



Speech by


# Jann Stuckey

MEMBER FOR CURRUMBIN

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## TOURISM INDUSTRY

 **Mrs STUCKEY** (Currumbin—LNP) (11.41 am): Campbell Newman and the LNP are serious about getting tourism in Queensland back on track. Unlike Labor, we recognise tourism as one of the four pillars of the Queensland economy. That is why we are determined to ensure that Queensland regains its rightful place as the nation's pre-eminent tourism destination. It is why we will fight hard to grow the industry and attract new jobs and investment. It is why we will fight Labor's industry-crippling carbon tax and repeal the Bligh government's waste levy. We will cut unnecessary red tape and make certain that infrastructure is planned and constructed. We will involve the Coordinator-General in tourism related projects.

Our comprehensive strategy document, which was launched on 23 November, sets a very clear target for growing the industry and measuring success with short-, medium- and long-term goals. Our strategy is all about partnerships—new partnerships that provide a fresh start between Tourism Queensland, regional tourism organisations and industry. We will achieve this by working with all of the industry to deliver more coordinated tourism marketing efforts throughout Queensland and to develop and then implement a 20-year strategic plan for the industry. We will re-establish a department that has tourism as its key responsibility and ensure a truly whole-of-government approach to supporting the tourism industry through the oversight of a special-purpose tourism committee of cabinet to be chaired by the tourism minister. Ministers carrying portfolios such as state development, transport, planning, education and natural resources will have specific tourism responsibilities that will be coordinated through that committee.

Yet what does the minister say? She calls this document an announcement about an announcement and a plan to have a plan. But she would, wouldn't she? The sum total of the minister's policy offering is a discussion paper. After what the tourism industry has been through, all she can offer is a 'bold and frank' paper, open for less than one month's consultation, which states that it is the 'start' of a discussion with industry. On the other hand, industry leaders have the following to say. QTIC's Daniel Gschwind said—

We're certainly encouraged by the announcement today ... I don't think we've seen an Opposition with such a comprehensive document prior to an election before and we think it allows us as an industry to engage the policy debate.

TTF Chief Executive Officer John Lee said—

Elevating tourism to a senior cabinet position and appointing a tourism Coordinator-General shows that the LNP is serious about reaching that target.

Smoother planning approvals, allowing appropriate tourism operations in national parks and developing tourism career pathways will improve the overall visitor experience, while growing aviation access to Queensland and continuing to support Events Queensland will help to drive visitation throughout the state.

Caravanning Queensland CEO Ron Chapman said that Queensland's road tourism has welcomed the release of the LNP tourism strategy, saying that the proposed infrastructure investment, tourism promotion and support and red tape minimisation would help restore the industry. The AOT CEO said the same, stating—

I totally support the policy initiatives being proposed by the LNP. The long-term vision, whole of government approach and co-ordinated partnership between industry ... take advantage of huge opportunities in leisure tourism.

I wonder if the minister will receive such glowing reports on her recently released discussion paper. It appears that key industry stakeholders disagree with the minister's criticism of our strategy paper. They recognise the importance of a truly whole-of-government approach with meaningful industry involvement; a senior cabinet position for tourism, not a desk in a mega department; and the reduction of red tape in order to foster investment. The honourable member for Whitsunday is so completely out of her depth that she resorts to quoting from unsubstantiated comments on social networking avenues that use juvenile and naive language. The minister uses Twitter as her mouthpiece for this tired and toxic government because it does not like what the industry is saying. The government has itself to blame. As I travelled around this great state I spoke to dedicated tourism operators. The clear message coming through from Coolangatta to Cairns and beyond was that they had lost all confidence in the Bligh government, which they accused of political interference and lacking any leadership.

I place on record my gratitude to everyone who contributed to the LNP tourism strategy. We consulted widely, we listened and we delivered what is being described as the most comprehensive paper ever by a government or an opposition. Campbell Newman and the LNP are working for all Queenslanders, not for ourselves. We are not simply trying to save our jobs like those opposite are doing. We are not trying to protect our jobs. We are trying to grow Queensland and that is exactly what this policy and strategy paper intend to do.