide and inform the assessment and development of tourism product and facilities for this market, as well as leading to more effective marketing. Funding currently available to RTOs (through TQ) allows the marketing of regional experiences that may target grey nomads (where they are identified as a priority by a region); consistent with TQ's Whole-of-State experience based marketing activity. This provides regions with the capacity and flexibility to target their marketing to regional priorities and leveraging off TQ's strategic marketing effort; whilst not weakening the State's overall brand message.

**Recommendation 13:** The committee recommends that TQ reviews its Drive Tourism Program and includes a section that specifically targets the grey nomad market.

The Government supports the outcomes sought under this recommendation. The Drive Tourism Program ended in 2006, following cessation of special grant funding. While TQ no longer has a Drive Tourism Program, the touring component is being integrated by TQ into all relevant mainstream strategies, at regional and whole-of state levels; including the DMPs and TOPs. As highlighted previously, it is recognised that touring is more important for some regions than others.

Through the Drive Tourism Program, substantial achievements were realised in the planning, development and marketing of Queensland's touring industry segment (see Appendix 1 for list of key achievements). The Program resulted in a strong understanding of this industry segment. This led to the inclusion of touring activities in a variety of overarching tourism planning, marketing and development frameworks of government agencies and industry bodies.



**Queensland Government response to the Economic Development Committee's  
Report No. 5 (February 2011)**

**Recommendation 14:** The committee recommends that TQ provides guidance to RTOs and local governments on how to build on the foundation of the well-established tourism-themed routes to offer drive tourists other experiences off the main routes.

The Government supports this recommendation. With the State's road network significantly impacted due to the recent weather events, the Queensland Government is focussed on getting its main routes up and running again. The Government's priority now is to reconnect Queensland to ensure vital supply to communities and to aid local, regional and economic recovery. As outlined previously, eighty-six percent of the road network has already been recovered, and this means that the self drive tourist industry is also well on its way to recovery.

Destination Management Planning takes an integrated approach to the way TQ works with its partners, and is shaped around a framework for guiding the planning, development, marketing and coordination of the State's destinations. Developed in conjunction with industry, a series of DMPs are already in place for each of the State's key destinations.

An Experience Development Strategy (EDS) is a tool for focused destination management planning and highlights to regional tourism bodies and local governments what a region's key themes and experiences are and how to best develop and promote them. While EDSs do not directly sit within a DMP, DMPs make mention of EDSs, as they do other regional plans and strategies for destinations including TOPs and marketing plans.

TQ will develop EDSs for all Queensland regions, and EDSs are currently underway for the following regions - Cairns, Townsville and the Outback. The Outback is a key destination for touring and their EDS will highlight the key experiences along its touring routes. Once complete, these EDSs will identify to local agencies how best to develop their touring potential as well as highlight to operators how they can become involved in promotional campaigns.

The State Government is also launching in May 2011 the 2011-2012 Minor Tourism Infrastructure Grant Program, to be delivered through DEEDI. This year's round of funding of \$600,000 has been designed to specifically target areas of regional Queensland that have been adversely impacted by the 2010-2011 flood and cyclone events. A maximum of \$50,000 (ex GST) will be available for each project. The program will help the Queensland tourism industry get back on track by assisting the economic recovery of regional communities, whilst promoting the long term sustainability of tourism in the State. Grey nomads will be a clear beneficiary from the program.

**Recommendation 15:** The committee recommends that the Queensland Government investigates the benefits of a grey nomad employment program in social service areas, such as child protection and community corrections, that operates in a similar manner to the Grey Nomad Teacher Employment Strategy.

While acknowledging that 'tapping into' the grey nomad cohort is one option to assist local areas to mitigate the challenges of potential skills shortages, the Government does not support its extension to the child protection and community corrections areas.



