

Tourism - a strong future for the Mackay 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

MACKAY REGION'S STATE ELECTION PRIORITIES 2017-20

- Secure a multi-year funding agreement with the State Government that considers incremental increases over time
- Develop a multi-year funding program to upskill and build capabilities for SMEs currently in the tourism industry
- Collaborate and work seamlessly with Queensland National Parks to allow visitors to experience nature whilst ensuring protection of our natural resources
- Specific funding for product development, marketing and infrastructure to support the region's fishing strategy
- Increased funding to develop road networks in tourism nodes
- Establish a clear island tourism development strategy, which opens access to the region's islands natural assets



#Voicesoftourism



"The Mackay Region's tourism industry has a united vision to be a must-see destination with memorable nature experiences and we are well on our way to making this a reality for all visitors.

With further support and investment from Government, the tourism industry can close the skills shortage gap, build capacity for current tourism operators, and grow the industry through product and experience development. We have plans to grow our recreational vehicle and fishing sectors, and with better infrastructure, we can pave the way for more tourism products in the future.

Increased collaboration with National Parks will ensure we can protect our greatest assets while showcasing our incredible nature experiences. The Mackay Region tourism industry is strong and resilient, but we require long-term support from advocates in order to plan for future growth."

- Tas Webber, Mackay Tourism Ltd

"The Mackay Region is home to truly unique and exciting tourism products. Investment is required to improve roads throughout our region to ensure visitors can experience the wide variety of attractions and beautiful locations that are ready to be discovered. Upgrades to the Bruce Highway is also important to ensure visitors can safely access the Mackay Region from both north and south directions.

It's critical for regional areas such as Mackay to provide visitors with transport options so they are able to easily link between the city centre and surrounding areas where exceptional tourism experiences are available, including Sarina, the Pioneer Valley, Eungella National Park and the northern beaches locations. Improvements to internet and communication connectivity is also integral for business operations in regional areas." - Glenys Mansfield, Sarina Sugar Shed



"As the Mackay Region's tourism industry continues to grow, it needs support and investment for current tourism operators to build on skills and knowledge, as well as for emerging operators to develop new products and experiences so the region can realise it's full capacity.

Our natural resources are our best assets here in the Mackay Region. We need to work seamlessly with the Government to ensure development is continuing whilst simultaneously protecting the environment, and allowing visitors to experience the true nature of beauty.

We also need investment for better infrastructure and roads to support our growing tourism industry. The Mackay Region is an untapped gem and has incredible potential to grow, but investment is crucial in order to build a strong, innovative and supported industry." - Rob Porter, Mackay Airport

"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

Level 5, 189 Grey Street, South Brisbane 4101 / qtic.com.au / info@qtic.com.au / 07 3236 1445