



Speech By
Hon. Jann Stuckey

MEMBER FOR CURRUMBIN

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MINISTERIAL STATEMENT

Tourism Industry, Service Standards

 **Hon. JA STUCKEY** (Currumbin—LNP) (Minister for Tourism, Major Events, Small Business and the Commonwealth Games) (2.15 pm): Thank you for the turnaround, Mr Acting Speaker. Queensland is a first-rate tourism destination—our 13 distinct regions boast unforgettable destinations that are the envy of the world. Our tourism industry is focused on providing unsurpassable experiences accompanied by first-class customer service.

The Newman government is committed to ensuring the long-term success of this pillar of the economy. We have embarked on this journey by working hand in hand with industry through our DestinationQ initiative. In our 20-year plan Destination Success, a number of strategic directions are identified for us to achieve our vision for tourism and these include 'delivering a quality service culture and standard'. In simple terms, Queensland service standards need to exemplify the best the world has to offer and deliver a consistent quality experience. Service quality covers all facets of the tourism experience from the all-important first impression of the customer to everything from the appeal of the establishment to its employees, especially those on the front line, to the overall destination, as well as other suppliers in the service industry from transport to food to activities.

As Queenslanders, we are all ambassadors for our tourism industry. We are as much responsible for delivering a quality and memorable experience as the direct employees in the industry itself. Quite often the first impression visitors to Queensland have is the taxidriver who takes them from the airport or bus or railway station to their accommodation. Straightaway any visitor to Queensland is forming their impression for our great state. I credit the Queensland Taxi Council on its campaign to make the state's taxi service the world's best. I encourage all service industries in Queensland to develop and adopt a standard of excellence to ensure that they aspire to and deliver the world's best value.

It was great to read in today's *Courier-Mail* that Brisbane Marketing has plans to improve service standards across the city in the lead-up to the G20, and I look forward to hearing more details from Brisbane Marketing in the near future. The importance of quality service will be heightened as Brisbane sets to host world-class sporting events such as the 2015 Asian Cup. Last Thursday the final draw for the AFC 2015 Asian Cup was held at the Sydney Opera House. This draw will see some of the biggest teams in the Asian region heading to Brisbane as part of the biggest football tournament Australia has ever hosted—45,000 international visitors are expected to be part of the 23-day tournament, with Asian powerhouses such as China, Japan, Korea Republic and Australia battling it out right here in Brisbane as part of the competition for Asian football's biggest prize.

Honourable members, we have a clear direction for tourism in Queensland. So let's all put out the welcome mat, put a smile on our dials and make every visitor feel welcome.