

South Burnett Tourism Talk

In conjunction with the South Burnett Tourism Association Inc.

Welcome to Tourism Talk

With a roller coaster last few weeks leading up to the South Burnett Tourism Association's Annual General Meeting—the new executive committee have been voted in and are as follows: -

- President— Mrs Carolyn Stone
- Vice President— Mr John Boland
- Executive Committee— Mr Bruce Hurley
Mr Alan Walters
Mr John Bjelke Petersen



Huge thank you to all nominees and congratulations to the above elected management committee.

If any member of the South Burnett Tourist Association has any questions or suggestions to make please don't hesitate to contact any of the management committee who would be happy to discuss these with you.

Launch of the South East QLD Country Touring Guide 2006

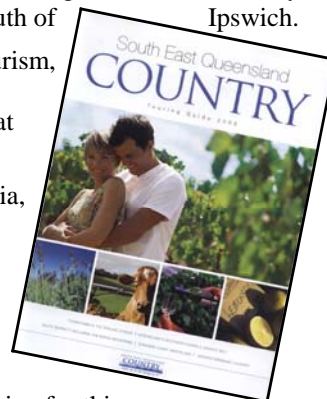
The latest edition of the South East Queensland Country Touring Guide was officially launched 22nd March 2006 at Ironbark Ridge Winery, south of Ipswich.

The guide was officially launched by the Minister for Tourism, Fair Trading and Wine Industry Development—Margaret Keech and was hosted by Joseph May of Channel 7 'Great South East'.

This was primarily a media event with invites sent to media, journalists and all 2006 advertisers. There was quite a crowd—approximately 60 people, and the guide was well received by all.

Carolyn Knudsen and I attended on behalf of all South Burnett Councils and operators.

A big thank you to those wineries who donated wine for this launch!



South Burnett Tourism Talk

March 2006
Issue 4

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There are risks and costs to a programme of action, but they are far less than the long-range risks and costs of comfortable inaction.

John F. Kennedy



Destination Awareness Marketing Campaign

Thank you to all of the South Burnett members who have contributed to the voluntary marketing fund for South Burnett marketing activities — almost 20% of the South Burnett members have contributed in the first week, and the more dollars we can gather, the more activities we can undertake.

A 15-second TV commercial, similar to the one used in the successful South Burnett marketing campaign last year, has been booked to run in Brisbane, Toowoomba, Sunshine Coast and Wide Bay, commencing in late April. This will again leverage off the \$150,000 SEQC campaign to promote the new Touring Guide.

Sunday Mail Brisbane Escape Expo 2006!

As you are all aware, the South Burnett region has been given a fantastic opportunity to showcase the region by participating in the premier travel exhibition for Queensland.

This show will allow our operators the chance to talk directly to potential visitors face to face to share with them the hidden secrets of the South Burnett and try to entice them to come! With nearly 18,000 people (at \$12 a head) attending last years show—that's a lot of talking!

The South Burnett Wine Industry will be there doing tastings and selling their glasses to promote their 'Mountain of Wine' campaign - The hosted accommodation and Farmstay accommodation associations will be there to promote our accommodation as well as some individual operators who are taking up the opportunity to promote their business directly.

There are still a few vacancies available, so if there are any operators who are interested in participating in person or via brochure support please contact Narelle on (07) 4162 6271 or nduggan@sblga.asn.au

Industry Update

A meeting of all interested South Burnett members will soon be announced to discuss the action items arising from the Food and Wine Development Plan.

This meeting will also conduct the annual review of the South Burnett Marketing Action Plan and any other initiatives members wish to discuss.

Notice of this meeting date will be sent to all South Burnett members once finalised, and if any member has an item for the agenda please contact Ian Mason on (07) 4122 3444 or imason@frasercoast.org.au

Queensland Wine—Grape to Glass

The Queensland Wine Business Conference 'Grape to Glass—adding value to your business' will be held on 25th and 26th of July in the Cathedral Centre, Neil Street, Toowoomba.

