

# South Burnett Tourism Talk

In conjunction with the South Burnett Tourism Association Inc.

## Welcome to Tourism Talk

The first South Burnett Tourist Association meeting for 2006 will be held in Kilkivan this Thursday night 16th February at 6:30pm. The meeting will be held in the Kilkivan Town Hall with finger food and tea and coffee served. This meeting will be a fantastic opportunity to get an update on the progress of current projects.

Already on the agenda is a progress report of the Great Bunya Drive including the fabrication and installation of the first directional signage for the main route as well as the

Food and Wine Development Plan which has now been sent out to all industry for comments and feedback. The timing and actions for this plan will also be discussed.

Also phase two of the Autumn Marketing Campaign will be presented and discussed including the TV commercial and print media to continue on the destination awareness campaign started last year.



Finally, you will hear from the Fraser Coast South Burnett Regional Tourism Board's outline for the proposed new membership structure. Damien Messingham will outline the reasoning for this change as well as the benefits for members of the Fraser Coast South Burnett Regional Tourism Board.

Again, I urge everyone to attend this meeting if possible to ensure you get a complete industry update.



## South Burnett Regional Map

The South Burnett regional map is one of the most important tools we use when directing visitors around our region. As you are aware this map will soon need to be re-printed as there is only 10,000 copies left on hand.

Since the last print run, the South Burnett has had a sharp increase in tourism operators opening their doors and vying for a share of the advertising market. Due to this increase and the already too small writing on the back of this map, it has been decided to remove all individual listings.

In lieu of this, and because your councils will have significant editorial in both the Regional Tourism Guide and the new edition of the South East Queensland Country Touring Guide, we believe that directing visitors to these two major marketing tools will make a much greater impact and equip them with all they need to tour our region.

Two re-designs have now been received from the publishers and will be presented for industry consideration.

**South Burnett  
Tourism Talk**

**February 2006  
Issue 3**

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



*Knowledge is proud that she knows so much;  
Wisdom is humble that she knows no more.*

- Cowper

## South Burnett Heritage Trail

As mentioned last month, the suggested heritage trail publication has moved into full swing, with the first steering committee meeting held on 30th January 2006.

The committee met to discuss the publication layout as well as set guidelines for site inclusion.

All representatives will now collate a list of nominated sites within their shire to be brought to the next meeting for consideration.

Funding sources have also been investigated to ensure that this publication is of a quality standard. The funding will include a provision for a photo shoot of selected sites, a copy writer to ensure continuity of copy as well as the design, printing and marketing costs.

The next meeting will be held in Wondai on 23rd February 2006.

If you have any information or suggestions for this publication, please contact me on (07) 4162 6271 or via email on [nduggan@sblga.asn.au](mailto:nduggan@sblga.asn.au)

## Insurance Workshop for Industry

Fraser Coast South Burnett Regional Tourism Board has extended an invitation to all members and non-members to participate in an industry insurance workshop.

This workshop aims to help tourism operators minimise risks and costs relating to their Public and Product Liability.

The workshop is being held at the Hervey Bay Boat Club on Thursday 23rd February 2006.

The cost is FREE to members and \$15 for non-members

To register, you can contact Carla at the Fraser Coast South Burnett office on (07) 4122 3444 or via email on [cwhite@frasercoast.org.au](mailto:cwhite@frasercoast.org.au)

## Regulatory Red Tape—Have your Say!

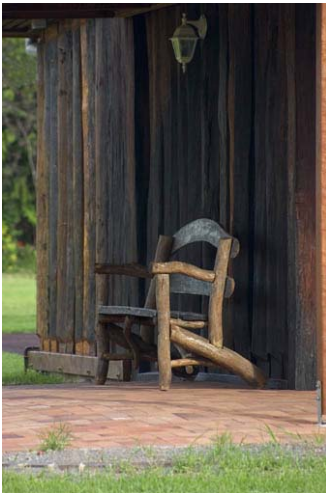
Here is your chance to have your say regarding the impact of regulations on Queensland Tourism industry—your industry!

The Department of State Development, Trade and Innovation are asking tourism operators to take part in the Tourism Regulatory Review Survey which looks at the impact of regulations and is aimed at reducing regulatory red tape.

The questionnaire is online at [www.sdi.qld.gov.au/qldregulations](http://www.sdi.qld.gov.au/qldregulations) and will be open until late February 2006.



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**SOUTH BURNETT**  
SOUTH EAST QUEENSLAND



*To accomplish great things, we must not only act, but also dream; not only plan, but also believe.*

- Anatole France

## Another Accredited VIC in the South Burnett

Congratulations to the Blackbutt Visitor information Centre (VIC) on becoming the 101st Accredited Visitor Information Centre in Queensland!

