

South Burnett Tourism Talk

In conjunction with the South Burnett Tourism Association Inc.

Welcome to Tourism Talk

Welcome to another edition of Tourism Talk. We have so many opportunities available within our region at the moment, so please make sure you note all of these date claimers down to ensure you don't miss out!

Wine Tourism Programmes

The Winemakers Federation of Australia (WFA) together with the Department of Industry, Tourism & Resources, Tourism Australian and Tourism Queensland have developed the *Wine Tourism Toolkit*. This comprehensive business tool is an interactive CD providing practical information to winery operators looking to maximise the opportunities offered through wine tourism.

The Food & Wine Department of Tourism Queensland has engaged the WFA to conduct a series of workshops across Queensland to assist cellar door operators to fully utilise this comprehensive business tool. South Burnett Workshop will be held on **Wednesday 23rd August 2006**. For copies of the CD, visit www.wfa.org.au/tourismprojects Further details of workshop to be published once finalised.

Food & Beverage Manufacturing & Processing Forum

State Development Centre has organised a forum for the Food and Beverage Manufacturing & Processing Industries to help keep in touch with what is happening within their industry. This networking and education opportunity will take place at Taabinga Homestead on **Tuesday 13th June 2006** with morning tea and lunch provided and is FREE. If you are interested in attending please contact Bridget Edwards from State Development on (07) 4121 1780 or via Bridget's email address on bridget.edwards@sd.qld.gov.au

South East Queensland Country Conference 2006

After the success of the inaugural SEQC Conference held in Toowoomba last year the dates for this years conference has been announced—**Thursday 2nd November 2006**.

The host region will be decided by tender and I will ensure the South Burnett's interest will be registered and we are in with a chance to host this conference.

Ecotourism and Nature Based Workshop

Tourism Queensland in conjunction with Ecotourism Australia will be conducting a workshop for operators involved in or relating to Ecotourism and Nature Based experiences. This workshop will be held on **Tuesday 4th July 2006** from 10am till 2pm. The location of this workshop is yet to be finalised, but I have nominated the Bunya Mountains to host this workshop. This is to be confirmed ASAP.

Kingaroy VIC receives Architect Award

Studio 39 Architecture who designed the new Kingaroy Information Art & Heritage Precinct have received a commendation from the Royal Australian Institute of Architects at the Regional Award presentation on Friday 12th May 2006.

Congratulations to Kingaroy Shire Council and Studio 39

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Tourism Talk

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SOUTH EAST QUEENSLAND



*Four steps to
achievement:
plan
purposefully,
prepare
prayerfully,
proceed
positively,
pursue
persistently.*

William A. Ward



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Product Packaging Workshop—South Burnett

As some of you are aware an fantastic opportunity has arisen for operators to participate in a product packaging workshop tailored directly to your needs!

This workshop will give you the skills to identify and package your product with other products to create a new initiative from which to grow your business. The workshop will also help you identify new business opportunities to help fill low-seasons and develop networks with other operators/products within the South Burnett.

This workshop will be a full day commencing from 9:00am till 4:30pm

This training is nationally recognised and is offered to South Burnett Operators for only \$55 (inc. GST, which includes your workbook, morning/afternoon tea and lunch) There are limited spaces, so please contact Narelle ASAP to obtain a registration form. (07) 4162 6271 or nduggan@sblga.asn.au

New Industry Research Program on the Cards!

Tourism Queensland initiated the Regional Tourism Activity Monitor (R-TAM) when the Australian Bureau of Statistics limited their reporting from 5 bed accommodations houses to 15 bed accommodation houses. As there was no indication on the health of the tourism industry within small regions was the reasoning behind this the implementation of this research program.

R-TAM has been funded by Tourism Queensland and the RTO, but due to falling participation rates and the change in circumstances between the independent body collating the data it has been decided to investigate a new program with more direct administration responsibilities from the RTO.

