QTIC Strategic Tourism Forum

Friday 13 November 2009

Ideas list – unedited

1 Coordination, partnerships and community engagement

1.3 Working well as a tourism industry but how can we engage better with other industries eg. agriculture, mining etc. … selling destinations with the same messages. Partnerships could provide marketing, research and political advantages.

1.4 Engaging/unifying smaller operators

1.5 Better engagement with front line/junior staff (eg QTIC-Y, mentoring, local events)

1.6 Tourism needs to be /a senior portfolio in Government with advisers with tourism speciality and experience.

1.7 Local cohesion required especially for emerging regions - "everybody is in tourism" (grass roots public education required).

1.8 Need to ensure value of membership and possibly reduce the number of memberships so that all can engage.

1.9 Too many organisations cluttering the industry - creating overlap.

1.10 Communities are often not our destination advocates eg "what are you coming here for - there's nothing to do here!". Need to focus on community engagement and advocacy.

1.11 Clear guidance to what governments provide on government land eg Parks.

1.12 Networking events: need to think about new ways of engaging industry (fit in with operators, incl. one-on-ones, and social networking like skype; requires industry targeted education program to increase knowledge base, need to consider different generations use technology differently). Need to sell it to industry by targeting their needs (eg target to sector/specific topics).

1.13 Growing understanding of the value of tourism within local communities - challenging for regional areas where tourism may not considered primary sector (education).

1.14 Growing community pride "putting best foot forward", creating ambassadors.

1.15 Make tourism an economic development priority with government.
1.16 Convince local governments and communities of the value of tourism within their region to encourage appropriate marketing and investment - a wholistic approach.
1.17 Cross-government approach to tourism.
1.18 Allocate funds to RTO to educate government.
1.19 Better delivery of business/staff development resources (online/DVD/virtual class room/face-to-face in business).
1.20 Government needs to understand that education health and industrial tourism is as important as leisure tourism.
1.21 Industrial tourism oil and gas, fly in fly out and what they will spend.
1.22 Important for RTOs and LTOs to be proactive in engaging with councils, community etc on value of tourism.
1.23 Indigenous tourism in communities outside of Cairns - eg Tully.
1.24 RTO's need to work on critcal practical projects of common interest, such as valuing tourism and selling the benefits of tourism promotion to local government.
1.25 Education of both wider community and local industy on not just the importance of tourism to the local economy (benefits of tourism), but also how they are part of the tourism industry and also unique local features esp cultural and natural attractions - to engender local pride.
1.26 Industry could use more online applications to meet / coordinate i.e. technology not just for distribution channels to consumers but also within industry.
1.27 Recognise key local industries in tourism eg retail, taxi drivers etc and engage in the tourism plan.
1.28 Welcome packs for new residents: - include local destination information on things to see and do - local tourism assets.
1.29 On-line learning kits available for different sectors (ie B&B, motel).
1.30 Closer relationship between STOs and Tourism Australia for a coordinated message - bigger 'bang for our buck'. Need to market the way the world sees us (from consumer perspective) vs the way we see ourselves
1.31 Need better education of everyone from taxi drivers to travel agents to enage more with industry
1.32 Issue: we need to bring tourism to the forefront of planning considerations e.g. ground access from Gold Coast airport to hotel for visitors. We need to be proactive as an industry to be top of mind for infrastructure planners.
1.33 Levy in communities helps.
1.34 On-stop shop for industry accreditation.
1.35 Residents need to understand that they are in tourism.
1.36 Destination to work together to welcome/guide/look after (int. and domestic) visitors (Ambassador program).

1.37 Problem with these sessions: we generate lots of ideas but often lose momentum. Need a leader who can collate it all and get the relevant people to act on it.
1.38 Issue: imbalance in how resources are allocated to industry compared with return on investment / economic contribution of that industry
1.39 How do we deal with a resurgent resources (eg coal) industry? How do we engage, prepare ourselves re labour market, image etc

2 <u>Investment, infrastructure and access</u>

2.1 Encourage product renewal - invest in business upgrades and refurbishments and use tax benefits to incentivise product development/refurbishment.
2.2 Encourage / incentivise large scale, major investment for catalyst attraction & infrastructure development.
2.3 State, regional and local government planning for infrastructure needs to better cater for tourism growth and increase in visitors/local populations.
2.4 Investment environment: requires a whole-of-government approach focusing on strata title/room stock; need to look at how ongoing mining boom will impact on tourism industry (incl room stock and staff); look at competitor models (other countries - what has worked??).
2.5 Landbanking for National Parks for future visitor access & sustainable development (eg: WA).
2.6 Government to develop walks like great beach walk in Victoria.
2.7 Landbanking for future tourism development considering airports/roads/accom (planning & pre-development approvals completed ready for investors).
2.8 Streamline regulatory requirements to facilitate development of private and public infrastructure use by tourism.
2.9 Role of government to improve Queensland's slice of investment pie.
2.10 Greater tourism access to national parks.
2.11 Aviation access for key tourism icon destinations is critical . Without access support from airlines and government the entire Australian destination loses share.
2.12 Weak links in transport chain i.e. airport to hotel.
2.13 National parks make it hard to get access
2.14 Needs greater facilities like toilets, water etc. Also needs to have integrated accommodation facilities and encourage controlled private sector investment in National Parks.
2.15 Consistent government policy approach across portfolios to focus on delivering regional development benefits.

