

South Burnett Tourism Talk

In conjunction with the South Burnett Tourism Association Inc.

Welcome to Tourism Talk!

Welcome to the first edition of Tourism Talk, your link with what's happening around the ridges of the South Burnett.

This monthly newsletter is designed for both tourism and non-tourism businesses, to help spread the word of tourism opportunities available and to help us promote and support our growing industry.

This invaluable tool will help us to communicate the importance of the tourism industry within the South Burnett and how individual businesses can become involved and benefit!

Tourism shapes our community both economically and socially, it is an invaluable industry in the creation of jobs and supports our expanding population.

Tourism is EVERYBODY'S business, and it is everyone's business to help promote our fantastic region to visitors and locals alike!

Don't forget, we encourage you to keep South Burnett tourism brochures for display at your property or business, and you can pick up copies at any Visitor Information Centre in the South Burnett.

This newsletter is for the entire community of the South Burnett, if you would like to subscribe to this newsletter, please don't hesitate to contact Narelle Duggan on (07) 4162 6271 or nduggan@sblga.asn.au with your name, organisation and email address and you will be added to the distribution list.



South Burnett Regional Development Strategy

A recent workshop to update the South Burnett Regional Development Strategy was held at the Kingaroy Enterprise Centre on Tuesday 18th October 2005.

With over 30 operators and Councillors in attendance along with representatives from Tourism Queensland and the Fraser Coast South Burnett Regional Tourism Board (FCSBRTB) the workshop was an extremely positive day and was successful in identifying a number of key issues.

Facilitator and Consultant Rob Tonge discussed the achievements already reached from the strategy, influences and trends in tourism today as well as identified key issues and the future direction of tourism within the South Burnett.

The final report is now being discussed and finalised and will be handed down within the next few weeks.

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December 2005

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“You still can't find Israel on a map of the Middle East in a Palestinian schoolbook!”

Suzanne Fields



Strengthening the Food Industry

As previously identified, the next major focus for Narelle in her role as the Tourism Project Manager will be looking at strengthening the food industry within the South Burnett.

This project was identified by key cuisine operators and tourism stakeholders to help raise the profile of our food industry and ensure its continual growth within the region. With our wine industry going from strength to strength, we believe that we will be adding to the visitors experience by offering them an array of local produce to taste and take home with them.

We have a diverse array of regional cuisine and local produce which are highly sort after in other areas. By coordinating our efforts and building stronger partnership between local produces, restaurants, and other tourism businesses the entire region will reap the economic and social benefits.

Key stakeholders were invited to participate in a workshop held in Wondai on Tuesday 22nd November to discuss the issues and constraints of this industry and discuss the first draft of the South Burnett Food & Wine Strategy.

The second draft of the strategy is now being finalised and will be disseminated to all tourism stakeholders for comment on completion.

For more information, please contact either Ian Mason on (07) 44122 3444 or Narelle Duggan on (07) 4162 6272

South Burnett Map

Recently discussed at the SBTA Executive meeting, the next edition of the South Burnett Map has commenced.

A number of suggestions have been made to change the map to make it easier to read and use in conjunction with other tourism brochures and products already in production.

Quotes to produce a larger quantity of maps have been called for and work will commence on the redesign shortly.

If you have any suggestions or ideas to put forward, please contact Narelle Duggan on (07) 4162 6272 or nduggan@sblga.asn.au

Research—R-TAM

R-TAM is the Regional Tourism Activity Monitor and was created to measure occupancy rates and performance indicators of Queensland accommodation houses as well as tours and attractions. This project has been running since 1999, it was implemented and is still managed by Tourism Queensland and QSTATS.

The FCSBRTB pay an annual fee for all their operators to participate. This fee is covered by the RTO so there is no cost incurred by the individual operators.

The South Burnett has a similar report (Performance Indicator) but has proved ineffective and shown limited results due to inconsistent operator participation. It has been suggested we hold either a workshop or individual one-on-one training in the SB for the introduction of R-TAM to operators who don't currently participate.

The obvious benefits of this program is that if all accommodation houses participate, the information will give us a clear picture of our regions performance and also to track the success of our marketing. Individual operators will be able to compare their results with that of the whole region to give them an indication of their own performance.

More information will be communicated as this project moves forward.



Success in business requires training and discipline and hard work. But if you're not frightened by these things, the opportunities are just as great today as they ever were.

