



QUEENSLAND  
TOURISM INDUSTRY  
COUNCIL

The Voice of Tourism

# Tourism - a strong future for the Gladstone Region

"A significant share of new jobs created is generated by tourism businesses across the state. **Billions of investment dollars are flowing into Queensland** to build new and exciting tourism infrastructure. **Communities challenged by economic transition can rely on a thriving visitor economy.**

Now is the time for the business sector and governments at all levels to focus on building on this momentum."

Daniel Gschwind – CEO, QTIC

## GLADSTONE'S STATE ELECTION PRIORITIES 2017-2020

- Improve access to Roundhill Creek as its stifling economic growth
- Re-introduction of Traineeship job scheme for tourism, hospitality and service industries
- Improved access to National Parks to deliver the potential of key nature and adventure locations across the region
- Flood proofing key access routes to Agnes Water/Town of 1770
- Funding for regions and regional development programs



- \$56 BILLION ASSET VALUE
- 64,000 JOBS
- \$6.4 BILLION ANNUAL ECONOMIC CONTRIBUTION

### THE GREAT BARRIER REEF

**2.2 MILLION**  
VISITORS TO  
SOUTHERN GREAT BARRIER  
REEF ANNUALLY

**\$976 MILLION**  
INDUSTRY FOR SOUTHERN  
GREAT BARRIER REEF

**2.6 MILLION**  
DAY TRIPPERS

**20,165**  
VISITORS TRAVEL  
FOR EDUCATION

**9,600**  
JOBS

**16.7**  
NIGHTS  
AVG. STAY IN THE  
SOUTHERN GREAT  
BARRIER REEF

- 1,000 NEW INDIGENOUS JOBS
- 20 NEW INDIGENOUS BUSINESSES

### 2020 INDIGENOUS TOURISM GOALS



# #Voicesoftourism



"The Gladstone Area Promotion and Development Ltd (GAPDL) has been pushing for better access to and from Agnes Water and 1770 by road, and especially in and out of Roundhill Creek, but what we are continually seeking is the ability to offer day-to-day support and guidance for small businesses, not only in the tourism industry, but also the broader SME network across our region. In the past, GAPDL has acted as the Small Business Advisory Service funded by the Queensland State Government through the Office of Small Business. This program was extremely beneficial to the region, but is no longer available on a local basis. GAPDL is advocating for the return of this funding to deliver business support across the whole Gladstone Region.

Continued investment by the State Government in the tourism industry is paramount and regional funding is critical to the future development and capacity building of this amazing region and natural assets such as the Southern Great Barrier Reef." - Darryl Branthwaite, GAPDL

"The experiences on offer for visitors to the Agnes Water and Town of 1770 area are genuinely sought after, by all ages. We know we have a compelling natural offering and we have great established businesses providing personal service.

What we require is support for the sustainability of these businesses.

Support to improve the access by road and the access by water are paramount; and support in the form of tourism industry skills and business development programs for operators to be sustainable. The front line of our tourism industry are looking for guidance and collaboration."

- Amber Rodgers - 1770 LARC! TOURS



"Gladstone is quick to boast it has Queensland's largest multi-commodity port! Celebrating Gladstone's wonderful diversity with the importance of innovation within our industries culminating in the vast opportunities of our Port, over the past two years Gladstone has embraced the successful development of the Cruise line business. Not only does this now place Gladstone on Queensland's tourism map even more significantly, this has opened up enormous local promotion and created an awareness of a myriad of attractions our quiet region offers. It is a crucial time for all players to continue to work together so that we may capitalise on this success to increase employment opportunities in conjunction with increasing our region's profile as a substantial tourist destination".

- Craig Conley, Gladstone Mercure

"The Great Barrier Reef offers unforgettable experiences and is central to who we are as a nation and how we are seen around the world. We must ensure we invest in the protection of the reef, and other natural assets, to ensure they are around for years to come.

Our priority is to engage the world in the future of the Reef. The role of communities and businesses are key to drive meaningful action but this must be met with equal determination from those who have the political mandate to drive the change required. Much of the world believes that the reef is dead, it is critical that we do not give up on the Reef and illustrate with every practical measure that Queensland will do everything it can to protect the most famous natural icon on the planet. We need funding and legislative backing to protect our natural assets, their contribution to the economy, and to send a clear signal that we will lead by example in order to mobilise the world."

- Andy Ridley, Citizens of the Great Barrier Reef



The Queensland Tourism Industry Council (QTIC) is the peak body for Queensland tourism industry, providing strong voice for Queensland's tourism, hospitality and accommodation operators. We work with business owners, industry bodies, government and the community to build a sustainable, world-class tourism industry for Queensland.

Queensland Tourism Industry Council

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