

2024-25 Federal Budget

Submitted to the Treasury

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**QUEENSLAND
TOURISM INDUSTRY
COUNCIL**

The Voice of Tourism

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Acknowledgement of Country

QTIC acknowledges the Traditional Owners and Custodians of Country throughout Queensland. We recognise those who shared stories, welcomed guests on Country, and were stewards of the earth for millennia before us, and their continued connection to land, waterways, and culture.

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QUEENSLAND TOURISM INDUSTRY COUNCIL

The Queensland Tourism Industry Council (QTIC) is pleased to offer this submission to the Australian Government and the Treasury for consideration in the 2024-25 Budget.

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.

DECISIVE 24-25 BUDGET ACTION FOR A THRIVING VISITOR ECONOMY

Tourism is a dynamic and multifaceted industry, comprised of passionate people showcasing Queensland's rich history, unique destinations, and diverse First Nations cultures. A deep connection to communities is evident through the array of services and commercial opportunities tourism provides. In addition, a commitment to research and innovation means that tourism plays a crucial role in creating new opportunities for Queensland. Tourism is a vital contributor to national, state, and local economies, generating \$33.2 billion in Overnight Visitor Expenditure (OVE) by June 2023.¹ The visitor economy accounts for 4.6% of total GSP, ranking as Queensland's sixth largest export.² Beyond its economic impact, tourism acts as a catalyst for growth in various industries like agriculture, construction, manufacturing, transport, retail, education, and training. For every dollar spent on tourism, an additional 85 cents is circulated elsewhere in the economy (YE June 2022).³ The industry is also relevant to many, if not all, government portfolios and involves all three levels of government, contributing \$909 million in net taxes from direct consumption to federal, state, and local revenue.⁴

A prevailing government perspective appears to be that the Queensland tourism industry does not require further support, citing record-breaking consumer demand. However, the situation is more complex; myopic views overlook the impact of inflation on visitor expenditure and downplay significant business constraints and looming challenges that put pressure on industry:

- Rising costs of public liability insurance premiums due to market failure and compounded by increasing natural disasters and the expenses associated with repairs and replacements. Currently, it appears to be a case of shifting responsibility between the Australian and state governments and the insurance industry, without making any meaningful changes.
- The number and increasing frequency and severity of disasters linked to climate change, and subsequent disruption to business.
- Challenges related to housing availability, affordability, and the rising cost of living.

¹ Tourism and Events Queensland 2023, [Queensland tourism economic key facts](#), viewed 24 January 2024.

² Tourism Research Australia 2023, [State tourism satellite account – Queensland summary](#), Australian Trade and Investment Commission, viewed 24 January 2024.

³ *Ibid.*

⁴ *Ibid.*



- An inadequate supply of skilled workers and future workforce pipeline, compounded by an inadequate housing supply, making it difficult to attract and retain staff.
- *Brisbane 2032 Olympic and Paralympic Games* delivery expectations, necessitating the removal of obstacles related to construction delays, materials shortages, infrastructure requirements, and workforce concerns.

Considering these challenges and what the national economy stands to lose should the tourism be allowed to falter; it is imperative that the 2024-25 Budget decisively addresses business constraints to enable a thriving industry. It is important to consider the broader macroeconomic perspective in the budget conversation, as the Australian Government needs to address the complex challenges faced by the tourism industry and the sheer scale of economic contribution the visitor economy makes to national prosperity. The key question that remains is what proactive measures will the Australian Government take to mitigate existing barriers to success, take advantage of major opportunities, and support and elevate the tourism industry now and well into the future?

Industry bodies like the Australian Tourism Industry Council (ATIC) and its state-based counterparts, including QTIC, are essential to any proposed solutions, as they work directly with member businesses to ensure tourism operators have a strong representative voice and the tools they need for success. However, these efforts are hindered by consistent challenges related to operating costs, revenue generation, and membership attraction, limiting their broader industry impact. QTIC recommends the Australian Government implement a 3-year sustainable funding model for national industry bodies. This targeted investment would enhance overall economic health, foster a more efficient regulatory environment, and facilitate the long-term allocation of resources. This approach would tangibly improve and underwrite fundamental issues, including the development of a skilled workforce.

