

# South Burnett Tourism Talk

In conjunction with the South Burnett Tourism Association Inc.

## Welcome to Tourism Talk

It has been a few months since the last edition of Tourism Talk, and a lot has been happening! Most notably we are in the midst of putting together a Masterclass session featuring the national food and wine icon **Mr Peter Howard**.



Peter will team with the South Burnett's own foodie champions, Jason Ford and Brad Clark (*pictured below*) to please and excite our tastebuds with three courses of the best local cuisine the region has to offer.

Well known local producers such as The Peanut Van, Runnymede Sheep Dairy, Bendele Farm Organic Poultry, Kingaroy Cheese and Jestin Farms Pork will be included in the showcase menu. Wines from Crane Wines and Clovelly Estate also have been perfectly matched with each course.

The masterclass session will be held at the Bell Tower Restaurant, situated on the Boobie Range, just north of Kingaroy on **Monday 16<sup>th</sup> October 2006** starting at 3:00pm.

Peter will entertain you with commentary as he and Jason Ford work their way through the preparation of the showcase menu. A panel discussion will follow with Peter, Jason and one product supplier and will finish approximately 5:00pm.



Pre dinner drinks will be served from 6:30pm and then dinner will be from 7:00pm where you will have the chance to taste each course.

Mr Babak Hadi, provedore of Black Pearl Epicure will be the guest speaker for the evening.

Tickets are **\$50 per person** and there are **limited places**. Please contact Narelle on (07) 4162 6271 or [nduggan@sblga.asn.au](mailto:nduggan@sblga.asn.au) for further information and to book.

## SEQC Touring Guide Workshop

It is that time of year again and the latest prospectus is out for the **South East Queensland Country Touring Guide—2007 Edition**.

This year the Sales Agents, Coroneo & Co in conjunction with Tourism Queensland, will be hosting a workshop to all operators who are interested in advertising in next years guide.

**Rodica Titeica**, who is the Advertising Manager for Coroneo and Co, will outline the advertising opportunities involved with the SEQC Touring Guide and answer any of your questions.

**Mark Olsen** the new Regional Director for Brisbane and **South East Queensland Country** will also make every effort to attend to ensure all your questions are answered!

Workshop will be held **Thursday 5<sup>th</sup> October 2006** at Moffatdale Ridge near Murgon.

Please call Narelle if you are planning to attend to ensure your place—(07) 4162 6271 or [nduggan@sblga.asn.au](mailto:nduggan@sblga.asn.au)



### South Burnett Tourism Talk

September 2006  
Issue 8

#### Inside this issue:

Welcome	1
SEQC Touring Guide Workshop	1
South Burnett Regional Awards	2
Fraser Coast AGM	2
Date Claimers	2
Visitor States—August	3
Great Bunya Drive Workshop	4
Heritage Trail Publication	4
Operator Familiarisation	4
Comment Card Graphs	5
Events & Markets—October	6





*Great spirits  
have always  
encountered  
violent  
opposition  
from  
mediocre  
minds.*

Albert Einstein

## South Burnett Success at Regional Awards

The South Burnett has again proven it's clout as a quality and exciting destination by winning a bag of awards at this years **Telstra Countrywide 2006 Fraser Coast South Burnett Tourism Awards for Excellence**.

The winner for the South Burnett are as follows: -

- Wineries—**Captains Paddock**
- Tourism Retailing—**Spring Gully Olives**
- General Tourism Services—**Kingaroy Information, Art & Heritage Precinct**
- Regional Festivals & Special Events—**Wondai Garden Expo**
- New Tourism Business—**Shadylane Farm Vineyard Cottages**
- Eateries & Café's—**Dimities Cottages**
- Hosted Accommodation—**Bethany Cottages**
- Young Tourism Achiever of the Year—**Simon Berry of Kingsley Grove**

The following businesses were inducted into the **Hall of Fame**: -

- **Goomeri Pumpkin Festival**
- **The Peanut Van**
- **Bunya Forest Gallery**

A special Highly Commended Award also went to the **Kingaroy Heritage Museum** for their submission in the Heritage & Cultural Tourism category—just pipped at the post by the Hervey Bay Historical Village & Museum

This years awards were held at 'The Great Hall' in Hervey Bay with an 'under the sea' theme. Congratulations go to the Fraser Coast South Burnett Team for another fantastic event!



## Fraser Coast South Burnett—AGM

The Fraser Coast South Burnett Regional Tourism Board's 2006 AGM will be held on **24th October** at the Kilkivan Hall, Kilkivan.

The official notice of meeting and letter opening nominations for positions on the Board have been sent out to members—if you didn't receive a copy contact the FCSB office.

