

# KICK-STARTING TOURISM AND TRANSPORT IN QUEENSLAND

Queensland State Election November 2017



## ABOUT TTF

The Tourism & Transport Forum (TTF) is a national, member-funded CEO forum advocating the public policy interests of leading corporations and institutions in the Australian tourism, transport and aviation sectors.

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# QUEENSLAND ELECTION PRIORITIES

To supercharge growth in the Queensland tourism industry and to meet the transport opportunities of the future, the Tourism & Transport Forum Australia (TTF) recommends that the next Queensland Government commit to the following key policies and projects:

## TOURISM

- Increase Destination Marketing to \$150 million per year
- Establish a separate Business Events Fund of \$10 million per year
- Invest in Nature Based Tourism infrastructure
- Support and grow Queensland's art and cultural sector
- Commit \$14 million to the Attracting Aviation Investment Fund
- Rule out the introduction of a Queensland Bed Tax
- Ensure the Tourism Portfolio is a Senior Cabinet appointment
- Reform the Market Led Proposal process

## TRANSPORT

- Deliver Cross River Rail
- Work with Brisbane City Council to deliver Brisbane Metro
- Extend Gold Coast Light Rail to the Gold Coast Airport
- Upgrade the Pacific Highway between Reedy Creek and Tugun
- Progress upgrades across the Bruce Highway
- Develop a Business Case to revitalise Queensland's regional rail network
- Establish a 'Smart Transport Centre'





# TOURISM

*Queensland is the jewel in the crown of the Australian tourism sector. It is home to one of the natural wonders of the world – the Great Barrier Reef – as well as renowned tourist destinations such as the Gold Coast, Sunshine Coast and Cairns. From pristine beaches and world heritage national parks to cultural and sporting hubs, Queensland is in a unique position to capitalise on the growth of Australia's visitor economy. Tourism is the super-growth industry that can future proof the Queensland economy and support jobs across the State, provided the right investment decisions are made by the next Queensland Government.*

## INCREASE DESTINATION MARKETING TO \$150 MILLION PER YEAR

Destination marketing is core to growing tourism, especially given significant competition for the tourist dollar that Queensland is facing. Queensland has been funding destination marketing at \$100 million for the last four years which, when CPI is taken into account, is effectively a decrease in funding. In contrast, Victoria has lifted its marketing funding in recent years which has allowed Victoria to increase its market share. This is why destination marketing needs to be increased to \$150 million per year for Queensland to be competitive. Queensland now spends less than NSW and Victoria and we are seeing the results. In 2014, Victoria overtook Queensland to become the second most popular state for overnight visitors. Victoria is also closing the gap in terms of overnight expenditure, and looks set to overtake Queensland in 2018. The next Queensland Government cannot afford to be complacent when it comes to funding tourism and must recognise that the tourism sector has the potential to become the most effective and sustainable way to diversify beyond the resources economy.

## ESTABLISH A SEPARATE BUSINESS EVENTS FUND OF \$10 MILLION PER YEAR

Business events are critical to Queensland's visitor economy and attract high yield visitors who spend almost six times more per day than regular leisure visitors. Targeted government funding that supports bids to secure high-yield business and major events is a sound investment that helps to grow local jobs and encourages domestic and international visitation. As noted by the Business Events Council of Australia

2015 Report, The Value of Business Events to Australia, business events held in Queensland during 2014-15 generated \$4.3 billion in direct expenditure, \$2 billion in direct value add and supported more than 28,000 jobs. TTF urges the next Queensland Government to establish a separate Business Events Fund of \$10 million per year to ensure Queensland remains competitive in bidding for domestic and international conventions and conferences. TTF also urges the next Queensland Government to boost funding for regional business events to support tourism in Cairns, Townsville, the Whitsundays and the Gold Coast.





### INVEST IN NATURE BASED TOURISM INFRASTRUCTURE

Queensland's destination brand is greatly enhanced by its natural beauty and incredible destinations such as the Great Barrier Reef, the Wet Tropics, the Gold Coast and Sunshine Coast hinterlands and Western Queensland. TTF research shows that nature-based visitors stay longer and spend more. International visitors spend around 15 per cent more and stay 20 per cent longer, while domestic visitors tend to spend around 40 per cent more and also stay 40 per cent longer. It is important that the next Queensland Government boost funding for visitor infrastructure in national parks, including free WiFi and improved park access. TTF recommends that the next Queensland Government work in partnership with the private sector to deliver sustainable tourism infrastructure, including accommodation and attractions, in and around national parks such as Springbrook on the Gold Coast.

