

Tourism Update

17 July 2009



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

SPECIAL MECC INVITE TO MTL MEMBERS

Mackay Tourism has arranged for a special conducted tour of our new Mackay Entertainment and Convention Centre by MECC manager Mark Fawcett, for MTL members. Mark has also very kindly offered refreshments at the conclusion, and we hope every member will take this opportunity to view our new facilities, with some of their staff.

Where: MECC - Civic Precinct Alfred St Mackay (meet at box office)

When: Tuesday 21 July 2009

Time: 12 noon until 1pm

RSVP: Heather on 4944 5803 by close of business Monday 20 July



AGM SET FOR TUE 22 SEPTEMBER AT ILLAWONG BEACH RESORT

Our 2009 Annual General Meeting has been set for 4pm on the above date at Illawong Beach Resort. The formal notice of meeting and Board nomination papers will be circulated to all members by the end of next week. We expect that four Board seats will need to be filled, and those seeking nomination, and the members nominating and seconding them, must be financial for 2009 / 2010. Members standing for the Board must be of Gold or Platinum status. If the number of nominees exceeds the places to be filled, a postal ballot will be conducted, with subsequent announcement of the successful electees at the AGM. Please diarise our AGM now, and consider how you can help ensure our next MTL Board includes the very best and committed people we can muster for this vital role in our community.

2009/2010 MARKETING PLAN FOR OUR REGION - YOUR OPPORTUNITIES

We expect to be able to advise all members of our detailed Marketing Plan for 2009/10 within the next fortnight. We are currently awaiting advice from Mackay Regional Council of their funding commitment, and assessing coop opportunities offered to our region by Tourism Queensland, and will then be able to advise you of the specific initiatives we plan for this new financial year. This information will include the target markets, timing and extent of promotional activity for our destination (including ad campaigns, pr initiatives, trade and consumer shows, digital and direct mail initiatives, and familiarisation visits), and most importantly, ways in which you can be a partner and promote your own product. We are sure our plan will offer a number of really valuable opportunities for you - so would ask that you retain some flexibility in your own marketing budgets and activity programs in the meantime.

MEMBERSHIP RENEWAL COMPETITION WINNER

Congratulations go to Greg Sutherland and his team at Skills Training Mackay, who were the lucky winners of the \$2000 worth of radio advertising with SEA or HOT FM, thanks to MTL Platinum members Macquarie Southern Cross Media.

A CONVERSATION WITH TQ FORUM

As a valued tourism stakeholder in the Mackay region, Tourism Queensland (TQ) wishes to extend a personal invitation to you to participate in their "Conversation with TQ" industry forum on Monday 20 July 2009 at the Mackay Grande Suites, 9 Gregory Street, Mackay from 5.00 to 8.45 pm.



This forum will give TQ the opportunity to hear from you and inform you how TQ can add value to your business. It will also give you the chance to hear about TQ's strategic direction for 2009/10 and liaise with TQ specialists in key areas such as aviation, brand and marketing, research, digital marketing, product development, publicity and international markets.

TQ recognise and value your role as pivotal to the overall success of tourism in Queensland, particularly during these difficult and challenging times and they look forward to hearing your views on how they can most effectively support the future of tourism in the Mackay region. Please rsvp to Sandy Griffin by close of business today Friday 17 July.

HAVE WE RECEIVED YOUR MEMBERSHIP RENEWAL FORM AND PAYMENT?

Thank you to all Mackay Tourism members who have renewed their membership. MTL has planned an exciting year of activity to build tourism to our destination, but we are reliant upon strong support from our industry. You should have received your membership renewal form in early June, and we need your renewal urgently to get cracking on the many tasks ahead of us. We urge you to consider investing in Gold membership if you wish your product or service to be aligned with our many marketing initiatives.

In the absence of renewal, your membership will lapse on 31 August and with a host of exciting new leisure and business tourism sales opportunities, your financial membership of Mackay Tourism is more important than ever. Please contact Heather on ph: 4944 5803 if you have any queries about your membership status or entitlements.

TOURISM FUTURES CONFERENCE

Tourism Australia, Tourism Queensland, Department of Employment, Economic Development & Innovation and Gold Coast Tourism are staging the seventh National Conference on Tourism Futures from 17-19 August 2009 at the Surfers Paradise Marriott Resort & Spa, Gold Coast.

As a member of Mackay Tourism you are entitled to a 25% discount off a full registration for this year's conference. Given the range of key issues the industry currently faces it is vital that practitioners and leaders of sectors that have a direct and indirect role in tourism, take time off to re-examine and redefine their actions. To view a summary on keynote speakers [click here](#).

WHAT'S ON IN JULY/AUGUST

15-18 July WHITSUNDAY VOICES YOUTH LITERATURE FESTIVAL Whitsunday Anglican School Beaconsfield

19 July SUNDAY IN THE PARK Tropical Sun Garden Lawn Mackay Regional Botanic Gardens 2pm - 4pm

24 July DANCE PARTY Community Hall Celeber Drive Andergrove 8pm - midnight

25 July MACS SPEEDWAY SPRINTCARS 17 Bells Road Walkerston

25 July G&S ENGINEERING WINE AND FOOD DAY Queens Park 11am

1-2 Aug SARINA ANNUAL SHOW

8 Aug 15th ANNUAL DAFFODIL BALL Mackay Entertainment Convention Centre, 6.30pm - 10pm

12 Aug MACKAY REGIONAL CAREERS MARKET EXPO

12-15 Aug CLERMONT GOLD & COAL FESTIVAL

14 Aug MACKAY VS TOWNSVILLE CHALLENGE AT PALMYRA DRAGWAY Bells Road, Walkerston

For full details [click here](#) to visit our online calendar of events

MEMBER PROFILE - MR RENTAL

Mr Rental's core business is renting home appliances such as fridges, washing machines, televisions, sound systems and game consoles. You can also rent business equipment such as computers and data projectors as well as furniture and exercise equipment. One of the best things about renting is you can upgrade at any time and always have the latest appliances in your home. Mr Rental also provide short term options, e.g. if your washer or fridge breaks down they can help. Mr Rental offer FREE delivery, FREE service and FREE installation in the Mackay region. Call Mr Rental on 4942 5916 or visit their showroom at shop 4 North Point Retail for any of your electrical, furniture or exercise needs.



WELCOME TO OUR LATEST MEMBER

We are delighted to welcome our latest new member:

New Pioneer Motors ph: 4969 4299 or email reception@newpionermotors.com.au

Your MTL Support Team

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

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

Deborah Ludlow, 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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