RESPONSE TO THE DRAFT QUEENSLAND DRIVE TOURISM STRATEGY

CHAMBER OF COMMERCE AND INDUSTRY QUEENSLAND

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CCIQ RESPONSE TO THE DRAFT QUEENSLAND DRIVE TOURISM STRATEGY

1.0 INTRODUCTION

1.1 The Chamber of Commerce and Industry Queensland (CCIQ) welcomes the opportunity to provide feedback to the State Government on the Draft Queensland Drive Tourism Strategy (the strategy).

1.2 CCIQ is the State's peak business and industry body representing 25,000 businesses in Queensland. A significant number of CCIQ's members directly or indirectly classify themselves as being part of Queensland's tourism industry.

1.3 As a supporter of the Queensland Government's four-pillar approach to growing the Queensland economy, and a participant in the DestinationQ Tourism Strategy, CCIQ considers the strategy an important component in the promotion of the tourism industry. The strategy has an important role to play to help restore Queensland to the premier destination of choice for both domestic and international visitors.

1.4 Queensland's vast, decentralised and geographically diverse landscape means that any strategy to improve and encourage drive tourism will cross a number of organisations, including both the public and private sector. Furthermore, the Drive Strategy has been identified by the Government as an important part of the strategy to help reach the goal of increasing overnight visitor expenditure in Queensland to $30 billion by 2020. In order to achieve this goal, a whole-of-state approach will be required. This will include collaboration between regional and metropolitan centres in Queensland, across various Government, industry and community sectors.

1.5 CCIQ is strongly supportive of the strategy in principle. There is huge potential for businesses across Queensland to benefit from the increase in tourism movements that such a strategy will bring, particularly in remote and regional locations that are currently being under realised.

1.6 CCIQ's response to the strategy addresses each potential action individually, and where appropriate has commented on potential actions and partners to each action. It is not CCIQ's intention to rank each priority, due to the detailed nature of each potential action and diverse number of potential partners. CCIQ deems it most important that each potential action is considered in its entirety.

2.0 REGIONAL QUEENSLAND

2.1 CCIQ commends the Government on its re-engagement with Queensland's regional communities. Queensland's regions are the engine room of Queensland's economy. Their contribution has not received due recognition for a number of years. This is beginning to change.

2.2 Additionally, CCIQ has recently embarked upon its 2012 strategy to engage with Queensland's regional businesses. Since September, CCIQ has visited the Far North and North Queensland regions, Central Queensland and the Central Coast,

Wide Bay and Burnett, the Sunshine and Gold Coasts and Toowoomba to gauge business conditions and find out what issues are facing local business operators in the regions.

2.3   To extract this information, CCIQ hosted a business breakfast in each region, encouraging over 368 business owners to discuss their individual circumstances as well as broader issues that are affecting business viability at state and federal levels.

2.4   Tourism was raised in all regions and accordingly the importance of the tourism industry cannot be overstated. Even in regional and remote areas, there is an element of reliance on the sector for jobs and economic growth, whether it is driven by the resources sector or by international and domestic visitation.

3.0   COLLABORATIVE APPROACH

3.1   CCIQ is committed to continuing to work with the State Government and other stakeholders to ensure the future viability and prosperity of Queensland's tourism industry. The DestinationQ forum reinvigorated stakeholders in the sector and who are currently working towards achieving the objectives set out by the forum.

3.2   Additionally, the rollout of a strategy of this nature will require high level consultation and collaboration between government departments (including local, state and federal governments), industry associations and local community based groups. There are many facets to this strategy that are discussed below – from funding for road and highway infrastructure to collaboration within local communities about signage – that will each need to be addressed in a way that keeps all key stakeholders informed of the progress of the strategy overall.

4.0   MEETING CONSUMER NEEDS

4.1   A recurring theme from CCIQ's regional roadshows was the importance of customer service in regional communities. This was identified by local businesses as stemming from low levels of workforce participation, and difficulty in attracting people to live and work in regional areas (especially in communities where cost of living is high due to the resources industry).