## Queensland Government response to the Economic Development Committee's Report No. 5 (February 2011)

There are significant community risks surrounding both the management and supervision of offenders and child protection functions. Probation and parole staff are required to be trained and have appropriate skills in managing offenders in the community to ensure the community is not subject to an unacceptable level of risk. In addition, there might be occasions when a supervising officer is required to give evidence, to a court or elsewhere, in regard to an offender's non-compliance with some condition of their order. This would be a problem if the supervising officer is travelling the 'Grey Nomad Trail'. Further, while it is acknowledged former staff could present as an opportunity, retired (grey nomad) staff who have not worked in the agency for a period of time would likely require re-training in current offender management practice. It is not considered practical to deliver this training in a short term ad hoc way to grey nomads.

Due to duty of care and the highly specialised nature of the skills/knowledge required to undertake these roles, significant investment in training and recruitment would be required to 'get grey nomads up to speed' for this to be a viable option for boosting employment in regions.

Child Safety Services (CSS) provides for the care and protection of children whose parents are unwilling or unable to provide for their protective needs. Children who are placed with carers having been removed from their family often have accompanying high level and complex needs flowing from the trauma they experienced which led to the department intervening under the *Child Protection Act 1999*. CSS operates within a highly regulated environment to ensure that the needs of these most vulnerable children are appropriately responded to. The safety and wellbeing of these children is the paramount consideration in any action taken by the department. CSS has in place rigorous processes to ensure the suitability of persons to care for children in the child protection system, including through employment screening (blue card) and training processes. CSS relies on the expertise of trained carers and licensed care services staff to ensure that the needs of children in the child protection system are met.

Children in the CSS require ongoing case management which may include the provision of therapeutic support services as well as targeted programs to meet their educational and medical needs. These services must be provided in a continuous manner, potentially over a number of months or years. Additionally where it is unlikely that a child will be reunited with their family it is important that they build stable and long-term relationships with their carers who may provide the child with their only secure and stable family environment.

Given the mobility of "grey nomads" and the transient nature of their connections with any one community they do not present as a suitable option for direct engagement in the care of children in the child protection system. This group seeks the personal freedom which comes with mobility. This mobility, including across state borders, and accompanying instability is in direct conflict with the needs of children in the child protection system. The nature of the grey nomad (a class of older, road bound tourists that have taken to Australian roads as part of a travelling lifestyle') precludes them from being able to offer the ongoing long-term stable support required.

### **PART 6 – GREY NOMAD SKILLS AND EMPLOYMENT**

**Recommendation 16:** The committee recommends that the Queensland Government conducts a process and content evaluation of all Queensland Government run or funded employment and volunteer programs targeted at grey nomads with the evaluation to be tabled in Parliament.



**Queensland Government response to the Economic Development Committee's  
Report No. 5 (February 2011)**

The Government supports the outcomes sought by this recommendation, noting, however, that there are no Queensland Government funded employment programs that target grey nomads.

With skill shortages remaining an important issue for Queensland's tourism industry, increasing the workforce participation of mature age people and tapping into the skills of temporary visitors such as grey nomads is a key strategy for Queensland businesses. Grey nomads potentially bring extensive economic, social and human capital to the outback that addresses skill shortages.

This recommendation strongly aligns with the priorities of *Positively Ageless - Queensland Seniors Strategy 2010-2020* and the Toward Q2 target for volunteering "increase by 50% the proportion of Queenslanders involved in their communities as volunteers".

The Government recognises the importance of volunteering effort and the need for additional local structure to fully support the volunteering effort and maximise the input from grey nomads who bring a range of skills and interest as well as time commitment.

The Government also acknowledges the importance of recognising people with a disability as essential contributors to the voluntary and paid effort of grey nomads.

As outlined in the Committee's report, the skills and experiences of grey nomads could be effectively used in rural and regional communities through an active volunteering program. According to Volunteering Queensland, the grey nomad age group is an attractive volunteer group for many non-profit organisations across Queensland. Many of the volunteer programs mentioned in the Committee's report are still in their infancy and is limited data on their success or otherwise. The evaluation to be undertaken as part of recommendation 1 and 2; and will inform future Government involvement in this area.

