

# South Burnett Tourism Talk

In conjunction with the South Burnett Tourism Association Inc.

## Welcome to Tourism Talk

I have an apology to make—When announcing the new executive committee for the South Burnett Tourist Association I neglected to mention the elected members for the positions of Secretary and Treasurer.

They are as follows: -

Secretary      **Mrs Tricia Wheaton**  
Barambah Bush Caravan Park—Murgon

Treasurer      **Mr Max Lehmann**  
Rock-AI-Roy Bed and Breakfast—Kingaroy

Both Tricia and Max were re-elected unopposed at the South Burnett Tourist Associations AGM on 16th March 2006.

Congratulations to you both, and my apologies again!



## Importance of Tourism Organisational Structure

As we are all aware the structure of the tourism industry can be confusing and a little daunting—to say these least!

The importance of understanding this structure is paramount in ensuring you know which organisation can assist you with each part of your business

### Tourism Queensland (TQ)

This is the State Government body for tourism in Queensland—They have divided the state into 14 regions, *Fraser Coast South Burnett* being one of them. They supply equal funding to each regional through the *Regional Tourism Organisation* for the purpose of **MARKETING**.

### Regional Tourism Organisation (RTO)

An incorporated membership-based association which is funded by TQ and it's members. *Fraser Coast South Burnett Regional Tourism Board's* brief is to create initiatives, opportunities and campaigns to **MARKET** our region *outside* our region to increase visitor numbers.

### Local Tourism Organisation (LTO)

The *South Burnett Tourist Association* is a membership-based organisation which is responsible for working with individual members and the RTO in joint initiatives to lift the profile of the region by way of **MARKETING & DEVELOPMENT**.

### South Burnett Councils

Jointly fund the position of Tourism Project Manager (Narelle Duggan) to implement the South Burnett Regional Development Strategy for the **DEVELOPMENT** of tourism within the South Burnett. This position works directly with TQ, RTO and LTO

## Strengthening the South Burnett Food Industry

I am happy to report that since the last edition of this newsletter the Expression of Interest that was submitted to the Wide Bay Burnett Area Consultative Committee has been successful and I have been invited to submit a full submission for this funding.

Further news to follow once completed and submitted.

South Burnett  
Tourism Talk

March 2006  
Issue 4

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## Sunday Mail Brisbane Escape Expo 2006!

As you are all aware, the South Burnett region took part in the Brisbane Escape Expo at the Convention and Exhibition Centre at Southbank in Brisbane from the 7th April to 9th April 2006.

This is the premier travel exhibition for Queensland and was a fantastic opportunity to showcase the region and increase the awareness of what experiences we can offer to visitors.

Overall operators, staff and volunteers gained a great deal out of this show and although the attendance numbers were down from last year from 17,709 to 14,337 (attributed to clashing with School Holidays) an overall benefit was instantly achieved.

We did have a number of people who came to our stand who didn't know where the South Burnett was —BUT we soon piled them with brochures and some great stories, so we are certain that they will come to see for themselves!

This show was a great introduction to our Destination Awareness Television Campaign which started on Sunday 23rd April, reinforcing our message about the South Burnett!

The Wine industry were successful in doing tasting of our regions wines, as well as selling glasses for their Mountain of Wine promotion. We had all brochures of the Hosted Accommodation Association on display along with our major marketing tools, the South East Queensland Country Touring Guides, South Burnett Regional Guides, Great Bunya Drive, South Burnett Map and the Coast to Country Drive brochure.

We gave out over 1,000 entries to the 5 night holiday package which was kindly donated by the following; Deshons Retreat, Barambah Lodge B&B and Shadylane Vineyard Cottages who offered accommodation, Tipperary Estate, The Left Bank and the Burke & Wills who offered meals and Bethany Cottages and Kingaroy Art, Information and Heritage Precinct who offered tours and either morning or afternoon tea.

We received a total of 64 entries for this prize (entrants had to complete and post back entry forms) with just over half requesting to be placed on the South Burnett database to receive further information.

To date we have already had some enquiries, visitors into the Kingaroy VIC and a couple of bookings direct to operators from people who attended our stand at the show—I would love to know of any other enquires or bookings received by operators, so please contact me either by phone (07) 4162 6271 or via email [nduggan@sblga.asn.au](mailto:nduggan@sblga.asn.au)

*Avoiding the phrase “I don't have time...”, will soon help you to realize that you do have the time needed for just about anything you choose to accomplish in life.*

Anon.



