

DOING WHAT MATTERS FOR QUEENSLAND

QUEENSLAND BUDGET 2024–25



SERVICE DELIVERY STATEMENTS

Department of Tourism and Sport



Queensland
Government

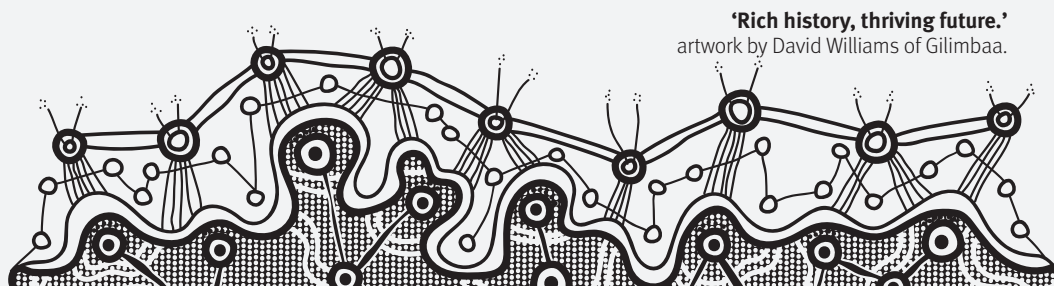
2024–25 Queensland Budget Papers

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The budget papers are available online at budget.qld.gov.au

First Nations acknowledgement

Queensland Treasury acknowledges Aboriginal peoples and Torres Strait Islander peoples as the Traditional Owners and custodians of the land. We recognise their connection to land, sea and community, and pay our respects to Elders past, present and emerging.



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Service Delivery Statements

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Department of Tourism and Sport

Portfolio overview

Minister for Tourism and Sport
The Honourable Michael Healy MP

Department of Tourism and Sport
Director-General: Andrew Hopper

The Minister for Tourism and Sport is also responsible for:

Tourism and Events Queensland
Chief Executive Officer: Patricia O'Callaghan

Additional information about these agencies can be sourced from:

dts.qld.gov.au

gasport.qld.gov.au

queensland.com

Department of Tourism and Sport

Overview

As part of the machinery-of-government changes, effective 18 December 2023, the former Department of Tourism, Innovation and Sport was renamed the Department of Tourism and Sport. As a result, there was a change to the following function:

- The Innovation function was transferred to the Department of Environment, Science and Innovation.

The Department of Tourism and Sport's (the department) vision is for Queensland to have world-class, thriving, inclusive and sustainable tourism and sport and active recreation sectors.

Our purpose is to provide and attract investment to build a more competitive visitor economy, inspire sporting success through Queensland's elite athletes, and support active, healthy communities.

Our objectives are:

- Drive economic transition and innovation – new and diverse business opportunities are enhancing our Queensland lifestyle and creating sustainable jobs of the future.
- Happy, healthy, performing people – our communities are active and have access to a breadth of sport and recreation opportunities.
- Inclusive and connected – Queensland is inclusive and well-connected regionally and globally and has increased opportunities for women, people with disabilities and Indigenous peoples and businesses.

Contributions to the government's objectives for the community

The department supports the government's objectives for the community¹:

- Good jobs: Good, secure jobs in our traditional and emerging industries.
- Better Services: Deliver even better services right across Queensland.
- Great Lifestyle: Protect and enhance our Queensland lifestyle as we grow.

Key deliverables

In 2024–25, the department will:

- continue to partner with Tourism and Events Queensland, broader government and industry on implementation of the *Towards Tourism 2032: Transforming Queensland's visitor economy future* strategy, focused on growing the industry and building Queensland's foundations for future growth
- continue to partner with the tourism and events industry to drive performance and create economically viable and resilient small business tourism operators, enhance visitor experiences and build industry-wide capability and resources that support a thriving regional Queensland
- continue to work closely with community and Traditional Owners to promote Queensland's rich culture and heritage, and improve the quality of First Nations tourism experiences, deliver new events and support employment across Queensland
- continue to deliver infrastructure grant funding programs, accessible tourism initiatives and game changing tourism infrastructure projects to enhance the Queensland visitor experience for visitors of all abilities
- continue to partner with the private sector to secure more direct international flights into Queensland to grow our international visitor economy through the Attracting Aviation Investment Fund
- invest in Queensland communities to provide more opportunities for people of all ages and abilities to be more physically active, healthier and better connected, through Sport and Recreation's 10-year *Activate! Queensland 2019–2029* strategy

¹ To find out more, go to qld.gov.au and search "government's objectives for the community."