David Rockefeller

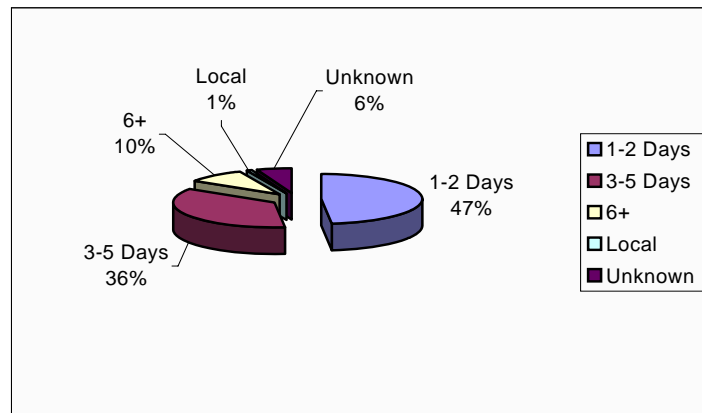


Visitor Information Centre October Statistics

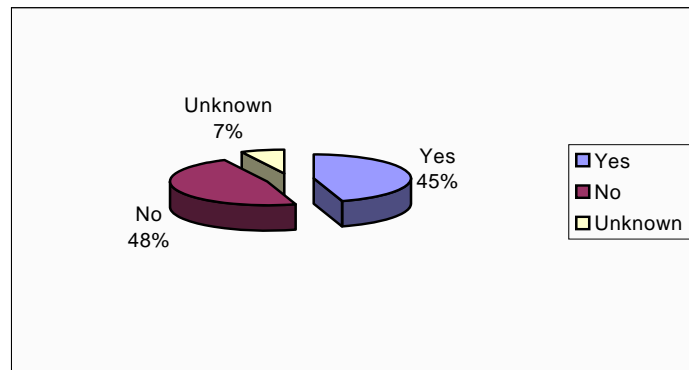
VIC NAME	2004	2005	- / + %	YTD
Nanango	1,053	894	(17.78%)	8,229
Kingaroy	2,147	3,210	49.50%	15,520
Murgon	869	861	(0.92%)	7,411
Wondai	1,546	1,448	(6.76%)	14,117

Comment Card Reports

Length of Stay



Return



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 140 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.



*"Every day you may make **progress**. Every step may be fruitful. Yet there will stretch out before you an ever-lengthening, ever-ascending, ever-improving path. You know you will never get to the end of the journey. But this, so far from discouraging, only adds to the joy and glory of the climb."*

Sir Winston Churchill



Fraser Coast South Burnett Regional Tourism Board AGM

The FCSBRTB AGM was held in Maryborough at the Brolga Theatre on Tuesday 25th October 2005. The South Burnett was strongly represented with approx. 15 people attending to hear the achievements of the past year as well as the future direction for 2005/2006.

Some of the major achievements for the South Burnett over the last 12 months are: -

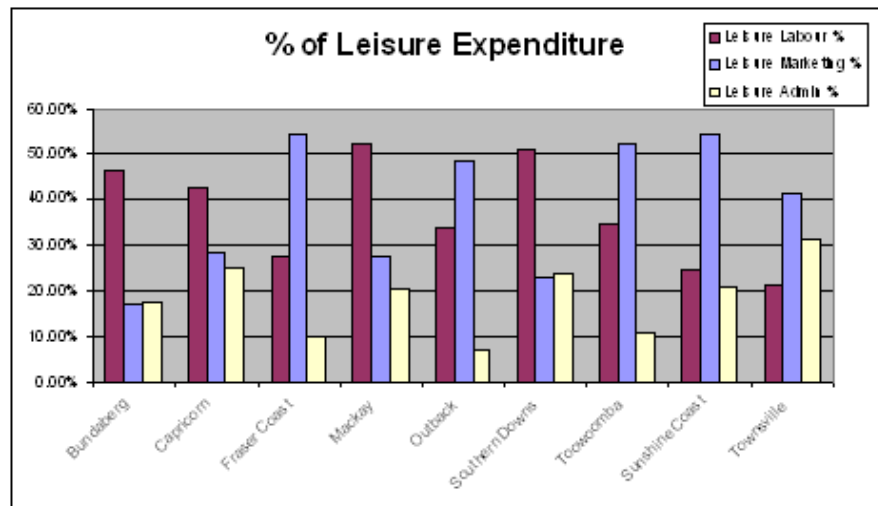
- Implementation of a 3 year Marketing Action Plan for the South Burnett which recommendations already being implemented (TAG, toll free number etc.)
- \$30,000 advertising campaign including 15 second TVC and print media
- Media Coverage including TV programs such as Great South East, QLD Weekender, Fishing with ET, Creek to Coast and print media in Sunday Mail 'Escape' section and other newspapers and magazines.
- Various Trade Shows and Consumer Shows