R-TAM will become defunct in December 2006 and a new system called IPAT (Industry Performance Analyser for Tourism) is being investigated by a steering committee, on which I sit. This system has been investigated and industry are being aided in the implementation of the program by CRC (Cooperative Research Centre) and the University of Queensland .

We are all aware of the extreme importance of having up to the minute, reliable data for individual operators, but also the region. With this data, operators can measure their performance against the rest of the region as well as use this data to set benchmarks against the region.

This program will not only be able to provide live data for accommodation houses, but can report on the health of our restaurants, wineries and tours if operators participate! The South Burnett will also be able to measure our industry against similar regions to ensure our competitiveness.

If anyone is unaware of the R-TAM program and/or what it entailed, please don't hesitate to contact me and I will send you some examples of the data reports produced.

A survey will be sent out shortly to all operators currently registered for R-TAM to obtain industry feedback—I implore you all to complete this questionnaire and return ASAP.

If you have any questions regarding the research program, you can contact Narelle on (07) 4162 6271 or nduggan@sblga.asn.au.



Great thoughts speak only to the thoughtful mind, but great actions speak to all mankind.

Emily P. Bissell



Tourism Blueprint Released

The Smart State tourism blueprint has been released for consultation!

Tourism Minister Margaret Keech has released the draft of Queensland first ever long-term plan for tourism growth. The Queensland Tourism Strategy will provide a shared government and industry blueprint for industry growth over the next 10 years.

Margaret Keech said "Tourism is our third largest export earner, generates visitor expenditure of more than \$18 billion a year and employs almost 140,000 Queenslanders. It is critical that Government and industry work together and plan for the long term future and sustainability of this great industry, and I am proud to release this document"

The key themes of the strategy include:

- coordination, partnerships and community;
- investment, infrastructure and access;
- workforce development;
- developing and marketing a Queensland-style visitor experience;
- natural environment and culture; and
- future insights and research.

The documents release begins the final phase of consultation and provides a further opportunity for Queenslanders and the tourism industry to shape the long-term vision for the Smart State's tourism industry.

Copies of the draft Strategy are available online at qldtourismstrategy.com.au.

Visitor Information Centre May Statistics

VIC NAME	2005	2006	%
Blackbutt	<i>n/a</i>	538	
Goomeri	<i>n/a</i>	<i>n/a</i>	
Kilkivan	<i>n/a</i>	1,026	
Kingaroy	1,310	1,674	27.78%
Murgon	655	775	18.32%
Nanango	875	786	(10.17%)
Wondai	1,642	1,554	(5.35%)
Yarraman	<i>n/a</i>		

**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



Tourist Guide to the Bunya Mountains!

The long awaited release of the new tourist guide to the Bunya Mountains finally came to an end last Saturday with the official launch of the book at the Bunya Mountains award winning café Bunya Forest Gallery.

The Author Wayne Ellis, a local artist has specifically written this book with the visitor in mind; looking at all aspect of the Bunyas including it's history, native flora and fauna and other naturally beautiful aspects of this great icon.

John Bjelke-Petersen officially launched the book and copies are available from the gallery for \$11.95 and can be purchased (at a minimum of 10 copies) for forward sales within VIC's and other establishments.

For more information please contact Kay Joyce on (07) 4668 3020 or on email bunyaforest@bigpond.com

PS—This would make an ideal travelling companion to the Great Bunya Drive brochure! The installation of all 'main route' signs have just about been completed, and with more media planned—we should see an increase in traffic through our region!

South Burnett Map

Finally! We are nearing the end of the consultation process with council and industry for the new South Burnett Map!

The map will go to print in the next two weeks and will be available for distribution in the weeks to follow.

I am formulating a distribution plan for not only within the South Burnett, but also to adjoining regions. As discussed at length this map is to be used not only to help entice visitors into the region but also to give them a tool in which helps them discover the array of attractions we have to offer on here!

I look forward to your feedback once this map has been distributed.

The Country Way—New Direction!

The Country Way project—which was originally called *Highway 17* has taken on a new persona! This project was originally to entice travelers to get off the Bruce Highway and take the New England Highway though the inland route from Sydney to Rockhampton!

