

Draft ShapingSEQ Regional Plan 2023 update

*Submitted to the Department of State
Development, Infrastructure, Local
Government and Planning
September 2023*



**QUEENSLAND
TOURISM INDUSTRY
COUNCIL**

The Voice of Tourism

© Queensland Tourism Industry Council 2023

This work is copyright. All other use, copying or reproduction of any part of this document is prohibited except as permitted under the Copyright Act 1968 (Cth). Without limiting the foregoing, no part of this work may be reproduced without acknowledgement of the Queensland Tourism Industry Council.

Acknowledgement of Country

The Queensland Tourism Industry Council acknowledges the Traditional Custodians of the lands on which we work and live across Queensland, and recognises their continuing connection to the land, waters and culture. We also pay our respects to all First Nations people, past, present and emerging.

Contact details for Queensland Tourism Industry Council

Level 5, 189 Grey Street, SOUTH BANK QLD 4101
PO Box 13162, George Street, BRISBANE QLD 4000

Phone: 07 3236 1445

Email: info@qtic.com.au

qtic.com.au     

Disclaimer

While all reasonable care has been taken in the preparation of the material contained in this work, the Queensland Tourism Industry Council (QTIC) does not warrant the accuracy, completeness, or adequacy of the information, including information provided by other parties. The information is by way of general commentary only, subject to change without notice, and does not constitute the giving of professional legal or financial advice. To the extent permitted by law, QTIC, its employees, and agents disclaim liability (including liability by reason of negligence) to any person for any loss, damage, cost, or expense incurred or arising as a result of any information, whether by reason of any error, omission, the currency or misrepresentation in the information or for any action taken by any person in reliance upon the information contain within this work.



INTRODUCTION

The Queensland Tourism Industry Council (QTIC) welcomes the opportunity to provide feedback to the Department of State Development, Infrastructure, Local Government and Planning regarding the *Draft ShapingSEQ Regional Plan 2023 update* (henceforth referred to as ‘ShapingSEQ’).

QTIC initiatives and submissions to inquiries and consultations to date on matters affecting the current consultation includes (but extends far beyond) the following:

- 2018 submission to the Department of Premier and Cabinet regarding *The Queensland Plan: Queenslanders’ 30-year vision review*.¹
- 2017 submission to the Department of Infrastructure, Local Government and Planning regarding the *Draft ShapingSEQ Regional Plan*.²
- 2014 submission to the Department of Premier and Cabinet on *The Queensland Plan: A 30-year vision for Queensland*.³
- 2013 submission to the Department of State Development, Infrastructure and Planning on the *Draft amendment to the South East Queensland Regional Plan 2009-2031 state planning regulatory provisions*.⁴
- Numerous other submissions regarding planning and development, finance and taxation, and infrastructure to support tourism industry growth.

QTIC looks forward to contributing to any future discussions arising from this review and engaging in a positive, productive dialogue with the Department of State Development, Infrastructure, Local Government and Planning. For further discussion regarding points raised in this submission, please contact QTIC on (07) 3236 1445 or email policy@qtic.com.au.

QUEENSLAND TOURISM INDUSTRY COUNCIL

QTIC is the peak industry body and leading advocate for the tourism, hospitality, and events sectors in Queensland, committed to the growth and sustainability of the state visitor economy. Our efforts focus on powerful lobbying, policy development, and collaboration with key industry stakeholders to create a favourable business environment for operators.

As a not-for-profit, membership-based organisation, we take pride in ensuring that the concerns and needs of our members and the broader tourism industry inform all relevant policy debates and that businesses have strong representation in decision-making processes. By promoting the value and importance of tourism in government forums and to the wider community, we help to create a vibrant, diverse industry that benefits all.