**To be eligible to nominate** for these positions and/or **vote** at the AGM you **must be a financial member**. To check your financial status contact Jennifer Grauer on 4122 3444 to ensure you can be involved in this process.





*I like to see a man proud of the place in which he lives. I like to see a man live so his place will be proud of him.*

Abraham Lincoln



## Important Date Claimers

### South East Queensland Country Conference 2006

The second SEQC Conference will be held at Kooralbyn Hotel Resort (near Beaudesert) on Thursday 2nd November 2006. The main aim of this conference is to encourage industry networking across the five regional tourism boundaries. For more information contact **Kerrie Beck** of Tourism Queensland on (07) 3535 5470 or kerrie.beck@tq.com.au

### South Burnett Tourism Advisory Group (TAG)

The South Burnett TAG group will be meeting at the Kingaroy Information Art & Heritage Precinct on **Tuesday 17th October 2006**. This group was formed to ensure there is communication between all sectors of the tourism industry, Councils, Tourism Queensland, RTO and the SBTA. The follow people currently comprise the South Burnett TAG: -

- Bruce Hurley—The Left Bank (Chairman)
- Cathy Davis—Hillview Cottages
- Chris Ganzer—Kingaroy Cheese
- John Bjelke Petersen—Bethany Cottages
- Craig Gillett—South Burnett Wine Industry Association
- Narelle Duggan—South Burnett Local Government Association
- Carolyn Stone—South Burnett Tourism Association
- Damien Massingham—Fraser Coast South Burnett Regional Tourism Board
- John Boland—Shadylane Farm Vineyard Cottages
- Kay Joyce—Bunya Forest Gallery & Tearooms
- Tourism Queensland Representative

This group aim is to encourage a more cohesive industry by way of communication, direction and cooperative marketing opportunities.

## Visitor Information Centre August Statistics

<b>VIC NAME</b>	<b>2005</b>	<b>2006</b>	<b>%</b>
Blackbutt	n/a	534	
Goomeri	n/a	n/a	
Kilkivan	1,235	766	<b>(61.23%)</b>
Kingaroy	1,542	1,954	<b>26.72%</b>
Murgon	788	1,041	<b>32.11%</b>
Nanango	914	1,096	<b>19.92%</b>
Wondai	1,444	1,537	<b>6.44%</b>
Yarraman	n/a	n/a	

\*Please note:

- Current visitor statistics for Yarraman & Goomeri VIC had not been received at time of publication

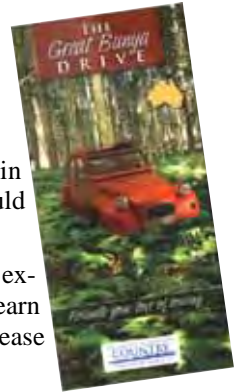


## Another Opportunity! Great Bunya Drive Workshop

After the success of the last workshop for the Great Bunya Drive held in Nanango in July, another one will be run for those operators who could not make it!

This is an opportunity to learn how your business can benefit from the extensive marketing of the Great Bunya Drive project! You will also learn how you can incorporate the marketing elements into your own to increase your awareness.

The committee is trying to secure a specific date to ensure in either November or December for this workshop—More details as they come to light!



## Heritage Trail—Submission finalised

As you are all aware the museums and historical homesteads of the South Burnett have been working on a Heritage Trail for the region.

This heritage trail will be a collection of Museums, Historical Homesteads and all other historical significant sites/buildings within the South Burnett, published in a quality publication, which the public can purchase for a small fee.

We believe that this tool will not only promote the unique history of the South Burnett, but will also create an opportunity for our museums, homesteads and indigenous sites to increase their business base by attracting larger visitor numbers—this will also have a flow on effect to every other tourism sectors.

The funding application has been finalised and submitted to Community Gambling Fund and includes provision to hire a professional photographer, copywriter and printer as well as a small budget for marketing and promotional costs.

For more information please contact Narelle Duggan on (07) 4162 6271 or [nduggan@sblga.asn.au](mailto:nduggan@sblga.asn.au)

## Operator Familiarisations

After a long absence the popular Operator Familiarisations will begin again starting in November!

These famils offer operators the opportunity to see first hand what other the South Burnett has to offer! These famils assist with the internal referral system, allows operators to network and provides valuable local knowledge of the South Burnett.

The more we know about the region, the easier it is to encourage visitors to stay longer and contribute to the local economy. We plan to host these once a quarter.

This famil will take us out into the Wild, Wild West of our region to discover the farm stays and other exciting attractions!

The likes of Passchendaele Farm, Minmore, Avalon and Old Boynside will be included plus more.

There will be small a cost involved which will include morning tea, lunch and the bus—approx. \$30 per member and \$35 for non-members.