- enhance Queensland’s sporting pathways and contribute to fit-for-purpose community sport and recreation facilities that support participation at all levels and meets all needs and abilities—including through sport and active recreation precincts and venues
- in partnership with community, successfully deliver the First Nations suite of programs (Deadly Active Sport and Recreation Program, Torres Strait Community Sport and Recreation Program and First Nations Sport and Recreation Program) to enable culturally appropriate physical activity opportunities for Aboriginal and Torres Strait Islander peoples
- provide leadership and support to enhance the capability of the active industry to meet current and emerging needs of Queenslanders
- continue to implement the *2032 High Performance Strategy – Inspiring Extraordinary Sporting Success* – delivering the Queensland Academy of Sport vision of ‘Inspiring Extraordinary Sporting Success’ ensuring Queensland’s medal winning talent is best prepared for the world stage.

Budget highlights

In the 2024–25 Queensland Budget, the government is providing:

- \$72 million over 4 years to continue delivery of the Queensland Academy of Sport *2032 High Performance Strategy – Inspiring Extraordinary Sporting Success* ensuring elite sporting success in Brisbane 2032
- \$33.5 million in 2024–25 to increase the value of the FairPlay voucher from up to \$150 to up to \$200, to guarantee 50,000 vouchers under current eligibility requirements, and to provide a further 150,000 vouchers for Queensland children and young people aged between 5 and 17 years to participate in sport and active recreation. This brings total funding for the FairPlay program in 2024–25 to \$40 million
- \$15 million over 2 years for the Growing Future Tourism Program to provide financial support to eligible Queensland tourism operators, not-for-profit organisations and local governments to deliver new and enhanced tourism infrastructure or experiences
- \$10 million over 2 years for the Backing Bush Communities – Building Bush Tourism Fund to support delivery of the Bush Boost and Queensland’s long term *Towards Tourism 2032: Transforming Queensland’s visitor economy future* tourism industry strategy by providing support for the development of new and enhanced tourism products or supporting infrastructure that will increase visitation in Queensland’s regions outside South East Queensland
- Up to \$10 million in 2024–25, held centrally, for the proposed redevelopment of sporting facilities at the North Ipswich Sport and Entertainment Precinct, subject to confirmation of a matching co-contribution from Ipswich City Council and a \$20 million contribution from the Australian Government
- \$9.5 million in 2024–25 for the Sport Minor Infrastructure Program to provide targeted funding to eligible organisations to help the sport and active recreation industry deliver new, upgraded and end of life infrastructure projects and works.

Further information about new policy decisions can be found in *Budget Paper No. 4: Budget Measures*.

Performance statement

Tourism Industry Development

Objective

Drive the return and growth of a sustainable and competitive tourism industry, attracting capital investment and maximising the benefit of tourism and major events to boost Queensland's economy.

Description

The service area works across government to sustain, transition and transform a competitive, diverse and adaptive tourism industry benefiting all Queenslanders, by partnering with the tourism industry stakeholders to return and grow demand, develop new tourism infrastructure and experiences, and increase visitor accessibility.

Service standards	2023–24 Target/Est.	2023–24 Est. Actual	2024–25 Target/Est.
Effectiveness measure			
Amount of additional capital attracted into tourism investment	\$50M	\$50M	\$50M
Efficiency measure			
Ratio of tourism investment attraction costs to the value of direct capital attracted	\$1:\$78	\$1:\$78	\$1:\$78

Sport and Recreation and Queensland Academy of Sport¹

Objective

Lead the sport and active recreation industry to support Queenslanders to participate through quality infrastructure and local environments, and by supporting pathways to assist Queenslanders to reach their full sporting potential.

Description

The service area works collaboratively across 2 divisions; Sport and Recreation and the Queensland Academy of Sport to deliver initiatives under *Activate! Queensland 2019–2029* and the *2032 High Performance Strategy – Inspiring Extraordinary Sporting Success*, targeting government investment to:

- drive the delivery of sport and active recreation opportunities for all Queenslanders to encourage active, healthy lifestyles
- enable extraordinary sporting success amongst Queensland's Olympic and Paralympic athletes.

Service standards	2023–24 Target/Est.	2023–24 Est. Actual	2024–25 Target/Est.
Service: Sport and Recreation			
Effectiveness measures			
Level of overall customer satisfaction with Queensland venues	80%	95%	85%
Proportion of sport and recreation voucher recipients who participated in sport and recreation as a result of receiving a voucher ²	New measure	New measure	60%
Proportion of sport and recreation organisations that report improved capability as a result of grant funding ³	New measure	New measure	70%
Efficiency measures			
Administration costs per \$1000 of sport and recreation vouchers issued	New measure	New measure	\$29.37
Administration costs per \$1000 of funding allocated to improve the capability of the Sport and Recreation industry	New measure	New measure	\$111.73
Service: Queensland Academy of Sport			
Effectiveness measures			
Percentage of Queensland athletes selected for national teams supported by the Queensland Academy of Sport	25%	29.91%	25%
Co-contribution ratio of partnership investment to the Queensland Academy of Sport investment in grants research projects	1:1	1:1	1:1
Efficiency measure			
Not identified			
Discontinued measure			
Ratio of investment leveraged as a result of Sport and Recreation infrastructure funding invested ^{4,5}	20%	33%	Discontinued measure

