

TOWNSVILLE NORTH QUEENSLAND



LOCAL GOVERNMENT ELECTIONS 2016 #VOTEFORTOURISM

The Townsville North Queensland region includes the electorates of Townsville, Charters Towers, Burdekin, Palm Island and Hinchinbrook.

Townsville North Queensland is recognised as the thriving heart of Northern Australia, where visitors are immersed in leisure, learning, business and cultural experiences and events in the Tropics.



TOWNSVILLE NORTH QUEENSLAND PRIORITIES FOR TOURISM

- SUPPORTING INNOVATION AND ENTREPRENEURSHIP TO DEVELOP REGIONAL JOBS AND OPPORTUNITIES
- THE STADIUM AND ENTERTAINMENT CENTRE
- DEVELOPMENT OF PRIORITY DEVELOPMENT AREA AND URBAN RENEWAL
- COMMUNITY SPORTING FACILITIES
- AVIATION AND CRUISE SHIP ATTRACTION
- EVENTS ATTRACTION

Visitor economy in the Townsville North Queensland Region



Why tourism matters to Townsville North Queensland

TOURISM IN TOWNSVILLE CONTRIBUTES **\$0.7b¹** TO QUEENSLAND'S GSP



What do Townsville Region Residents think about tourism?



¹ Estimated contribution of the region's visitors economy to total tourism Gross State Product.

Source of all data: Tourism Research Australia IVS and NVS, June 2015; Tourism and Events Queensland, Tourism Economic Key Facts, September 2015; Deloitte Access Economics, Queensland Tourism Industry Outlook Potential to 2020, August 2012; Tourism Research Australia, State Tourism Satellite Accounts 2013-2014; Tourism and Events Queensland, Social Indicators 2013. RIS2982



The 2016 Local Government Election has to be focused on job creation and the following areas have been highlighted as key priorities for employment, confidence and economic prosperity for Townsville.

- Integrated Stadium and Entertainment Centre
- Townsville Priority Development Area
- Events Attraction
- Support for Townsville Enterprise to deliver Economic Development Initiatives
- Water Infrastructure for Economic Development
- Innovation
- Aviation and Cruise Attraction

INTEGRATED STADIUM AND ENTERTAINMENT CENTRE

DESCRIPTION: The Integrated Stadium and Entertainment Centre (ISEC) project is a community vision to deliver by 2021 an iconic, multi-use stadium and a 6,000 seat entertainment facility in the heart of the Townsville CBD. The Townsville Integrated Stadium and Entertainment Centre will create immediate and ongoing jobs as well as act as a catalyst for urban renewal within the CBD. An AEC Economic Analysis in 2014 determined that the construction output phase would inject \$250M into the local economy and would deliver more than 550 jobs.

ACTION: Townsville City Council to continue prioritising ISEC as a key project for the City by providing the land (previous Devine site) for the facility and ensuring resources are committed for advocacy and project development.

TOWNSVILLE PRIORITY DEVELOPMENT AREA AND URBAN RENEWAL

DESCRIPTION: The Townsville Priority Development Area (PDA) comprises 95 hectares of preferred development space, centred along Ross Creek. It is regulated by a tailored planning scheme that enables investment to reach the market sooner, through shorter assessment time frames designed to fast-track development. The PDA and its new scheme are facilitated through a partnership between the Queensland Government, the Port of Townsville and Townsville City Council, with planning and development assessment responsibilities shared between Government and Council. The Waterfront PDA planning scheme became operational in November 2015.

ACTION: Townsville City Council to work with the State Government to prioritise the framework for release of lands to market and develop an implementation program with timelines for critical enabling infrastructure such as the Transport Hub, ferry terminal and walkways. It is important to work with the private sector on this program. Program to be promoted to the community and associated economic development bodies to use as a tool to attract further private investment. This framework is to acknowledge the importance of the PDA in driving economic development outcomes for both the local community and visitor economy through urban renewal and regeneration.