At this critical juncture, QTIC stands poised to work with the Australian Government, fostering collaboration, seeking alignment on common goals, and driving initiatives that will decisively and practically address these urgent matters. Collaboration and communication are crucial for achieving these outcomes, with budget measures demonstrating a commitment to partnerships among key visitor economy stakeholders, tourism operators, all levels of government, local communities, First Nations peoples, and the broader community. This approach will foster comprehensive planning, inclusive decision-making, and establish a legacy for Queensland tourism that is underscored by sustainability, community engagement, and economic growth.

RECOMMENDATIONS

1. INSURANCE AVAILABILITY AND AFFORDABILITY

Insurance coverage in a hardened global insurance market is the single-biggest challenge currently faced by Queensland tourism businesses. Limited options for available and affordable insurance, coupled with a greater risk of storms, cyclones, and floods, contribute to higher insurer costs, pushing premiums in Queensland well above the national average⁵ and hindering economic growth.

The 2021 QTIC [Insurance cover for the tourism industry](#) report demonstrated a significant rise in public liability costs for members between 2019-2021, with 7% facing increases of 70-830%.⁶ Similarly, 10% of businesses reported property insurance cost increases of 70-509%⁷, categorised as 'very high,' 'severe,' and 'extreme' based on the Insurance Council of Australia suggested affordability guide.⁸ The problem has steadily intensified over the intervening years, culminating in a situation of effective

⁵ Insurance Council of Australia 2023, [Insurance catastrophe resilience report 2022-23](#), p. 6.

⁶ Queensland Tourism Industry Council 2021, [Insurance cover for the tourism industry report](#), p. 24.

⁷ *Ibid*, p. 25.

⁸ Trowbridge, J 2021, [Role of the private insurance market – independent strategic review: Commercial insurance](#), Insurance Council of Australia, viewed 24 January 2024, p. 27.



market failure that urgently demands government intervention.

What steps will the Australian government take to demonstrate leadership in this matter, QTIC requests clarification on the official policy regarding market failure for tourism business insurance. Australia has garnered international recognition for its exceptional tourism marketing campaigns, but insurance market failure risks the shameful absence of typically high-quality products and experiences, which in turn would jeopardise our global reputation as a go-to destination.

- 1.1 Fund a joint State and Federal Government taskforce to concentrate efforts to explore measures to address affordability and availability, including options to abolish state government taxes on insurance premiums or redirected revenue, and removal of stamp duty and other taxes.
- 1.2 Joint State and Federal Government intervention regarding public liability insurance, including development of a policy framework. This should include implementation of a new no-fault/capped liability scheme for small and medium-sized enterprises (SMEs), similar to the New Zealand [Accident Compensation Corporation](#).
- 1.3 The government should explore a rebate system that helps the business owner underwrite the cost of insurance, ensuring continued operations in a slowing economy. The rebate system could be a matched dollar-for-dollar grant fund.
- 1.4 Implement a three-year rolling grant fund for tourism business insurance subsidies, alleviating external pressures to ensure business sustainability in the context of increasingly frequent and severe natural disasters.
- 1.5 Allocate funding to offset insurance premiums for the tourism industry.

2. WORKFORCE

The Queensland tourism industry constitutes 6.7% of total state employment with 206,200 direct and indirect jobs.⁹ Looking ahead, projections indicate employment in accommodation and food services will have the third fastest growth of all industries in Queensland by 2025-26.¹⁰ Nevertheless, the Queensland tourism industry is confronted by sizable workforce shortages, totalling 4,147 job vacancies across the state.¹¹

In October 2023, the youth unemployment rate for Queensland sat at 8.9%, compared to 4.3% for the state overall.¹² A rapid response to disengagement is critical to young people's active engagement in work-readiness programs. Removal of barriers hindering progress and the attraction, retention, and development of a skilled workforce is essential to leveraging future opportunities.