Notes:

1. The service area name has been amended to combine Sport and Recreation and Queensland Academy of Sport to better reflect the full scope of services delivered. It was previously named 'Sport and Recreation' in the *2023–24 Service Delivery Statements*.
2. The 2024–25 Target/Estimate for this new service standard has been set to 60 per cent in its first year of reporting due to a number of factors impacting the redemption rate. An external evaluation identified a number of potential opportunities to improve the redemption rate which are gradually being implemented.
3. The 2024–25 Target/Estimate for this new service standard has been set to 70 per cent in its first year of reporting. This is based on previous capability reporting. The Target/Estimate will be reviewed based on actuals at the start of the financial year 2025–26.
4. This service standard has been discontinued as new effectiveness and efficiency measures relating to vouchers and organisation capability have been developed to improve alignment with service area objective and the *Activate! Queensland Monitoring and Evaluation Framework*.

5. The variance between the 2023–24 Target/Estimate and the 2023–24 Estimated Actual is due to Minor Infrastructure Program applicants contributing funding above the minimum contribution required during the period.

Departmental budget summary

The table below shows the total resources available in 2024–25 from all sources and summarises how resources will be applied by service area and by controlled and administered classifications.

Department of Tourism and Sport	2023–24 Adjusted Budget \$'000	2023–24 Est. Actual \$'000	2024–25 Budget \$'000
CONTROLLED			
Income			
Appropriation revenue ^{1,2,3}	436,886	358,276	461,732
Other revenue	69,056	73,753	49,619
Total income	505,942	432,029	511,351
Expenses			
Tourism Industry Development	180,292	115,031	143,969
Sport and Recreation and Queensland Academy of Sport	305,795	296,801	367,382
Advancing Queensland through Innovation	19,855	20,197	..
Total expenses	505,942	432,029	511,351
Operating surplus/deficit
Net assets	244,299	271,399	305,626
ADMINISTERED			
Revenue			
Commonwealth revenue
Appropriation revenue	176,619	174,576	204,907
Other administered revenue
Total revenue	176,619	174,576	204,907
Expenses			
Transfers to government
Administered expenses	176,619	174,576	204,907
Total expenses	176,619	174,576	204,907
Net assets

Notes:

1. Includes state and Australian Government funding.
2. Appropriation revenue for both Controlled and Administered do not match Appropriation receipts in the respective statement of Cash Flows due to 2022–23 End of Year adjustments posted after the 2023–24 Budget was delivered. For Controlled this amounts to \$5.8 million and largely relates to the *Activate! Queensland 2019–2029* strategy and Administered is \$0.5 million related solely to Tourism and Events Queensland.
3. The departmental budget summary is presented on a post machinery-of-government basis.

Staffing

The table below shows the Full Time Equivalentents (FTEs) as at the 30 June in the respective years.

Service area	2023–24 Adjusted Budget	2023–24 Est. Actual	2024–25 Budget
Tourism Industry Development	78	78	71
Sport and Recreation and Queensland Academy of Sport	403	403	406
Total FTEs	481	481	477

Note:

1. Corporate FTEs are allocated across the service to which they relate.

Capital program

The department's total capital outlays are estimated to be \$269.9 million in 2024–25 consisting of a spend on capital purchases and capital grants which support tourism, innovation and sport and active recreation industries.

Total capital purchases in 2024–25 are \$39.4 million including:

- \$28.3 million is allocated to Queensland Active Precincts to enhance existing state-owned sport and active recreation facilities at the Gold Coast, Sunshine Coast and Townsville, to deliver quality experiences that inspire physical activity
- \$11 million for development of the Wangetti Trail, a 94 kilometre walking and mountain bike trail from Palm Cove to Port Douglas, with public and eco-accommodation facilities.

Total capital grants in 2024–25 are \$230.5 million including:

- \$43.1 million is allocated to Browne Park Redevelopment Stage 1 including building a contemporary 3,500 seat grandstand, public amenities, food and beverage outlets, media and coach facilities, and increasing the ground capacity
- \$27.9 million is allocated to the Sport Minor Infrastructure Program to fund minor facility improvements that support increased opportunities for Queenslanders to participate in sport and active recreation
- \$25 million is allocated to Police Citizens Youth Club Queensland Capital Works for the construction of new facilities and the upgrade of existing facilities
- \$18 million to support new and upgraded facilities as part of the Minor Infrastructure and Inclusive Facilities Fund to make community sport and active recreation more inclusive, accessible, safe and efficient
- \$16.9 million to support the clean up and repair of community and recreational assets damaged by the extraordinary 2021–22 disaster events, in partnership with the Australian Government
- \$14.1 million for the local community sporting infrastructure to encourage Queenslanders to be more active, more often as well as working to increase health and wellbeing outcomes across the state in line with key government priorities.