EVENTS ATTRACTION

DESCRIPTION: Attracting major events and exhibitions to Townsville can be difficult due to an increase in costs of logistics to travel to a regional area. Townsville Enterprise, Townsville City Council and a collective of local accommodation and venue operators have contributed to an Events Bid Fund since 2013 to support the attraction of new events into Townsville North Queensland. To date, this bid fund has secured an estimated 14,000 room nights and over \$8M in economic value to the City. There is an opportunity not only to continue to support the Events Bid Fund but to also review the model of attracting events to Townsville and develop a business model that will further promote Townsville as a key destination for touring events and exhibitions.

ACTION: Townsville City Council to continue contributing financially (no less than current levels) to the Events Bid Fund as well as participate and support Townsville Enterprise and the State Government to develop a regional model of attracting events to Townsville; this includes the consideration of infrastructure.

SUPPORT FOR TOWNSVILLE ENTERPRISE TO DELIVER ECONOMIC DEVELOPMENT INITIATIVES

DESCRIPTION: Townsville Enterprise works in partnership with the Townsville City Council to deliver economic development initiatives for the City. It is important this partnership continues to be a priority for Townsville and that Townsville Enterprise is endorsed as the appropriate vehicle to deliver regional economic development initiatives. Townsville Enterprise is currently undertaking its 2016-2021 Strategic Review which will provide recommendations on how this partnership can be further enhanced. It is important that Townsville City Council is in alignment with key stakeholders such as Townsville Enterprise on the economic development vision for Townsville and North Queensland and the importance of continuing to develop that partnership.

ACTION: Prioritise and develop the Townsville Enterprise and Townsville City Council partnership and funding model to grow the economic development opportunities for Townsville and North Queensland and participate and acknowledge the recommendations outlined in the Townsville Enterprise Strategic Review to further enhance this relationship. Request funding for tourism remain no less than current funding contributions to ensure this funding can be leveraged to receive matched State Government funding. Overall funding requested to remain no less than current levels.

WATER INFRASTRUCTURE FOR ECONOMIC DEVELOPMENT

DESCRIPTION: Townsville City Council to support Townsville Enterprise's plans to develop a regional water security plan for Townsville North Queensland by accessing the Australian Government's recently announced National Water Infrastructure Development Fund. The appropriate target for the proposed work is a new dam located at Hell's Gate, as identified by the North and North West Queensland Sustainable Resource Feasibility Studies. This new dam would be accompanied by augmentation of existing water infrastructure (Burdekin Falls Dam, pipeline and water treatment facilities and integrated water management rights for the Burdekin system).

ACTION: Townsville City Council to endorse Townsville Enterprise as the appropriate vehicle to deliver the feasibility work as evidenced by the North and North West Queensland Sustainable Resource Feasibility Studies delivered in 2014.

INNOVATION

DESCRIPTION: Creating knowledge-based jobs for the future, driving productivity improvements and building on Townsville North Queensland's natural advantages will help position the region as an attractive investment destination with a strong innovation and entrepreneurial culture.

ACTION: Townsville City Council to work with Townsville Enterprise and the innovation and start up community to market and develop Townsville as a region that fosters innovation and entrepreneurial pursuits whilst creating jobs and opportunities for the future. Resourcing this innovation strategy and action plan needs to be a consideration for Council.

AVIATION AND CRUISE/MILITARY SHIPS ATTRACTION

DESCRIPTION: The development of aviation and cruise/military ship industries will be important drivers for regional economic development, social progress and economic prosperity. The Townsville City Council is currently involved in the Aviation Attraction Committee and the Cruise/Military Ship Attraction Committee. Both Committees are developing and actioning strategies to grow these sectors and Council participation and support will be key to achieving the objectives of both groups.

ACTION: Townsville City Council to prioritise Aviation and Cruise/Military attraction and work with key stakeholders to grow these sectors. Resourcing and financial support for community initiatives needs to be considered as opportunities arise.

2016

QUEENSLAND LOCAL GOVERNMENT ELECTIONS

PRIORITIES FOR TOURISM

Tourism is an economic and community building powerhouse for Queensland and Australia. Projected to be among the world's fastest growing industries with growth forecasts of 4% a year between now and 2033 – more than doubling in size over the next two decades.