- 2.1 Encourage diversity and inclusion in the workforce by implementing programs that support underrepresented groups in accessing tourism-related employment opportunities, including employer guidance on creating inclusive workplace cultures.
- 2.2 Dedicate funding to support individuals transitioning to new industries, leveraging their previous training to attract a diverse workforce. Financial support for retraining programs targeting experienced industry employees could also promote skill adaptability. There is an opportunity to develop awareness and retraining among mining sector redundancies and connect to green, local, and sustainable tourism roles.
- 2.3 Investigate and develop programs to support the wellbeing of tourism and hospitality employees. The joint University of Queensland and QTIC [Queensland Tourism Workforce Crisis Resilience and Recovery Strategy](#) (funded through Advance Queensland) provides valuable

⁹ Tourism Research Australia 2023, [State tourism satellite account – Queensland summary](#), Australian Trade and Investment Commission, viewed 24 January 2024.

¹⁰ Jobs Queensland 2023, [Anticipating Future Skills Series](#), Queensland Government, viewed 24 January 2024.

¹¹ Australian Bureau of Statistics 2024, [Labour Force, Australia, Detailed - December 2023](#), viewed 24 January 2024.

¹² *Ibid.*



insights regard to inform future initiatives.

- 2.4 Ensure greater coordination between social enterprises and the tourism industry.
- 2.5 Establish regional working groups with representatives from federal, state, and local governments to determine place-based migration priorities and streamline processes that are practical for the limited supply of available housing.
- 2.6 Extend financial support for workforce upskilling, fee reductions, and demand-driving programs. This should include Queensland Government collaboration to boost incentives for employer participation in apprenticeship programs and reduce workforce pipeline leakages.
- 2.7 Partner with schools, industry stakeholders, and training organisations to support Trade Training Centres, especially in regional and remote areas.
- 2.8 Explore strategies to actively engage, incentivise, and support Group Training Organisations (GTOs) in the cookery field, with the aim of enhancing cookery apprentice completions.
- 2.9 Enhance student engagement in VET courses by connecting them with industry and providing meaningful work placements.
- 2.10 Offer a 3-year \$25,000 apprenticeship incentive in addition to wages upon successful completion of each year, aiming to enhance attractiveness of fields such as commercial cookery. This support would greatly assist with housing, cost of living, and overall professional advancement for apprentices.
- 2.11 Encourage pensioners to join the tourism workforce to address social isolation and skill shortages. QTIC suggests raising the pensioner income threshold, providing clear guidance to businesses and pensioners for better understanding and increased participation, as current advice is difficult to interpret.
- 2.12 Establish a program or register of interests connecting pensioners with tourism jobs, expanding the informal 'grey nomad trail' model. To formalise this practice, QTIC proposes developing a tailored resource, similar to the [National Harvest Guide](#), easing seasonal staffing challenges for businesses with responsive contractual solutions.

3. RED TAPE, SUPPLY, AND INVESTMENT ATTRACTION

Industry has informed QTIC that developing new tourism infrastructure and offerings is becoming increasingly challenging, with red tape identified as a key constraint on operational status. Investment confidence in the industry is lacking without clear leadership and cross-government or interdepartmental coordination to address operational issues and regulatory complexities.

Taking the Great Barrier Reef Marine Park as an example, Hamman et al. (2022, p. 3) notes that “there is no single planning instrument, no decision-making authority which covers both the Commonwealth Marine Park and catchment area in terms of permitted use”.¹³ The resulting “complex, overlapping patchwork of regulatory coverage” creates unnecessary regulatory challenges.¹⁴ While regulation is a necessary process for development, it should be accessible, comprehensible, and consistent for those working under its remit.

- 3.1 QTIC recommends consistency in fees, terms and conditions, application, and approval processes for all applicable Acts, across Local Councils and State and Federal Governments.