The table below shows the capital purchases by the agency in the respective years.

	2023–24 Adjusted Budget \$'000	2023–24 Est. Actual \$'000	2024–25 Budget \$'000
Capital purchases	27,061	6,392	39,360
Capital grants	218,929	156,050	230,490
Total capital outlays	245,990	162,442	269,850

Further information about the Department of Tourism and Sport capital outlays can be found in *Budget Paper No. 3: Capital Statement*.

Budgeted financial statements

Departmental income statement

Controlled income statement

The department's total expenses are estimated to be \$511.4 million in 2024–25, an increase of \$79.3 million from the 2023–24 Estimated Actual. The expenses for 2024–25 primarily include the following grant programs.

The Tourism Industry Development service area has grant expenses for Attracting Aviation Investment Fund, Queensland Reconstruction Authority Tropical Cyclone Jasper Tourism Resilience Recovery, Regional Tourism Recovery Program including the Binna Burra Lodge rebuild and Tourism Experience Development Fund, Minjerribah Futures, Great Keppel Island Rejuvenation Project, Growing Future Tourism Program, Queensland Music Trails, Women's Asian Cup 2026, 2023 Year of Accessible Tourism, Backing Bush Communities - Building Bush Tourism Fund, and Activate Ecotourism.

The Sport and Recreation service area has grant expenses for the continued delivery of approved projects and initiatives under *Activate! Queensland 2019–2029*, including funding to support sport and recreation organisations with the clean up and repair of equipment and facilities damaged from the South East Queensland rain and flooding event; delivery of Brown Park Redevelopment Stage 1, Police Citizens Youth Club (PCYC), Minor Infrastructure Program, Local Community Sporting Infrastructure, and Women's Football Legacy Fund. The department will also continue with the delivery of the *2032 High Performance Strategy– Inspiring Extraordinary Sporting Success*.

Administered income statement

Administered activities are those undertaken by departments on behalf of the government.

The department administers funds on behalf of the state which include provision of funding for Tourism and Events Queensland (TEQ) and Stadiums Queensland (SQ).

TEQ is the Queensland Government's lead marketing, experience development and major events agency.

SQ supports and maintains the operation of sporting and entertainment facilities.

Departmental balance sheet

The department's major assets are in property, plant and equipment with the department having facilities located throughout Queensland. In 2024–25, the department will invest \$39.4 million in capital purchases through its capital program to enhance existing state-owned sport and active recreation facilities to deliver quality experiences that inspire physical activity and continue development of the Wangetti Trail, a 94 kilometre walking and mountain bike trail from Palm Cove to Port Douglas.

Controlled income statement

Department of Tourism and Sport*	2023–24 Adjusted Budget \$'000	2023–24 Est. Actual \$'000	2024–25 Budget \$'000
INCOME			
Appropriation revenue	436,886	358,276	461,732
Taxes
User charges and fees	11,476	12,054	11,862
Royalties and land rents
Grants and other contributions	57,208	60,944	37,384
Interest and distributions from managed funds
Other revenue	372	715	373
Gains on sale/revaluation of assets	..	40	..
Total income	505,942	432,029	511,351
EXPENSES			
Employee expenses	72,858	71,751	62,703
Supplies and services	50,433	61,171	52,503
Grants and subsidies	374,688	289,229	388,346
Depreciation and amortisation	6,397	6,492	6,251
Finance/borrowing costs	91	123	73
Other expenses	1,475	3,181	1,475
Losses on sale/revaluation of assets	..	82	..
Total expenses	505,942	432,029	511,351
OPERATING SURPLUS/(DEFICIT)

*The 2023–24 Budget and 2023–24 Estimated Actuals information disclosed is presented on a post-machinery-of-government basis.

Controlled balance sheet

Department of Tourism and Sport*	2023–24 Adjusted Budget \$'000	2023–24 Est. Actual \$'000	2024–25 Budget \$'000
CURRENT ASSETS			
Cash assets	3,052	2,256	2,570
Receivables	6,817	14,087	13,928
Other financial assets
Inventories
Other	2,687	4,793	4,820
Non-financial assets held for sale
Total current assets	12,556	21,136	21,318
NON-CURRENT ASSETS			
Receivables
Other financial assets
Property, plant and equipment	247,487	274,636	307,746
Intangibles	6	74	73
Other
Total non-current assets	247,493	274,710	307,819
TOTAL ASSETS	260,049	295,846	329,137
CURRENT LIABILITIES			
Payables	10,400	18,496	18,797
Accrued employee benefits	1,460	1,763	1,953
Interest bearing liabilities and derivatives	1,324	1,366	1,291
Provisions
Other	1,302	1,383	1,383
Total current liabilities	14,486	23,008	23,424
NON-CURRENT LIABILITIES			
Payables
Accrued employee benefits
Interest bearing liabilities and derivatives	1,264	1,439	87
Provisions
Other
Total non-current liabilities	1,264	1,439	87
TOTAL LIABILITIES	15,750	24,447	23,511
NET ASSETS/(LIABILITIES)	244,299	271,399	305,626
EQUITY			
TOTAL EQUITY	244,299	271,399	305,626

*The 2023–24 Budget and 2023–24 Estimated Actuals information disclosed is presented on a post-machinery-of-government basis.

