

Attracting Quality Investment in Ecotourism

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Why is this important?

Queensland has world-class natural assets

Queensland has 5 of Australia's 19 World Heritage areas: e.g. Great Barrier Reef

To double visitor expenditure by 2020 to \$30 billion...

Queensland needs to build on competitive advantage to invest in new ecotourism products and experiences



How to achieve quality investment in ecotourism



Government reform and leadership

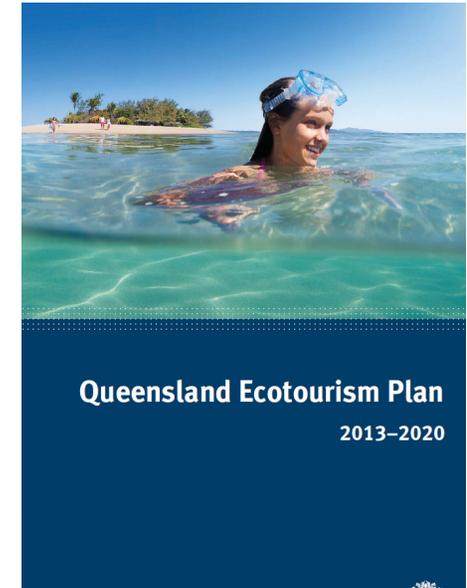
Queensland Ecotourism Plan 2013-2020

Vision “*Queensland number one ecotourism destination in Australia*”

- Delivering world-class experiences
- Encouraging best practice and innovation
- Facilitating private investment
- Embracing partnership approach

Queensland Plan (*under development*)

- Overarching plan to grow QLD as strong and vibrant economy



Contd...

Reforms

Stage one - Nature Conservation Act 1992 – Bill passed April 2013 - proclaimed June 2013

New	Previous
Permanent ecotourism facilities on national parks	Very limited ecotourism facilities allowed Infrastructure limited to semi-permanent.
Negotiable lease term	Prescribed return to the State (Seven per cent of gross annual revenue) Ownership of assets built by investors being retained by the State
30+30 years lease	Short agreement/lease terms (15 years on national park, 15 years off park);

Stage two - Nature Conservation Act 1992 – Bill passed 29 October 2013

New	Previous
Broadening the object of the NC Act to recognise the social, cultural and commercial use of protected areas	Focussed heavily on conservation
Reducing the number of protected area tenure classes from 14 to 7	14 tenure classes
Amending the management principles for tenures to provide for educational, recreational, commercial and ecotourism opportunities in protected areas	Narrower principles

Create positive business environment

Dual approach – encourage investment

- Investor lead
- Government lead

Staged approach

- Stage 1 EOI
- Stage 2 RFP
- Manages the costs and expectations in application process

Assessment Criteria

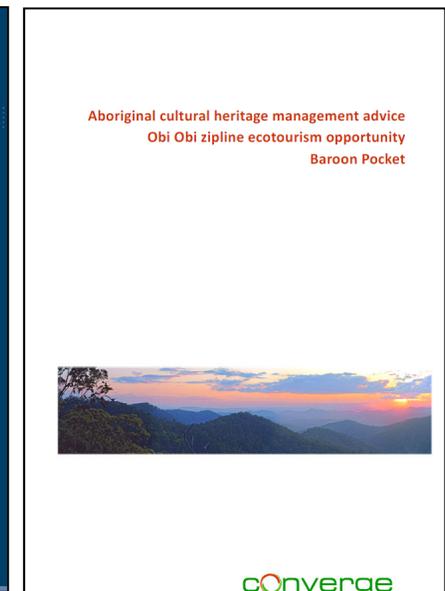
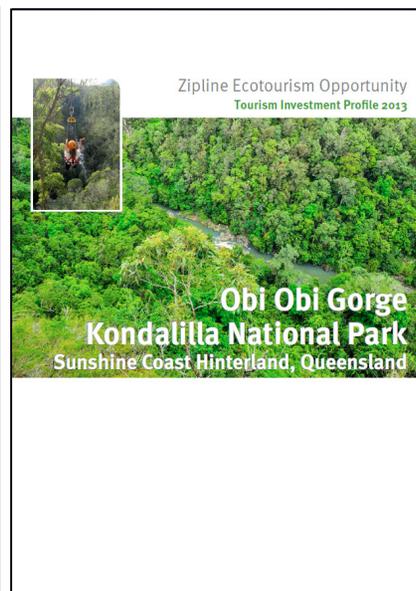
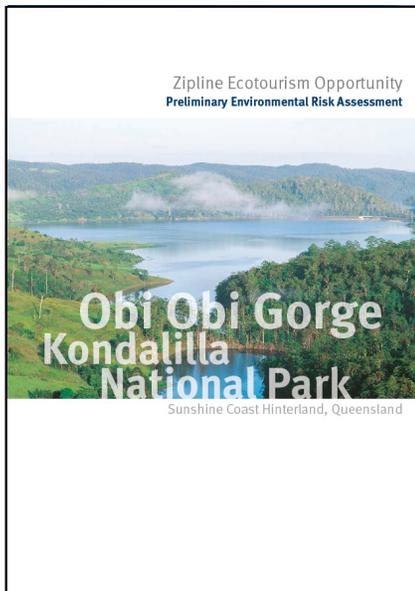
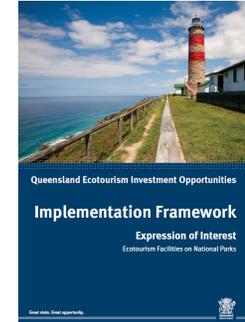
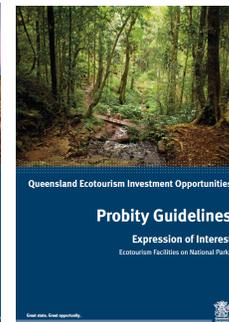
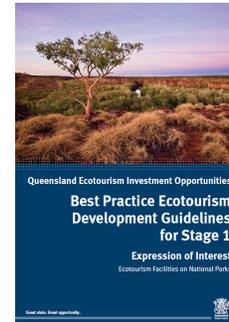
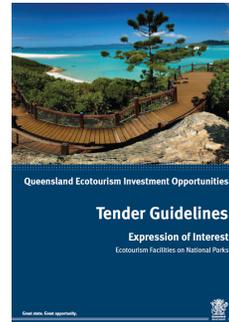
- Concept
- Experience
- Funding capacity
- Commercial viability

