

ARTS, CULTURE, RECREATION AND TOURISM



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OVERVIEW

Arts, culture, sport, recreation and tourism are crucially important contributors to the Queensland 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 is 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 the Brisbane 2032 Games. Our stadiums host national and international sporting events and concerts, while our galleries and performing arts venues contribute to our cultural landscape. Tourism infrastructure must continue to be modern and high-quality to provide an excellent experience, as well as resilient to severe weather events that are common in Queensland. The Queensland Government is committed to driving the recovery and growth of the visitor economy, by amplifying tourism investment to sustain and create Queensland jobs and realise the state's economic potential.

Over the past 200 years, Queensland has experienced rapid change due to migration and shifting patterns of settlement, which are recorded in our diverse and unique rural and urban landscapes. Historic townships, railways, mining landscapes and unique 'Queenslander' houses are important drawcards for domestic and international tourists.

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 is also home to significant natural assets of cultural value, including World Heritage sites like the Great Barrier Reef and national parks. 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 of the state to protect the environmental and cultural values of these assets in any consideration of development within them.

The Queensland Government has also recognised the global trend for authentic and engaging First Nations arts and cultural experiences and is in a unique position of being home to both Aboriginal and Torres Strait Islander cultures. The refurbished Bulmba-ja arts centre in Cairns, for example, provides important stories of Queensland's Aboriginal and Torres Strait Islander peoples.

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. The state government is investing and partnering in new, innovative and revitalised infrastructure to enrich 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 Queensland's 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 to inspire activity with places and spaces that invite an active lifestyle.
- ▼ **Creative Together 2020–30: A 10-year roadmap for arts, culture and creativity in Queensland**
10-year vision to cement Queensland’s arts, cultural and creative sectors as key contributors to our social, cultural and economic future.
- ▼ **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).
- ▼ **Rockhampton Museum of Art**
A new art gallery for Rockhampton is under construction and due to open in early 2022.
- ▼ **Queensland Country Bank Stadium**
Commenced operations in Townsville in February 2020 and hosted its first State of Origin match in June 2021.
- ▼ **Tourism support**
A \$74 million economic recovery and rebuild package to support the tourism sector. The Action Plan for Tourism Recovery, to be released in 2022, includes medium to longer term actions to position Queensland’s visitor economy for success.
- ▼ **Support for the arts, cultural and creativity sector**
\$22.5 million COVID-19 – Arts and Cultural Recovery Package, with a further \$7 million for live music support.
- ▼ **Year of Indigenous Tourism 2020–2021**
A Queensland Government-led initiative to grow Indigenous tourism businesses, experiences and products.

HIGHLIGHTS



80 per cent of Queenslanders participate in sport or physical activity at least **once per week**¹⁰⁸



Physical inactivity costs Australia's economy **\$13.8 billion** annually in terms of healthcare, lost productivity and mortality¹⁰⁹



Queensland is home to more than 1000 national parks, forests and other protected areas, including five UNESCO World Heritage areas. Queensland's National Parks generate **\$2.6 billion** in spending each year, helping to support **17,240 jobs**¹¹⁰



Queensland's protected area network covers more than **14.2 million hectares** (8.26 per cent) of Queensland – more than twice the size of Tasmania¹¹¹



At its high point in 2018-19, the **tourism** industry directly and indirectly **employed 234,000** Queenslanders – or 1 in 11 of all people employed in Queensland¹¹²



Queensland's arts, cultural and creative sector contributes **\$8.5 billion** to the Queensland economy annually and supports more than **92,000 jobs** for Queenslanders¹¹³



More than **22 million** domestic and international overnight **visitors** came to **Queensland** in the year ending June 2020¹¹⁴



98 per cent of Queenslanders engage with the arts¹¹⁵



Suncorp Stadium (Source: Tourism and Events Queensland)

TRENDS

Visitors are increasingly preferring more **IMMERSIVE, AUTHENTIC, ADVENTURE** and experience-based travel. Millennials are expected to become the largest age-based category of travellers, and the use of **TECHNOLOGY AND DIGITAL INNOVATION** will be key to unlocking tourism potential and meeting visitor expectations.¹¹⁶



ACCESS to arts, recreational facilities and services is important for many in **DECIDING WHERE TO LIVE**¹¹⁷



SPORT PARTICIPATION RATES for boys and girls are similar, but girls are more likely to participate in non-sport related physical activity than boys, and boys across all age groups are more likely to participate in sport-related physical activity and club sports¹¹⁸



The number of day trippers and domestic overnight **VISITORS TO NATIONAL OR STATE PARKS** in Queensland **DOUBLED** between 2009 and 2018¹¹⁹

▼ 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.