In addition, QTIC has advised the Queensland Government that the current underemphasis on government supply-side activities puts Queensland at a disadvantage in leveraging opportunities emerging from future consumer demand and the attraction of new visitor markets. To reach 2032 targets, it is critical to establish a robust tourism infrastructure pipeline and create investment conditions that not only stimulate new product development but also enhance existing offerings. QTIC

¹³ Hamman, E, Brodie, J, Eberhard, R, Deane, F & Bode, M 2022, 'Regulating land use in the catchment of the Great Barrier Reef', *Land Use Policy*, vol. 115, 10.1016/j.landusepol.2022.106001.

¹⁴ *Ibid*, p.4-5.



calls for the Australian Government to address the macroeconomics of these issues, through a comprehensive approach involving shaping economic policies, alignment with state initiatives, and establishing conditions that promote investment and stimulate the development of new tourism products, ensuring a coherent path forward for the industry.

- 3.2 Expand the existing suite of available Australian Trade and Investment Commission funding to facilitate delivery of key tourism infrastructure upgrades. QTIC recommends a \$50 million annual budget for capital projects, with matched funding from industry to nurture the next generation of iconic attractions and tourism experiences.
- 3.3 \$20 million should be allocated and available annually to underpin feasibility studies for potential new projects that align with the aspirations of the *Thrive 2030* strategy.
- 3.4 Develop targeted investment attraction strategies to encourage domestic and international investors to invest in the visitor economy, complemented by transparent reporting to industry regarding the investment pipeline and national progress.

4. BUSINESS DEVELOPMENT AND SUPPORT

The Queensland tourism industry is predominantly comprised of micro, small and medium businesses, with 9 out of 10 classified as small.¹⁵ Considering the difficulties faced at both individual and industry levels, tourism operators are already at full capacity focusing on day-to-day activities, which leaves little time to explore opportunities for strategic business planning and development.

- 4.1 Establish tourism-specific incubation programs and innovation hubs that foster entrepreneurship and support the development of new businesses and startups.
- 4.2 Support agritourism diversification through targeted incentives for businesses, staggered over time to ensure longevity, starting with \$5 million after the first year of operation and increasing to \$10 million at the end of the second year. This approach could serve as a model for broader business development incentives.
- 4.3 Collaboration with state and local governments and national tourism and agriculture bodies, to develop a national agritourism strategy, capitalising on Australia's reputation for high-quality produce and harnessing opportunities for diversification. A key priority should also include streamlining legislation and compliance mechanisms to advance, rather than hinder agritourism development through multi-departmental liaisons. Agritourism benefits Australian farmers by cultivating diverse revenue streams, amplifying profits through direct sales and on-site experiences, sparking rural development, and fostering community connection and educational insights.
- 4.4 Allocate funding for a cross-government taskforce to streamline processes for new ecotourism projects. The taskforce should prioritise reducing red tape, removing impediments caused by interdepartmental liaisons, and supporting industry to launch high quality products that benefit First Nations communities and the environment.
- 4.5 Establish a \$20 million dollar-for-dollar fund to drive new investment in sustainable product development showcasing Queensland's natural beauty, Approved projects should focus on achieving Net Zero footprint, incorporating First Nations expertise and guidance, and providing an educational visitor experience.

¹⁵ Tourism Research Australia 2023, [Tourism businesses in Australia - June 2017 to 2022](#), Australian Trade and Investment Commission, viewed 24 January 2024.



5. TRANSPORT, MOBILITY, AND CONNECTIVITY

In eight short years, the *Brisbane 2032 Olympic and Paralympic Games* will place Brisbane, Queensland, and the entire country on a world stage. To maximise exposure, maintain a positive visitor reputation, meet Brisbane 2032 targets, and address the demands of population growth, it is critical to make ongoing investments in transport infrastructure and digital connectivity well in advance.

