

Tourism Update

17 April 2009



Help us lift awareness of tourism issues and events by circulating this Mackay Tourism Newsletter to your staff and business partners

DESTINATION MARKETING MOVES INTO TOP GEAR

With our peak winter visitor season fast approaching, Mackay Tourism has launched an intense program of marketing initiatives to gain maximum benefit for local businesses. Advertising campaigns with partner products to trigger increased drive and fly-drive tourism have recently been conducted in our surrounding regions of Townsville, Rockhampton and Emerald, and are planned for South East Queensland, Newcastle and the Hunter Valley in May and June.

Grey nomads and backpackers are the targets of further MTL promotional activity by way of advertising in caravan magazines, attendance at the Brisbane Camping and Caravanning Show in June, and advertising in conjunction with Greyhound, who have recently extended their services to Mackay and our Hinterland.

International travellers will be targeted in a promotion to ensure renters of campervans and motor homes travelling the east coast of Australia are urged to make time for Mackay and our region, and explore our rich cultural heritage, natural and man-made assets.

Selected travel agents and wholesalers, domestically and overseas, will be encouraged to sell our destination through educational tips and incentives within a new Mackay Tourism trade newsletter, and MTL will be meeting over one hundred international tour sellers, face-to-face, to negotiate inclusion of Mackay products within their brochures and websites, at the Australian Tourism Exchange in Melbourne in June.

And with the impending opening of the Mackay Convention Centre, Mackay Tourism is actively canvassing future meetings and events for the region, and will be co-hosting a three day familiarisation visit by Convention Organisers, with Council, at the end of May.

Underpinning the various promotional activity and communications, will be the launch of Mackay Tourism's new Mackay Region Travel Planner (our region's prime print and online destination selling tool), a new Mining Trail brochure, and by year's end, a new tourism website for Mackay - Isaac region.

MTL General Manager David Phillips said "While most of our visitor industry is still enjoying healthy trading, competition is becoming fiercer and it is essential we are actively promoting our products and experiences at attractive prices, in the external marketplace"

2009/2010 MACKAY REGION TRAVEL PLANNER - still accepting late bookings

Don't miss the boat - we will accept last minute bookings in the official global destination brochure for Mackay - Isaac Region. This is the prime selling tool, downloadable from the web and an essential investment if you have any sort of visitor product or service you wish to place before potential customers over the next twelve months. Contact Kat Ringrose urgently for details ph: 4944 5833.

INTRODUCE A NEW MEMBER....and win a great getaway for two people

As a member of Mackay Tourism we're asking for your help to encourage local businesses to support tourism in our region. If you introduce a new member and they join Mackay Tourism by 30 June 2009, you will win a fantastic getaway package for two people! Bring them along to our networking function on Wed 29 April to learn more or contact Heather on 4944 5803.

MACKAY TOURISM NETWORKING FUNCTION - 29 APRIL

Come and meet new and old friends - catch up on the 'goss', make some new sales contacts and share a laugh at our next networking function:

Venue: Town Hall (upstairs) Sydney Street

Time: Wed 29 April 5:30pm - 7:30pm

Please RSVP by Monday 27 April - email Heather or ph: 4944 5803

QUEENSLAND TOURISM AWARDS LAUNCHED - AWARD YOURSELF!

Now more than ever, tourism businesses need to identify themselves as leaders in their field and diversify their marketing efforts to attract customers.

The 2009 Queensland Tourism Awards presented by Queensland Airports Limited can assist your marketing and business planning efforts by delivering instant brand recognition for consumers and as a means to help you develop your annual business plan and provide an accurate record and overview for your business each year.

Whether you are an experienced previous entrant or have never entered the Queensland Tourism Awards now is the time to take part in the 2009 program! To find out more, visit the [Queensland Tourism Awards Website](#) or contact Kym Stephenson at QTIC on 07 3238 1969.