### SUPPORT AND GROW QUEENSLAND'S ARTS AND CULTURAL SECTOR

Brisbane's South Bank precinct is a critical component of Queensland's cultural tourism offering. The Queensland Performing Arts Centre (QPAC), Queensland Art Gallery and Gallery of Modern Art (QAGOMA) and the Queensland Museum, attract hundreds of thousands of visitors to Brisbane each year. In addition to high visitation figures, cultural tourism also attracts high-yielding visitors who spend more and stay longer than the average traveller. Cultural events and exhibitions held at these institutions are critical demand drivers for the visitor economy. TTF recommends that the next Queensland Government continue to support cultural tourism by increasing funding for institutions within the South Bank precinct. TTF also urges the next Queensland Government to extend operating hours at QAGOMA to provide a world-class cultural offering for visitors during the evening that will support the growth of Brisbane's night-time economy. TTF acknowledges and supports the LNP's proposal to deliver a Queensland Academy of Sciences to support the current offerings for visitors to South Bank and would urge the next Queensland Government to progress this project.

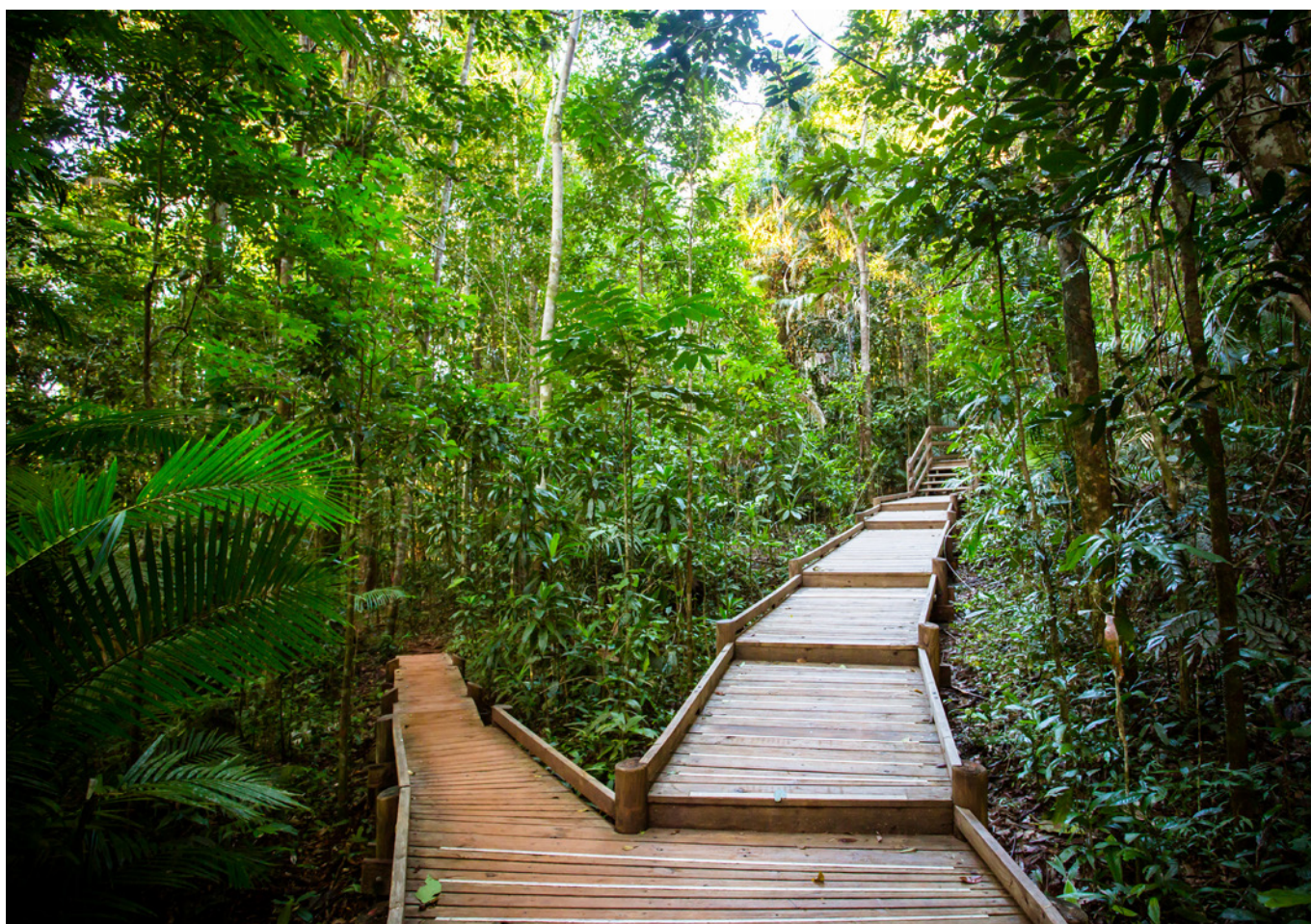


### COMMIT \$14 MILLION TO THE ATTRACTING AVIATION INVESTMENT FUND

TTF acknowledges the support of both major parties to the \$10 million Attracting Aviation Investment Fund. The Attracting Aviation Investment Fund supports the growth of the Queensland visitor economy by securing and encouraging the introduction of international, domestic and regional airlines to add new routes to or within Queensland, or to increase flight frequencies and seat capacity on existing routes. Attracting new air services, particularly by international airlines, is a lengthy process, which invariably includes significant competition from other markets, and certainty of incentive funding is essential. TTF recommends that the next Queensland Government commits \$14 million at a minimum to continue the operation of the Attracting Aviation Investment Fund over the next four years.

### RULE OUT THE INTRODUCTION OF A QUEENSLAND BED TAX

TTF notes that earlier this year, a proposal to introduce a Queensland 'bed-tax' of up to 5 per cent of the value of commercial room-rates was floated. In Queensland there are 19 projects worth \$2.3 billion in the accommodation sector currently in development that will provide an additional 4,370 rooms for visitors in the future. This investment could be placed in jeopardy if a bed-tax was to be considered in the future. TTF has estimated that a bed-tax would increase the average room-rate in Queensland from around \$156 to \$164 per night and would have a negative impact on major tourism destinations such as the Whitsundays, Sunshine Coast and Gold Coast. TTF strongly urges all political parties to rule out implementing a bed-tax on the Queensland accommodation sector, if elected.