Date suggested is **Monday 20th November 2006**—More details once they arrive.

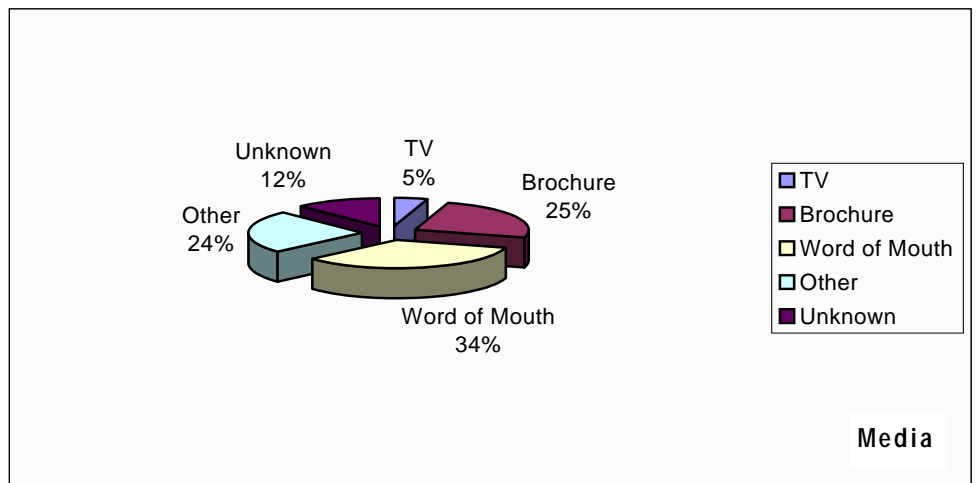
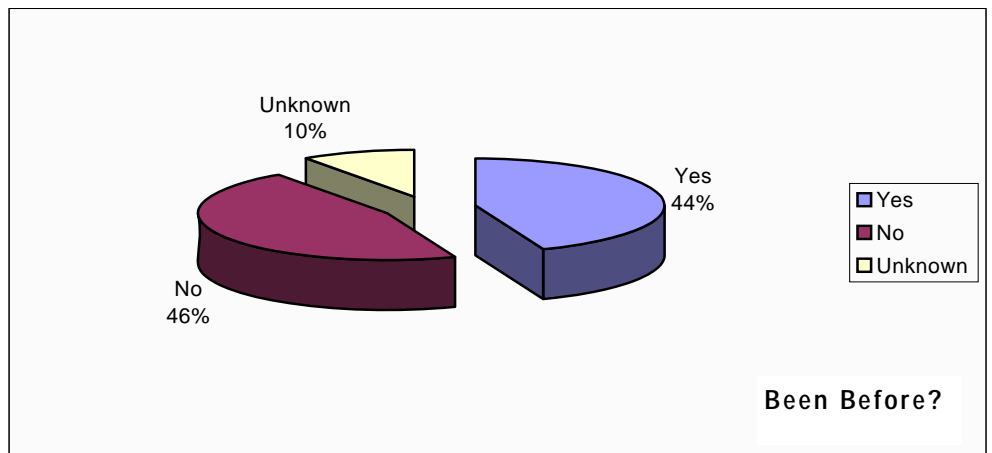
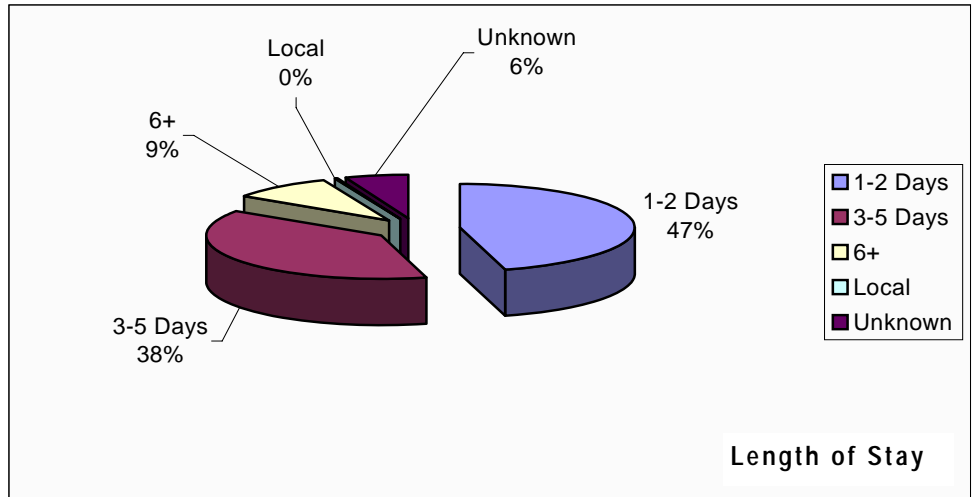