QTA SEMINARS 2009

Don't miss out on the opportunity to hear first hand "How to Write an Award Winning Submission". Join expert presenters as they outline the benefits of entering the Queensland Tourism Awards and explain the ins and outs of writing a submission.

The awards offer significant media exposure resulting in substantial increases in trade and occupancy for winners and finalists. The benefits of entering are not just confined to winners, by addressing the business-focussed criteria; entrants put themselves through a rigorous process of self analysis to support their business planning. Now more than ever, it is critical that operators understand and meet their business objectives in order to maintain that competitive edge!

Gain invaluable insight into the awards process and to catch up on changes to criteria & submission requirements. Click [here](#) for locations, dates and times.

THE FEDERAL GOVERNMENT'S FAIR WORK BILL

The Federal Government's Fair Work Bill will come into operation on 1 July 2009. Therefore, the next three months provides a final window of opportunity for the current agreement process to be implemented.

Chamber of Commerce & Industry Queensland (CCIQ), can provide an overview of Fair Work Australia and how it will most likely affect your preferred workplace arrangements. Additionally, they are able to deliver specialist consulting services to transition existing AWA or ITEA into collective agreements to provide your workplace with up to five (5) years of certainty.

If you are interested in learning more, CCIQ can arrange for a consultant to call and discuss how you can introduce an agreement based on your relevant award into your workplace, easily and inexpensively. As a special service in conjunction with Mackay Tourism, CCIQ are offering CCIQ members who are also Mackay Tourism members, a standard agreement at discounted rates.

For further information, contact the Chamber of Commerce & Industry Queensland Mackay office on:
Ph: 07 4955 8700 or email mackay@cciq.com.au

YOUR INTERESTS REPRESENTED...

We were recently invited to present our industry's views to the Senate Select Committee on Fuel and Energy when it sat in Mackay. We stressed to the Senators that while we thoroughly acknowledge and support the urgent necessity to take far more action now to protect our environment and sustain the future of our industry, we urge government to minimise the adverse impacts from any new carbon pollution reduction scheme. We pointed out that our industry is already burdened with taxes and compliance issues and in the current environment further significant business costs and/or disincentives to consumers to travel could cause tourism operators to cease being viable and resulting in unemployment - particularly in regional communities.

Last week our Board met with the new State Minister for Tourism and Fair Trading - the Hon Peter Lawlor. In a very brief visit to Mackay we were able to provide a whirlwind tour of the city, and present him with an overview of our industry and its foreseeable challenges and opportunities. The Minister was keen to learn about Mackay and our region, promised to return soon for a closer look, and we believe, understood the issues we tabled constraining tourism growth. We reminded him of the various ALP election commitments for tourism and urged an earliest possible decision for the future of the Showgrounds.

MTL'S CONVENTION SALES LEADS CALENDAR - ARE YOU USING IT?

Gold and Platinum members of Mackay Tourism receive this valuable (confidential) publication three times annually - it provides listings of forthcoming Conventions and Events, dates, venues and most importantly, contact details for the organisers. We recommend you use the calendar thoughtfully, approaching the organisers in writing in the first instance, possibly offering your product or service in conjunction with another member business, to present an attractive proposition suited to their needs. Remember that these customers are often looking for something unique and imaginative to enhance their event in our region - creative flair and absolute professionalism in your presentation - be it a simple letter or a comprehensive package - is most likely to win the business.

RIVER ROCK TO MOUNTAIN TOP COMMUNITY FESTIVAL

The River Rock to Mountain Top Community Festival in the Pioneer Valley towns from Marian to Eungella is on the 8th - 10th May 2009. Enjoy the Lantern Parade Fri 8th in Mirani at 6pm, plus a wide variety of events including art, sport, cultural and many more. Bring Mum up the Valley for Mother's Day! With entertainment and special lunches to make her day special. Programs available at Mackay Tourism and Pioneer Valley Tourism. Contact Mary O'Neill ph: 4958 5236.