QUEENSLAND
TOURISM INDUSTRY
COUNCIL

The Voice of Tourism

VOICE OF TOURISM

QTIC is the State's peak body for tourism in Queensland and represents the interests of business operators, 18 sector associations, 3,000 regional members and all of Queensland's 13 Regional Tourism Organisations. QTIC works in partnership with government agencies and industry bodies at a local, state and national level to strengthen the voice of tourism in all relevant policy forums.

The voice of tourism, QTIC advocates on what needs to be done and what the tourism industry expects to be achieved in the next term of local government. The priorities in this document aim to alert local government representatives and policy makers to the value of tourism and inform their decision making on setting economic, community and industry priorities for tourism in Queensland.

MAKING A DIFFERENCE

Industry has acknowledged that the State Government is more responsive under the government-industry partnership approach established through the recognition of tourism as one of the four economic pillars of the state.

It is under the DestinationQ partnership with State Government that QTIC and the tourism industry have a vested interest in ensuring that the tourism industry is strengthened, adequately represented and resourced to achieve the aspirational goal to double visitor expenditure to \$30 billion by 2020. This is a stretch target that will require focused consideration on both the demand and supply side issues facing the industry. QTIC and the tourism industry look forward to strengthening its partnership with local governments in shaping the future of tourism in Queensland.



TIMELINE AND CONSULTATION PROCESS

The Priorities for Tourism are the result of consultation with key industry stakeholders, members, 13 Regional Tourism Organisations, 18 sector Associations and wider industry. In addition, the outcomes of DestinationQ, Destination Tourism Plans and the Queensland Plan further informed the state wide and regional priorities.

PRIORITIES FOR TOURISM 2020

Tourism is a key economic driver in many Queensland regions, supporting regional employment and community growth, employing over 241,000 people directly and indirectly, or 9.9% of all people employed in Queensland¹. The tourism industry in Queensland contributed \$23 billion to Queensland's Gross State Product (GSP), representing 7.9% of total GSP and generated \$5.9 billion in exports in 2013, making it the second largest export earner behind coal².

The Queensland Government and the Queensland tourism industry share an ambition to restore Queensland's leadership position as Australia's premier tourism state, and the **goal of doubling visitor expenditure, to \$30 billion by 2020**.

➔ INVESTMENT IN PRIORITY INFRASTRUCTURE AND SUPPORTING TOURISM DEVELOPMENT

- Accelerate investment in major infrastructure, including the Bruce Highway, sport, entertainment and convention venues, national park facilities and multimodal transport systems.
- Boost investment and cooperation in aviation and air route development.
- Stimulate private sector investment in tourism infrastructure through incentive programs and efficient regulatory frameworks.
- Invest in digital infrastructure to enhance accessibility and availability of services for regional communities, industry, governments and visitors to create consumer and business opportunities.

An ever increasing number of destinations worldwide are investing in a tourism future, turning tourism opportunities into key drivers for jobs, economic progress, export revenues and infrastructure development³.

Investment in public infrastructure (including access) was identified as a top 5 demand barrier to growth for Queensland's tourism industry⁴.

Efficient access infrastructure to regions has a direct and often immediate impact on visitation numbers and consumer demand. Road and aviation transport infrastructure provides a major mode of visitor dispersal for interstate, intrastate and international visitors, particularly to/between rural and regional areas where tourism is the lifeblood of many communities.

"It is vital, especially in regional areas, that government be a part of helping spread tourism visitation through the regions. Roads, rail, air are vital components to ensure the tourism spread into regional areas".
~ Tourism Business Operator

Attracting tourism investment also relies heavily on government policies, and business laws and regulation to provide conditions that stimulate private sector investment in new developments and re-investment in existing product.

The median age of Queensland's accommodation stock is 20-29 years, with only a quarter of existing stock refurbished in the past 5 years⁵.