4.2   To make the most of drive tourism, product and service offerings have to be superior. This includes regional and remote communities training staff in customer service techniques, regardless of the industry they operate in.

Potential Action	Potential Partners	CCIQ Comment
Ensure drive tourism stakeholders are well informed and positioned to respond to changing consumer trends and expectations through: • Conducting an audit of relevant research to identify gaps in consumer	TQ, DTESB, QTIC, CCIQ	*Research is what drives an understanding of the consumer market. It will assist organisations such as CCIQ to promote the importance of the drive segment of the tourism market to local*

research; • Commissioning further research, as appropriate, to address research gaps; and • Providing insights into the drive market		*business in regional and remote locations. This will assist local businesses to determine how to meet the needs of the drive traveller and maximise economic benefits from the market, as identified by the Strategy.*
Establish and communicate a better understanding of Queensland's drive visitors and create a greater focus on meeting consumer needs into the future through: • Identification and presentation of consumer needs, preferences and perceptions from existing data or new research • Advice on how councils, caravan parks and tourism operators can meet the needs of the consumer and maximise the economic benefits from this market; • Making recommendations for existing caravan parks and non-commercial camping sites including issues relating to design, management, environmental protection, safety and public liability; and • Conducting a pilot project across two different regions using a register system to capture data and provide accurate information on non-commercial camping including visitor numbers, source markets and length of stay	TQ, DTESB, RACQ, LGAQ, CQ, CMCA, Registered training organisations, CCIQ, QTIC, RTOs	*Further research on consumer needs, although important, should be considered in context. As a preliminary action to inform further actions and allocations of funds for development, it is vital. However, without the necessary investment and infrastructure in place, any gains from research will be limited in application.* *CCIQ, QTIC and other registered training organisations have a role in assisting Queensland tourism operators to improve their customer services through training.*

5.0 ROAD QUALITY, SAFETY AND MAINTENANCE

5.1   Queensland's roads and transport systems form the backbone of the drive strategy. In November 2011, CCIQ released its transport blueprint that detailed the importance of Queensland's transport networks to Queensland businesses and how to improve transport infrastructure to drive business and economic growth and enhance productivity.[1] To inform the blueprint, CCIQ undertook a survey of 700 Queensland businesses. Unsurprisingly, the road network topped the list of important transport networks, with 50.1 per cent of respondents indicating roads were of high/critical importance to their business.

5.2   The survey also found that Queensland businesses were increasingly of the view that inadequate transport networks are negatively impacting on businesses through increased costs, decreased efficiency and productivity, delays, impacts on customer satisfaction and lost opportunities. All of these issues significantly impact on the capacity of businesses to grow and employ, effectively placing a brake on economic growth. The top issues identified in relation to the road network were:

- Poor maintenance and quality of the network, particularly in regional areas with identified issues including narrow roads, poor surfaces/edges, limited overtaking lanes etc
- Planning not keeping pace with demand, particularly in regional Queensland
- Congestion in urban areas
- Lack of all-weather roads particularly in north Queensland

5.3   Given that tourism is a key industry in 5 out of the 6 regions outside of SEQ, if these issues are not addressed any drive strategy is doomed to fail in the short-medium term.

5.4   Whilst CCIQ commends the State and Federal Governments for their investment in critical road infrastructure in Queensland such as Bruce Highway Pacific Highway upgrades, the benefits of these improvements will take time to realise. Despite this investment the Bruce Highway continues to be cited as needing urgent and significant re-investment. Until Queensland has the necessary road infrastructure to accommodate domestic and international drive tourists, there will remain a large amount of untapped potential, particularly for regional tourism operators.

5.5   The necessary improvements to road networks also render them either unusable or operating at a reduced capacity in the meantime, which in turn impacts visitation of regional areas.

Potential Action	Potential Partners	CCIQ Comment
Consult the tourism industry annually on industry priorities,	DTMR, DTESB,	*CCIQ is supportive of this action.*

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[1] CCIQ Transport Blueprint: Improving Queensland's transport networks to enhance productivity and drive economic growth, November 2011.

