



Speech By
Hon. Jann Stuckey

MEMBER FOR CURRUMBIN

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MINISTERIAL STATEMENT

DestinationQ 2014

 **Hon. JA STUCKEY** (Currumbin—LNP) (Minister for Tourism, Major Events, Small Business and the Commonwealth Games) (9.55 am): This morning I am delighted to update the House on more great news for tourism in Queensland. Last Wednesday I joined Sunshine Coast Destination Ltd CEO Simon Ambrose and Tourism Noosa CEO Damien Massingham to announce that the Sunshine Coast will well and truly shine as the host of the third annual DestinationQ forum.

This year's annual DestinationQ forum will be held on 16 and 17 September at the Sheraton Noosa Resort and the Outrigger Little Hastings Street Resort and Spa. Every Sunshine Coast MP has good reason to be excited by this unique opportunity to showcase the diverse range of attractions, facilities and natural assets that make up this highly desirable destination. Hundreds of tourism representatives from across our great state will come together again this year to discuss emerging trends, refine marketing strategies, identify more 'hero experiences' and continue to plan for the years ahead.

In 2012 the inaugural forum was held in Cairns; in 2013 the industry gathered on the Gold Coast; now it is the Sunshine Coast's turn to take centre stage at Queensland's premier annual tourism event. Both previous forums have laid the foundation for a strong and prosperous future for our tourism industry, and they were made possible by a government that recognised tourism as one of the four pillars of our economy—not a plaything to take for granted and neglect, as did successive Labor governments. The Newman government has a clear vision for the future of our tourism industry: a plan to revitalise and restore Queensland to the No. 1 tourism destination in the country. That vision and that plan is embodied in our DestinationQ initiative—a genuine whole-of-government approach that is getting results, creating jobs, sustaining our regional communities and bringing fresh new products through investment projects.

Our commitment to tourism and the passionate people who work within the industry is further evidenced by the partnership agreements signed between government and the Queensland Tourism Industry Council at the 2012-13 forums. The 2014 DestinationQ forum will continue to build upon this partnership, harnessing the expertise and enthusiasm of operators across our great state. The Newman government will continue its commitment to develop a sound economic, environmental and social future for all Queenslanders through the Queensland Plan.