- 5.1 Allocate \$200 million annually to match the Queensland Government contribution to the *Attracting Aviation Investment Fund*, to support a competitive aviation market, enhancing capacity for major cities and regional destinations, with the goal of surpassing pre-pandemic levels. The program should offer incentives to attract investment, stimulate growth in international and domestic visitation, and encourage expansion of new international air routes to diverse markets for tourism and trade.
- 5.2 Extend the \$200 million two-year allocation to the Major Projects Business Case Fund, to ensure program continuation in critical transport infrastructure projects.
- 5.3 Develop a comprehensive national active transport strategy that integrates walking, cycling, public transport, and other relevant modalities, informed by a thorough review of existing state and local active transport policies and strategies.
- 5.4 Invest in digital infrastructure and broadband connectivity to ensure seamless communication and internet access for tourists and businesses.
- 5.5 Make a tangible commitment to greater planning coordination between the Australian Government and the Queensland Government to support inner-region transport and effective traveller connection and dispersion.

6. HOUSING

A tight rental market and rising prices in Queensland have escalated to a critical point, leaving potential tenants competing for limited properties. The vacancy rate sits at 0.9% overall in December 2023, with some regional areas as low as 0-0.2%.¹⁶ These rates, while indicative of a persistent trend for the state, have intensified over time; compounded by a rising cost of living, this has resulted in an alarming 70.23% of renters experiencing rental stress.¹⁷ The visitor economy workforce is shouldering the burden, confronting acute shortages that jeopardise the reputation of key tourism destinations and precincts. Local workers are being pushed out of the market, leaving businesses struggling to meet staffing needs and compromising the quality of tourism offerings. This is not just a challenge, but a dire threat to industry and economy that demands immediate, decisive action.

- 6.1 Swift and decisive measures to confront the drastic shortage of available, affordable, and quality accommodation, with a particular focus on regional and remote areas.
- 6.2 Establish and allocate funding to a national tourism workforce accommodation fund matched by the state, similar to the Victorian Government \$150 million [Regional Worker Accommodation Fund](#).
- 6.3 Incentivise partnerships between the state government, the private sector, and tourism and housing stakeholders to jointly invest in workforce housing projects, such as complexes near major event venues or tourism-dependent destinations.
- 6.4 Collaborate with the state government to establish an interdepartmental housing group with a focus on the tourism workforce. This group, in consultation with industry and local governments, should focus on reporting actions and opportunities, assessing current circumstances, and ensuring sufficient future housing by *Brisbane 2032*.

¹⁶ Real Estate Institute of Queensland 2024, [Queensland vacancy rates barely budge over 2023](#), viewed 24 January 2024.

¹⁷ Digital Finance Analytics 2023, [An important update on mortgage stress](#), viewed 24 January 2024.



7. FIRST NATIONS TOURISM

In 2019, around 472,000 visitors in Queensland engaged in First Nations tourism experiences, comprising 13% of total international visitors.¹⁸ Increased demand prompted the creation of the QTIC [Best Practice Guide for Working with First Nations Tourism in Queensland](#), reflecting the transformative impact of First Nations operators and the need for ongoing investment.

- 7.1 Coordinate with *Brisbane 2032* delivery partners and allocate funding to developing the business case for a First Nations-led media hub. This initiative would ensure recognition of First Nations cultures is embedded in all Games coverage, and should be supported by investment into promotion, training and skilling to fulfil necessary roles in the future.
- 7.2 Ongoing investment towards the development of authentic, First Nations-owned and operated tourism businesses, including attractions, tours, and events with a matched funding grant program of \$10 million to encourage development opportunities.
- 7.3 The Australian Government should work more closely with communities and industry stakeholders, rather than relying solely on the National Indigenous Australians Agency and state government as intermediaries. The Queensland tourism industry is suffering from a low level of integration of young First Nations people in the workforce, while simultaneously experiencing exponential growth in demand for First Nations tourism. If this trend persists, there will be a dearth of skilled workers to sustain sector expansion. QTIC proposes implementing incentives to encourage greater participation.
- 7.4 Guidance to support industry promotion of First Nations languages ahead of *Brisbane 2032*, drawing on the existing body of work undertaken by Tourism Australia, with support from Traditional Owner groups.