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including those on state strategic touring routes, to inform the development of the DTMR forward infrastructure program	RTOs	
Continue to invest in safety, capacity, and flood immunity enhancement projects on the state's road network, including key hot spots such as the Bruce Highway, Warrego Highway and in resource regions within available funds	DTME, local governments, Federal Government	*CCIQ supports ongoing investment in safety, capacity, flood immunity and on the state's road network. Please refer to CCIQ's Transport Blueprint (Nov 2011).*
Develop, lead and promote targeted driver education and road safety programs and initiatives including providing information to drive visitors to help them stay safe, particularly on regional and rural roads shared with heavy vehicles.	RACQ, DTMR, CQ, VICs, CMCA, RTOs	*The importance of road safety is paramount. Although CCIQ would not be considered as a major partner in this area, we certainly commend the implementation of a driver education and safety program as a priority.*
Review length of stay provisions and monitoring/enforcement responsibilities at roadside rest areas and develop cost effective strategies to ensure compliance with requirements	DTMR, DTESB, LGAQ, local governments, QPS, RACQ	*For parties other than those driving these should be voluntary.*

6.0   SIGNAGE

6.1   Having sufficient and effective signage can not only assist visitors in navigating their way around a vast state such as Queensland, but can also increase visitation and provide opportunities for local businesses that may not otherwise exist. A last minute decision by a drive tourist to stop off for a rest break or divert from the planned route can lead to unexpected sources of revenue for local communities.

6.2   The fact that tourism operators have raised some concerns about lengthy and complicated application procedures, in addition to the many signage committees already in existence, point to the fact that streamlining is required to cut down on red tape to increase signage and therefore, visitation.

Priority Actions	Potential Partners	CCIQ Comment
Revitalise state strategic touring route signage by updating route signage on the state's strategic touring routes using 10% of the revenue stream from DTMR's roadside advertising strategy	DTMR	*CCIQ is supportive of this action.*
Consult tourism industry	DTESB,	*CCIQ encourages the strategy to involve*

stakeholders on tourism signage issues to inform a review of tourism signage	DTMR, TQ, QTIC	*local business owners in the development of appropriate signage. Local businesses often have unique product and service offerings that are of interest to drive tourists*
Review tourism signage policies and guidelines to ensure they are supporting drive visitors to get to their destinations around Queensland	DTMR, DTESB, TQ, LGAQ, local governments	*Signage should not only guide tourists to their intended destinations, but also encourage spontaneity and diversity of holiday experience. Signage should reflect the unique nature of a driving holiday in Queensland and encourage tourists to embrace flexibility and perhaps visit somewhere they had not initially planned on, or divert en route elsewhere. Local businesses stand to gain an enormous amount from spontaneous drive experiences that they would otherwise miss out on where structured itineraries are preferred.*
Reinvigorate and refine the role and membership of Regional Tourism Signage Groups as appropriate, to ensure effective advice is provided regarding tourism signage matters	CCIQ, Office of Best Practice Regulation, RTOs, DTMR	*CCIQ is strongly of the view that signage committees be consolidated. A diversified membership will continue to ensure all views are considered before advice is provided. The fractured nature of existing signage groups is inefficient and duplicative. In addition to this consolidation, a review of the procedure required to install signage ought to be undertaken in association with the Office of Best Practice Regulation to cut down on unnecessary red tape.*
Review tourist drives giving consideration to tourism product and places of interest, and the location and condition of signage. Explore the potential for grant funding programs to address signage requirements.	RTOs, LTOs, RACQ, DTMR	*CCIQ is supportive of this action.*