**Discover the Magic**  
**SOUTH BURNETT**  
SOUTH EAST QUEENSLAND





*Look at a day when you are supremely satisfied at the end. It's not a day when you lounge around doing nothing; its when you had everything to do, and you've done it.*

Margaret Thatcher



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## Great Bunya Drive—Signs Installed

The first signs highlighting The Great Bunya Drive touring route through South Burnett have now been installed at the Bunya Mountains through to Maidenwell!

The rollout of the signs commenced in March starting on the Warrego Highway on route to Dalby and has continued with posts being installed right down to Nanango.

The posts will start being installed in Kingaroy next week and the sign faces are planed be installed the week after and will continue sequential order until completion in June.

A marketing workshop has been planned for June to help show operators how to tap into the overall GBD marketing campaign and how it can benefit your business individually—Date will follow once decided.

Any member wishing to use The Great Bunya Drive Marketing Logo on their brochures and/or websites please contact Narelle on (07) 4162 6271 or nduggan@sblga.asn.au for a electronic copy to be sent.



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in

## Visitor Information Centre March Statistics

VIC NAME	2005	2006	%
Blackbutt	317	384	21.12%
Goomeri	n/a	1044	
Kilkivan	n/a	970	
Kingaroy	1,097	991	(10.69%)
Murgon	637	635	(0.31%)
Nanango	848	756	(12.16%)
Wondai	1,395	1,014	(37.57%)
Yarraman			

\*Please note:

- As the counter at the Kilkivan VIC was only installed in June, the total number of visitors for 2005 was recorded from June to December 2005
- Current visitor statistics for Yarraman VIC had not been received at time of publication



## Destination Awareness Marketing Campaign Goes to Air!

The Destination Awareness Television Campaign finally aired last Sunday 23rd April 2006.

The 15 second TVC will be running for two weeks from **23rd April** till **6th May** and then airing again for another two weeks commencing Sunday **28th May** until Saturday **10th June**.

The commercial is airing on Channel 7, Channel 9 and Channel 10 in Brisbane, Channel 7, TEN Maryborough and WIN TV Maryborough, also TEN Toowoomba, Seven Toowoomba and WIN TV Toowoomba.

This campaign is advertising the 1300 number which is answered at the Kingaroy Visitor Information Centre as well as the [www.southburnetholidays.com.au](http://www.southburnetholidays.com.au) website.

Please let us know if you are receiving an increased response to your business by way of telephone calls or traffic on your individual website.

Make sure you ask when people are calling to inquire or book at your premises—*Where did you get our number from.....*

This will help us quantify the response to this advertising campaign, but this is also a great habit to get into as it will help you quantify your own individual advertising to see what is working for your business!

## National Small Business Round Table Meetings with Federal Minister



As part of the Government's commitment to consult with small business operators, a series of roundtable discussions between the Government and small businesses will be conducted across Australia.

These discussions will provide a mechanism for small business operators to consult directly with the Minister for Small Business and Tourism, **Fran Bailey** and to outline any major issues impacting on their business. These sessions will also provide operators with information and expert advice on a number of matters that affect the operation of a small business.

The discussions will include:

- A presentation by a Certified Practising Accountant (CPA) on the importance of succession planning;
- Information on the new WorkChoices workplace relations system as it applies to small businesses;
- A round the table discussion to identify the impediments to small business growth and viability in the region;
- Other issues including: how the Government can work with small businesses to identify their concerns, address their needs and assist them to access the information they need in order to meet their regulatory obligations and to find out about relevant Government programs

This discussion will take place on **Monday 15 May** at the Toowoomba Motel and Events Centre, 2 Burnage Street, Toowoomba starting at 9:30am.

To register please email the Office of Small Business on [osb@industry.gov.au](mailto:osb@industry.gov.au)