The accreditation process is an arduous one which includes meeting the high standards set by Tourism Queensland.

Each VIC must comply with a set of rules including opening hours, data collection and access to services etc and must comply on an annual basis to continue to be accredited.

Now the South Burnett have **FIVE** accredited Visitor Information Centres who are able to display the yellow and blue 'i' sign and direct visitors around our region.

Don't forget that the VIC's are always on the look out for new volunteers! If you have a few hours to give and want an excuse to boast about your town, make new friends and learn new skills, then contact your VIC Managers for more information.



## Visitor Information Centre January Statistics

VIC NAME	2005	2006	- / + %
Blackbutt	n/a	382	
Goomeri			
Kilkivan	n/a		
Kingaroy	1,229	1,090	
Murgon	727		
Nanango	839	648	
Wondai	1,278	985	
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



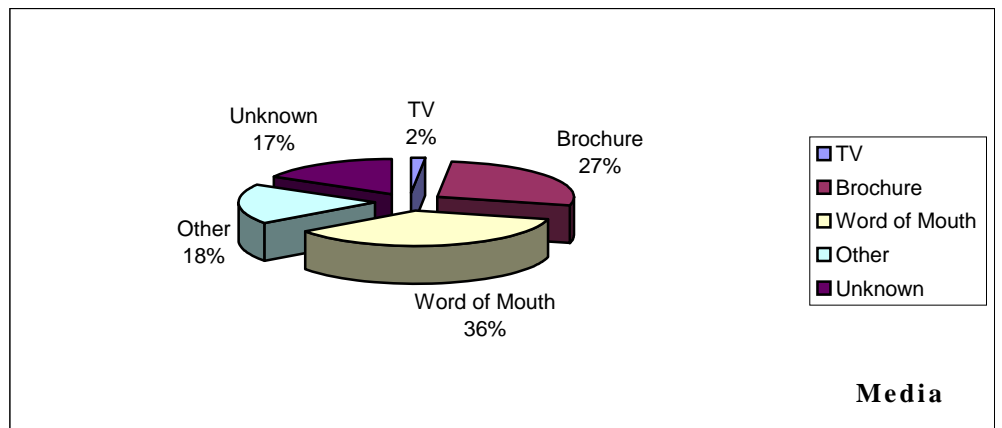
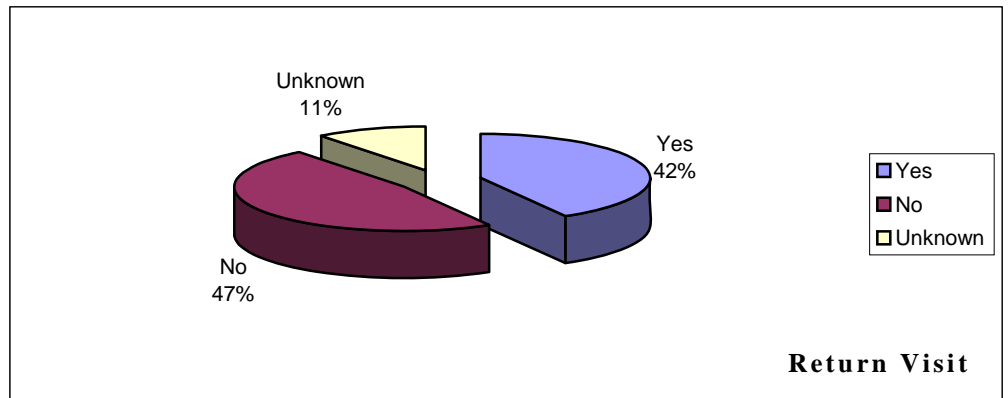
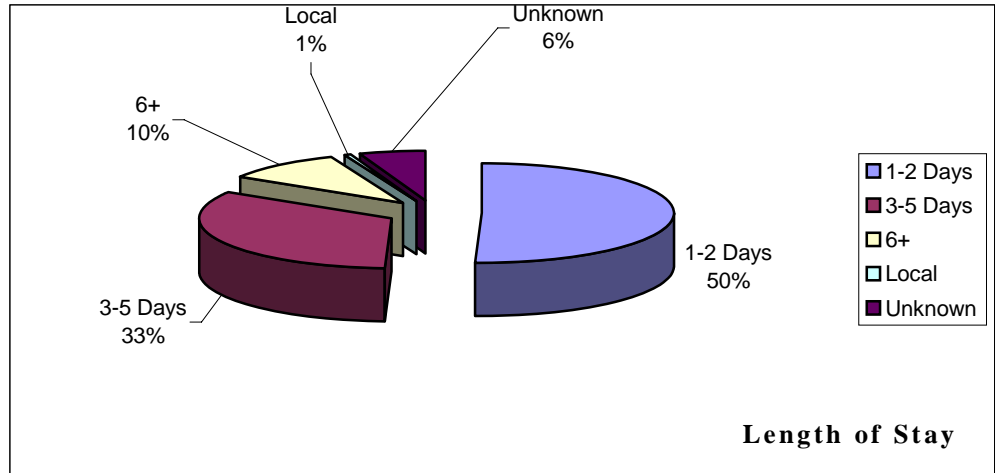