**Recommendation 17:** The committee recommends that the Queensland Government supports local governments and communities to develop local employment and volunteer programs. Part of the support could include the development of a best practice guide.

The Government supports the outcomes sought under this recommendation.

Green Nomads is a casual volunteering placement program that brings together travellers (including the Grey Nomads) with volunteer community natural resource management groups who require extra volunteers to undertake conservation works in their local communities.

The aim of the initiative is to increase opportunities for groups to access people resources and skills, enabling them to plan and implement larger, more labour intensive projects, with stronger conservation outcomes for their local communities.

The Green Nomads website, managed by Queensland Water and Land Carers (QWaLC), will link interested volunteers with environmental projects in the area they live or the areas where they are planning to travel. The program website is [www.greennomads.com.au](http://www.greennomads.com.au).

**Queensland Government response to the Economic Development Committee's  
Report No. 5 (February 2011)**

The Queensland Government provided QWaLC with \$300,000 for administration and insurance for this volunteer group.

With the exclusion of the Green Nomads Program it is noted there are no other Queensland Government funded employment or volunteering programs that target grey nomads.

Broader implementation of this recommendation needs to be supported by a stronger and more rigorous evidence base. The outcomes of research/evaluation to be undertaken as part of recommendations 1, 2 and 16 will help inform government's future response.

This recommendation is aligned with Positively Ageless and Toward Q2 volunteering target. The economic potential of grey nomad tourism for Aboriginal local governments that may be interested in harnessing the grey nomads tourism market also warrants consideration.

The *Skilling Queenslanders for Work* initiative already provides funding to local government authorities and community based not-for-profit organisations to develop employment and training services to specific client groups.

**Recommendation 18:** The committee recommends that the Queensland Government includes information about the various methods by which local councils and other volunteer and employing organisations can communicate opportunities for employment to grey nomads in a booklet regarding developing best practice grey nomad employment and volunteering programs.

Response combined with Recommendation 19.

**Recommendation 19:** The committee recommends that the Queensland Government includes information about the various incentives available for grey nomad employment and volunteering programs in its booklet regarding developing best practice grey nomad employment and volunteering programs.

The Government supports the outcomes sought under recommendations 18 and 19, but notes the need for a stronger and more rigorous evidence base which will be informed by the research to be undertaken as part of recommendations 1, 2 and 16.

It should be noted that the *Skilling Queenslanders for Work* initiative does not provide funding or financial incentives for grey nomad employment.

If such a booklet is produced then distribution could be available through accredited VICs. This would allow Grey Nomads to stop off at VICs to collect and give VICs the opportunity to promote their area and encourage longer stays.