2.16 Strata title regulations are restricting the industry in both the short and long term. A review must occur with great urgency involving high level tourism industry input.
2.17 Better signage within the park and getting to the park.
2.18 Warago Hwy needs upgrading so it is not the worst highway.
2.19 Whole of government approach to public infrastructure and government support for investment attraction from private enterprise for tourism development.
2.20 Suggestion: rail / drive (bring your car on the train)
2.21 Upgrade signage!!!!!! Local government, address visual pollution, attraction and directional signage (eg Sunshine Coast)
2.22 Tourism leaders in town planning. enhance the engagement with planning bodies.
2.23 Some regulation of the quantity and quality of tourism and hospitality experiences. Too many restaurants, tour desks, cruise operators etc ruins destination. Look at accreditation by bodies who are seriously funded to do so. Underpin with quality.

3 <u>Workforce development</u>

3.1 Put focus on young people/students to stay in Australia.
3.2 Mentoring for smaller businesses (out of business time). Wisdom of elders to support new product. Formalised structure from RTOs.
3.3 Sex-up tourism jobs - make it a real profession; increase operator awareness of funding for training and development and demonstrate outcomes (research more accessible); incentivise staff to increase retention; engagement of semi-retired Australians (volunteers); provision of grass-roots training to staff (managers responsibility; requires convincing of managers); demonstrate the range of employment options in the tourism industry (it is a career!) through media.
3.4 80% of tourism industry is small business - adapting quickly enough to change is challenging.
3.5 Wages are a major issue so need to be more creative in how we package a salary.
3.6 Industry needs to engage with schools, TAFE and unis to offer workplacements, mentoring and jobs so we don't lose people out of our industry.
3.7 Tour guide supply/wages
3.8 Use agri colleges for tourism upskilling.
3.9 Incorporating tourism into the education framework of other professions, subjects etc. tourism marketing, engineering, management etc.
3.10 Farmstay/work opportunities.
3.11 Retention of staff is key as we are headed for another labour shortage.

3.12 Create an incentive to bring Aussies back to Australia to work.
3.13 Government support to supplement wages in regional areas.
3.14 How do we sell the benefits of working in the tourism industry to potential staff?
3.15 We've lost our customer focus and this is diluting the quality of our products and visitor experience.
3.16 The tourism portfolio is not considered a senior portfolio.
3.17 E-learning for small business to upskill their skills
3.18 Look at how we are developing career-orientated workforce to ensure quality. Market to the future workers.
3.19 Marketing strategies aimed at reducing seasonality to assist retention of skilled workforce.
3.20 Service culture strategies required to support industry workforces eg: taxis, cafes, petrol stations etc..
3.21 "Starting up in Tourism" programs to assist new operators entering the tourism industry
3.22 Need to engage more local labour and not so focused on backpackers which will help employment opportunities.
3.23 Make the industry more attractive.
3.24 Support for apprentices with better wages.
3.25 Tourism to work with Chamber of Commerce.
3.26 School students need to be more aware on what is available in the industry - focus with career days.
3.27 Tourism and hospitality has to be a career not a stop gap job.
3.28 Allow tourism jobs (6 months) to be a WHV trigger.
3.29 Regional areas to have access to training.
3.30 Create local, regional and state 'customer service awards'.
3.31 Stimulus packages that make use of incentives to take annual leave.
3.32 Payroll tax.
3.33 Preparing for long-term growth from China: learn Mandarin!
3.34 Don't forget "traditional" growth markets e.g. USA.
3.35 Individual mentoring programs needed - tailored,felxible, relevant for small business.

4 Developing and marketing a Queensland style experience

4.1 Community engagement with visitors and the two way rewards: we are just tour, attaction, go home. How do we engage our communities and provide a real QLD experience (meet a local, investigate Denmark program). Add cultural host and green host to Aussie host. Signs at town entry "this is an Aussie host town". Need more authenticity - promote what is happening locally (theatres, bars etc - like-a-local.com portal).

4.2 Role of TQ and RTO on developing new experiences in regions for small businesses.

4.3 Marketing dollars too much focused on the coast and not in region (see point 4.4).

4.4 Focus the marketing spend on the big key growth destinations to get best bang for the buck (see point 4.3).

4.5 Brand Aussie flows into brand Qld and then into local brands. They should all feed into a greater story. Bodies to coordinate their efforts and be less focused on mono destinations (customer choice!).