The meeting was followed by an Industry Update delivered by a representative from Tourism Australia and also from the TQ Destination Managers of Fraser Coast and South East Queensland Country (South Burnett).

Anyone looking for a copy of the Annual Report can contact FCSBRTB on (07) 4122 3444 or info@frasercoast.org.au or copies will be available at the next SBTA General Meeting.

FCSBRTB & SBTA Membership

Recently Tourism Queensland coordinated an analysis of income and expenditure by Regional Tourism Organisations in Queensland.



This analysis shows that Fraser Coast South Burnett Tourism spent 54.79% of its membership income on marketing in 04/05. As shown in the graph this was the highest percentage marketing expenditure across the participating RTO's.

Also note that Fraser Coast South Burnett Tourism had the lowest percentage expenditure of the combined costs of Wages and Administration.



Regional Events Calendar 2006

At a recent VIC Managers meeting the issue of the need for a central events calendar for the entire South Burnett was raised. The concept is not a new one, but one that has been identified again due to the growing number of high calibre events within our region.

A new event registration form has been created and is available at all VIC's within the region and can be emailed, faxed or posted to anyone, group or individual who is organising an event within the South Burnett.

These events will also be uploaded onto the Australian Tourism Data Warehouse (ATDW) and will be able to be accessed from high traffic websites such as www.australia.com and www.queenslandholidays.com.au—this will increase the awareness and knowledge of the South Burnett events and potentially increase visitor numbers to region.

This calendar will also be forwarded onto media to help entice further media interest and coverage.

A press release has been issued to local media to help spread the word, so if you know anyone or you yourself are organising an event, please ensure you register ASAP.

For further information or to register, please contact Narelle on (070 4162 6272 or nduggan@sblga.asn.au or your VIC.

South Burnett Tourism Association Feedback

In 2004 the SBTA undertook a membership assessment project to gain feedback from its members on issues directly affecting them and how the SBTA within its role, can help.

The SBTA Executive found this exercise informative and extremely helpful in the direction of the Association and would like to continue to keep the lines of communication open in this respect.

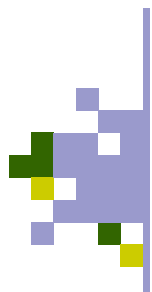
If you have any suggestions or feedback relating to your membership, the direction the SBTA is taking, marketing initiatives undertaken or any other key roles of the association, please contact your Executive Committee.

Executive Committee

The Executive Committee are: -

Chairman:	Carolyn Stone (07) 41648147 stone@burnett.net.au	Committee	John Bjelke-Petersen (07) 4162 7046 info@bethany.info.au
Secretary:	Tricia Wheaton (07) 4168 1085 barambahbush@burnett.net.au		Allan Walters (07) 4168 4746 yallakooltp@burnett.net.au
Treasurer:	Max Lehmann (07) 4162 3061 rockalroybb@burnett.net.au		Bruce Hurley (07) 4162 8400 hurley@thelleftbank.com.au

Damien Messingham, Carolyn Knudsen and Narelle Duggan attend meetings in an advisory role.