The brochure has been around for a while, but seemed to have a limited effect after research showed 'very' limited knowledge of The Country Way Campaign.

With some help (and money) from the State Government, The Country Way Executive Committee have formulated a new Strategic Plan and an entire fresh look at marketing The Country Way! This new plan hopes to increase the consumers knowledge of this route and the 'undiscovered' treasures to be found along the way!

The new campaign will see the old version of the brochure replaced with an 8 page fold out interpretive map which will be paired with a 'Hema' map outlining the exact route to follow. A new website will also be launched along with a major advertising and market-





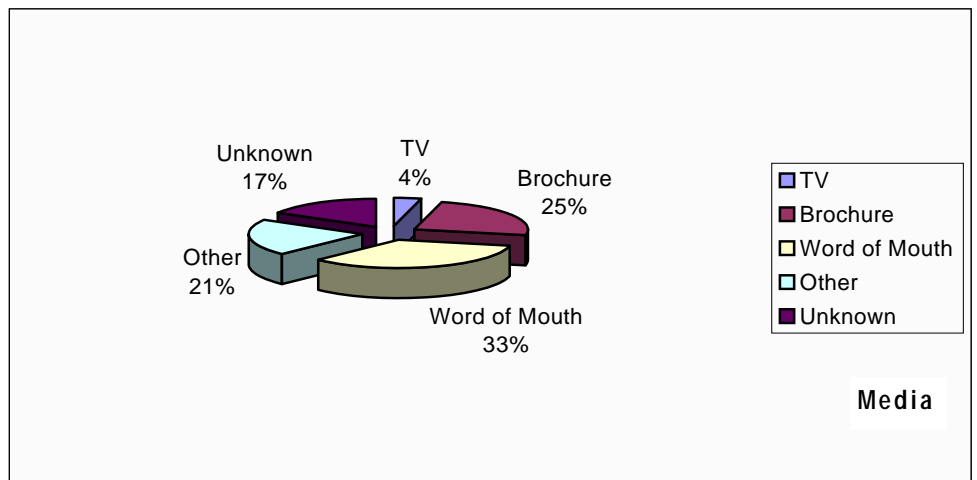
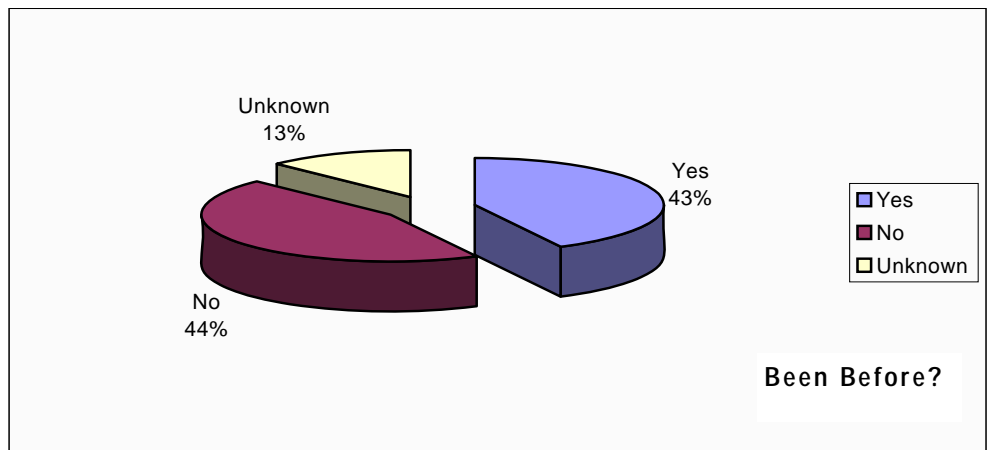
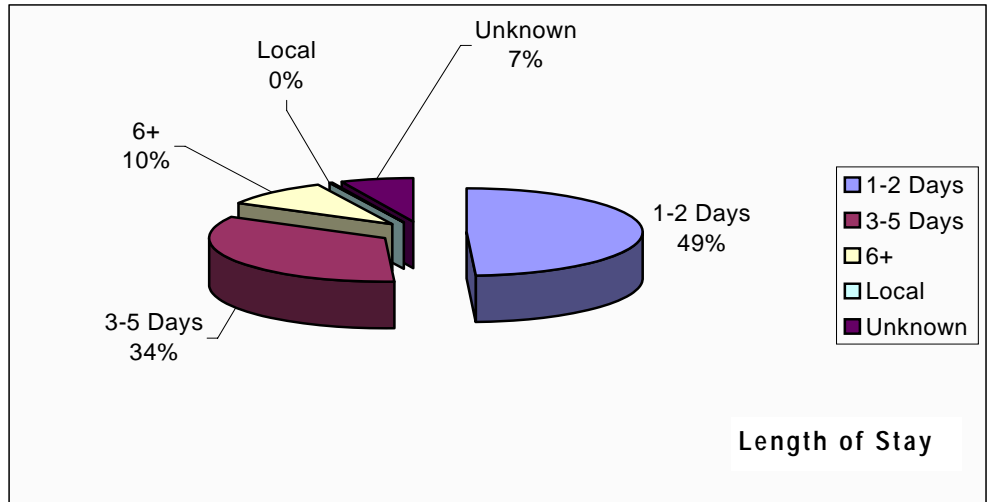
It is the responsibility of leadership to provide opportunity, and the responsibility of individuals to contribute.