Through delivery of workforce and skilling programs, advocating for attraction and infrastructure investment, and working with the private sector to develop innovative solutions to tourism priorities, QTIC continues to serve members and industry. We also provide expert advice and support, including workforce and business development opportunities and access to vital industry insights. Working as a voice to government, we help to ensure Queensland remains a go-to destination and that operators have the resources to meet evolving consumer demands.

¹ QTIC (2018), submission on [The Queensland Plan: Queenslanders’ 30-year vision review](#).

² QTIC (2017), submission on the [Draft ShapingSEQ Regional Plan](#).

³ QTIC (2014), submission on [The Queensland Plan: A 30-year vision for Queensland](#).

⁴ QTIC (2013), submission on the [South East Queensland Regional Plan 2009-2031 state planning regulatory provisions](#).



TOURISM IN QUEENSLAND

FUTURE WORKFORCE DEMAND

QTIC recognises and promotes the invaluable contribution tourism makes to national, state, and local economies. The Queensland tourism industry constitutes 6.7% of total state employment with 206,200 direct and indirect jobs⁵, generating \$32.9 billion in Overnight Visitor Expenditure (OVE) as of YE March 2023.⁶ Looking ahead, projections indicate that employment in accommodation and food services will have the third fastest growth of all industries in Queensland by 2025-26.⁷

There are over 4,300 job vacancies in the Queensland tourism and hospitality industry at the time of writing.⁸ Coupled with the impending surge in demand associated with the Brisbane 2032 Olympic and Paralympic Games, evolving consumer preferences, and bold targets aiming for \$44 billion OVE by 2032⁹, it is critical to ensure the tourism industry has the capability to cater to visitor needs via the attraction and retention of a skilled workforce.

TOURISM INFRASTRUCTURE AND INVESTMENT

Investment for supply side demand-driving initiatives is required to support tourism activity, but operational status for product development this is severely constrained due to red tape.

Multi-agency or interdepartmental liaisons with overlapping process create a clear challenge for operators, who have advised QTIC that it is increasingly difficult to get new projects off the line. While regulation is a necessary development process, it should be accessible, comprehensible, and consistent for those working under its remit.

There is no confidence to invest in the industry from both operators and financial institutions without clear leadership, coordination between all levels of government and between departments to address operational issues and regulatory complexities. A coordinated approach to infrastructure, inclusive of regulation and approvals, red tape, funding, and capital attraction is required to alleviate the issue.

HOUSING

A tightened rental market leaves potential tenants competing for a dwindling supply of vacant properties. In June 2023, the overall Queensland vacancy rate sat at 1.0% (well below a 'healthy' market classification), with some regions sitting at 0.1-0.2%.¹⁰ In addition, rising rental prices have resulted in some 59.12% of renters in Queensland experiencing rental stress.¹¹

There is an urgent need to mitigate housing issues as they compound existing workforce shortages. The scarcity of affordable housing options effectively pushes the local workforce out of the market and regions, diminishing the capacity of tourism operators to fulfil ongoing staffing needs. This not only puts businesses at risk of closure and impacts the quality of tourism services but jeopardises the reputation of key tourism destinations.

⁵ Tourism Research Australia (2023) [State Tourism Satellite Account 2021-22](#), accessed 7 August 2023.

⁶ Tourism and Events Queensland (2022) [Queensland tourism economic key facts](#), TEQ, accessed 7 August 2023.

⁷ Jobs Queensland (2023), [Anticipating Future Skills Series](#), Queensland Government, accessed 25 August 2023.

⁸ Australian Bureau of Statistics (2023), [Labour Force, Australia, Detailed - June 2023](#), ABS, accessed 21 July 2023.

⁹ Department of Tourism, Innovation and Sport (2022), [Towards Tourism 2032: Transforming Queensland's visitor economy future](#), Queensland Government, p.5.

¹⁰ Real Estate Institute of Queensland (2023), [Green shoots emerge in Queensland's rental vacancy rates](#), accessed 14 August 2023.

¹¹ Digital Finance Analytics (2023), [A deeper dive on mortgage stress](#), accessed 14 August 2023.