The infrastructure needs of the tourism industry however, are much broader than the traditional areas of transport, accommodation and public amenities⁶. The internet and new technologies have revolutionised the tourism industry more than any other factor of the last few decades.

Better connectivity and services across the state will benefit regions and enable business to connect directly to visitors and global markets in real time.

"Development in competitive markets requires a stronger focus on attracting major tourism infrastructure to the state."
~ Tourism Industry Consultant

Tourism planning requires a degree of flexibility when it comes to local government assessment, as tourism covers a broad range of land uses. The sustainable development approach to tourism planning is highly important as the attraction of many tourism developments in Queensland depend on the natural environment, historic heritage and culturally significant locations.

"Strengthen partnerships with longer term funding commitments from the government."
~ Local Government Representative

¹ Tourism Research Australia, Tourism Key Economic Facts December 2013

² Tourism Queensland, Tourism Economic Key Fact December 2010

³ UNWTO, Tourism Highlights 2014

⁴ DestinationQ Forum Report 2014

⁵ *Ibid*

⁶ CSIRO Tourism Futures, 2012

ACTION INDUSTRY STRUCTURAL REFORM DESIGNED FOR GLOBAL COMPETITIVENESS

- Work with industry to develop a collaborative industry structure that promotes efficiency, innovation and competitiveness.
- Facilitate an industry network that supports all businesses, no matter the size or primary activities, a network that provides access to support systems in order to spark collaboration and innovation.
- Progress the industry-government partnership through recognition of tourism as one of the key economic drivers of the state's economy and its value to the community.

Effective engagement with Queensland's 55,000 tourism businesses requires actioning a reform agenda that offers a value proposition for individual businesses and for destinations.

Industry identifies strong partnerships as one of top priorities to grow tourism, committing to "...industry and governments working in partnership at all levels and having strong leadership that works collaboratively across other industries, with communities and towards a common long-term vision ..." (DestinationQ Action Plan, 2015)

Structural reform aims to rejuvenate industry networks by re-engaging with industry and developing partnerships to enhance the collaborative actions of all tourism stakeholders (public and private). This reform is designed to ultimately increase the value of tourism to the state's economy by showcasing how Queensland shines on a global stage.

"Government and industry needs to understand each other's objectives and work more closely.

"Structural reform is essential. Investment in tourism marketing, industry development and investment attraction is essential."

~ Regional Tourism Organisation

COMPETITIVE INVESTMENT IN TOURISM FOR MARKETING AND EVENT ATTRACTION

Current public investment in tourism marketing and event attraction is lagging behind major competitors. International and domestic visitor data have confirmed a decline in competitiveness of Queensland compared to other states, particularly Victoria and WA⁷.

The current marketing and events investment of approximately \$100 million in 2014-2015, achieves a \$23 billion economic contribution and supports 230,000 jobs in Queensland and is the second highest export industry.

To achieve \$30 billion by 2020 Queensland's investment must be set at a more competitive level and be assured over a period of at least 3-4 years to allow for sustainable and strategic marketing and events planning. Competitive investment needs to promote a balanced portfolio of markets that promote the competitive strengths of Queensland and enable the growth of value in the domestic market.

Industry has made a commitment to the DestinationQ partnership and has also stepped up its investment in marketing, product redevelopment and new infrastructure – with much more to come over the next few years.

⁷ Tourism Research Australia, IVS and NVS Year Ending June 2015

"Destination marketing is essential to attract the tourists" ~ Tourism Business

INVEST IN INNOVATION TO DRIVE INDIVIDUAL AND COLLECTIVE BUSINESS AND PRODUCT DEVELOPMENT

- Support the development of an industry-led framework for business standards, to drive quality product and service outcomes.
- Invest in industry-led capacity building programs that recognise the entrepreneurship and encourage future innovation, workforce, business and product development.
- Invest in Open Data initiatives that enable business, industry, regional communities and governments to access and share information to remain globally competitive.
- Accelerate the establishment of an industry-led partnership with the education and training sector to raise the quality of training and reposition the sector to meet current and future tourism skills, business and workforce demands.