A diverse and experienced group of wine, food and tourism experts will discuss the business of and challenges in today's wine industry.

Topics will include; Wine Business, Wine and Food, Wine Tourism and Winery and Regional Branding.

The cost is \$85 per person (inc. GST) and will cover attendance for the two days of the conference, morning and afternoon teas, lunch and conference dinner.

For more information call the Department of Wine Industry Development, Wine Industry Development Division on (07) 3225 2770 or email wine.conference@dtftwid.qld.gov.au



I never came upon any of my discoveries through the process of rational thinking.

Albert Einstein

Great Bunya Drive—Signs Installed

The first signs highlighting The Great Bunya Drive touring route through South East Queensland have been installed in the Toowoomba Darling Downs area.

The rollout of the signs commenced this week on the Warrego Highway on route to Dalby and will continue over the next few months finishing with the last sign at the Wide Bay Highway turn off to Kilkivan, north of Gympie.



Department of Main Roads are implementing all installations and will roll out the signage in sequential order. The expected timing for completion of the main route signage is 3 months—mid June 2006.

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

Visitor Information Centre February Statistics

VIC NAME	2005	2006	%
Blackbutt	n/a	327	
Goomeri			
Kilkivan	n/a	526	
Kingaroy	808	992	22.77%
Murgon	524	480	(9.16%)
Nanango	614	526	(16.73%)
Wondai	860	684	(25.73%)
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 & Goomeri VIC's had not been received at time of publication





*For it isn't
enough to
talk about
peace. One
must believe
in it. And it
isn't enough
to believe in
it. One must
work for it.*

Eleanor Roosevelt



Tourism and QLD Police unite to make Industry safer!

It has come to light recently that some of our accommodation houses have received scam emails with requests that seem a little too good to be true!

This information has been past onto a local member of the Kingaroy Criminal Investigation Branch—PC Constable Jono Colquhoun. PC Constable Colquhoun has informed the local Intelligence Office and the Fraud Squad Intelligence Division regarding this scam and will be forthcoming with any outcomes as they arise.

In an industry first, the Queensland Police Service together with the South Burnett Tourism Industry have joined together to develop a project which aims at increasing the flow of information between police and our tourism operators to ensure the safety of our industry.

Tourism operators now have a direct link to the QLD Police with PC Constable Colquhoun, to report any information they may have on suspicious activities, scams or other matters of concern.

PC Constable Colquhoun has asked that if any operator receives any further correspondence regarding this email scam (or any others) to contact him directly either by telephone (07) 4162 3772 or email: colquhoun.jonathand@police.qld.gov.au.



Strengthening the South Burnett Food Industry

I have been working on this project for quite some time and have submitted an Expression of Interest to the Wide Bay Burnett Area Consultative Committee for some additional funding to proceed. The total cost of the project is \$299,980

The action plan has been finalised and the following objectives will be the main focus: -

- Create a central resource of all South Burnett food producers and products
- Strengthen the profitability of the South Burnett's food industries by establishing a networking and communication platform
- Expand on existing foundations of Regional Food in the South Burnett and promote it as an important complimentary experience to the established wine industry
- Strengthen the brand 'Taste the Magic' to complement the regions overall Tourism brand
- Build on the culture of quality and excellence by developing the skills and professionalism in service delivery through training opportunities.

Please contact me if you have any question or suggestions on (07) 416 26271 or nduggan@sblga.asn.au

Queensland Masterclass!

Anyone interested in Food? then you can't miss the Queensland Masterclass weekend held at the Hilton Hotel from 22-23 July 2006. World renowned chef Antonio Carluccio will be in town along with an number of other famous chefs and winemakers. Tickets go on sale on 26th April and you can get more information by visiting www.qldmasterclass.com