Controlled cash flow statement

Department of Tourism and Sport*	2023–24 Adjusted Budget \$'000	2023–24 Est. Actual \$'000	2024–25 Budget \$'000
CASH FLOWS FROM OPERATING ACTIVITIES			
Inflows:			
Appropriation receipts	436,886	352,458	461,732
User charges and fees	12,396	12,458	12,782
Royalties and land rent receipts
Grants and other contributions	57,208	60,871	37,384
Interest and distribution from managed funds received
Taxes
Other	7,263	7,635	7,312
Outflows:			
Employee costs	(72,800)	(71,898)	(62,468)
Supplies and services	(56,943)	(66,500)	(59,097)
Grants and subsidies	(374,688)	(289,286)	(388,319)
Borrowing costs	(91)	(123)	(73)
Other	(2,363)	(4,081)	(2,379)
Net cash provided by or used in operating activities	6,868	1,534	6,874
CASH FLOWS FROM INVESTING ACTIVITIES			
Inflows:			
Sales of non-financial assets
Investments redeemed
Loans and advances redeemed
Outflows:			
Payments for non-financial assets	(27,061)	(6,392)	(39,360)
Payments for investments
Loans and advances made
Net cash provided by or used in investing activities	(27,061)	(6,392)	(39,360)
CASH FLOWS FROM FINANCING ACTIVITIES			
Inflows:			
Borrowings
Equity injections	23,607	5,237	37,301
Appropriated equity injections	23,567	5,173	37,301
Non-appropriated equity injections	40	64	..
Outflows:			
Borrowing redemptions
Finance lease payments	(1,294)	(1,371)	(1,427)
Equity withdrawals	(3,220)	(3,315)	(3,074)
Appropriated equity withdrawals	(3,220)	(3,315)	(3,074)
Non-appropriated equity withdrawals
Net cash provided by or used in financing activities	19,093	551	32,800
Net increase/(decrease) in cash held	(1,100)	(4,307)	314
Cash at the beginning of financial year	4,058	6,469	2,256
Cash transfers from restructure	94	94	..
Cash at the end of financial year	3,052	2,256	2,570

*The 2023–24 Budget and 2023–24 Estimated Actuals information disclosed is presented on a post-machinery-of-government basis.

Administered income statement

Department of Tourism and Sport*	2023–24 Budget \$'000	2023–24 Est. Actual \$'000	2024–25 Budget \$'000
INCOME			
Appropriation revenue	176,619	174,576	204,907
Taxes
User charges and fees
Royalties and land rents
Grants and other contributions
Interest and distributions from managed funds
Other revenue
Gains on sale/revaluation of assets
Total income	176,619	174,576	204,907
EXPENSES			
Employee expenses
Supplies and services
Grants and subsidies	176,619	174,576	204,907
Depreciation and amortisation
Finance/borrowing costs
Other expenses
Losses on sale/revaluation of assets
Transfers of Administered Revenue to Government
Total expenses	176,619	174,576	204,907
OPERATING SURPLUS/(DEFICIT)

*The 2023–24 Budget and 2023–24 Estimated Actuals information disclosed is presented on a post-machinery-of-government basis.

Administered balance sheet

Department of Tourism and Sport*	2023–24 Budget \$'000	2023–24 Est. Actual \$'000	2024–25 Budget \$'000
CURRENT ASSETS			
Cash assets
Receivables
Other financial assets
Inventories
Other
Non-financial assets held for sale
Total current assets
NON-CURRENT ASSETS			
Receivables
Other financial assets
Property, plant and equipment
Intangibles
Other
Total non-current assets
TOTAL ASSETS
CURRENT LIABILITIES			
Payables
Transfers to Government payable
Accrued employee benefits
Interest bearing liabilities and derivatives
Provisions
Other
Total current liabilities
NON-CURRENT LIABILITIES			
Payables
Accrued employee benefits
Interest bearing liabilities and derivatives
Provisions
Other
Total non-current liabilities
TOTAL LIABILITIES
NET ASSETS/(LIABILITIES)
EQUITY			
TOTAL EQUITY

*The 2023–24 Budget and 2023–24 Estimated Actuals information disclosed is presented on a post-machinery-of-government basis.