**Queensland Government response to the Economic Development Committee's Report  
No. 5 (February 2011)**

**Appendix 1: Drive Tourism Programs I & II Achievements**

1. **Drive Tourism Programs I & II special grants funding:** \$6million Local, State and Federal Government partnership designed to specifically target the drive segment and grow visitation to, and expenditure in Queensland.
2. **Development of nine strategic touring routes:** Drive Tourism Programs I & II supported the development and marketing of Queensland's nine strategic tourism routes targeting the domestic long-haul market (please refer to [www.drivequeensland.com.au](http://www.drivequeensland.com.au) for details of these routes).
3. **Development of three international journeys:** the development and marketing of the following journeys aimed at the growing international touring market.
4. **Development of road tourism signage policies:** the implementation of various signage initiatives, including the development of a tourism signage guide, in collaboration with the Department of Transport and Main Roads to ensure improved road safety and encourage dispersal of visitors off the main routes.
5. **Development of industry and product development tools** including 'Developing and Marketing Drive Tourism Routes – Look before you leap' to improve the quality of the Queensland drive product.
6. **A targeted research program** including development of a 'Visitor Dispersal Model' to measure regional dispersal. Visitor dispersal is a key performance measure for Queensland, as a large decentralised State with its many experiences located outside of urban centres.
7. **Development and implementation of marketing initiatives:** Significant new marketing activities have been implemented including the development of the Drive Queensland Touring Map, website, fly/drive itineraries and targeted collateral.
8. **Formation and strengthening of networks and partnerships:** For the ongoing success of Queensland's drive tourism industry segment several network and partnership initiatives have been developed. The Drive Access Forum was developed to provide a formal communication mechanism between TQ, Department of Transport and Main Roads, and other agencies as required. In addition, District Tourism Signage Committees were formed to assist with tourism signage applications and Queensland has been represented on the National Tourism Signage Reference Group. Rewarding partnerships have been formed with the RACQ, and the Caravanning and Motorhome Associations.
9. **Mainstreaming of Queensland's drive tourism segment** A continued focus on the drive segment over the past years has resulted in a strong understanding and maturation of the industry segment. This in turn has led to the inclusion of drive tourism activities in a variety of overarching tourism planning and development frameworks of government agencies and industry bodies.
10. **Improved understanding of consumers:** TQ has developed a domestic consumer segmentation model which provides insights into consumers' holiday interests, motivations, attitudes and needs. This information is used to enhance the development of marketing and product development activities.



**Queensland Government response to the Economic Development Committee's Report No. 5 (February 2011)**

Report Recommendations	Government Response	Timeframe	Lead Agency
<b>Recommendation 1:</b> The committee recommends that the Queensland Government funds a comprehensive evaluation of grey nomads, including their economic impact in Queensland.	Response combined with Recommendation 2.		
<b>Recommendation 2:</b> The committee recommends that the Queensland Government evaluates the impact of existing and new policies that impact on grey nomads and that these evaluations are made public by tabling them in the Queensland Parliament within 12 months of the completion of the evaluation.	The Government supports Recommendations 1, 2 and 16 of the report. Our understanding of the grey nomad market still remains largely anecdotal, and it is acknowledged that the main difficulty in assessing the impact of grey nomads is the lack of statistics on this niche market.  An evaluation will be undertaken by DEEDI.	Evaluation undertaken and tabled in the Queensland Parliament by December 2011.	DEEDI
<b>Recommendation 3:</b> The committee recommends that TQ provides advice to local governments on methods to measure the numbers and expenditure of grey nomads in their regions and how to undertake cost-benefit studies to determine the full impacts of grey nomads on their communities.	The Government supports the outcomes sought by this recommendation.  No new activity is proposed. This recommendation will be covered through TQ's ongoing advice to local government.	Ongoing activity.	TQ
<b>Recommendation 4:</b> The committee recommends that Queensland Health investigates the merits of coordinating and delivering an education campaign delivered through local health centres and GPs to provide advice to people intending on travelling to or already visiting remote and regional Queensland on their responsibilities to:  a) undertake a health assessment b) ensure their medication supplies are adequate for the duration of their trip c) ensure they carry written health summaries from their local GP d) ensure their first aid knowledge is current and adequate	The Government supports this recommendation.  Consistent with the Committee's recommendations, Queensland Health, together with General Practice Queensland, will develop a community awareness program to assist people to adequately plan for trips particularly to regional and remote parts of Queensland.	The community awareness program will be developed by December 2011.	QH
<b>Recommendation 5:</b> The committee recommends that the Queensland Government develops tools and practical templates to assist local governments to develop land management plans when offering trust land for caravan parks and camping.	The Government supports this recommendation and welcomes the committee's endorsement of a proposal by the Department of Environment and Resource Management (DERM) to develop land management plans which will allow for short term camping on trust land.  Practical tools and templates will be developed to assist local governments to develop land management plans when offering trust land for caravan parks and camping.	Ongoing activity.  Two policies in place which relate directly to caravan parks and short term camping on trust land.  Information kits available to assist Councils on preparing trust land management plans.	DERM
<b>Recommendation 6:</b> The committee recommends that the Queensland Government provides support to local governments to assist with the application of cost recovery on the accommodation services they provide.	The Government supports the recommendation in principle.  In conjunction with the model TLMP outlined in the Government's response to Recommendation 5, the use of a cost recovery model by local government provides a balanced approach to increasing available accommodation stock whilst not placing at risk the viability of commercial park operators.	Ongoing activity.  Two policies in place which relate directly to short term camping on trust land.  Information kits available to assist Councils on preparing trust land management plans which include the use of revenue received from using the trust land to be used for maintenance or enhancement of the trust land. (includes a cost recovery tool)	DERM



