



QUEENSLAND
TOURISM INDUSTRY
COUNCIL

The Voice of Tourism

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A member of the National Tourism Alliance (NTA)

Dr Bill Pender
Committee Secretary
Joint Select Committee on Northern Australia
PO Box 6021
Parliament House
CANBERRA ACT 2600
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17 February 2014

Dear Dr Pender

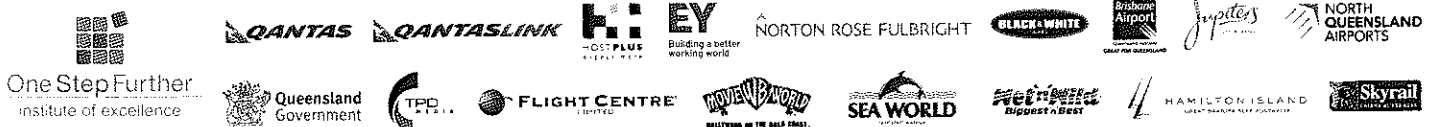
The Queensland Tourism Industry Council (QTIC) welcomes the opportunity to make this submission to the Joint Select Committee on northern Australia, to help inform and shape the Committee's recommendations to the Parliament for the development of a white paper.

As the peak industry body for tourism in Queensland, QTIC strongly supports growing the tourist economy as a key priority of the White Paper process for the Development of Northern Australia, and supports the submission made by Advance Cairns (attached).

In addition to the submission provided by Advance Cairns, QTIC makes the following representations:

- References to growing the tourism market should be broadened from just looking at the international tourist market and include the domestic market which currently attracts more visitors and more expenditure.
- QTIC strongly supports the recommendation by Advance Cairns that addressing the entrenched disadvantage faced by Indigenous communities must be a core component of both the Committee's report to Parliament and the development of a Northern Australia White Paper. In particular, the rate of Indigenous persons participating in the workforce must significantly increase, which will also require Government support for Indigenous business opportunities such as Indigenous Tourism.
- Further to actions around infrastructure, policy support should be given to the development of new and innovative products, tourism experiences and supporting services. Nature-based tourism must remain an economic strength for the region, and Indigenous tourism and adventure tourism should be promoted through government policy and initiatives.
- Tourism interests must be considered a priority opportunity when dealing with matters that are cross-industries. Global best-practice should be aspired to when considering state- and nation-wide development projects.

Proudly supported by:



- Review the Passenger Movement Charge (PMC) which is currently making it harder for the tourism industry to compete against international destinations, particularly those that lie close to northern Australia in the South West Pacific. Revenue from the PMC should be reinvested back into the tourism industry.

QTIC supports Advance Cairns and their offer to participate in the public hearings process with the members of the Joint Select Committee on northern Australia.

Yours sincerely

Daniel Gschwind
Chief Executive
Queensland Tourism Industry Council

CC: Cam Charlton, Chairman, Advance Cairns
Alex de Waal, CEO, Tropical Tourism North Queensland