8. SUSTAINABILITY, CLIMATE CHANGE, AND DISASTER RESILIENCE

Climate change poses a significant threat to Queensland tourism, risking disruption and damages from increasingly frequent and severe extreme weather events. Long-term sustainability demands investments in resilience, innovation, and strategies addressing evolving tourist preferences, however, individual businesses can only do so much, due to financial constraints and the need for a coordinated, standardised approach. Federal intervention to a thriving and adaptive tourism industry, requiring unified policies, resource allocation, and consistent support to ensure climate resilience. Government support is vital to ensure a level playing field, adherence to consistent standards, and effective climate action.

- 8.1 Embed sustainability and resilience as core criteria in all government grant programs.
- 8.2 Establish an investment account for tourism businesses with initial seed funding from the Australian Government, supporting critical research and development programs, including sustainable aviation fuel and emissions-reducing marine tourism fleet technologies.
- 8.3 Prioritise installation of electric vehicle charging stations at major visitor economy infrastructure to drive co-benefits to tourism operators.
- 8.4 Allocate strategic marketing funds to promote research-led good news stories on Great Barrier Reef, to counter negative publicity regarding its health, highlight education and conservation efforts by tourism operators in the Marine Park, and safeguard their interests. This initiative should be jointly led by the Great Barrier Reef Marine Park Authority and the Association of Marine Park Tourism Operators (AMPTO).
- 8.5 Collaborate with the Queensland Government to establish and deliver a \$20 million funded program for Local Councils, RTOs, and tourism business collectives to collaborate and capitalise on shared clean energy infrastructure with broad tourism and residential benefit, such as community batteries.

¹⁸ Tourism & Events Queensland 2019, [Queensland Indigenous tourism trends](#), viewed 25 January 2024.



- 8.6** Introduce grant aid or targeted tax incentives to encourage tourism businesses, particularly Small and Medium Enterprises (SMEs), to adopt sustainable and circular economy practices, similar to the *Temporary Full Expensing Measure*, with an investment allowance (20% of depreciable asset value) to offset initial capital outlay. This includes measures for physical infrastructure decarbonisation, such as resource recovery, renewable energy, water management, and waste management infrastructure. Extend this initiative to Local Government Areas to facilitate shared resource investments, recognising the challenges faced by small tourism businesses.
- 8.7** Create a high-level coordinating body with authority to engage universities, environmentalists, and policymakers. Tasked with strategic thinking, collaboration, and proactive policy formulation, it should aim to deviate from business as usual, future-proofing Australia against natural disasters through interdisciplinary planning for the benefit of communities, industry, and the environment.
- 8.8** Incorporate carbon measurement into the Australian Bureau of Statistics Tourism Satellite accounts. Provide incentives for tourism operators to annually measure, manage, and reduce carbon emissions using verified methods like established accreditation programs, such as the Ecotourism Australia [Sustainable Tourism Destination Certification](#) and EarthCheck [Sustainable Destination Standard](#).
- 8.9** Mandate a marketing focus on low-carbon opportunities and prioritise investment in showcasing itineraries for low-impact travel.
- 8.10** Support the development of regional specific biodiversity projects to foster localised climate action and mitigation, such as waterway restoration and riparian revegetation.
- 8.11** Take a proactive leadership role in embedding sustainable management as a core part of the national education curriculum at all levels of schooling.
- 8.12** Increase funding for state buybacks of land prone to flooding by expanding the Resilient Homes Fund. The Australian Government should be decisive in addressing areas deemed unviable as a matter of urgency, considering relocation or conversion into wetlands.
- 8.13** Collaborate with regulators, state, and local governments to review legislation, mandating approvals in disaster-prone areas are only given after consultation and collaboration with building and environmental departments.
- 8.14** Establish a dedicated funding pool for a Sustainable Building Fund, promoting a 'building back better' approach in all future development. This initiative should incentivise sustainable construction practices, contributing to resilient and environmentally conscious building standards nationwide, and align with a reinforcement of sustainability requirements in the *National Construction Code*.