Every part of the tourism industry must cater to evolving consumer needs, desires and expectations and find ways to innovate, improve and invest in business, product and people.

Industry identifies quality, service and innovation as one of top six priorities to grow tourism, committing to "... being technologically smart connected and efficient, doing business better and reaching consumers in new and innovative ways." (DestinationQ Action Plan, 2015)

New technologies have started to considerably disrupt the traditional business model and the economy, particularly in the tourism industry, this is creating challenges and putting increased pressure on business to raise competitiveness and be responsive to new innovations in a rapidly changing business environment.

Visitors are increasingly using online tools to organise and manage every aspect of their holiday, from travel booking to accommodation, to recreational activities. This trend is expected to continue and shape the evolution of businesses and skills demand across all sectors of the tourism industry.

Strengthening partnerships between industry and the education and training sector is needed to ensure training and skills programs are world class and contemporary.

"Product development is essential and needs to be a government priority, through assisting in one on one business mentoring, workshops."

~ Regional Tourism Organisation

"Pace of innovation required to stay competitive requires energy and investment, and support from governments."

~ Tourism Business Operator

"Funding for research and innovation."

~ University Representative

→ MAXIMISE QUEENSLAND'S DESTINATION ADVANTAGE

- Work collaboratively with regional destinations and tourism stakeholders and commit resources to develop regional tourism facilitating delivery of economic and community benefits through the offering of high quality competitive tourism experiences.
- Local governments to collaborate with and invest in tourism growth and marketing to deliver positive social and economic returns to regional communities helping to achieve resilient industries.
- Stimulate public and private sector investment in regional tourism infrastructure through the adoption of the *Next Generation Tourism Planning Guidelines*⁸ in local government planning schemes.

Tourism contributes positively to community objectives such as employment, infrastructure, diversification, conservation, environmental improvements and economic development. The inclusion of tourism among regional portfolios enables the diversification of over-specialised regional economies, strengthening local economies.

The money spent by visitors generates revenue for local governments to invest in public services such as parks, transport and amenities or by attracting and supporting arts, sports or cultural events.

Industry recognised the role of the community as one of the top six priorities to grow tourism, committing to "educate the community to understand the positive social and economic impact of the visitor dollar"
(DestinationQ, 2014)

Given the regional-destination based focus of visitors, a regional-based development, management and marketing approach is a prominent feature of current tourism strategies for Queensland. Local residents agree that tourism is important, with 91% of Queensland residents identifying the importance of the economic benefits derived from tourism.

With appropriate funding allocations for Regional Tourism Organisations, the support of local government and industry, will continue to develop and promote regions and attractions allowing Queensland to shine in a competitive national and global tourism market.

"Develop a balanced approach to protecting/
enhancing natural attractions."
~ Tourism Business Operator

"Natural and cultural values are critical
to our competitive advantage internationally
and domestically."
~ Tourism Business Operator

→ PRESERVE QUEENSLAND'S NATURAL ASSETS AND CULTURAL HERITAGE

- Provide certainty for industry and communities that environmental management and protection policies will reflect tourism interests, particularly in areas of state and national significance.
- Long term protection of our natural assets, like the Great Barrier Reef, need to be funded at all levels of government to adequately address the scope of environmental and development challenges.
- Funding for programs, like Reef Rescue that assist in the long-term protection of our natural assets, including the Great Barrier Reef, need to be maintained at levels to adequately address challenges.
- Allocate funding for industry partnerships with Aboriginal and Torres Strait Islander people through tourism activities, providing employment and Indigenous business development outcomes.

Tourism is a long-term economic driver for Queensland, and its 55,700 tourism businesses remain heavily reliant on the state's natural assets and cultural heritage to survive.

Tourism activity associated with the Great Barrier Reef contributed \$5.7 billion dollars to the national economy in 2012-13⁹. Such success can be largely attributed to the effective tourism planning and management processes in place, which have resulted in a successful balance between reasonable human use and the preservation of this world-class natural asset.