7.0 ROADSIDE INFRASTRUCTURE

Potential Actions	Potential Partners	CCIQ Comment
Support the RV market by providing funding assistance for a further two years to local governments through the dump point program	DTMR, CMCA, local governments	*CCIQ cautions against council-funded roadside infrastructure that encourages tourists to stop at free rest areas overnight. These areas provide a disincentive to stay at privately run caravan parks in direct competition to*

		council owned rest areas. Council rest areas are not required to be licenced, audited or inspected as are privately owned caravan parks. Privately run caravan parks are at an instant disadvantage by having to comply with the extra burden of red tape only to compete with a product that is owned by Council and free for the consumer.
Leverage existing state and federal funding programs for new roadside infrastructure priorities, including priorities identified in TOPs	Local governments, RTOs, industry associations	Any new roadside infrastructure ought to be provided as a 'driver-reviver' and information pit-stop only, not for accommodation purposes.
Engage tertiary design and architecture students to design low maintenance/sustainable rest area faciltiies	RACQ, DTESB	CCIQ questions why students should be engaged when there are ample architectural and other professional firms in the private sector in place to provide this advice. Whilst it is important to provide regular 'pit-stops' for drive tourists, any design should the limit the ability of tourists to overnight at rest areas.
Deliver a regional pilot project to develop a standards rating system for rest areas	RACQ, DTMR, local governments, RTOs	CCIQ is supportive of this potential action in principle; however cautions against a standards rating system that would place surrounding businesses or localities at a significant disadvantage through consistently low ratings, without recourse to amend the said rating through Government investment.
Appoint a senior "go to" officer in DTMR at head office and in each region to act as a point of contact for all DTMR related matters including roads and signage	DTMR	No comment.

8.0   ACCOMMODATION AND FACILITIES

8.1   The need to re-invest in furnishings and accommodation premises is paramount in order to meet tourist needs. Currently the standard of many hotel rooms across Queensland are not commensurate with visitor expectations.

8.2   CCIQ has conducted a number of case studies regarding regulatory compliance on small and medium businesses across a range of industry sectors. The following case study was conducted with a caravan park operator in Far North Queensland. This study is intended to give a brief overview of regulatory compliance in similar businesses across the state. CCIQ will provide detailed issues analysis and costings

of this and other businesses to the Office of Best Practice Regulation as part of its commitment to work with the State Government to reduce red tape by 20 per cent.

8.3   CASE STUDY: Caravan and Camping Resort

The major red tape and regulatory issues for this business were excessive and costly licencing regimes, continual changes to licencing conditions, and council interpretation of local laws. Regular audits, documentation and associated costs of liaising with regulatory agencies add to the red tape burden on this business.

Critical issue: *Council owned and operated caravan parks are not "licenced"; do not pay fees; and are not routinely inspected. This places privately owned and operated caravan parks at a significant competitive disadvantage to the local government owned and managed caravan and camping sites.*

Other areas of **high compliance cost and burden** for this business include:

Building regulations and codes

Environmental regulations (including water management, rubbish/refuse collection)

Health and safety regulations (food handling, food service licence, workplace health and safety, fire safety and risk management)

Employment and workplace relations (including workers' compensation)

Taxation requirements and compliance

Transport licences and requirements (vehicles on premises, driver authorisations and licences.

Priority Actions	Potential Partners	CCIQ Comment
Facilitate investment in new accommodation facilities through the work of the Tourism Investment Attraction Unit and implementation of the Queensland Tourism Investment Strategy	DTESB	*Attracting new investment to Queensland will assist in the overall reinvigoration of the tourism industry by offering new products and experiences.* *New investment also means new opportunities for local businesses, not only within the tourism industry but also in construction phases.*
Conduct a suite of planning reform and investment initiatives including: • Develop a single State Planning Policy which will encourage local governments to review planning schemes and	DSDIP, DTESB, local governments and DLG, DNRM, Private Sector, LGAQ, CCIQ	*CCIQ is currently finalising its submission on the Draft Single State Planning Policy. In the interim, CCIQ commends the State Government's streamlined approach to planning that gives due consideration to industries like tourism when deciding upon applications. Investment and development will depend upon the*