Regional Events & Markets

December 2005

Date	Event Name	Details	Venue	Contact Details
2nd	Wondai Art Gallery Opening 'On the Wildside'	Featuring artists Sandra Sengstock-Miller and Sandra Temple, and will feature Wondai State School students in 'Kids Corner'. Starting at 6pm, Admission is \$5 and includes wine tasting with Captains Paddock	Wondai Art Gallery Roundabout, Wondai	(07) 4168 5926 art@wondaishire.com
2nd & 3rd	3 One Act Plays	Nanango Theatre Company presents 3 one act plays	Nanango Theatre	Nanango Theatre Company
4th	St Anne's Christmas Festival		Nanango Anglican Church	Nanango Anglican Church
3rd	Bunya Mountains Veterans Picnic		Bunya Mountains	Bunya Mountains Natural History Association
3rd - 10th	5th Annual Blackbutt Christmas Festival	Entire week of Christmas festivities ranging from the Blackbutt Festival Variety Concert Matinee thought to the Christmas Arts and Craft Fair. The festival finale will be an outdoor food fiesta of international food, wine, beer tent etc.	Various Locations	Blackbutt Christmas Festival Committee (07) 4163 0621 marjiespies@dodo.com.au
4th	South Burnett Choral Choir 'Christmas Old, Christmas New'	9th annual Christmas Charity Concert. New arrangements to classic Christmas carols. Admission is \$5 which includes supper & children under 12 are free.	Uniting Church Pring Street, Wondai	
5th	Friends of Cultcha exhibition 'Shellshocked'	Opening night and exhibition preview of Mark Shellshear's paintings and sculptures. Starts at 7pm and admission is \$6 and members are free. This exhibition will continue for one month. Open from 8:30am till 4:30pm (closed between 12 & 1)	Blackbutt Council Chambers Hart Street, Blackbutt	Laraine Aniftos (07) 4163 0135 cultcha@dodo.com.au
6th	An Evening of Christmas Carols	Wondai Shire Council Event Committee have arranged this special Christmas Carols with the Chamber of Commerce. Starting at 7pm till 9pm, come and see Santa - Entry is free	Wondai Town Hall	Wondai Shire Council (07) 4168 5155
7th	Lions Christmas Carnival		Nanango	Lions Club - Nanango
8th	Kingaroy Christmas Carnival	Kingaroy Main Street	Main Street, Kingaroy	Kingaroy Chamber of Commerce Lynelle Richardson (07) 4162 8466 kcci@burnett.net.au
9th	Murgon Christmas Fair	Lamb Street, Murgon		
10th	Christmas Races		Lee Park, Racecourse Road, Nanango	Nanango Race Club (07) 4163 2129
11th	Nanango Community Christmas Carols	Annual Christmas Carols	Pioneer Park Nanango	Nanango VIC (07) 4171 6871
15th	Nanango Business Awards	Nanango Chamber of Commerce Business Awards for 2005	Ringsfield House Nanango	Nanango Chamber of Commerce (07) 4163 1611
17th	Proston Christmas Carnival	Come and enjoy the festivities with Santa in the park near the hall! There will be line dancing and live entertainment as well as stalls. Kicks off at 6pm	Park near Hall Proston	
24th	Wondai Christmas Eve Carnival	Live entertainment by the Wondai Town Band and line dancers, rides for the kids. The Goods Wheel and the Ham and Turkey Wheel will be back, so there is still the chance to win your Christmas lunch! BBQ, and Santa arrives around 7:30pm. Starts at 5pm	Coronation Park Wondai	Noreen Brier Wondai VIC (07) 4168 5652

MARKETS

Market Name	Frequency	Venue	Contact Details
Nanango Country Markets	1st Saturday of the Month	Nanango Showgrounds Nanango	Nanango VIC (07) 4171 6871 tourism@nanango.qld.gov.au
Blackbutt Show Society Markets	2nd Saturday of the Month	Blackbutt Showgrounds	Bev (07) 4163 0090
Murgon CBD Markets	2nd Sunday of the Month	Main Street, Murgon	Bob (07) 468 1728
Maidenwell Markets	2nd Sunday of the Month	Main Street, Maidenwell	Gordon (07) 4164 6133
Wondai Country Markets	2nd & 4th Saturday of the Month	Coronation Park, Wondai	Nicki (07) 4168 9946
Yarraman Boutique Markets	2nd & 4th Saturday of the Month	Junction of the D'Aguilar and New England Highway	Roger (07) 4163 8980 0401 941 722
Goomeri Markets	3rd Saturday of the Month	Goomeri	Chris (07) 4168 4031
Kingaroy Friendship Markets	3rd Saturday of the Month	Senior Citizens Hall Avoca Street, Kingaroy	Doug (07) 4162 7300
Blackbutt Country Markets	3rd Sunday of the Month	Main Street Blackbutt Adjacent to Community Centre	Brian (07) 4163 0385
Kumbia Markets	5th Saturday of the Month	Kumbia	Anne (07) 4164 4368