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



Queensland Art Gallery



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CHALLENGES

Maintenance

Regional infrastructure is often fragmented across multiple assets and expensive to maintain. High maintenance costs, particularly for heritage assets, can create challenges to deliver quality and accessible infrastructure to support communities.



Climate change and natural disasters

Climate change poses an increasing threat to Queensland's multi-billion dollar tourism industry requiring the state to adapt and develop climate resilient products and infrastructure.

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.

Investment prioritisation, planning and governance

With our increasing population, there is greater demand for inclusive and accessible arts, cultural, recreational and sporting infrastructure. When it comes to the tourism sector, as tourists are rarely the primary user of infrastructure their needs can be overlooked resulting in a disjointed visitor experience. Planning and delivery of this infrastructure class could be better integrated across the different levels of government to ensure a streamlined planning and decision making process.



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.

Access

A lack of airline access, routes and the establishment of new ones to priority markets in the wake of COVID-19, along with the high cost of regional airfares, are all impacting our tourism sector. Investment in roads and supporting infrastructure to ensure access networks are efficient and well maintained to cater for increased tourism, will be vital.

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.





▼ 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 in growth areas and across discrete Aboriginal and Torres Strait Islander communities is well planned.

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, 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. In growth areas and across discrete Aboriginal and Torres Strait Islander communities is well planned.

Increase access to arts and cultural infrastructure



Digital technology provides new ways to access Queensland's 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, increases access and enhances the liveability 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 experiences 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. COVID-19 has driven an increase in domestic tourism spend in regional areas¹²⁰, which presents an opportunity to further develop new sustainable infrastructure to support and grow this market sector.

Catalyse major sporting events

Queensland will host the Brisbane 2032 Games, providing us an opportunity to catalyse long-lasting economic benefits, including by boosting tourism, trade and the extended supply chain. Beyond the sports field, the Brisbane 2032 Games also provides an opportunity to celebrate Queensland's 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



Encourage jobs, growth and productivity



Develop regions, places and precincts



Enhance sustainability and resilience



Adopt smarter approaches

1 Optimising Brisbane 2032 Games infrastructure and legacy (2032 Taskforce)



Leverage opportunities provided by the Brisbane 2032 Games 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 precincts and experiences. The Brisbane 2032 Games bring the chance to inspire state and national pride and, importantly, the next generation of champions through medal winning performances.

2 Developing partnerships for active places and spaces (DTIS)



Partner with schools, local governments and clubs to enable community access and leverage investments for sport and recreation and delivering flexible and active mixed-use precincts and multi-use places and space (e.g. school/sports halls) or future provisions. Ensure schools, students and the broader community have access to a wide range of sport and active recreation opportunities.

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 experiences (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 (DCHDE)



Communicate the economic, social and cultural value of arts, cultural and recreational infrastructure investments in Queensland and the broader contribution these provide to the community.

7 Encouraging better use of public facilities (DTIS)



Work across agencies to ensure systems encourage better use of public facilities, such as schools, to encourage and maximise the use of facilities outside hours of operation to promote physical activity and enable students and the community to connect with arts and cultural organisations that provide benefits through work experience, and to organisations by providing access to performing arts infrastructure, rehearsal, exhibition and performance spaces.

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 (DTIS)



Continue to undertake sustainability initiatives to offset rising energy costs, improve energy performance, and reduce energy consumption for arts, cultural, sporting and recreation infrastructure assets.

10 Planning in discrete communities (DSDSATSIP)



Through a community-led partnership approach, 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 indigenous tourism opportunities

11 Developing an Action Plan for Tourism Recovery (DTIS)



Identify recovery opportunities that position Queensland's tourism industry for success after COVID-19, through an industry reference panel and consultation.

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 (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.

15 Supporting nature-based tourism (DES and DTIS)



Continue to support the development of innovative ecotourism experiences in partnership with private industry to showcase Queensland's world-renowned protected areas, and to ensure visitor experiences foster genuine appreciation of the natural environment.

Create new nature-based tourism opportunities through the national park network, and in surrounding natural areas including recreation activities in protected areas.

16 Expanding the protected area system through implementing Queensland's Protected Area Strategy 2020-2030 (DES)



Accelerate growth of the protected area system to further protect natural, cultural and heritage values in balance with delivery of world-class visitor experiences.

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 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 (DSDSATSIP, DCHDE, QH, DoE, TMR)



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.

19 Promoting cultural tourism (DSDSATSIP, 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 activities within the communities.