

Queensland Plan Review
Department of Premier and Cabinet
PO Box 15185
City East QLD 4002.

6 November 2018

Re: The Queensland Plan: Queenslanders' 30 year vision review

The Queensland Tourism Industry Council (QTIC) welcomes the opportunity to respond to the Department of Premier and Cabinet regarding *The Queensland Plan Review*.

QTIC is the state's peak body for tourism in Queensland and represents the interests of the tourism industry. QTIC is an independent membership-based organisation with in excess of 3,000 members, operating in all sectors of the tourism industry, including business operators, Regional Tourism Organisations (RTOs), sector associations and education providers.

The tourism industry in Queensland contributed \$25.0 billion to Queensland's Gross State Product (GSP), representing 7.9% of total GSP¹ and generated \$7.1 billion in exports in the year ending June 2016², making it one of the state's largest export industries accounting for 14.8% of total Queensland exports. The tourism industry consists of more than 53,000 businesses across Queensland; nine out of ten of these businesses are small to medium enterprises.

QTIC strongly supports the key aim of the plan, to provide an inclusive guide for a shared future, built on a vision crafted from a broad community consensus. The core elements of this vision are still relevant today and the themes covered in the plan provide a useful structure to assess Queensland's ongoing development, policy direction and decision making.

The multi-partisan and community-based development of the plan gives it a unique status as an enduring, robust and credible roadmap to the future. A "30-year vision" for a state should not be disregarded within a few short years, at least not if any future community engagement in such a process is to retain any credibility.

¹ Tourism Research Australia, *State Tourism Satellite Accounts 2015-2016*

² Tourism Research Australia - *State Tourism Satellite Accounts 2015-16*, Queensland Government Office of Economic and Statistical Research - Overseas exports of goods by industry.

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The actions to achieve the vision will of course need constant adjustment and updating to reflect the progress made and take account of any changing circumstances. For instance, new information about external threats, such as climate change, to achieving the community aspirations will need to be reflected across the spectrum of stakeholder action. Charting a successful course towards the vision will require governments, industry and the community at large to maintain a watchful brief over the issues impacting the themes articulated in the plan.

The final part of the vision – *Government can't do this alone but as a community working together we can achieve everything we want for our state's future* – can only be achieved through clear articulation of the ongoing actions to support the plan and an on-going 'visibility' of the plan in other strategies and policies adopted by government.

The plan currently has very little recognition in government administration and in the community. That is a lost opportunity. Arguably, a community-based plan such as this could also be deployed to restore public trust in the political process and in public administration at a time when, globally, communities feel increasingly disengaged and disempowered.

Assuming the plan still reflects Queenslanders aspirations for the future, all stakeholders should be asking constantly: are our current actions taking us closer to the goals we have identified? Currently there is no clear link between the plan's objectives and any allocated responsibilities or accountability to achieve the outcomes. There is no regular, public process established to assess progress towards achieving the plan's goals.

The Queensland Plan Ambassadors Council is still in place and, with the encouragement of the current government, it has taken steps to engage more effectively with key stakeholders, including government agencies and community and industry groups. On behalf of the tourism industry, I have been honoured to be part of the Council. The role of the Council could usefully to be strengthened and supported by more explicit referencing in ongoing policy development.

Further opportunities for key stakeholders, industries and individuals to report on their actions toward the goals should also be considered to encourage action and harness community support for the shared goals.

As the peak body for tourism, QTIC's strategic focus aligns specifically with a number of the foundations of the Queensland Plan, including education, community, regions, economy and environment. QTIC regularly reflects on *The Queensland Plan* when responding to proposed strategy or legislative changes. However, often the links between changing strategies and frameworks and *The Queensland Plan* are limited or inexplicit.

Furthermore, a number of the aspirations and goals from *The Queensland Plan* reflect the international Sustainable Development Goals. Yet currently there is no acknowledgement or links to this universal call to action. Explicitly identifying how this plan aligns with international goals will further legitimise the value and importance of community working toward the shared vision of *The Queensland Plan*.

For all enquiries regarding the points raised in this letter, please contact me or the QTIC Policy Team on (07) 3236 1445 or email policy@qtic.com.au.

Kind regards

A handwritten signature in blue ink, consisting of a series of connected loops and a sharp upward stroke at the end.

Daniel Gschwind
Chief Executive