Coupled with the impending Brisbane 2032 Olympic and Paralympic Games and bold targets aiming for \$44 billion OVE by 2032, balancing adequate housing supply, a skilled industry workforce, and capacity to meet future demand are crucial to the success of the Queensland visitor economy.

RESPONSE TO SHAPINGSEQ

QTIC acknowledges the emphasis that ShapingSEQ places on tourism and events, acknowledging the substantial contribution the industry makes to the state's economy. Additionally, QTIC values the integration of the United Nations Sustainable Development Goals throughout the draft update.

To maximise efficiency and effectiveness, it is crucial to avoid duplicating existing efforts and leverage current initiatives and resources. QTIC recommends conducting a thorough inventory of ongoing projects, both within and outside the tourism sector, to conserve resources and ensure a coherent and coordinated approach to common objectives. By building upon existing work, the plan can harness the momentum generated by prior investments and initiatives, ultimately delivering more significant benefits for South East Queensland and the tourism industry.

It is essential that ShapingSEQ is aligned with other key Queensland Government strategies, including the following:

- *Towards Tourism 2032: Transforming Queensland's visitor economy future*¹²
- *Queensland Workforce Strategy 2022-2032: Good people, good jobs*¹³
- *Queensland First Nations Tourism Plan 2020-2025: Voices of today, stories of tomorrow*¹⁴
- *Ecotourism Plan for Queensland's Protected Areas 2023-2028*¹⁵

Aligning ShapingSEQ with these documents and community aspirations will synergise efforts, and collectively drive a more holistic, comprehensive, and impactful approach to regional growth and development. Furthermore, ensuring alignment with Queensland Government tourism growth targets will support ShapingSEQ development priorities and objectives, taking a long-term view.

The aims of the Queensland Government *Towards Tourism 2032* strategy mirror much of ShapingSEQ. QTIC is currently coordinating a diverse, representative industry working group to feed insights and support *Towards Tourism 2032* implementation and would welcome further discussions with the Department of State Development, Infrastructure, Local Government and Planning on this matter.

QTIC makes the following recommendations on the ShapingSEQ themes, developed in consultation with members, with a strong emphasis on maximising Plan impact and alignment with tourism industry needs and goals.

GROW

While the housing supply targets are welcomed, including 20% affordable housing, more detailed information is needed regarding how this element will be practically delivered:

- If an average of 34,500 homes per year will be required to support 1.8% population growth per year (from approx. 3.8 to 6 million people in the next 25 years), how will the construction industry circumvent existing materials shortages and delays?

¹² Department of Tourism, Innovation and Sport (2022), [Towards Tourism 2032: Transforming Queensland's visitor economy future](#), Queensland Government.

¹³ Department of Youth Justice, Employment, Small Business and Training (2022), [Queensland Workforce Strategy 2022-2032: Good people, good jobs](#), Queensland Government.

¹⁴ Queensland Tourism Industry Council (2020), [Queensland First Nations Tourism Plan 2020-2025: Voices of today, stories of tomorrow](#).

¹⁵ Department of Environment and Science (2023), [Ecotourism Plan for Queensland's Protected Areas 2023-2028](#), Queensland Government.



- How will construction be accelerated while ensuring quality housing and the liveability and resilience of communities?
- How will the State and Local Government work together to support delivery?
- What incentives or requirements will be in place to ensure developers meet affordable housing targets?

QTIC also makes the following recommendations:

- Consideration for funding models such as the Victorian Government \$150 million *Regional Worker Accommodation Fund*.¹⁶
- Work closely with local government and industry to prioritise regional stakeholder engagement, ensuring any initiatives or legislative change can be adapted to local contexts and address specific community requirements.
- Foster public-private partnerships between all levels of government, the private sector, and tourism and housing industry stakeholders to jointly invest in projects catering to workforce housing needs, e.g. complexes near major event venues or destinations that are heavily reliant on tourism.
- Tourism and 'special uses' could be specifically explored through proposed new 'areas of high amenity', particularly in and around city fringes, and areas well connected to public transport. Densely populated areas can present ideal sites for built attractions or experiences, as operators search for centrally located areas with high foot traffic. This is often a key requirement for investors developing business cases for new tourism attractions.