4.6 More dispersal to country regions

4.7 Year-round non-seasonal marketing strategy required for QLD - different regions in market at different times.

4.8 So much more than beach, we need to focus on our really different experiences.

4.9 Provide a service guarantee (exceed expectations); customer loyality program.

4.10 "Untangle my web" for tourism operators (IT training).

4.11 Need to have new experiences and not focus on the same old thing.

4.12 Qld is still marketing the same thing which is beach, beach, beach.

4.13 Ongoing issue of service quality - how to improve first impressions?

4.14 Electronic welcome pack to be sent to all guests booking product in QLD with more info on destinations.

4.15 Welcome email with fact sheet/links re tourism with DIMA visa approval for international visitors.

4.16 New distribution needs to be focussed on destination promotion for long term health of tourism.

4.17 Ongoing education for the industry on value of tourism to region is important to create local ambassadors.

4.18 Indigenous tourism to have focus outside of just Cairns and dollars into it for marketing.

4.19 Subsidise overseas missions.

4.20 Need to ensure we can promote our destinations nationally.

4.21 Emphasize diversity/differentiation of experiences in different Queensland regions.

4.22 Sell the destination first, then the products.

4.23 Brand marketing needs to be retained even though focus in current climate is on sales and conversion.

4.24 How do we speak to our consumers in an increasingly cluttered market?

4.25 Bring our people back into our branding. The Aussie and Qld culture and people are missing from the marketing stories and have long been strength. Creates pride.

4.26 Help small operators coordinate thier marketing efforts.

4.27 Increase focus on soft product development.

4.28 Drive tourism and word of mouth "down the line" referrals seem to be overlooked in the tourism planning, yet are most cost effective and actually bring communities back together.

4.29 Find our what is inhibiting people from coming to Australia and what inhibits them from coming to particular client's products e.g. Asian groups with interpreter - are they nervous about using internet? travelling around Australia? e.g. tourists from China being ripped off - is this a concern?
4.30 Embrace past success - "beautiful one day perfect the next".
4.31 Support TQ approach to backing the destinations where we'll get a return on investment.
4.32 The online environment is critical to our marketing success, both destination and product level.
4.33 Need to influence government thinking in policy on government funded transport routes.
4.34 Accreditation and certification should be linked to membership.
4.35 Difficult balance for RTOs: marketing vs development.
4.36 Focus on accreditation to cover whole value chain.

5 Natural environment and culture

5.1 **Focus on sustainability of natural icons as they are our point of difference. Become a green destination of global significance and coordinate all our efforts under one banner via accreditaion and legislation.**
5.2 Queensland should become green state as our proposition.
5.3 Problem with accreditation proposal: preaching to the converted.
5.4 Reminding our own industry that natural attractions are a key appeal for QLD - know your own local natural attractions / experiences - litmus test: taxi drivers should be able to sprout natural attractions of interest to visitors i.e. point of difference.
5.5 Charge park visitors, not just commercial visitors (hypothecate those funds).
5.6 Stay focused on our 'natural' competitive advantage.
5.7 Invest adequate public funds to present parks etc.
5.8 Work closer with EPA - develop shared goals.
5.9 Focus on carbon footprint/carbon neutral products to deliver on consumer demand.
5.10 Need to make accreditation cheaper and easier eg Eco Accredited.
5.11 Provide more support for eco businesses in terms of dollars and in kind with mentoring or other support.
5.12 Don't forget the natural attractions.
5.13 Government needs to take the lead support eco accreditation.
5.14 Implemented action to certify environmental standards (share with large and small business).

6 Future insights and research

6.1 **Knowledge/stats/research is an important base for political relevance. Need a 'correct' and reliable set of data.**
6.2 **Collect more (new) psychographic consumer data. Stay up-to-date. Use as educative tool inside and outside industry.**
6.3 **ABS data collection needs to be more timely and and focus on industry-relevant data series (eg smaller properties).**
6.4 Better information on key travel segments/travel motivation.
6.5 Keeping up with experience needs of rapidly changing market.
6.6 There's so much data / info but it's not out there.
6.7 Research into labour needs and projection into the next 3-5 years.
6.8 Review the National Visitor Servey and IVS collection. Currently not ‘real’ and skewed.
6.9 Futuristic view of what is in store for the industry in 10 years time with climate. change. How do we transition into new markets for the reef (under threat).
6.10 Need to get data at a smaller level.
6.11 Local real time data.
6.12 The national surveys are completely useless for the smaller regions error margins and volatility make the figures unuseable. Local real time data RTAM? IPAT? is crucial.
6.13 Use eco operators to collect data on wildlife, eco status etc.