### ENSURE THAT THE TOURISM PORTFOLIO REMAINS A SENIOR CABINET APPOINTMENT

Tourism is an economic powerhouse, contributing more than \$25 million to the Queensland economy each year and directly employing more than 138,000 Queenslanders. It is critical that the tourism portfolio remains a Senior Cabinet appointment, to ensure that the tourism sector in Queensland continues to receive the support it needs to grow into the future. TTF also recommends that the next Queensland Government appoint the Tourism Minister to the Expenditure Review Committee of Cabinet to ensure that the visitor economy is at the heart of all budget and funding decisions.

### REFORM THE MARKET LED PROPOSAL PROCESS

TTF recognises the importance of the private sector in creating opportunities for infrastructure that governments could not otherwise fund. The Market Led Proposal process needs to be streamlined and concrete timelines for proposals to be dealt with. This would help attract more businesses to put forward proposals to fund tourism infrastructure, such as Brisbane Live, and see opportunities that may not be currently utilised, such as the under activated night-life economy of the CBD.

# TRANSPORT

*Targeted investment in road and public transport infrastructure projects is critical to ensuring that Queensland is able to meet the challenge of future population growth and is able to minimise the future cost of congestion, particularly within South East Queensland. Integrated, reliable and efficient public transport services will play an important role in minimising the cost of congestion, reducing travel times, maximising economic productivity, transforming urban environments and supporting the continued growth of Queensland's visitor economy. TTF urges the next Queensland Government to increase road and transport investment and to progress the following infrastructure projects:*

## DELIVER CROSS RIVER RAIL

Cross River Rail is the number one transport priority for South East Queensland, and we acknowledge and support the work undertaken by the Palaszczuk Government to progress this vital project. TTF has long supported the Cross River Rail project on the basis that a second rail crossing of the Brisbane River will alleviate pressure on Brisbane's constrained rail network, address rapid population growth and reduce road congestion, in and around the CBD. TTF recommends that the next Queensland Government work with the Federal Government to progress this city-changing infrastructure project, to ensure that the Brisbane CBD rail network is able to meet future demand and reduce journey times for commuters.