PROSPER

Additional detail and industry consultation is required to determine how ShapingSEQ will build, plan, and facilitate tourism, events, and special use infrastructure.

Successful ShapingSEQ implementation and achieving goals set for Regional Economic Clusters hinges on sufficient land supply. It is important that land is strategically unlocked to facilitate the development of new hotels, constructed attractions, and experiences.

QTIC also makes the following recommendations:

- Create a streamlined and efficient regulatory framework that simplifies the process for tourism businesses and investors. This should involve establishing a whole-of-government case management team to oversee upgrades and expansions of key tourism infrastructure, as well as implementing a centralised platform or agency for processing permits, licenses, and approvals. Such measures will not only reduce red tape and legislative barriers but also save time and resources, promoting increased tourism expenditure, job growth, community revitalisation, and additional investment in other industries.
- \$5m funding should be allocated towards feasibility studies for potential new projects that meet requirements feeding into the *Towards 2032 Tourism Strategy*.

Delivery of ShapingSEQ should also include adjustments to existing procurement targets set out in the *Queensland Procurement Strategy 2023*¹⁷, including the following:

- Set an overarching target of 80% procurement from Queensland suppliers, manufacturers, and service providers moving forward, including development of tourism infrastructure and all aspects of operations at major state-run venues and events.

¹⁶ M Neal and R Kirkham (2023), [Vic towns with creative staff housing solutions look for share of new regional worker accommodation fund](#), 21 July, ABC News, accessed 21 July 2023.

¹⁷ Department of Energy and Public Works (2023), [Queensland Procurement Strategy 2023 – Jobs, Economy, Legacy, Confidence](#), Queensland Government.



- Strengthening sustainability requirements for suppliers, accompanied by appropriate business guidance and funding support or tax incentives to facilitate transition to more sustainable product or services. Doing so would accelerate timelines for reaching statewide emissions reduction targets and the delivery of items under the ShapingSEQ 'Sustain' theme.
- Increase procurement spend with First Nations owned businesses from 3% to 5%.
- Increase procurement spend with Queensland small and medium enterprises from 30% to 40%.

Queensland is home to diverse, innovative businesses – a tangible commitment to procurement would contribute to a sustainable state economy, support local employment, and advance First Nations-owned businesses and supplier networks, while demonstrating the high quality of products and services on offer.

CONNECT

Ongoing investment in appropriate catalytic infrastructure and transport systems to fully capitalise on emerging opportunities. It is imperative to lay these foundations well ahead of time, accounting for rapid population growth, the strength of domestic tourism visitation numbers, and the *Brisbane 2032 Olympic and Paralympic Games*.

- Prioritise transport infrastructure to connect South East Queensland in the next 10 years and encourage regional dispersal, with a focus on investment in areas such as public transit, cycling/micromobility infrastructure, and pedestrian paths. This approach should also consider infrastructure that harnesses the potential of the Brisbane River to encourage regional dispersal to Moreton Bay, as well as facilitate additional uses such as water taxis and commercial tourism operators.
- Develop efficient transportation plans to minimise congestion and emissions to ensure long-term benefit for residents.
- Develop a well-defined directional statement, with funding secured through consultation with QTIC and industry stakeholders, to transparently outline the path forward.
- Extend the annual allocation of \$200 million to the Attracting Aviation Investment Fund to support a competitive aviation market, servicing both major cities and regional destinations, with the aim of boosting aviation capacity beyond pre-pandemic levels and towards the *Towards Tourism 2032* target of \$44 billion by 2032. This program should provide incentives and competitive offerings to attract investment and stimulate growth in both international and domestic visitation.
- Continue to support the expansion of new international air routes to diverse markets for tourism and trade, supported by strong call to action marketing campaigns.