9. STRATEGIC ALIGNMENT

- 9.1** Measures incorporated in the 2024-25 Budget should align with current industry strategies at both a state and federal level, ensuring that appropriate resources are in place to support industry stakeholders in delivering priority items, avoiding duplication of efforts and inadvertently working at cross-purposes. These strategies include:
 - [Thrive 2030 revised: The Re-Imagined Visitor Economy Strategy](#)
 - [Elevate2042: Brisbane 2032 Olympic and Paralympic Games legacy strategy](#)
 - [Towards Tourism 2032: Transforming Queensland's visitor economy future](#)
 - [Queensland First Nations Tourism Plan 2020-2025: Voices of today, stories of tomorrow](#)
 - [Ecotourism Plan for Queensland's Protected Areas 2023-2028](#)



SUMMARY OF RECOMMENDATIONS

Implement a 3-year sustainable funding model for national bodies like the Australian Tourism Industry Council to address challenges in operating costs, revenue generation, and membership attraction and better support industry.	
1. Insurance availability and affordability	<p>1.1 Establish joint State and Federal Government taskforce to address affordability and availability.</p> <p>1.2 Joint government public liability insurance intervention, including creating a policy framework, and implementing a no-fault/capped liability scheme for SMEs.</p> <p>1.3 Explore a rebate system, providing dollar-for-dollar grants to help business owners cover insurance costs.</p> <p>1.4 Establish a three-year rolling grant fund for tourism business insurance subsidies, prioritising disaster resilience.</p> <p>1.5 Allocate funding to offset insurance premiums for the tourism industry.</p>
2. Workforce	<p>2.1 Foster diversity and inclusion in tourism employment through targeted programs and employer guidance on inclusive workplace cultures.</p> <p>2.2 Allocate funds for workforce transition and retraining, particularly for those from the mining sector.</p> <p>2.3 Address employee wellbeing by leveraging insights from the University of Queensland and QTIC <i>Tourism Workforce Resilience Strategy</i>.</p> <p>2.4 Enhance coordination between social enterprises and the tourism industry.</p> <p>2.5 Form regional working groups to prioritise place-based migration and streamline housing processes.</p> <p>2.6 Extend financial support for upskilling, collaborating with the Queensland Government on apprenticeship incentives.</p> <p>2.7 Partner with schools and industry for regional Trade Training Centres.</p> <p>2.8 Support Group Training Organisations to enhance apprentice completions.</p> <p>2.9 Boost student engagement in VET courses through industry connections and meaningful work placements.</p> <p>2.10 Offer a 3-year \$25,000 apprenticeship incentive for fields like commercial cookery, addressing housing and living cost challenges.</p> <p>2.11 Encourage pensioner participation by raising the income threshold.</p> <p>2.12 Establish a program connecting pensioners with tourism jobs, easing seasonal staffing challenges for businesses.</p>
3. Red tape, supply, and investment	<p>3.1 Uniformity in fees, terms, application, and approval processes for all relevant Acts, across local, state, and federal governments.</p> <p>3.2 \$50m national grant fund for tourism infrastructure upgrades and capital projects, with matched industry funding administered by the Australian Trade and Investment Commission.</p> <p>3.3 Allocate \$20m annually for feasibility studies aligning with Thrive 2030 strategy aspirations.</p> <p>3.4 Develop targeted investment strategies, encouraging domestic and international investors, with transparent reporting on the investment pipeline and national progress.</p>
4. Business development and support	<p>4.1 Establish tourism-specific incubation programs to support entrepreneurship and new business development.</p> <p>4.2 Encourage agritourism diversification with staggered business incentives, starting after the first year and increasing annually.</p> <p>4.3 Collaborate with governments and national bodies to develop a national agritourism strategy, streamlining legislation for enhanced development.</p> <p>4.4 Allocate funds for a cross-government taskforce to streamline processes for new ecotourism projects, prioritising reduced red tape and supporting First Nations communities.</p> <p>4.5 Establish \$20m sustainable product development fund, with criteria for Net Zero footprint, First Nations expertise, and educational visitor experiences.</p>



