



## ARTS, CULTURE, RECREATION AND TOURISM

Undara Volcanic National Park (Source: Tourism and Events Queensland)



# ARTS, CULTURE, RECREATION AND TOURISM

## OVERVIEW

Arts, culture, sport, recreation and tourism are crucially important contributors to the community, bringing people together and providing opportunities to enjoy the great range of experiences that the state offers.

For Queenslanders, engaging with artistic, cultural, sporting, and recreational activities helps build a sense of community, and enriches our character and culture. We have great places to holiday, relax and play, all of which are supported by infrastructure that underpins regional development and creates jobs to support the local and visitor economy.

Arts, culture, sport and recreation infrastructure, as well as the state's natural assets, are drawcards for the visitor economy and will continue to be as Queensland hosts Brisbane 2032. Our stadiums host national and international sporting events and concerts, while our galleries and performing arts venues contribute to our cultural landscape and our national parks showcase our natural wonders.

Aboriginal and Torres Strait Islander cultures are deeply embedded in our history and way of life. The Queensland Government recognises the importance of First Nations arts and cultural experiences with more than 65,000 years of history and heritage. Cultural infrastructure plays an important role in the reconciliation journey. Museums, libraries, archives and galleries are seen as critical to help broaden understanding in the wider community about First Nations history and stories, while providing economic opportunities through tourism.

Our tourism sector is a major contributor to the Queensland economy. Investment in modern, high-quality and resilient tourism infrastructure will support the recovery and growth of the visitor economy, by sustaining and creating Queensland jobs and realising the state's economic potential.

Queensland is home to significant natural assets of cultural value, including World Heritage sites like the Great Barrier Reef. These protected areas provide a focal point for the tourism industry with many local economies relying on business generated by visitors. It is a priority to support the development of innovative, environmentally sustainable ecotourism infrastructure and experiences while also protecting the natural and cultural values of these assets.

Queensland also has a great sporting tradition; our world class sporting assets can inspire participation and help Queensland retain its winning edge on the national and international stage. Quality infrastructure also supports a culture of movement, inclusion and accessibility to help embed physical activity in the lives of all Queenslanders.

COVID-19 has highlighted the importance of accessing green infrastructure (natural and built landscape assets that incorporate natural vegetation) and blue infrastructure (beaches and waterways and the facilities that support them) for our urban populations. Parks, walking and cycling tracks, street trees, and our iconic beaches and rivers provide a range of health and other benefits. Recreation infrastructure includes natural and built environmental spaces where people can be more physically active and better connected to their local communities.

Queensland's significant arts and cultural infrastructure, including its museums, art galleries, theatres and performance spaces, enhances the lives of Queenslanders and ensures the state competes globally through its range of events, productions, performances, and exhibitions. This includes our screen industry which supports the creation of rich and diverse content in films, television and gaming. The Queensland Government is investing and partnering in new, innovative and revitalised infrastructure to enrich artistic and cultural experiences that support local creative artists and industries and increase creative community engagement, as well as attract visitation.

Alongside publicly delivered infrastructure, commissionable attractions, events and experiences that unlock private sector investment and visitor expenditure are an important part of our cultural and tourism landscape. To grow the diversity and impact of our tourism experiences, Queensland supports private sector-led infrastructure projects, recognising that without government intervention, many projects that drive visitor demand could not progress.

## CURRENT KEY INITIATIVES

- ▼ **Activate! Queensland 2019–29**  
 \$1.3 billion 10-year strategy outlines a collaborative direction for physical activity to deliver better health and wellbeing outcomes for Queenslanders, including inspiring activity with places and spaces that invite an active lifestyle.
- ▼ **Creative Together 2020–30: A 10-year roadmap for arts, culture and creativity**  
 10-year vision to cement Queensland’s arts, cultural and creative sectors as key contributors to our social, cultural and economic future, supported by the first action plan Sustain 2020–22 and \$22.5 million two-year Arts and Cultural Recovery Package, with a further \$7 million for live music.
- ▼ **Queensland’s Protected Area Strategy 2020–30**  
 Establishes the vision and strategic direction for the state’s national parks and other protected areas, providing world class visitor facilities that support recreation and nature tourism.
- ▼ **Queensland Performing Arts Centre new theatre**  
 Building a new \$175 million theatre at the Queensland Performing Arts Centre (QPAC).
- ▼ **Action Plan for Tourism Recovery**  
 The Action Plan, expected to be released in 2022 and inform long-term strategic priorities for the Industry, will explore the infrastructure the tourism sector needs to succeed, including new and revitalised tourism product and experiences.
- ▼ **Rockhampton Museum of Art**  
 A new art gallery for Rockhampton was constructed and opened in February 2022.
- ▼ **Tourism support**  
 A \$74 million economic recovery and rebuild package to support the tourism sector.
- ▼ **Path to Treaty**  
 Continuing Queensland’s path to towards a treaty or treaties with First Nations peoples, along with supporting actions of truth telling and healing.
- ▼ **Advancing Queensland’s screen industry**  
 The Queensland Government is investing \$5 million towards building a television hub on the Gold Coast and an additional \$6.8 million for a new film studio in Far North Queensland to secure national and international productions.