Administered cash flow statement

Department of Tourism and Sport*	2023–24 Budget \$'000	2023–24 Est. Actual \$'000	2024–25 Budget \$'000
CASH FLOWS FROM OPERATING ACTIVITIES			
Inflows:			
Appropriation receipts	176,619	174,080	204,907
User charges and fees	..	496	..
Royalties and land rent receipts
Grants and other contributions
Interest and distribution from managed funds received
Taxes
Other
Outflows:			
Employee costs
Supplies and services
Grants and subsidies	(176,619)	(174,576)	(204,907)
Borrowing costs
Other
Transfers to Government
Net cash provided by or used in operating activities
CASH FLOWS FROM INVESTING ACTIVITIES			
Inflows:			
Sales of non-financial assets
Investments redeemed
Loans and advances redeemed
Outflows:			
Payments for non-financial assets
Payments for investments
Loans and advances made
Net cash provided by or used in investing activities
CASH FLOWS FROM FINANCING ACTIVITIES			
Inflows:			
Borrowings
Equity injections	20,500	20,500	21,012
Appropriated equity injections	20,500	20,500	21,012
Non-appropriated equity injections
Outflows:			
Borrowing redemptions
Finance lease payments
Equity withdrawals	(20,500)	(20,500)	(21,012)
Appropriated equity withdrawals
Non-appropriated equity withdrawals	(20,500)	(20,500)	(21,012)
Net cash provided by or used in financing activities
Net increase/(decrease) in cash held
Cash at the beginning of financial year
Cash transfers from restructure
Cash at the end of financial year

*The 2023–24 Budget and 2023–24 Estimated Actuals information disclosed is presented on a post-machinery-of-government basis.

Statutory body

Tourism and Events Queensland

Overview

Tourism and Events Queensland's (TEQ) vision is to inspire travellers to visit Queensland as their destination of choice through bold and globally recognised marketing and events that support the ambitious industry goal of growing overnight visitor expenditure (OVE) to \$44 billion by 2032. TEQ's purpose is to partner with industry and work across government to grow the visitor economy by promoting Queensland's destinations, experiences and events, and to positively contribute to the broader Queensland community through the economic and social benefits of tourism and events.

Through *The TEQ Blueprint*, TEQ supports industry's goal to achieve \$44 billion in OVE by 2032 through 5 key objectives, all underpinned by the opportunity presented by the Brisbane 2032 Olympic and Paralympic Games:

- Maintain the dominant share of Australia's domestic holiday market.
- Assist industry to grow international OVE.
- Grow the value of Queensland's global events calendar.
- Use the strength and influence of Queensland's destinations and industry to maximise opportunities in market.
- Deliver cutting-edge, high-impact marketing campaigns to drive consumer demand.

Contribution to the government's objectives for the community

The agency supports the government's objectives for the community¹:

- Good jobs: Good, secure jobs in our traditional and emerging industries.
- Better Services: Deliver even better services right across Queensland.
- Great Lifestyle: Protect and enhance our Queensland lifestyle as we grow.

Key deliverables

In 2024–25, TEQ will:

- work with the Department of Tourism and Sport, broader government and the tourism and events industry as part of Queensland's *Towards Tourism 2032: Transforming Queensland's visitor economy future* strategy
- implement the TEQ Blueprint to deliver strong outcomes for the tourism and events industry
- evolve Queensland's brand positioning and elevate destination brands to ensure strong point of difference, aligned to Queensland's unique selling propositions of the Great Barrier Reef, nature-based tourism and Aboriginal and Torres Strait Islander cultures
- deliver a bold and unique high-impact global marketing campaign backed by conversion partners to drive consumer demand, dispersal and grow OVE for the State
- enhance and grow the Queensland events calendar through the development of the major event portfolio, while continuing to support regional tourism through the Queensland Destination Events Program
- grow the business events sector through collaboration with key industry partners
- activate an integrated global marketing and events approach to enhance Queensland's competitive position and elevate events as a powerful driver of conversion
- focus efforts to collaborate with stakeholders across the tourism network, driving Queensland's global competitiveness through strategic investments to generate demand, build resilience, and achieve mutual priorities
- execute commercial partnerships with aviation, travel trade and media partners and deliver aviation-led international marketing initiatives under the Attracting Aviation Investment Fund.

¹ To find out more, go to www.qld.gov.au and search "Government's objectives for the community".

Performance statement

Tourism and Events Queensland

Objective

To grow the tourism and events industry in partnership with industry and broader government, driving economic and social benefits for the state.

Description

Tourism and Events Queensland (TEQ) works closely with the Department of Tourism and Sport and broader government, and partners with industry to generate consumer demand, attract and promote major events, support tourism experience and destination development, and provide support and leadership to Queensland's tourism industry. TEQ provides research and analysis to inform decision-making, drives visitation to regional Queensland and supports regional events.