## WORK WITH THE BRISBANE CITY COUNCIL TO DELIVER BRISBANE METRO

To complement Cross River Rail, TTF urges the next Queensland Government to support Brisbane City Council's Brisbane Metro project. As noted in the Brisbane Metro business case, critical parts of Brisbane's existing busway infrastructure have reached capacity and cannot accommodate projected growth into the future, impacting on travel times and reliability of the network. TTF recommends that the next Queensland continue to work with Brisbane City Council to deliver Brisbane Metro, to improve future access and connectivity to, from and within the Brisbane CBD. An integrated transport network that includes both Cross River Rail and Brisbane Metro will ensure that Brisbane meets the future demands of a growing city and support jobs and economic growth.







### EXTEND THE GOLD COAST LIGHT RAIL TO THE GOLD COAST AIRPORT

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The Gold Coast Light Rail has transformed public transport on the Gold Coast for locals and tourists and TTF commends the work of the Palaszczuk Government in extending the light rail network to connect with heavy rail at Helensvale station in time for the 2018 Commonwealth Games. To support the Gold Coast's booming population and to grow demand for travel, it is vital that the Queensland Government commits to extending the light rail network to Coolangatta via the Gold Coast Airport. TTF recommends that the Queensland Government work with the Federal Government and the Gold Coast City Council to fund, plan and build this crucial extension in the medium-term. In the near-term, TTF also recommends that the next Queensland Government support the Gold Coast City Council's proposal to extend the light rail from Broadbeach to Burleigh Heads.

### UPGRADE THE PACIFIC HIGHWAY BETWEEN REEDY CREEK AND TUGUN

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TTF welcomes the overdue funding announcement made by the Queensland and Australian Governments to widen the Pacific Highway between Mudgeeraba and Varsity Lakes from four lanes to six lanes to cater for increased traffic demand. TTF now urges the next Queensland Government to end the "blame-game" and work with the Australian Government to commit to fully fund the widening of the Pacific Highway between Reedy Creek and the Tugun Bypass and to fast-track its construction.

### PROGRESS UPGRADES ACROSS THE BRUCE HIGHWAY

The Bruce Highway has long been identified as one of Australia's deadliest roads. As noted by the Australian Automobile Association through the Australian Road Assessment Program (AusRAP), between 2010 and 2014 there were 2,559 casualty crashes and 166 deaths on this highway. TTF commends both major parties for their commitment to delivering safety upgrades along the Bruce Highway and urges the next Queensland Government to secure funding to fast-track upgrades and safety improvements to high-risk sections of the highway, including Caloundra to Cooroy, Townsville to Ingham, Sarina to Mackay and Childers to Gin Gin.

### DEVELOP A BUSINESS CASE TO REVITALISE QUEENSLAND'S REGIONAL RAIL NETWORK

Revitalising and extending Queensland's regional rail network should be a priority for the next Queensland Government. Providing better transport connections between the regions and Brisbane will support regional dispersal and grow the visitor economy. TTF welcomes the Queensland LNP's commitment to progress a business case for a fast train network

between the Gold Coast, Brisbane, Sunshine Coast and Wide Bay. TTF encourages the next Queensland Government to work with the Australian Government to develop a business case and explore opportunities for faster passenger rail links between major cities and Queensland's regions.

### ESTABLISH A 'SMART TRANSPORT CENTRE'

Technology is rapidly transforming every aspect of our daily lives. From the way we commute to the way we interact with each other, new and disruptive technologies have significantly altered our social and economic landscape and the way we commute. TTF recommends that the next Queensland Government establish a 'Smart Transport Centre' to support the development and trial of innovative transport technologies including autonomous vehicles and on-demand transport services, to ensure that Queensland remains at the forefront of transport innovation. Additionally, TTF encourages the Queensland Government to improve ticketing infrastructure to allow for open-loop ticketing, providing commuters and visitors with the option of using their credit or debit cards or smart-phone devices to pay for and access public transport services.





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