Suncorp Stadium (Source: Tourism and Events Queensland)

## TRENDS



### DIGITISATION OF ARTS AND CULTURAL EXPERIENCES

are enabling people to access museums, heritage sites, ballet and opera performances from their own mobile devices. This increases access for audiences and changes the way librarians, archivists, curators, and artists work<sup>78</sup>



As we emerge from the pandemic, ‘tuning into nature’ will be seen as the antidote for lockdowns. This is expected to result in increased demand for experiences in

### OPEN SPACES AND WILD PLACES

as travellers seek to connect to the environment and the world around them<sup>79</sup>



A more diverse population is changing the sporting preferences of Australians<sup>80</sup>. Brisbane 2032 will create additional opportunities to

### ENCOURAGE DIVERSITY AND INCLUSION

in organised sport while also presenting an opportunity to showcase our arts, culture and creativity, our natural wonders, and world-class cultural tourism experiences to the world



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## CHALLENGES

### Maintenance

Regional infrastructure is often fragmented across multiple assets and expensive to maintain. High maintenance costs, and an aging asset base particularly for heritage assets and the state's protected area estate, can create challenges to deliver quality and accessible infrastructure to support communities and ensure access for park users.



### Access

Re-establishing airline access and building connections to priority markets as we begin to live with COVID-19, coupled with a more competitive global market, and the high cost of regional airfares, are all impacting our tourism sector. Investment in roads and supporting infrastructure will be vital to ensure access networks are efficient and well maintained to cater for increased tourism.

For sport and recreation, there is a need to provide conveniently located and accessible services including multi-purpose facilities and mixed-use precincts and to maximise the uses, and the number of users, of infrastructure for each place.



### Climate change and natural disasters

Climate change poses an increasing threat to our multi-billion dollar tourism industry requiring the state to adapt and develop climate resilient products and infrastructure. Projected sea level rise may inundate coastal tourism assets (natural and built), and extreme heat may affect visitor comfort and attractiveness if not addressed through good infrastructure design.

Major natural disasters, which are anticipated to increase due to climate change, and uncontrollable events may cause a sustained downturn in visitation and investment attraction, impeding on sport participation and active recreation.



### Regulatory requirements

Regulatory and other administrative requirements can be a barrier to attracting new investment and infrastructure delivery as some assets are owned, delivered and operated by the private sector and community or volunteer organisations.



## ▼ OPPORTUNITIES



### Strengthen partnerships



Partnerships and co-investments with other levels of government and the private sector can enhance the infrastructure delivery, operation, inclusion and resilience of our arts, culture, recreation and tourism sectors. Examples of this include collaborative investment in shared community hubs and spaces, refurbishing existing spaces and facilities, providing multipurpose spaces for arts and cultural organisations and tourism providers, as well as walking paths and trails, bike paths, national parks, state forests, marine parks and recreation areas.

Opportunities also exist to collaborate with regional stakeholders, including local governments, to ensure infrastructure is well planned in growth areas and Aboriginal and Torres Strait Islander communities.

### High-quality, equitable places, spaces and facilities

The design and delivery of high-quality places, spaces and facilities should apply universal design principles to provide equitable access for all users and implement best-practice construction. This will result in welcoming environments that are fit-for-purpose, well-planned and managed, accessible to everyone and designed to meet evolving needs. Connecting places, spaces and facilities with other infrastructure, such as bikeways and walking tracks will also encourage collaboration and shared use.

### Increase access to arts and cultural infrastructure



Digital technology provides new ways to access arts and cultural infrastructure, particularly for rural and remote communities. Similarly, integrating arts and cultural infrastructure into other assets such as public transport and buildings, including the recognition and promotion of Aboriginal and Torres Strait Islanders languages through place names, increases access and enhances the livability and vibrancy of our cities. Digital technology can also activate and enliven cultural spaces.