Service standards	2023–24 Target/Est.	2023–24 Est. Actual	2024–25 Target/Est.
Effectiveness measures			
Overnight visitor expenditure generated by events within the TEQ portfolio ¹	\$450M	\$580M	\$600M
Direct visitor nights generated by events within the TEQ portfolio ¹	2,436,000	2,700,000	2,800,000
Direct and incremental spending generated by events within the TEQ portfolio ¹	\$530M	\$680M	\$700M
Visitors to Queensland generated by events within the TEQ portfolio ¹	253,000	267,000	275,000
Value of collaborative support ²	\$28M	\$53M	\$45M
Ratio of TEQ's investment to regional and strategic partnership investment	1:1	1:1	1:1
Ratio of holiday overnight visitor expenditure generated to domestic marketing investment	New measure	New measure	\$49:\$1
Efficiency measure			
Total cost per hour of strategy and research, marketing, events, and stakeholder engagement activities ³	\$127	\$138	\$142
Discontinued measure			
Publicity and promotional value generated by TEQ activities ⁴	\$275M	\$275M	Discontinued measure

Notes:

- These service standards have significantly exceeded their 2023–24 Target/Estimate due to continued post-COVID-19 recovery in event visitation as well as higher than forecasted average expenditure per event visitor observed through the primary research at events. The increases in the 2024–25 Target/Estimate reflect a return to expected normal growth rates based on known event budget allocations out of TEQ base funding.
- The 2023–24 Estimated Actual exceeds the 2023–24 Target/Estimate due to higher-than-expected funding from the AAIF and strong support from partners within this program. In addition, Cyclone Jasper recovery activities attracted material support from industry partners. The 2024–25 Target/Estimate represents an increase on the 2023–24 Target/Estimate to reflect the increased confidence that industry has the capacity to provide collaborative support and the continuation of the AAIF that has been successful in attracting collaborative support. The 2024–25 Target/Estimate is based on known funding sources and represents a reduction on the 2023–24 Estimated Actual, recognising the non-recurring collaborative value generated by recovery activity to support industry following Cyclone Jasper.
- The 2023–24 Estimated Actual total cost per hour of strategy and research, marketing, events and stakeholder engagement activities exceeds the 2023–24 Target/Estimate due to a reduction in full-time equivalents during the year which has the effect of increasing the cost per hour of operations. The increase of the 2024–25 Target/Estimate aligns with consumer price index increases of 3 per cent.
- This service standard was presented from 2016–17 to 2022–23 to measure TEQ's success in leveraging activity to maximise exposure of the Queensland brand, events, destinations and experiences globally, through the value of international and domestic publicity generated by TEQ activity through print, online and broadcast media.

In 2022–23, and for most years pre-COVID-19, TEQ significantly exceeded the annual targets set for this measure for varying reasons including one-off impacts of broadcast activity in key international markets, TEQ led activity to promote major events, and activity delivered in response to crises.

The service standard has been discontinued as it is no longer considered to be an appropriate measure of TEQ's effectiveness due to the inability to predict the impact of such activities.

Budgeted summary

Staffing

The table below shows the Full Time Equivalents (FTEs) as at the 30 June in the respective years.

Service area	2023–24 Budget	2023–24 Est. Actual	2024–25 Budget
Tourism and Events Queensland	130	130	130
Total FTEs	130	130	130

Income statement

Tourism and Events Queensland	2023–24 Budget \$'000	2023–24 Est. Actual \$'000	2024–25 Budget \$'000
INCOME			
Taxes
User charges and fees	4,000	4,000	4,000
Grants and other contributions	138,780	142,662	140,309
Interest and distributions from managed funds	200	200	200
Other revenue	400
Gains on sale/revaluation of assets
Total income	143,380	146,862	144,509
EXPENSES			
Employee expenses	21,364	21,877	22,053
Supplies and services	64,141	64,315	67,455
Grants and subsidies	55,650	58,219	52,550
Depreciation and amortisation	330	330	330
Finance/borrowing costs
Other expenses	1,895	2,121	2,121
Losses on sale/revaluation of assets
Total expenses	143,380	146,862	144,509
OPERATING SURPLUS/(DEFICIT)

Balance sheet

Tourism and Events Queensland	2023–24 Budget \$'000	2023–24 Est. Actual \$'000	2024–25 Budget \$'000
CURRENT ASSETS			
Cash assets	6,000	8,168	8,168
Receivables	5,799	5,514	5,754
Other financial assets
Inventories
Other	1,684	1,484	1,487
Non-financial assets held for sale
Total current assets	13,483	15,166	15,409
NON-CURRENT ASSETS			
Receivables
Other financial assets
Property, plant and equipment	730	1,007	777
Intangibles
Other
Total non-current assets	730	1,007	777
TOTAL ASSETS	14,213	16,173	16,186
CURRENT LIABILITIES			
Payables	3,288	4,116	4,069
Accrued employee benefits	3,365	4,021	4,071
Interest bearing liabilities and derivatives
Provisions
Other	2,645	3,235	3,235
Total current liabilities	9,298	11,372	11,375
NON-CURRENT LIABILITIES			
Payables
Accrued employee benefits	590	476	486
Interest bearing liabilities and derivatives
Provisions
Other
Total non-current liabilities	590	476	486
TOTAL LIABILITIES	9,888	11,848	11,861
NET ASSETS/(LIABILITIES)	4,325	4,325	4,325
EQUITY			
TOTAL EQUITY	4,325	4,325	4,325