Bill Pollard



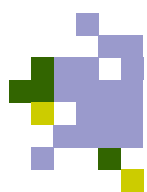
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Comment Card Reports



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 **240** 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

June 2006

Date	Event Name	Details	Contact Details
All June	Art Exhibition @ Kingaroy Information Art and Heritage Precinct	Gallery A Lyn Wenhan - Abstractions. Gallery B Military Traveling Show. Gallery C Craft Gallery changing each month. Well advised to keep an eye on this space.	Paul (07) 41626272
2nd	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
2nd	Music Extension Recital	The top year 12 music students from the Kingaroy State High School will perform their first recital for the year to show their work thus far. This is assessed as a part of their course. Start at 6:30pm and is free admission	Mrs Cindy McLachlan (07) 4162 2955
3rd	'A Guide to the Bunya Mountains' Book Launch	Launch of the new tourist book which gives a detailed account of the Bunyas and all it's natural beauty! Launched by John Bjelke Petersen will start at 10am and follow with a morning tea and book signing.	Mrs Kay Joyce (07) 4668 3020 bunyaforest@bigpond.com
3rd	Scottish Country Dance	Great night of old fashion Scottish dance! Old Time, New Vogue and Monte Carlo will be happening along with supper, luck door prizes, raffles and a good ole' fashion good time. Cost is \$8 per adults and starts at 7:30pm	Liz Sherwin (07) 4163 0334
10th June - 9th July	Bunya Forest Gallery "Timber Treasure"	An exhibition of local artists and craft persons that breathe another life into old timbers gathered from the Bunya Mountains, South Burnett and Western Queensland as they create beautiful functional and purely art pieces. 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
11th	Jazz in the Park	A day of good jazz, good food and good wine! With a soup kitchen, licensed area with limited tables and chairs and you can book your own table for \$10 or bring a blanket and sit in the unlicensed area. Windy City Jazz Men and Blackbutt's own rose Tinted Glasses will be playing. 11am till 4pm and entry is free	Laraine Anifos (07) 4163 0135 oldiesonthehill@bigpond.com
12th	Goat Track Trek	The Murgon community are celebrating the bitumening of Boat Mountain Road with the inaugural Trek up the mountain! Take a walk with the family and enjoy the free sausage sizzle, markets and entertainment - another good excuse to get out and about in Murgon. Starts at 8am till 1pm - \$2.50 per adult and \$5.00 per family	Mrs Cynthia Hatchett (07) 4168 1781
25th	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
Hilltop Markets—Nanango	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
Kilkivan Markets	Every Sunday	