### Comment Card Reports

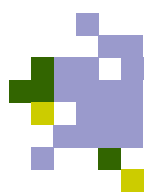
*What counts is not necessarily the size of the dog in the fight - it's the size of the fight in the dog.*

Dwight D. Eisenhower



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 **320** 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

## October 2006

Date	Event Name	Details	Contact Details
All October	Art Exhibition @ Kingaroy Information Art and Heritage Precinct	Gallery A Karol Oakley and Lyn Felsman - pastels. 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
3rd - 5th	'Come Together as One'	A youth arts festival to promote reconciliation has been organized by 13 youths of Cherbourg. A leadership forum, dance party, markets, theatre & cultural workshops, fashion parade, sports carnival and career expo.	Mr Eric Law (07) 4169 9999
4th - 11th	Rotary Art Festival	Hey! Its time to spread the good news. The rotary art festival is on again with 10 separate sections including a Peoples Choice Award. A major acquisition prize of \$2,000 will be wone, and don't forget to the weird & wonderful sculpture section. Great Exhibition!	Ms Sandra Hoffman (07) 4168 4759 rotaryart@burnett.net.au
6th	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
7th	Spring Garden Festival		(07) 4162 1107
7th & 8th	Taabinga Spring Music Festival	Renowned opera singers, visitors from Australia wide	(07) 4164 5531
7th & 8th	Bjelke Petersen Dam Fishing Competition		(07) 4168 4746
7th & 8th	Murgon Quota Quilt Show	As well as enjoying the beautiful quilts on display and browsing through the trade stalls, there will be a Quilt Raffle, lucky door prize and random prize draws during the weekend. Views also have the chance to vote for the most popular quilt.	Mrs May Maudsley (07) 4168 1370 Mrs June Magnussen (07) 4168 4670
15th	Wondai Heritage Museum Open Day	Working demonstrations all day celebrating 25 years. Food, Stalls and Wine Tasting all day - Commemorative Port being released by Moffatdale Ridge to mark occasion. 10am till 4pm	Anne (07) 4169 0987
20th - 21st	Shakin Grape Festival	Friday - Lantern parade from twilight in Lamb Street. Saturday - Triathlon, Twilight picnic, Quilting exhibition and family fun day at the dairy museum. Sunday - Big Bush Breakfast from 7am in Lamb Street,	Murgon VIC (07) 4168 3864
14th	Pioneer Festival	Annual Pioneer Festival	
14th	Pioneer Festival Race Meet	The Nanango Race Club are holding the Pioneer Festival Race Meet at the Nanango Racecourse. Onsite TAB facilities, licensed bar etc.	Nanango Race Club (07) 4163 2129
21st & 22nd	Country Music Talent Quest	Annual event attracting country singers Queensland wide	(07) 4162 5676
21st & 22nd	Pottery Seminar		Mr Bob Dieckmann (07) 4168 6238
29th	Bunya Country Music Afternoon	An afternoon of country music	(07) 4162 5676
TBA	Kumbia Film evening	Old time movie favorites	(07) 4164 4204

Market Name	Frequency	Shire	Contact Details
Nanango Country Markets	1st <b>Saturday</b> of the Month	Nanango Showgrounds Nanango	Nanango VIC—(07) 4171 6871
Hilltop Markets	2nd & 4th <b>Sunday</b> of the Month	D'Aguila Highway, Nanango	Virgil Smith—(07) 4163 1370
Murgon CBD Markets	2nd <b>Sunday</b> of the Month	Main Street, Murgon	Neil or Fay—(07) 4168 1253
Maidenwell Markets	2nd <b>Sunday</b> of the Month	Main Street, Maidenwell	Gordon—(07) 4164 6133
Wondai Country Markets	2nd & 4th <b>Saurday</b> of the Month	Corondation Park, Wondai	Andrew—0403 037 300
Kingaroy Friendship Markets	3rd <b>Saturday</b> of the Month	Senior Citizens Hall	Doug—(07) 4162 7300
Kingaroy Counrty Markets	3rd <b>Saturday</b> of the Month	Kingaroy Showground	Davina—0400 328 462
Blackbutt Country Markets	3rd <b>Sunday</b> of the Month	Main Street, Blackbutt	Brian—(07) 4163 0377
Kumbia Markets	5th <b>Saturday</b> of the Month	Kumbia	Anne—(07) 4164 4368
Kilkivan Markets	<b>Every</b> Sunday Morning	Lester Millar Park, Kilkivan	Dulcie Hewitt—5484 1032