Cash flow statement

Tourism and Events Queensland	2023–24 Budget \$'000	2023–24 Est. Actual \$'000	2024–25 Budget \$'000
CASH FLOWS FROM OPERATING ACTIVITIES			
Inflows:			
User charges and fees	4,200	3,000	3,772
Grants and other contributions	138,780	142,662	140,309
Interest and distribution from managed funds received	200	200	200
Taxes
Other	388	(560)	(12)
Outflows:			
Employee costs	(21,303)	(21,816)	(21,993)
Supplies and services	(64,572)	(68,746)	(67,505)
Grants and subsidies	(55,650)	(58,219)	(52,550)
Borrowing costs
Other	(1,895)	(2,121)	(2,121)
Net cash provided by or used in operating activities	148	(5,600)	100
CASH FLOWS FROM INVESTING ACTIVITIES			
Inflows:			
Sales of non-financial assets
Investments redeemed
Loans and advances redeemed
Outflows:			
Payments for non-financial assets	(100)	(400)	(100)
Payments for investments
Loans and advances made
Net cash provided by or used in investing activities	(100)	(400)	(100)
CASH FLOWS FROM FINANCING ACTIVITIES			
Inflows:			
Borrowings
Equity injections
Outflows:			
Borrowing redemptions
Finance lease payments
Equity withdrawals
Net cash provided by or used in financing activities
Net increase/(decrease) in cash held	48	(6,000)	..
Cash at the beginning of financial year	5,952	14,168	8,168
Cash transfers from restructure
Cash at the end of financial year	6,000	8,168	8,168

Glossary of terms

Accrual accounting	Recognition of economic events and other financial transactions involving revenue, expenses, assets, liabilities and equity as they occur and reporting in financial statements in the period to which they relate, rather than when a flow of cash occurs.
Administered items	Assets, liabilities, revenues and expenses an entity administers, without discretion, on behalf of the government.
Agency/entity	Used generically to refer to the various organisational units within government that deliver services or otherwise service government objectives. The term can include departments, commercialised business units, statutory bodies or other organisations established by Executive decision.
Appropriation	Funds issued by the Treasurer, under Parliamentary authority, to departments during a financial year for: <ul style="list-style-type: none"> • delivery of agreed services • administered items • adjustment of the government's equity in agencies, including acquiring of capital.
Balance sheet	A financial statement that reports the assets, liabilities and equity of an entity as at a particular date.
Capital	A term used to refer to an entity's stock of assets and the capital grants it makes to other agencies. Assets include property, plant and equipment, intangible items and inventories that an entity owns/controls and uses in the delivery of services.
Cash flow statement	A financial statement reporting the cash inflows and outflows for an entity's operating, investing and financing activities in a particular period.
Controlled Items	Assets, liabilities, revenues and expenses that are controlled by departments. These relate directly to the departmental operational objectives and arise at the discretion and direction of that department.
Depreciation	The periodic allocation of the cost of physical assets, representing the amount of the asset consumed during a specified time.
Equity	Equity is the residual interest in the assets of the entity after deduction of its liabilities. It usually comprises the entity's accumulated surpluses/losses, capital injections and any reserves.
Equity injection	An increase in the investment of the government in a public sector agency.
Financial statements	Collective description of the income statement, the balance sheet and the cash flow statement for an entity's controlled and administered activities.
Income statement	A financial statement highlighting the accounting surplus or deficit of an entity. It provides an indication of whether the entity has sufficient revenue to meet expenses in the current year, including non-cash costs such as depreciation.
Outcomes	Whole-of-government outcomes are intended to cover all dimensions of community wellbeing. They express the current needs and future aspirations of communities, within a social, economic and environment context.
Own-source revenue	Revenue that is generated by an agency, generally through the sale of goods and services, but it may also include some Commonwealth funding.
Priorities	Key policy areas that will be the focus of government activity.
Services	The actions or activities (including policy development) of an agency which contribute to the achievement of the agency's objectives.
Service area	Related services grouped into a high level service area for communicating the broad types of services delivered by an agency.
Service standard	Define a level of performance that is expected to be achieved appropriate for the service area or service. Service standards are measures of efficiency or effectiveness.



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Service Delivery Statements

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