Business Confidence

- Attractive investment model
- Probity (transparency and accountability)

Encourage entrepreneurship and private investment

Specific

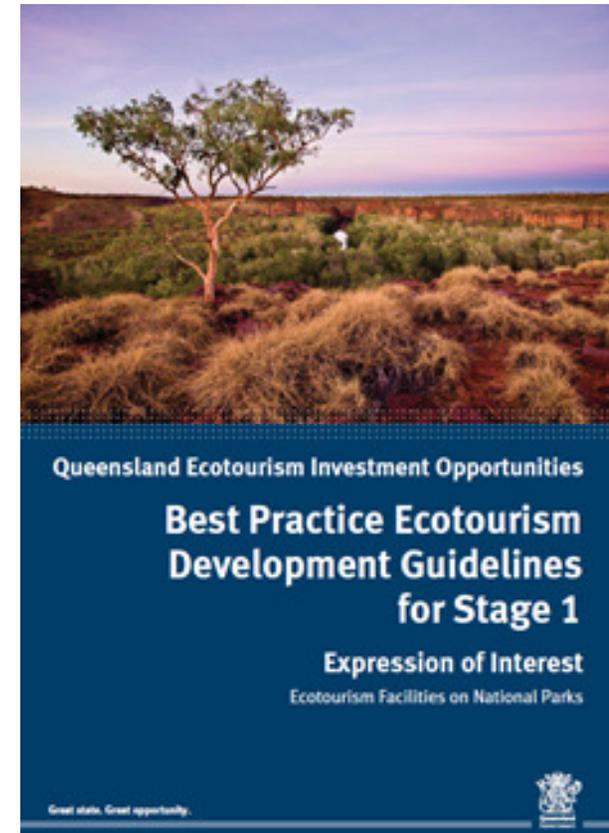


Maintain best practice standards

Focus is on 'presentation and preservation'

Six principles

1. Facilities compatible with natural and cultural values of the national park
2. Fit within the character of the national park
3. Minimise footprint on the site
4. Protecting and positive enhancement of the national park
5. Engage, involve and benefit Traditional Owners and local communities
6. Encourage appreciation, protection and conservation of national park



Strategic Partnerships

Case study – Obi Obi Gorge, Kondalilla National Park

Industry Reference Group

- Four Government agencies, Local Council and SEQWATER

Governance

- Purpose
- Process
- Outcomes
- Timeframes
- Roles

Features

- Attract private investment
- Enact competitive tendering process
- Address challenges & obstacles
- Commit to collaboration & “job sharing”
- Involve Traditional Owner’s - Jinibara People



Sunshine Coast Councillor
Jenny McKay

Strategic Partnerships

Case study – Obi Obi Gorge

Community information forum hosted in June 2013

Expert advice assembled

- Preliminary Environmental Risk Assessment
- Tourism Investment Profile
- Development Assessment Roadmap
- Aboriginal Cultural Heritage Management Advice



EOI advertised- closes 28 February 2014

Strategic Partnerships

Case study – Obi Obi Gorge

- *Native Title Act 1993* provides for determinations of native title in Australia
- Traditional Owner's (Jinibara People) were determined native title holders in November 2012
- Continuous engagement with Jinibara People – building positive relationship
- Tender guidelines have been developed in consultation with the Jinibara People
- Successful proponent to enter into an Indigenous Land Use Agreement (ILUA) with the Jinibara People

Conclusion

- Investment in new ecotourism products fits with Queensland's attributes as a destination
- Government should show leadership, invest prudently, resolve obstacles and play a facilitation role
- Private investors need the right settings to take risks and invest
- Strategic Partnerships essential to engender collaboration and achieve "balance"