Embedding arts and culture into land use and infrastructure planning provides opportunities for locals and tourists to increase creative engagement with inclusive public places, again making art and culture more accessible.

### Develop eco and cultural tourism



Experiencing nature and authentic cultural experiences are primary motivators for Australia's domestic and international visitors. Queensland has a natural competitive advantage to attract visitors with high-quality eco, agricultural and cultural tourism experiences. These are based on our world-class national and marine parks, five UNESCO World Heritage List areas, huge diversity of unique and unrivalled rural and natural landscapes, iconic wildlife, historic towns and rich cultural offerings, including more than 65,000 years of Aboriginal and Torres Strait Islander history. Domestic tourism in regional areas has fared slightly better than capital cities<sup>81</sup>, presenting an opportunity to further develop new sustainable infrastructure to support and grow this market.

### Catalyse major sporting events

Brisbane 2032 provides us with an opportunity to catalyse long-lasting economic benefits, including boosting tourism, trade and the extended supply chain. Beyond the sports field, Brisbane 2032 also provides an opportunity to celebrate our rich artistic and cultural heritage and open our state up to the world.



### Flexibility



We are transitioning to a more sustainable and renewable future, including one with more flexibility, to meet changing needs. This includes partnering with schools, local governments and clubs to maximise the use of funding to ensure sports infrastructure on school grounds has built-in, future expansion opportunities. This also includes embracing the opportunity to focus on multi-use places and spaces, and mixed-use precincts, for local communities to utilise.



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## PRIORITY ACTIONS

### 1 Optimising Brisbane 2032 infrastructure and legacy (DPC, DSDILGP, DTIS)



Leverage opportunities provided by Brisbane 2032 for all Queenslanders over the next decade and beyond. Partner with industry and other government agencies to facilitate investment in community-based, legacy sporting infrastructure, and planning for accessible and inclusive precincts and experiences. Brisbane 2032 brings the chance to inspire state and national pride and importantly, the next generation of champions through medal winning performances. Brisbane 2032 provides an opportunity to build active participation for Queenslanders of all abilities in sport.

### 2 Developing partnerships for active places and spaces (DTIS, DoE)



Partner with schools, local governments and clubs to enable community access to school-based sports infrastructure. Leverage investments for sport and recreation and deliver flexible and active mixed-use precincts and multi-use places and spaces (e.g. school/sports halls).

### 3 Enabling smarter sporting venues (DTIS)



Embrace smarter community sporting infrastructure to better utilise sporting places and spaces. Use innovation, technology and new processes (such as prefabricated buildings and e-Switch technology to deliver cost-efficient lighting systems) to support better utilisation.

### 4 Embedding arts and culture (DCHDE)



Embed opportunities for arts and culture into infrastructure planning and design projects to increase the accessibility of art to the community and support collaborations between infrastructure providers and artists.

### 5 Partnering on our cultural infrastructure (DCHDE)



Partnering with communities and all levels of government to support new and revitalised infrastructure that enhances community engagement in cultural experiences, supports artists and creative industries, and delivers economic and social outcomes for communities across the state.

### 6 Valuing arts, cultural, and recreation infrastructure investment (DCHDE)



Recognise and grow the economic, social and community benefits of arts, cultural and recreation infrastructure.

### 7 Encouraging better use of public facilities (DTIS, DCHDE, DoE)



Work across agencies to support access to public facilities, such as schools, to maximise their use outside hours of operation and ensure the uses coexist successfully.

### 8 Using digital technology to grow and engage audiences (DCHDE)



Continue to grow engagement with arts and cultural experiences through new technologies.

### 9 Increasing sustainability offsets and energy reduction (DCHDE, DTIS)



Continue to undertake sustainability initiatives to offset rising energy costs, improve energy performance, and reduce energy consumption for government owned arts, cultural, sporting and recreation infrastructure assets. All new government owned arts, culture recreation and tourism assets or significant upgrades to existing venues to target Green Star ratings.

### 10 Planning in discrete communities (DSDSATSIP)



Through a community-led partnership approach, in line with the Queensland Government Local Thriving Communities reform, develop arts/culture/tourism and sporting/recreational precinct plans for discrete Aboriginal and Torres Strait Islander communities, coordinating the delivery of well-integrated infrastructure and developing new First Nations tourism opportunities.