**Queensland Government response to the Economic Development Committee's Report No. 5 (February 2011)**

<p><b>Recommendation 7:</b></p> <p>The committee recommends that TQ reviews its grey nomad tourism marketing messages to ensure the messages:</p> <p>a) include images of grey nomads engaging in different activities that reflect the socialising and adventurous aspects of grey tourism in rural and regional Queensland</p> <p>b) portray grey nomads as individuals, couples and/or recreational vehicle travellers</p> <p>c) are specific to the different groups within the grey nomad tourism market (i.e. recreational vehicle traveller, drive tourist and caravanner).</p>	<p>The Government supports the recommendation.</p> <p>While the Government supports the outcomes sought by this recommendation, it needs to be considered in terms of TQ's overall marketing strategy for grey nomads.</p> <p>As identified by the Committee, TQ groups consumers according to their attitudes, needs and wants and uses a psychographic segmentation approach. The recommendations will be integrated where possible as part of TQ's global brand strategy and its segmentation models; in particular the touring industry segment.</p>	<p>Ongoing activity.</p>	<p>TQ</p>
<p><b>Recommendation 8:</b></p> <p>The committee recommends that TQ investigates the opportunities for expanding its marketing to grey nomads based on the primary sources of travel information, including the internet, such as forums and blogs.</p>	<p>The Government supports the recommendation.</p> <p>Subject to TQ's marketing approach, the Queensland Holidays website is the most visible medium for the organisation to provide this type of information to the touring market.</p> <p>TQ recognises grey nomads require specific information and in this context, the organisation's consumer website (<a href="http://www.queenslandholidays.com.au">www.queenslandholidays.com.au</a>) will be amended to highlight the driving and journey information available on the site by directing visitors to this information on the home page.</p>	<p><a href="http://www.queenslandholidays.com.au">www.queenslandholidays.com.au</a> amended to highlight the driving and journey information available on the site. This activity is in development with content available on national Australian Tourism data warehouse distributor websites by July 2011. Content will be available on the Queensland Holidays website by March 2012.</p>	<p>TQ</p>
<p><b>Recommendation 9:</b></p> <p>The committee recommends that TQ explores the potential for targeting grey nomads and promoting rural and regional Queensland at the annual Brisbane Caravan and Camping Show.</p>	<p>Response combined with recommendation 10.</p>		
<p><b>Recommendation 10:</b></p> <p>The committee recommends that TQ encourages and provides assistance to local governments and RTOs to promote their regions to grey nomads at the annual Brisbane Caravan and Camping Show.</p>	<p>The Government supports the outcomes sought by Recommendations 9 and 10.</p> <p>This support is underpinned by the need to provide marketing messages to grey nomads based on an understanding of what they are seeking to experience, while at the same time maximising opportunities to reach this cohort.</p> <p>TQ has a strong working relationship with Caravanning Queensland, the association responsible for the annual Brisbane Caravan and Camping Show. There is a well-established agreement that Queensland's RTOs take the lead in promoting Queensland at this show, and it is proposed that this arrangement continue.</p>	<p>Ongoing activity.</p>	<p>TQ</p>
<p><b>Recommendation 11:</b></p> <p>The committee recommends that TQ:</p> <p>a) takes a leadership role, through its Directors of regions, in coordinating the collaboration between local councils and RTOs in a region to develop a joint regional marketing strategy of their own to build on the work undertaken in TQ's TOPs plans and ensure the efficient and effective use of resources and funds for marketing to grey nomads</p> <p>b) provides marketing expertise to local councils which are resource-poor so that council officers develop their skills and build on their first-hand knowledge of their communities and the status of their tourism industries</p> <p>c) conducts research that identifies how grey nomads source their travel information and why they choose to travel to different areas of Queensland.</p>	<p>The Government supports the outcomes sought by this recommendation.</p> <p>There are existing opportunities available for councils to work with TQ. TQ's Zone Directors, who are based in Queensland's seven tourism zones, work with the RTOs on tourism initiatives (including marketing) of importance to their particular zone. This includes those zones where grey nomads are an important market.</p> <p>TQ is reviewing the existing DMPs and there is scope for the plans to incorporate a better understanding of the benefits of grey nomads to individual regional areas, and how to leverage off existing priority activities.</p>	<p>Marketing - ongoing activity.</p> <p>Review of all DMPs by August 2011.</p>	<p>TQ</p>
<p><b>Recommendation 12</b></p> <p>The committee recommends that the Queensland Government makes available a grant funding round to RTOs located outside south-east Queensland for the purpose of marketing the attractions of their local area directly to the grey nomad market.</p>	<p>This recommendation is not supported.</p> <p>This approach would represent a significant departure from TQ's Global Brand Strategy and Tourism Australia's overall marketing approach which does not target grey nomads as a discrete market segment. Promotions to the grey nomad market are undertaken as part of TQ's Whole-of-State experience based marketing activity, a more sophisticated approach to the traditional demographic approach.</p> <p>TQ will continue to support local government and RTOs in targeting relevant key markets for their region; which may include grey nomads and the touring industry segment.</p>		