policies to recognise tourism as a legitimate land use and remove impediments to accommodation development • Identify a caravan park development project as a demonstration project to test planning reform • Ensure statutory regional plans reflect regional needs for visitor accommodation and support development of appropriate new sites • Utilise regional planning processes and other planning reforms to promote development of small scale faciltiies for drive visitors on farms and other land types; and • Investigates opportunities for private sector to facilitate new private investment in caravan and camping faciltiies on unallocated state land		*flexibility with which applications are able to proceed relatively unencumbered with as little regulatory burden as possible for potential investors.* *Whilst the number of caravan parks across Queensland has significantly declined in recent times, in order to attract investment in future facilities it is essential that regulatory burden in the industry is addressed and reduced. As demonstrated by the case study above, there is currently no incentive to invest in a sector that is declining due to what appears to the consumer as a more cost effective alternative accommodation option, despite the facilities available on offer at privately owned caravan parks in contrast to council rest areas.*
Conduct a targeted audit of commercial and non-commercial camping sites and different jurisdiction approaches to the issue to inform a review of the: • Caravan Parks Policy; and • Secondary Use of Trust Land Policy	DNRM, DTESB, TQ, QTIC, CQ, CMCA, relevant RTOs, local governments, LGAQ	*CCIQ is supportive of this action. CCIQ strongly urges action to halt the decline in privately owned caravan parks across Queensland. Caravan and camping sites will be pivotal to the success of any drive strategy. As discussed above, there is currently little incentive for caravan park operators to continue operating, largely due to competition from council-owned 'free' rest areas.* *Please refer to CCIQ's case study under the heading 'Accommodation and Facilities' in this submission.*
Develop a guideline for local governments about the provision of commercial and non-commercial camping. This guidelines would include: • Advice on the economic benefits of drive tourism; • Manage stakeholder interests;	DTESB, LGAQ, local governments	*CCIQ is supportive of this potential action. This potential action highlights the importance of a whole of government approach to ensure a successful drive tourism strategy. Local government councils will have an important role to play in the roll out of a drive strategy. However, it will be up to the State Government to assist by developing and*

- Relevant regulatory issues; - Case studies of various approaches such as permit systems and overflow policies; - Tools to assist councils to determine impacts on their community and appropriate pricing; and - Engage existing commercial operators in managing/servicing/operating council supported non-commercial camping sites		*providing guidelines for local councils pertaining to the management of issues such as commercial and non-commercial camping (amongst other issues).*
Increase supply and availability of tourist accommodation in resource communities by: - Establishing accurate information on the availability of commercial and non-commercial accommodation in resource communities; - Investigating measures which encourage development of accommodation options for visitors in resource communities to address both short term and long term needs; and - Engaging with the Queensland Resources Council to develop strategies to address accommodation pressures in resource communities	DTESB, DNRM, local governments, QRC, LGAQ	*CCIQ offers in principle support to this potential action. Whilst it is important to increase the supply of accommodation in resource communities, there is also a need to put in place accommodation structures that complement other industries such as tourism, to prepare regional communities for economic prosperity after the resources boom. CCIQ is firmly of the view that more research is required to investigate accommodation options that will be attractive to tourists (not only FIFO workers) in the short and long term.*
Highlight red tape and regulatory issues in the caravan park sector to inform the Queensland Office of Best Practice Regulation's program of reducing unnecessary regulation within government	DTESB, CQ, CCIQ, OPBR	*As part of CCIQ's ongoing discussion with Government regarding red tape[2] CCIQ is working closely with the Queensland Office of Best Practice Regulation to reduce unnecessary red tape burdens on Queensland business. Please refer to the case study at 8.2.*
Raise awareness of appropriate behaviours and reduce the prevalence of illegal practices by:	CMCA, local governments, Adventure	*CCIQ is supportive of increased education of travellers as to their responsibilities when travelling on*

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[2] See CCIQ's Big 3 for Business: State and Local Government Election Report 2012.

