



Speech By  
**Hon. Jann Stuckey**

**MEMBER FOR CURRUMBIN**

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Record of Proceedings, 12 February 2014

**MINISTERIAL STATEMENT**

**Tourism**

 **Hon. JA STUCKEY** (Currumbin—LNP) (Minister for Tourism, Major Events, Small Business and the Commonwealth Games) (2.24 pm): In 2014 the Department of Tourism, Major Events, Small Business and the Commonwealth Games, in partnership with tourism operators and small businesses around this great state, will build upon the solid foundations that we have laid since March 2012 when the Newman government recognised tourism as one of the four pillars of our state's economy. We are already witnessing the positive signs such as a \$1 billion boost to our economy from tourism between September 2012 and 2013—an increase, I say, of \$1 billion. This year the accelerator will be flat to the floor in pursuit of our ambitious yet highly achievable goals to double overnight visitor expenditure from \$15 billion to \$30 billion by 2020.

2014 started with a bumper summer tourism period. We will harness this energy as we continue to grow the industry, provide jobs and create wealth for the Queensland economy. We will further strengthen domestic tourism numbers and aggressively market to existing, new and emerging international destinations. Our whole-of-government approach under the DestinationQ strategy has flourished. The DestinationQ forums commenced in 2012 and have become Queensland's premier industry and government annual event and are envied by other states. The Sunshine Coast will be the location for this year's event. Forum outcomes have contributed enormously to the government's legislative agenda so proudly espoused by the Attorney-General and significant red-tape reduction commitments which have removed prohibitive restrictions to investment, infrastructure, ecotourism projects, hospitality venues and countless regulations imposed on small business.

Queensland's 13 regional tourism organisations spread right across the state are busy collecting gems of ideas, assessing future needs and identifying hero experiences for inclusion in their destination tourism plans to guide tourism well into the future. Our distinct, unique marketing campaigns, with a real 'wow' factor and authentic flavour, have excited the industry and, more importantly, tourists to rediscover Queensland's many attractions. Next week the government's 20-year tourism plan, Destination Success, will be launched. The Tourism Investment Attraction Unit continues to garner interest from developers and investors across the globe and the Aviation Attraction Investment Fund is an added incentive to bring new and expanded air services. Our events have hit the ground running for 2014. We have experienced a blockbuster Brisbane International tennis tournament and we have a smorgasbord of spectacular events lined up throughout the year. Following the Glasgow Commonwealth Games later this year, 23 July to 23 August, all eyes will be on Queensland and the Gold Coast as 2014 marks four years until the 2018 Gold Coast Commonwealth Games. Our Commonwealth Games Legacy Strategy, Embracing 2018, was released in January. Planning is on schedule and our budget is on track. None of this has happened by chance. It is the result of this government's commitment to tourism and its genuine partnership with industry.