**Queensland Government response to the Economic Development Committee's Report No. 5 (February 2011)**

<p><b>Recommendation 13:</b></p> <p>The committee recommends that TQ reviews its Drive Tourism Program and includes a section that specifically targets the grey nomad market.</p>	<p>The Government supports the outcomes sought under this recommendation.</p> <p>The Drive Tourism Program ended in 2006, following cessation of special grant funding. While TQ no longer has a discrete Drive Tourism Program, the touring component is integrated by TQ into all relevant mainstream strategies, at regional and whole-of state levels; including the DMPs and TOPs. As highlighted previously, it is recognised that touring is more important for some regions than others.</p>	<p>Ongoing</p>	<p>TQ</p>
<p><b>Recommendation 14:</b></p> <p>The committee recommends that TQ provides guidance to RTOs and local governments on how to build on the foundation of the well-established tourism-themed routes to offer drive tourists other experiences off the main routes.</p>	<p>The Government supports the outcomes sought under this recommendation.</p> <p>An Experience Development Strategy (EDS) is a tool for focused destination management planning and highlight to regional tourism bodies and local governments what a region's key themes and experiences are and how to best develop and promote them. TQ will develop EDSs for all Queensland regions and EDSs are currently underway for the following regions - Cairns, Townsville and the Outback. The Outback is a key destination for touring and their EDS will highlight the key experiences along its touring routes. Once complete, these EDSs will identify to local agencies how best to develop their touring potential as well as highlight to operators how they can become involved in promotional campaigns.</p>	<p>Development of Experience Development Strategy (EDS) for all Queensland regions. Staged roll out with outback to be completed by July 2011 and Cairns /Townsville by October 2011.</p>	<p>TQ</p>
<p><b>Recommendation 15:</b></p> <p>The committee recommends that the Queensland Government investigates the benefits of a grey nomad employment program in social service areas, such as child protection and community corrections that operates in a similar manner to the Grey Nomad Teacher Employment Strategy.</p>	<p>The Government does not support this recommendation.</p> <p>While acknowledging that 'tapping into' the grey nomad cohort is one option to assist local areas to mitigate the challenges of potential skills shortages, the Government does not support its extension to the child protection and community corrections areas.</p> <p>There are significant community risks surrounding the management and supervision of offenders. Probation and parole staff are required to be trained and have appropriate skills in managing offenders in the community to ensure the community is not subject to an unacceptable level of risk. In addition, there might be occasions when a supervising officer is required to give evidence, to a court or elsewhere, in regard to an offender's non-compliance with some condition of their order. This would be a problem if the supervising officer is travelling the 'Grey Nomad Trail'. Further, while it is acknowledged former staff could present as an opportunity. Retired (grey nomad) staff who have not worked in the agency for a period of time would likely require re-training in current offender management practice. It is not considered practical to deliver this training in a short term ad hoc way to grey nomads. Given the mobility of grey nomads and the transient nature of their connections with any one community they do not present as a suitable option for direct engagement in the care of children in the child protection system.</p>		