5. Transport, mobility, and connectivity	<p>5.1 Allocate an annual \$200m to match the Queensland Government contribution to the <i>Attracting Aviation Investment Fund</i>, growing aviation capacity and international air routes.</p> <p>5.2 Extend the \$200m allocation for two years to the <i>Major Projects Business Case Fund</i> for critical transport infrastructure projects.</p> <p>5.3 Develop a national active transport strategy integrating walking, cycling, and public transport, informed by state and local policies.</p> <p>5.4 Invest in digital infrastructure for seamless communication and internet access.</p> <p>5.5 Commit to coordinated planning between the Australian and Queensland Governments for inner-region transport and effective traveller connection.</p>
6. Housing	<p>6.1 Address the shortage of quality accommodation in regional and remote areas.</p> <p>6.2 Establish a \$150m national tourism workforce accommodation fund with additional funding contributions from each state and territory.</p> <p>6.3 Incentivise public-private partnerships for workforce housing projects near key tourism areas.</p> <p>6.4 Collaborate with the state government to create a housing group focused on tourism workforce needs, ensuring sufficient housing by <i>Brisbane 2032</i>.</p>
7. First Nations tourism	<p>7.1 Coordinate with <i>Brisbane 2032</i> partners to fund a business case for a First Nations-led media hub, ensuring cultural recognition in Games coverage and investing in promotion, training, and skilling.</p> <p>7.2 Invest continually in authentic, First Nations-owned tourism businesses with a \$10m matched funding grant program.</p> <p>7.3 Collaborate more directly with communities and industry stakeholders, addressing low workforce integration and incentivising First Nations participation.</p> <p>7.4 Provide guidance for industry promotion of First Nations languages, leveraging existing work by Tourism Australia with Traditional Owner support.</p>
8. Sustainability, climate change, and disaster resilience	<p>8.1 Integrate sustainability and resilience as core government grant program criteria.</p> <p>8.2 Create an investment account for tourism businesses, initiated by the Australian Government, to support research and development in sustainable technologies like aviation fuel and emissions reduction for marine tourism fleets.</p> <p>8.3 Prioritise electric vehicle charging stations at major visitor economy infrastructure.</p> <p>8.4 Allocate strategic marketing funds to counter negative publicity on the Great Barrier Reef and promote research-led positive stories.</p> <p>8.5 Collaborate with the Queensland Government to establish a \$20m program for clean energy infrastructure shared by local councils, regional tourism organisations and tourism business collectives.</p> <p>8.6 Introduce grant aid or tax incentives for tourism businesses, especially SMEs, adopting sustainable practices, including infrastructure decarbonisation.</p> <p>8.7 Establish a high-level coordinating body to engage universities, environmentalists, and policymakers for interdisciplinary planning against natural disasters.</p> <p>8.8 Incorporate carbon measurement into the Australian Bureau of Statistics Tourism Satellite Accounts and incentivise operators to annually measure, manage, and reduce carbon emissions.</p> <p>8.9 Mandate a marketing focus on low-carbon opportunities and invest in showcasing low-impact travel itineraries.</p> <p>8.10 Support regional biodiversity projects for localised climate action.</p> <p>8.11 Proactively embed sustainable management in the national education curriculum.</p> <p>8.12 Increase funding for state buybacks of flood-prone land through the expanded <i>Resilient Homes Fund</i>.</p> <p>8.13 Collaborate with regulators and governments to review legislation for approvals in disaster-prone areas.</p> <p>8.14 Establish a sustainable building fund, incentivising environmentally conscious construction practices nationwide.</p>
9. Strategic alignment	<p>9.1 Align 2024-25 Budget measures with industry strategies and support stakeholders in delivering priority items.</p>

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