*Each time someone stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, he sends forth a tiny ripple of hope.*

- Robert F. Kennedy



## 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 **180** 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

## January 2006

Date	Event Name	Details	Venue	Contact Details
All February	Art Exhibition @ Kingaroy Information Art and Heritage Precinct	Gallery A O'Sullivan landscape and figure work. Gallery B Local artists, changing each month. Gallery C Craft Gallery changing each month. Well advised to keep an eye on this space.	Kingaroy Art Gallery	Paul (07) 41626272
2nd	Commonwealth Games Queens Baton Relay Event	Official ceremony 5.30pm to 6.00pm. Parade, food / refreshments, Free family entertainment, carnival atmosphere, fire works (to be confirmed)	Intersection of Kingaroy and Haly Streets, Kingaroy - commences 5.00pm	South Burnett Visitor Information Centre Kingaroy (07) 4162 6272
2nd	Commonwealth Games Queens Baton Relay Event - Murgon	Come and watch the Baton on its way to the Commonwealth Games! Aussie Afternoon Tea	QE11 Park & Lamb Street, Murgon	(07) 4168 3864
3rd	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, on the round-a-bout	Wondai Art Gallery (07) 4168 5926
6th	Friends of Cultcha exhibition 'Happy Wanderer'	Opening night and exhibition preview of David McCann collection. 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 Anifotos (07) 4163 0135 cultcha@dodo.com.au
11th & 12th	Boondooma Dam Yellowbelly Fishing Competition	Adult and Junior sections including prizes for daily weigh-ins and the heaviest fish. Lucky draws. Entry is \$15 per adult and \$5 per child (under 16 years). Starts at 5am Saturday and 10am Sunday	Boondooma Dam, via Proston	Alan Keates (07) 4168 5155 (07) 4168 5548 A/H
11th & 12th	Nanango Annual Campdraft	Nanango's annual Campdraft held on the second weekend in February.	Nanango Showground's, Drayton Street, Nanango	Mrs Iris Kleinhanss (07) 4163 1180
18th	South Burnett Speedway	The South Burnett Speedway will be roaring into life with spectacular contests each meet	Kingaroy Showground's Youngman Street	(07) 4162 3011
18th & 19th	Golden Spurs Campdraft	7 event program plus hosting the South Eastern Zone Titles of ACA registered horse and rider. Live musical entertainment on the Saturday night (Murray Lloyd) with a licensed bar, BBQ and other food available. Entry is Free	Proston Showground's, Proston	Jodie Anderson (07) 4168 9298
19th	Murgon Art & Craft Demonstration Day	Gold Coin Entry	The Pulse. Murgon	Mr Bob Dieckmann (07) 4168 6238
26th	Bunya Country Music Afternoon	An afternoon of country music	TBA	(07) 4162 5676

Market Name	Frequency	Shire	Contact Details
Nanango Country Markets	1st <b>Saturday</b> of the Month	Nanango Showgrounds Nanango	Nanango VIC (07) 4171 6871 tourism@nanango.qld.gov.au
Murgon CBD Markets	2nd <b>Sunday</b> of the Month	Main Street Murgon	Bob (07) 468 1728
Maidenwell Markets	2nd <b>Sunday</b> of the Month	Main Street Maidenwell	Gordon (07) 4164 6133
Wondai Country Markets	2nd & 4th <b>Saturday</b> of the Month	Coronation Park Wondai	Andrew 0403 037 300
Yarraman Boutique Markets	2nd & 4th <b>Saturday</b> of the Month	Junction of the D'Aguilar and New England Highway	Roger (07) 4163 8980 0401 941 722
Goomeri Markets	3rd <b>Saturday</b> of the Month	Goomeri	Chris (07) 4168 4031
Kingaroy Friendship Markets	3rd <b>Saturday</b> of the Month	Senior Citizens Hall Avoca Street, Kingaroy	Doug (07) 4162 7300
Kingaroy Country Markets	3rd <b>Saturday</b> of the Month	Kingaroy Showground Youngman Street	Davina 0400 328 462
Blackbutt Country Markets	3rd <b>Sunday</b> of the Month	Main Street Blackbutt Adjacent to Community Centre	Brian (07) 4163 0377
Kumbia Markets	5th <b>Saturday</b> of the Month	Kumbia	Anne (07) 4164 4368