HOSPITAL BRIDGE FAMILY OPEN DAY

Bring the family along to celebrate the opening of the new Hospital Bridge on Sunday 26 April from 9:30am to 1:30pm on the new Hospital Bridge.

Main Roads, as part of the Q150 celebrations need your help to name the new Hospital Bridge. The name could be Indigenous, fauna or flora species, artists, sports people or historical events that are linked to the local area. Q150 is Queensland's celebration of 150 years of independence from New South Wales. As part of the Q150 celebrations Main Roads is naming a number of structures across the state in recognition of the essential role roads and bridges have played in building Queensland's prosperity.

For more information visit the **Main Roads** website or call (07) 4951 8555.

HMAA TOOLS OF THE TRADE TOUR 2009

HMAA, Australia's peak body representing the nation's accommodation providers, is hammering out the final details of their "Tools of the Trade Tour '09". The tour will provide HMAA members with a valuable ongoing resource of information to equip accommodation providers with a range of tools to supplement their business knowledge and operations. It will include sessions on accommodation makeovers with tips, tricks and tools, to refresh and update properties as well as an industry head to head with an opportunity to drill down current issues. The tour will be held in Mackay on 22 April 11am - 3pm at Coral Cay Resort 16 Nebo Road. Further details are available from HMAA on 1300 304 397.

STAFF CHANGES AT MACKAY TOURISM

Sadly our very able and personable kiwi - Suzanne Harrison, our Manager Administration / Financial Controller, is leaving us with husband Chris who has a career move to Rockhampton. In her place, we welcome Deborah Ludlow, who commenced with us today.

Veronica Malagueno has replaced Belinda Galea as our Business Events Executive. Veronica and Hannah (our Digital Marketing Executive) both report to Kat Ringrose, Marketing Manager - and look forward to working with members in the weeks and months ahead.

WELCOME TO OUR NEW MEMBERS

Sunlover Reef Cruises - Cairns. Contact Ned Prior on 4050 1333 or res@sunlover.com.au

Cape Tribulation Resort & Spa. Contact Jamie Neal on 4098 0033 or reservationscoconut@oceanshotels.com.au

Ferntree Lodges & Hostel - Cape Tribulation. Contact Jamie Neal on 4098 0033 or reservationsferntree@oceanshotels.com.au

Hides Hotel Cairns. Contact Nick Moon on 40312276 or hideshowel@oceanshotels.com.au

Heron Island - Gladstone. Contact Alison Conroy on 1300 134044 or email travel@voyages.com.au

Quest Serviced Apartments - Mackay. Contact Russell Spurrell on 0437 007261 or questmackay@questapartments.com.au

OAMPS Insurance Brokers - Contact Terry Berryman on 3367 5054 or terry.berryman@oamps.com.au

Waterfront Getaway - Dolphin Heads. Contact Gary Stokes on 4942 4431 or magsealq@bigpond.net.au

Your MTL Support Team

David Phillips, General Manager 4944 5844 gm@mackayregion.com

Heather Patava, Partnerships Manager 4944 5803 partnerships@mackayregion.com

Suzanne Harrison, Manager Admin/Company Secretary 4944 5822 finance@mackayregion.com

Kat Ringrose, Destination Marketing Manager 4944 5833 marketing@mackayregion.com

Marc Turner, Destination Management Officer 0407 222 243 dmo@tourismwhitsundays.com.au

Hannah Cushway, Digital Marketing Executive 4944 5811 digitalmarketing@mackayregion.com

Veronica Malagueno, Business Events Executive 4944 5855 businessevents@mackayregion.com

Nebo Road Visitor Information Centre

Toni Pennell, VIC Supervisor 4944 5888 vicsupervisor@mackayregion.com

Kelly Redgen, Customer Service Officer info@mackayregion.com

Tara Yeatman, Trainee Customer Service Officer cso@mackayregion.com

Townhall Visitor Information Centre

Lyn Egan, Customer Service Officer 4951 4803 townhall@mackayregion.com

Michele Flor, Customer Service Officer townhall@mackayregion.com

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