SUSTAIN

- Continuation/extension of grant programs and tax incentives to encourage tourism businesses to adopt sustainable/circular economy practices, i.e., resource recovery (onsite plastic recycling), renewable energy, water management (water tanks, greywater systems) and waste management infrastructure (solar auto-sorting rubbish bins, composting facilities).
- Work closely with the Queensland First Nations Tourism Council to support First Nations-owned tourism ventures and initiatives.
- Develop and implement sustainable infrastructure requirements for venues, accommodation, and transportation systems. This includes incorporating renewable energy sources, energy-efficient designs, passive cooling/heating, and eco-friendly construction materials.
- Foster partnerships between environmental organisations, communities, research institutions and businesses to drive innovation and create sustainable solutions tailored to local needs.



- Launch education and awareness campaigns to inform the public, businesses, suppliers, and visitors about the importance of sustainable practices, water-saving measures, and biodiversity protection by encouraging responsible practices and highlighting success stories.
- Develop a platform for comprehensive long-term planning and reporting for environmental sustainability, including milestones, progress monitoring, and transparent reporting on initiatives and outcomes.
- Conduct a review of the current Queensland Zero Emission Vehicle Rebate Scheme, incentive, and eligibility criteria to include a broader range of vehicles and support the transition to electric fleets for the tour and transport sector.
- Explore potential for installing community batteries in regions that are heavily reliant on tourism to support industry energy needs.

LIVE

- Consider the role tourism can play in achieving place-making outcomes. Tourism use such as boutique accommodation, quality dining experiences and visitor experiences in the right locations can add vibrancy to communities and enhance liveability.
- Work closely with Regional Tourism Organisations so that place identity corresponds with and builds on existing marketing and promotion efforts.
 - On this matter, QTIC notes that mentions of Brisbane as 'Australia's New World City' (p. 53, 186, and 198) pertain to an outdated brand which is no longer in use and should be omitted from ShapingSEQ and any additional documents.
 - Current efforts to refresh regional Destination Management Plans could provide a platform for engagement.
- Develop accessible and pedestrian-friendly infrastructure and micromobility-friendly streetscapes, to promote walkable cities and encourage active transportation.
- Implement urban renewal projects that revitalise key areas, creating attractive precincts and public spaces that enhance liveability, community spirit, connectedness, and ease of movement.
- Foster public-private partnerships to develop sustainable, mixed-use precincts that integrate residential, commercial, cultural, and recreational facilities.
- Encourage the development of innovative and environmentally friendly infrastructure, such as green buildings, parks, and pedestrian-friendly zones, to create vibrant and walkable urban environments. This could include expedited tree planting to provide shade and protection along roads/walkways, as direct sun, heat, and rain prevents people from walking between locations.

OUR CORPORATE NETWORK



QUEENSLAND
TOURISM INDUSTRY
COUNCIL

CORPORATE PARTNERS



EVENT SPONSORS

Accor
Alchemy Restaurant & Bar
ARAMA
Australian Adventure Tourism Group
AVIS
Brisbane Racing Club
Caravanning Queensland
Channel 7
Destination Gold Coast
EarthCheck
Emporium Hotel
Ernst and Young

Fun Over 50 Holidays
Gallagher
Gold Coast Convention and Exhibition Centre
Griffith
Ingenia Holiday Parks
Isentia
K&L Gates
Lion Group
Local Tickets
Matchworks
Queensland Airports Limited
Queensland Government
Queensland Performing Arts Centre

RACQ
Recap Media
ReviewPro
SKAL
Situ
TAFE Queensland
Tourism Australia
Tourism and Events Queensland
The Star Entertainment Group
The Tourism Group
University of Queensland
Westpac