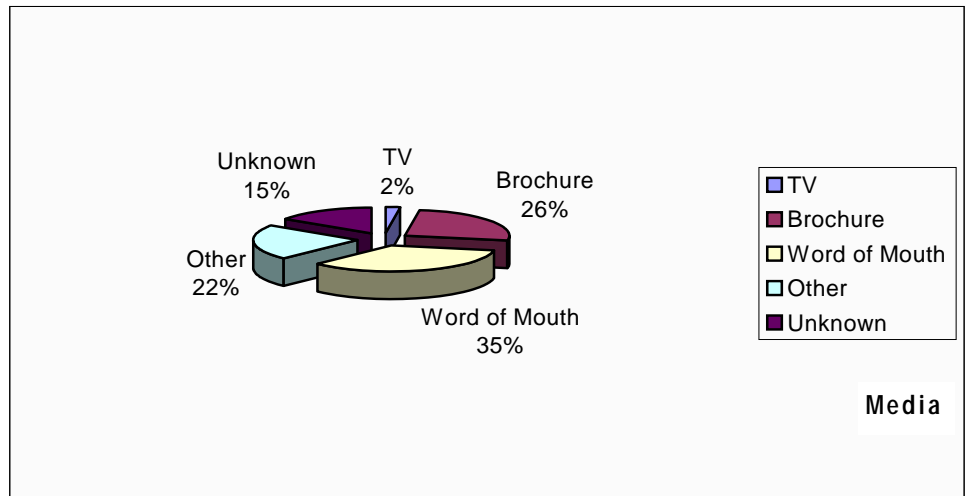
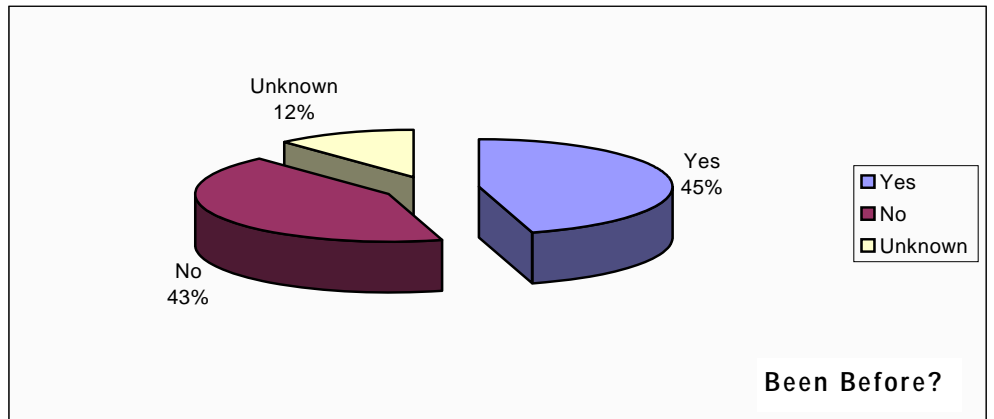
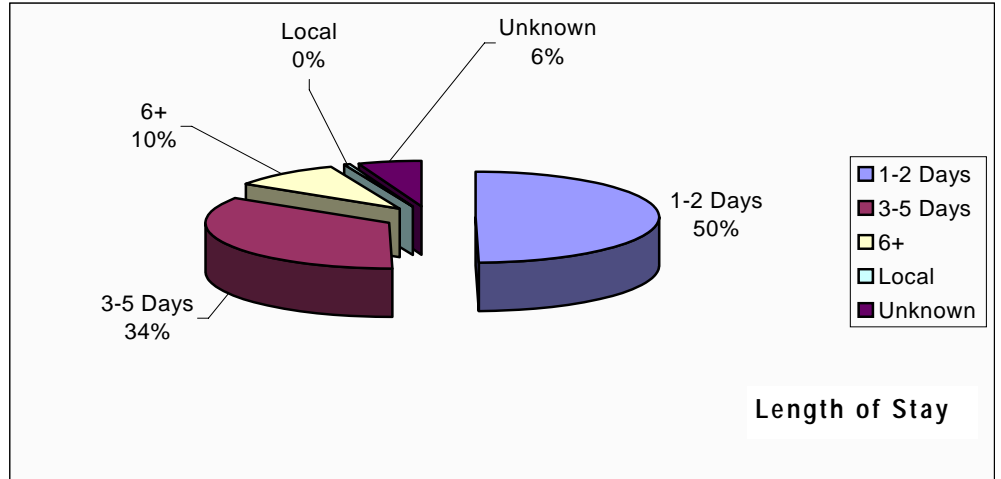
*You can do anything if you have enthusiasm. Enthusiasm is the yeast that makes your hopes rise to the stars. With it, there is accomplishment. Without it there are only alibis."*

Henry Ford

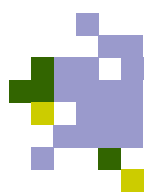


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**SOUTH BURNETT**  
 SOUTH EAST QUEENSLAND

### Comment Card Reports



Please ensure you offer the comment cards to all guests and customers. This tool was introduced to help us improve our service as a region as well as reward those operators already doing an outstanding job. To date, we have only received back **213** cards. This return rate must improve if we are to rely on the data collected as a true indication of the opinions of our visitors.