	Queensland	Queensland roads, including for international and domestic visitors. CCIQ is also supportive of encouraging drive tourists to utilise commercial caravan parks and to avoid council-operated rest areas as places to overnight as they provide insufficient utilities and can cause environmental damage and loss of revenue for local commercial caravan parks.
• Developing, implementing and promoting policies, programs and initatives which encourage greater self-regulation responsibility by RV travellers; and • Developing and communicating information to the youth market on requirements for non-commercial camping		

9.0   VISITOR INFORMATION AND TECHNOLOGY APPLICATIONS

9.1   Any tourism strategy, including the drive strategy will benefit from increased online presence. Whether it is local businesses, local councils or state and federal government directives, information and advice, it is increasingly important that businesses (and government) embrace the digital revolution and adapt their businesses accordingly.

9.2   In October 2012, CCIQ (Chamber of Commerce and Industry Queensland) undertook its first Digital Readiness Study,[3] designed to discover how Queensland businesses were taking advantage of the digital economy. Almost 700 businesses responded providing unique insights into their thoughts and perceptions of IT services, social networks and technology and how they could utilise them to grow their business in the future.

9.3   The key findings of the study show that Queensland businesses are on the path to digital success however, there are barriers caused by uncertainty, pace of change and infrastructure that are preventing businesses fully participating in the digital economy to their maximum benefit.

9.4   The web plays a crucial role in Queensland businesses' digital strategy, with 88% of businesses having a website and utilising the website as their primary marketing channel.

Priority Actions	Potential Partners	CCIQ Comment
Continue the development of traveller information products for the 131940 traffic and travel information service including: • Supporting drive tourist mobility in natural disaster events and	DTMR. RACQ, TQ, ATDW	CCIQ is supportive of this action in principle, however is firmly of the view that resources should be directed towards digital strategies and information services for drive tourists.

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[3] CCIQ, Digital Readiness Study, October 2012.

other critical events; • Creating a single state-wide traffic and travel information telephone service, providing real time travel and traffic information on a 24/7 basis; • Investigating opportunities regarding development and distribution of multilingual information to support international visitors; and • Investigating feasibility of integrating information aimed towards drive travellers, for example, rest areas, dump points and so on		
Investigate ways to address ICT infrastructure constraints and opportunities for the drive market by: • Developing a matrix of areas in Queensland • Commonly used by drive visitors; • Liable to experience service disruptions; and • Experience 3G/internet black spots; • Push for improved ICT access in these areas, and • Investigate opportunities created by improved ICT infrastructure, such as rollout of the NBN and improved mobile coverage, and develop strategies to encourage greater uptake of these opportunities by operators	DTESB, DSITA, TQ, RTOs	*The use of technology is becoming increasingly important across all industry sectors. There is a unique opportunity to harness the power of technology to benefit drive tourism, enabling easier access to mapping and destination information, in addition to marketing and advertising opportunities for local business operators. The role of the NBN will be increasingly important over the coming decade in achieving this goal. However CCIQ notes that for the benefit to be realised, the NBN and associated technology must be enabled in rural and remote locations in Queensland.*
Maximise the use of digital technologies including mobile device s to meet the needs of the drive market	TQ, RTOs and ATDW	*See above.*
Continue to work with tourism	TQ, RTOs,	*CCIQ is supportive of this action. CCIQ*

businesses to develop their digital capacity including the development and delivery of integrated digital marketing.	DTESB	*provides members with the opportunity to participate in webinars and other informative sessions about how businesses can use technology to their best advantage. CCIQ would welcome the opportunity to assist with the implementation of this action.*
Review the existing suite of drive tourism related websites and smartphone applications and; • Confirm a preferred web approach to drive tourism; and • Encourage a coordinated approach to application development and use of the ATDW information	TQ, DTESB, RTOs, CCIQ	*CCIQ is supportive of this action as per above. However, it is important to note that businesses need to be educated about how to embrace new technologies such as smartphone apps and websites that give the consumer instant access to information. CCIQ's Digital Readiness Survey conducted in October 2012 indicated that although businesses understand the importance of social media, the uptake is generally slow to due to a perceived risk given its wide reach and irreversibility of messaging.*
Encourage the installation of: • All weather brochure racks and digital signage at popular non-commercial camping sites to promote visitor attractions in the local area including commercial camping faciltiies; • Digital information booths; • Digital signage; and • Wi-Fi access points	DTESB, councils, LGAW, TQ	*CCIQ is supportive of this action in principle as a means of encouraging drive tourists to visit and utilise local businesses.*
Continue to work with accredited VICs to improve the delivery of unbiased traveller information, and encourage them to embrace opportunities to present and distribute information digitally	TQ, Councils	*CCIQ is supportive of this potential action.*