However, ongoing coastal development, as well as other factors such as climate change, is having a significant impact on the health of the Great Barrier Reef.

Any reduction in commitment to the preservation of Queensland's natural assets will undermine the significant efforts by the tourism industry and Government to achieve tourism 2020 targets.

Tourism has a vested interest to preserve and protect not only the natural assets and cultural heritage of our state, but support for Aboriginal and Torres Strait Islander people through tourism activities.

Industry identifies preserving nature and culture as a core priority to grow tourism committing to "...maximise the tourism opportunities of heritage, arts, culture, nature and indigenous tourism experiences."
(DestinationQ Action plan, 2015)

In view of the labour demands and market expectations to achieve tourism 2020 target; Indigenous tourism and the involvement of Aboriginal and Torres Strait Islander people in mainstream and cultural areas of the tourism industry are a vital part of Queensland's tourism future.

"The natural assets of our state are significant
reasons for visitation and repeat visitation,
preservation is of the utmost importance."
~ Tourism Business Operator

⁸ Queensland Government, Department of Tourism, Major Events, Small Business and the Commonwealth Games, 2013

⁹ Deloitte Access Economics, Economic Contribution of the Great Barrier Reef, 2013

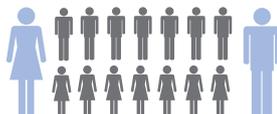
PRIORITIES FOR TOURISM 2020

- INVESTMENT IN PRIORITY INFRASTRUCTURE AND SUPPORTING TOURISM DEVELOPMENT
- ADVANCE INDUSTRY STRUCTURAL REFORM DESIGNED FOR GLOBAL COMPETITIVENESS
- COMPETITIVE INVESTMENT IN TOURISM FOR MARKETING AND EVENT ATTRACTION

- INVEST IN INNOVATION TO DRIVE INDIVIDUAL AND COLLECTIVE BUSINESS AND PRODUCT DEVELOPMENT
- MAXIMISE QUEENSLAND'S DESTINATION ADVANTAGE
- PRESERVE QUEENSLAND'S NATURAL ASSETS AND CULTURAL HERITAGE

Why tourism matters to Queensland

TOURISM CONTRIBUTES **\$23b¹** OR **7.6%** OF QUEENSLAND'S GSP
DELIVERS 1 IN EVERY 8 DOLLARS TO THE STATE'S ECONOMY THROUGH TOURISM SPENDING

 **230,000 Jobs**
1 IN 10 QUEENSLANDERS MORE THAN RESOURCES OR AGRICULTURE

SUPPORTS **12%** OF ALL **Businesses** IN THE STATE
 9 IN 10 ARE SMALL BUSINESSES

 **Exports \$5.8b**
2ND LARGEST EXPORT EARNER FOR QUEENSLAND 

Visitor economy

EVERY DOLLAR TOURISM EARNS, ADDS AN **ADDITIONAL 87¢** TO OTHER PARTS OF THE ECONOMY

\$49m DAILY SPEND IN LOCAL ECONOMY

\$18.3b VISITORS SPEND PER YEAR

\$30b 2020 POTENTIAL

What do Queenslanders think about tourism?



RECOGNISE THE IMPORTANT **ECONOMIC BENEFITS** OF TOURISM



SEE THE **GREATER CULTURAL DIVERSITY** TOURISM GENERATES



AGREE THAT TOURISM **PRODUCES INCREASED LOCAL PRIDE**



RECOGNISE TOURISM **STIMULATES NEW INFRASTRUCTURE**



ARE HAPPY WITH MORE **TOURISM GROWTH**

¹ Estimated contribution of the region's visitors economy to total tourism Gross State Product. Source of all data: Tourism Research Australia IVS and NVS, June 2015; Tourism and Events Queensland, Tourism Economic Key Facts, September 2015; Deloitte Access Economics, Queensland Tourism Industry Outlook Potential to 2020, August 2012; Tourism Research Australia, State Tourism Satellite Accounts 2013-2014; Tourism and Events Queensland, Social Indicators 2013. RIS2967