# Regional Events & Markets

## May 2006

Date	Event Name	Details	Contact Details
28th April - 1st May	Nanart Festival		(07) 4163 1973 (07) 4163 3448
All May	Art Exhibition @ Kingaroy Information Art and Heritage Precinct	Gallery A Cheryl Finlay-Paintings and Sculptures. Gallery B Local artists, changing each month. Gallery C Craft Gallery changing each month. Well advised to keep an eye on this space.	Paul (07) 41626272
5th	Wondai Art Gallery - New Exhibition Opening Night	Wine tasting, finger food included with the introduction of the artists and the first viewing of the exhibition. Opening night costs \$5 and a gold coin donation thereafter. Opening night starts at 6pm; normal Gallery hours are 10am till 4pm	Wondai Art Gallery (07) 4168 5926
6th	Burrandowan Picnic Races	The 84th Annual Burrandowan Picnic Races will be held at the Burrandowan Race Track. The races are the largest picnic meeting in the South Burnett and the best day out you can ever have!	Georgie Somerset (07) 4168 0246 or Carolyn Stone (07) 4164 8147
13th	Uniting Church Maytime Fair	Entertainment, Stalls and flower arrangements for Mothers Day. Starts at 12:30pm	Murgon Visitor Information Centre (07) 4168 3864
13th & 14th	'Bears in the Burnett' a Teddy Bear Convention	Held Mothers Day weekend, with bear competitions, demonstrations, craft displays, stalls and heaps to eat and drink. Live Entertainment starting at 8am till 5pm on both days. Entry is \$1 per adult and children are free	Elli Skuse (07) 4163 2504
20th	Nanango Race Meet	The Nanango Race Club are holding the Envirospheres Nanango Cup Day at the Nanango Racecourse. Onsite TAB facilities, licensed bar etc.	Nanango Race Club (07) 4163 2129
20th	Blackbutt Show	Annual Agricultural Show	Bev Pascoe (07) 4163 0090
20th	South Burnett Orchid Show	Annual Show offering advice, plant sales, orchid raffles and refreshments. 10am till 2pm - Admission \$2	Wendy Buttsworth (07) 41622380
21st	Peter Howard @ Captains	Award winning chef cooks up a storm at Captains - come and join in for a luncheon packed with fun and information.	Captains Paddock Vineyard (07) 4162 4534
27th	South Burnett Speedway	The South Burnett Speedway will be roaring into life with a spectacular contests each meet	(07) 4162 3011
28th	Goomeri Pumpkin Festival	Beginning with a dinner dance on Saturday 27th the fun starts early Sunday morning with the streets a hive of activity with over 200 market stalls, entertainment, demonstrations, novelty pumpkin events, a street & fashion parade as well as a quilt show. At 2pm the famous Great Australian Pumpkin Roll will take place from the top of policeman's hill.	Geof Stumm (07) 4168 1925 goomeripumpkinfestival@bigpond.com www.goomeri.org.au/pumpkinfest
28th	Bunya Country Music Afternoon	An afternoon of country music	(07) 4162 5676

Market Name	Frequency	Contact Details
Nanango Country Markets	1st <b>Saturday</b> of the Month	Nanango VIC (07) 4171 6871 tourism@nanango.qld.gov.au
Hilltop Markets	2nd & 4th <b>Sunday</b> of the Month	Virgil Smith (07) 4163 1370
Murgon CBD Markets	2nd <b>Sunday</b> of the Month	Neil or Fay (07) 4168 1253
Maidenwell Markets	2nd <b>Sunday</b> of the Month	Gordon (07) 4164 6133
Wondai Country Markets	2nd & 4th <b>Saturday</b> of the Month	Andrew 0403 037 300
Goomeri Markets	3rd <b>Saturday</b> of the Month	Chris (07) 4168 4031
Kingaroy Friendship Markets	3rd <b>Saturday</b> of the Month	Doug (07) 4162 7300
Kingaroy Country Markets	3rd <b>Saturday</b> of the Month	Davina 0400 328 462
Blackbutt Country Markets	3rd <b>Sunday</b> of the Month	Brian (07) 4163 0377
Kumbia Markets	5th <b>Saturday</b> of the Month	Anne (07) 4164 4368
Kilkivan Markets	<b>Every Sunday</b>	