10.0 MARKETING AND PROMOTION

Priority Actions	Potential Partners	CCIQ Comment
Explore opportunities under the new RTO funding model – TQ and RTOs will promote to the drive market by marketing experiences throughout	TQ, RTOs	*CCIQ supports this action.*

Queensland and the regions		
Strengthen collaborative opportunities with EQ, AQ, RTOs and local government to promote events	EQ, RTOs, AQ, local governments, RACQ	*CCIQ supports this action.*
Continue to support regional caravan and camping shows and consumer group rallies to market destinations	RTOs, CQ, CMCA, TQ	*CCIQ is supportive of this action in lifting the profile of commercial caravan parks and camping locations to encourage drive tourists to avoid illegal practices and lobbing in inadequate council operated rest areas overnight.*
Promote drive tourism messages through digital billboards	DTMR, TQ	*CCIQ is supportive of this potential action.*
Identify gaps in regional content and image libraries and explore opportunities to leverage support to update content	TQ, RTOs, RACQ	*CCIQ encourages the strategy to utilise the expertise in local and regional businesses to update image libraries and leverage support for content.*
Collaborate in the promotion of the drive experiences to key international markets	TA, TQ, RTOs	*CCIQ is strongly supportive of this action. Not only will the promotion of drive experiences to international markets encourage international visitation, but will also act as a vehicle for investment attraction.*
Continue to promote drive experiences separately to collaborative activity conducted jointly with TQ if a priority for the region	RTOs	*No comment.*

11.0 CONCLUSION

11.1   There is much to be gained from the implementation of a drive strategy as part of a broader push to reinvigorate the tourism industry in Queensland. It has wide-reaching benefits that go far beyond SEQ and will extend to the regions where expenditure is vitally needed. In particular, small businesses in regional areas have an opportunity to engage in this strategy in a way that will have a positive effect on individual enterprise and on local communities. CCIQ commends the detail with which this draft has been formulated, and agencies responsible for potential actions, however there is also a role for industry associations such as CCIQ and local groups not already identified in the strategy that should be explored.

11.2   There are a number of challenges that concurrently must be addressed to ensure the success of a drive strategy in Queensland, most importantly ensuring that the road and transport infrastructure is not only adequate, but provides a pleasant and safe passage for those who choose to utilise it. The accompanying peripheral issues such as signage, roadside infrastructure and marketing are all important components that will assist with the rollout and success of the strategy.

11.3   CCIQ commends the State Government for this strategy and welcomes the opportunity to discuss issues raised in this response with the Department.

APPENDIX 1: List of acronyms

AQ – Arts Queensland

ASCT – Australian Standing Committee on Tourism

ATDW – Australian Tourism Data Warehouse

CMCA – Caravan and Motorhome Club of Australia

CQ – Caravanning Queensland

DNRM – Department of Natural Resources and Mines

DSDIP – Department of State Development, Infrastructure and Planning

DSITIA – Department of Science, Information Technology, Innovation and the Arts

DTESB – Department of Tourism, Major Events, Small Business and the Commonwealth Games

DTMR – Department of Transport and Main Roads

EQ – Events Queensland

LGAQ – Local Government Association of Queensland

QPS – Queensland Police Service

QRC – Queensland Resources Council

QTIC – Queensland Tourism Industry Council

OPBR – Queensland Office of Best Practice Regulation

RACQ – Royal Automobile Club of Queensland

RTOs – Regional Tourism Organisations

TA – Tourism Australia

TQ – Tourism Queensland

VICs – Visitor Information Centres