<p><b>Recommendation 16:</b></p> <p>The committee recommends that the Queensland Government conducts a process and content evaluation of all Queensland Government run or funded employment and volunteer programs targeted at grey nomads with the evaluation to be tabled in Parliament.</p>	<p>The Government acknowledges the outcomes sought by this recommendation.</p> <p>It is noted that there are no Queensland Government funded employment programs that target grey nomads.</p> <p>This recommendation strongly aligns with the priorities of Positively Ageless - Queensland Seniors Strategy 2010-2020 and the Toward Q2 target for volunteering "increase by 50% the proportion of Queenslanders involved in their communities as volunteers". The Government recognises the importance of volunteering effort and the need for additional local structure to fully support the volunteering effort and maximise the input from grey nomads who bring a range of skills and interest as well as time commitment. The Government also acknowledges the importance of recognising people with a disability as essential contributors to the voluntary and paid effort of grey nomads.</p> <p>Volunteering programs will be reviewed as part of the evaluation process referred to under Recommendation 2.</p>	<p>Refer Recommendation 2</p>	<p>DEEDI (in consultation with DoC)</p>
<p><b>Recommendation 17:</b></p> <p>The committee recommends that the Queensland Government supports local governments and communities to develop local employment and volunteer programs. Part of this support could include the development of a best practice guide.</p>	<p>While the Government supports the outcomes sought under this recommendation, implementation will need to be supported by a strong and rigorous evidence base. The outcomes of research to be undertaken as part of Recommendations 1 and 2 will help inform government's future response.</p> <p>It is noted there are no Queensland Government funded employment programs that target grey nomads.</p> <p>Is strongly aligned with Positively Ageless and Toward Q2 volunteering target.</p>	<p>Timing contingent on outcomes of research to be undertaken as part of Recommendations 1 and 2</p>	<p>DEEDI (in consultation with DoC)</p>
<p><b>Recommendation 18:</b></p> <p>The committee recommends that the Queensland Government includes information about the various methods by which local councils and other volunteer and employing organisations can communicate opportunities for employment to grey nomads in a booklet regarding developing best practice grey nomad employment and volunteering programs.</p>	<p>Response combined with Recommendation 19.</p>		
<p><b>Recommendation 19:</b></p> <p>The committee recommends that the Queensland Government includes information about the various incentives available for grey nomad employment and volunteering programs in its booklet regarding developing best practice grey nomad employment and volunteering programs.</p>	<p>The Government supports the outcomes sought under recommendations 18 and 19, but notes the need for a stronger and more rigorous evidence base which will be informed by the research to be undertaken as part of Recommendations 1 and 2.</p> <p>It should be noted that the <i>Skilling Queenslanders for Work</i> initiative does not provide funding or financial incentives for grey nomad employment.</p>	<p>Timing contingent on outcomes of research to be undertaken as part of Recommendations 1 and 2</p>	<p>DEEDI (in consultation with DoC)</p>