### 11 Developing an Action Plan for Tourism Recovery (DTIS)



Identify recovery and growth opportunities that position Queensland's tourism industry for success after COVID-19, informed by an industry reference panel's Action Plan for Tourism Recovery and government long term strategic priorities.

### 12 Rebuilding aviation connectivity (DTIS)



Following improved national and international COVID-19 conditions, activate aviation access and capacity to support aviation rebuild through tourism, education, freight, export, and business travel opportunities.

### 13 Attracting private sector investment (DSDILGP, QT, DTIS)



Stimulate private sector investment in tourism attractions by providing certainty and approval pathways, leveraging government assets, unlocking contemporary funding models or through more direct measures including enabling infrastructure or incentives.

### 14 Revitalising National Parks (DES)



Revitalise high-quality visitor infrastructure and experiences across Queensland's National Parks including supporting ecotourism opportunities and active nature-based recreation, in line with *Queensland's Protected Area Strategy 2020–2030* and the requirements of world heritage legislation.

### 15 Supporting nature-based tourism (DES, DTIS)



Continue to provide for and create new nature-based tourism opportunities in protected areas and surrounding natural areas, that are compatible with the values of protected areas and, where relevant, national and World Heritage values.

### 16 Expanding the protected area system (DES)



Implement Queensland's *Protected Area Strategy 2020–2030* to accelerate growth of the protected area system to further protect natural, cultural and heritage values in balance with delivery of world-class visitor experiences. Ensure effective stewardship of natural assets to deliver ecosystem services and partnering with First Nations peoples to care for Country in protected areas.

### 17 Enabling Queensland Active Precincts (DTIS)



Deliver a targeted capital works program to support the transition of regionally significant venues owned and operated by government (such as the Gold Coast Recreation Centre) into active precincts, which will inspire Queenslanders to be more physically active and achieve a range of health and social benefits.

### 18 Integrating First Nations arts and cultures into infrastructure projects (DCHDE, QH, DoE, DTMR, DES, DSDSATSIP)



Collaborate with Aboriginal and Torres Strait Islanders communities to integrate place-based art and culture into infrastructure projects by incorporating local Indigenous names, histories and song lines. This is supported by the *Many Voices: Queensland Aboriginal and Torres Strait Islander Languages Policy* and truth-telling and healing actions being progressed through the Path to Treaty.

### 19 Promoting cultural tourism (DTIS)



In partnership with Aboriginal and Torres Strait Islander communities, promote and celebrate Aboriginal and Torres Strait Islander culture by delivering the supporting infrastructure that will help deliver coordinated tourism events and experiences.

### 20 Recreation Trails (DTMR, DES, DTIS)



Continue to maintain our existing recreation trails and investigate opportunities to develop new trails including opportunities to partner with the Australian Government to co-invest in rail trails, and other recreation trails, especially in rural and remote areas.

### 21 Agritourism (DAF, DTIS)



Work to identify supporting infrastructure for agritourism that encourages visitors to regional and rural Queensland to experience and interact with food and agribusiness and support regional economies.

## INFRASTRUCTURE OBJECTIVES



Encourage jobs, growth and productivity



Develop regions, places and precincts



Enhance sustainability and resilience



Adopt smarter approaches



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## ▼ CASE STUDY

### Bulmba-ja Cairns

The \$5.9 million refurbishment of the Centre of Contemporary Arts Cairns resulted in the cultural facility re-opening in January 2020 with the new name, Bulmba-ja, along with a new vision to support Far North Queensland's cultural scene, with a focus on Aboriginal and Torres Strait Islander performing arts.

Pronounced 'bull-im-baa-jar', the name has a shared meaning of 'house' or 'place' in Yidinji and Yirrganydji languages.

Bulmba-ja houses a theatre, gallery and creative development space that plays a vital role in the thriving Cairns arts scene. The arts centre provides a distinctive cultural destination for locals, visitors and tourists, and strengthens the business of its partners, tenants and participants.

Bulmba-ja supports the development and presentation of diverse arts practices, with a strong focus on Indigenous performing arts that showcases the unique stories of Aboriginal and Torres Strait Islander peoples.



*Bulmba-ja at night (Source: Mark McCormack)*



*Pryce Centre's guest performers, Kaiyn Kuap – Cairns-based Boigu Island Dancers (Source: Mark McCormack)*