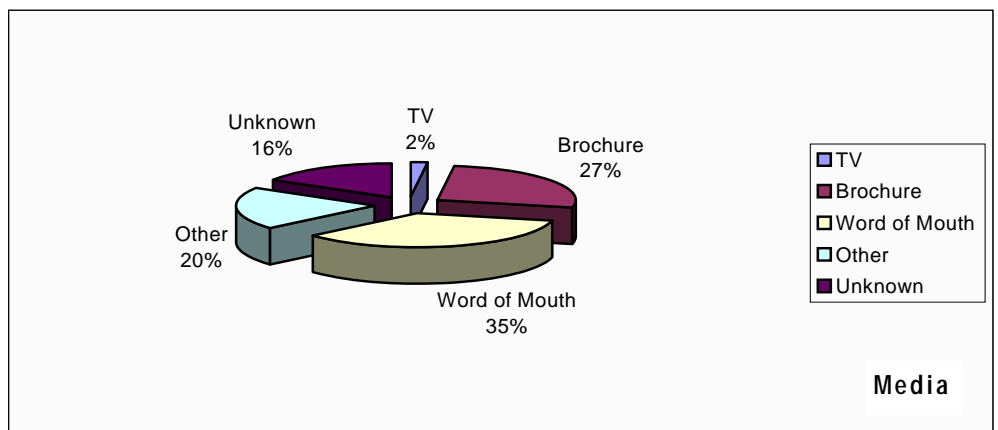
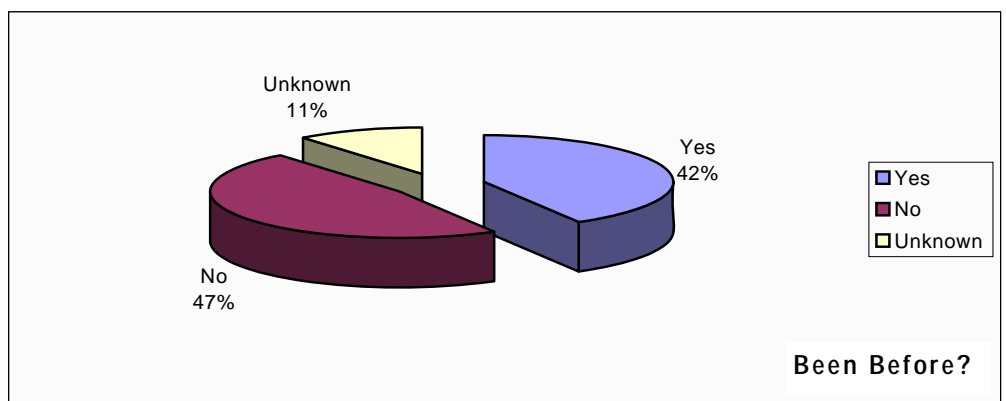
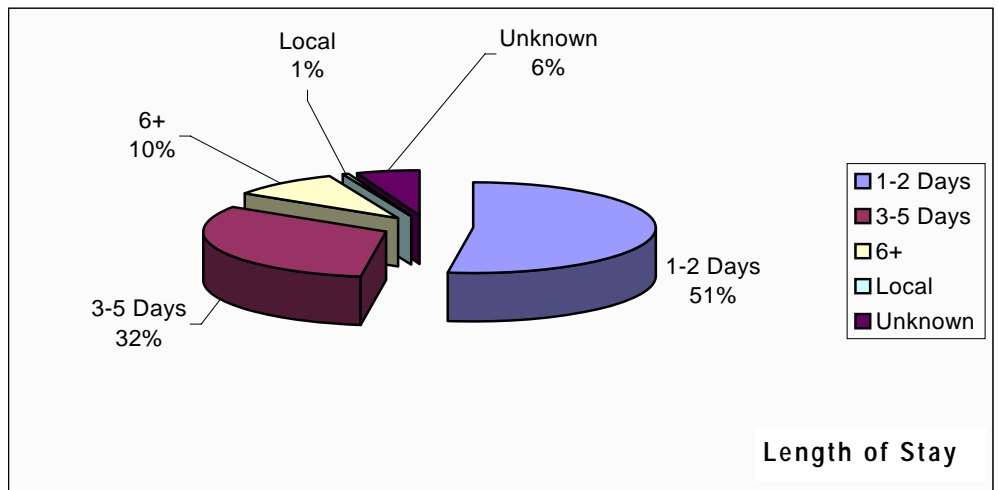
As I have said, the first thing is to be honest with yourself. You can never have an impact on society if you have not changed yourself... Great peacemakers are all people of integrity, of honesty, but humility. If you want to make peace with your enemy, you have to work with your enemy. Then he becomes your partner.

Nelson Mandela

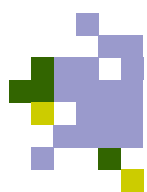


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Comment Card Reports



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 **196** 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

April 2006

Date	Event Name	Details	Contact Details
All April	Art Exhibition @ Kingaroy Information Art and Heritage Precinct	Gallery A John Vels, Landscapes and other. 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
4th - 30th	Bunya Forest Gallery "Pots and Pieces"	An exhibition of local artists and craft persons working in clay to showcase a wide range of techniques as they allow their creative spirits total freedom. Gallery open 10am to 5pm daily during school holidays, closed Mondays outside these times.	Mrs Kay Joyce (07) 4668 3020 0428 158 704 bunyaforest@bigpond.com
7th	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 & 8th	Nanango Show & Rodeo	Annual Agricultural show & Rodeo	Nanango Agriculture, Pastoral & Mining Society, (07) 4163 1273
8th & 9th	Kilkivan Great Horse Ride	The Kilkivan Great Horse Ride is a recreational horse ride along 5 different trails through some of the most scenic bush land in South East QLD. The ride culminates with the Grand Street Parade along the main street of Kilkivan, followed by the campfire concert at Kilkivan Showground's. Riders of all ages can participate.	Mr Mike Webb (07) 5484 1321 0428 771 568 www.kilkivangreathorseride.info
15th & 16th	Wondai Garden Expo	Huge array of plants and garden related products for sale. Plenty of outlets serving food and beverages. Open from 8am till 4pm on both days. Live entertainment and entry is \$3 per person	Mr David Carter (07) 4168 0211 0429 999 029
15th - 17th	Barambah Garden Festival	Garden Festival - Open from 8:30am till 5pm on Saturday and Sunday - 8:30am till 3pm on Monday	Mr Bob Dieckmann (07) 4168 6238
21st - 23rd	Boondooma Homestead Heritage Day & Bush Ballard Muster	Historic Boondooma Homestead are hosting the weekend which includes, a camp oven meal and bush camping of the Friday night, demonstrations of traditional crafts, stalls, licensed bar, food outlets, concert with noted country music artists and bush poets on Saturday. Friday 6pm till late; Saturday 10am till 10pm and Sunday morning breakfast. Adults \$10 (Saturday) & \$5 per person for Bush Camping	Lyn Seiler (07) 4168 0161 or The Caretaker (07) 4168 0159
25th	Anzac Day Legacy Races	Starting at 12noon come and join the fun at the Wondai racetrack. Licensed bar from 1pm, BBQ, TAB facilities, live telecasts interstate races, undercover betting ring and a full card of 5 races.	Roy Radunz (07) 4168 5594
28th & 29th	Kingaroy Show	Celebrating 100 years, 2 days of jam packed fun and activities for all the family.	Show Society (07) 4162 8500
28th April - 1st May	Nanart Festival	A cultural experience, with something for everyone. A competitive art exhibition including a wine and cheese opening on the Friday (starting at 7:30pm) and will continue daily until 5pm on 1st May. Craft exhibition daily also a quilt display, music, dance, children's entertainment, craft and food stalls, with a festival feast day on the 1st May	Mrs Lois Hamilton Secretary - Art Co-coordinator (07) 4163 1973
29th	South Burnett Speedway	The South Burnett Speedway will be roaring into life with a spectacular contests each meet	(07) 4162 3011
29th	Goomeri B&S Ball	In aid of Tegan Ross - Leukemia Entrant	Goomeri VIC, (07) 5484 1133
30th	Bunya Country Music Afternoon	An afternoon of country music	(07) 4162 5676

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