

Tourism Update



24 Sept 2009

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

AGM SUCCESSFUL AND NEW BOARD NOW IN PLACE

Mackay Tourism's 2009 Annual General Meeting took place this week at Illawong Beach Resort. The meeting was well attended, and our Board Directors for 2009 / 2010 were announced:

Paul O'Connor, Macquarie Southern Cross Media, Chairman
Nick uit den Bogaard, Comfort Resort Blue Pacific, Deputy Chairman
Narelle Pearse, Regional Economic Development Corporation, Audit Chair
Col Adamson, Reeforest Adventure Tours
Nick Bennett, Minds Aligned
Kevin Clarke, Ocean International Hotel
Anna-Maree Coco, Canelands Central
Cr Ann Crawford, Isaac Regional Council
Cr Dave Perkins, Mackay Regional Council
Terry Simpson, Mackay Airport P/L
Lee Skerman, Mackay Grande Suites

The Board will meet next on Thursday 8 October. Please feel free to approach any of your Board Directors, or our staff listed below, if you have any questions or comments about MTL policies or procedures.

The meeting also approved the change of Constitution proposed by your Directors, and the re-appointment of DGL Accounting as our company auditors.

GM David Phillips presented an overview of the achievements during 2008 / 2009, and our plans for Product Development and Destination Marketing in the months ahead. If you'd urgently like further detail (and we have much to share with you), please call the appropriate manager or senior staff listed below.

Thanks to Vernon, Antoinette and their team at Illawong Beach Resort for supporting our AGM so well.

The MTL Annual Report may be read or downloaded from the MTL website at www.mackayregion.com

TWEET TWEET IS THE WORD ON THE STREET!

We have recently adopted social networking sites as part of our communications strategy - and why not? Social networking is a fertile ground for conversations about the brands and issues that matter to you - including your own! If you ignore these, those conversations will take place without you. So, it's better to be seen and be involved than to stand back or worse still, be overshadowed by your competitor.

The great thing about social networking is that it's free and relatively quick - after the initial setup! And it puts your product/brand in-front of millions of people. Conventional communication strategies are often characterised by intermittent spikes of activity followed by extended periods of silence; say following a press announcement or product launch. Social networking sites such as **Twitter** and **Facebook** can be your regular stream of informal, low level communication that fills the gap between those activity spikes and reminds the world that you are still alive and active!

Currently on Twitter we have 25 followers (and growing) including Minister Peter Lawlor! And we are following tweets by TQ, Mackay Regional Council, Ben Southall and others. As well as our twitter page, we are also in the process of creating a Facebook fan page - so we can share our beautiful region with the rest of the world - for free!

So what is Twitter and Facebook? Twitter - Is a communications tool that combines blogging, social networking and messaging. It allows people to post 140 character messages (referred to as 'tweets') which are published on a publicly viewable page referred to as a 'stream'.

Facebook - The most popular social networking site around, allows users to create a 'Fan' page for their

business/brand. Once you've registered your profile you can post images, video, messages, links to newsletters and press releases etc. directly to your fan base. A great way to spread the word on changes to your business, a product/campaign launch, or any other key communication messages, directly to the people, your customers, who want to hear about it.

Find a way to fit social networking into your wider communications strategy. Both of these sites can be used as an effective platform to build stronger relationships with your audience, but if you plan to integrate these into your communications strategy you should commit to updating on a regular basis, otherwise it is a pointless exercise.

For more information on using social networking sites as part of your comms strategy, contact Kat Ringrose, Marketing Manager on 4944 5833.

CONGRATULATIONS TO OUR BEST IN BUSINESS AWARD WINNERS!!

Our hearty congratulations go to Robyn Shulkins and her team at Cape Hillsborough Resort for winning the best Accommodation/Tourism category and to Darren Donnelly and his team from Fish D'Vine for winning the best New Business category and the best Restaurant/Cafe/Take Away category.

QANTASLINK AND REX BOTH ADD MACKAY / TOWNSVILLE FLIGHTS

Over the next month, both airlines will be adding additional flights between MKY and TSV, presenting good opportunities for our region to attract new business. We see these flights (with attractive competitive fares) as being particularly useful for business travellers, visiting friends and relatives, and TSV residents travelling to attend events in Mackay. If you'd like to explore the marketing opportunities for your business, it may be valuable to speak with MTL Marketing Manager Kat Ringrose.

BRING YOUR STAFF CHRISTMAS PARTY TO BRAMPTON ISLAND

Why not reward your staff with a Christmas celebration like no other? Come and relax on Brampton Island's beautiful beaches, and indulge in a great Christmas dinner with your group. For a limited time, Brampton Island is offering free return launch transfers valued at \$104 per person. Brampton Island Christmas package is \$192 per person and includes one night's accommodation, two course Christmas dinner, glass of sparkling wine on arrival, Christmas decorations, full recovery breakfast and free return launch transfers. Bookings close on 9 October. Contact Voyages on 02 82968000 for bookings.

FREE WATER SAFETY CD FROM QTIC

Queensland Tourism Industry Council has produced a new water safety handbook on CD. This manual has been produced by QTIC in partnership with Surf Life Saving Queensland and Tourism Queensland as an outcome of the QLD visitor safety working group. The purpose of this handbook is to provide best practice guidelines for tourism operators to assist in keeping QLD visitors safe in all aquatic environments.

This free resource is available to tourism industry operators both online and in CD format. If you would like copies of this CD please contact QTIC on ph: 3236 1445 or email info@qtic.com.au

MEMBER PROFILE - Sky's Function Venue

Sky's Function Venue is fully licensed and located at Magpies Sporting Club Glenella Rd, North Mackay. Sky's Function is the perfect place to conduct seminars, presentations or parties and can cater for groups from five to 400.

Sky's Function Venue provides you and your guests with a joyous occasion which is "extra special". With their delicious menu selections and great service they are sure to make your event a special occasion with many wonderful memories.

Sky's Function Venue would love to help you plan your next event, so call them for assistance with creating your next extraordinary day. Contact the Functions Manager on 4965 6100 who will be happy to help with any requirements or email functions@magpiesmackay.com.au



WHAT'S ON IN OCTOBER

- 26 Sept - 4 Oct MACKAY YACHT CLUB'S FESTIVAL OF SAIL Mackay Marina
- 2 MACKAY FOUNDATION CHARITY LUNCHEON South's Leagues Club 12:00pm - 3:00pm
- 2-11 THE AUSTRALIAN PSYCHIC EXPO Magpies Sporting Club, Glenella Road 9:00am - 7:00pm daily
- 3-4 RIVER TO REEF FESTIVAL Bluewater Quay along River Street 11:00 - 3:00pm
- 3-4 FULL MOON PARTY Middle Percy Island departure meeting point Mackay Marina
- 4 HEARING THE DRUM MARKETS Australian South Sea Islander Hut Mackay Botanic Gardens 10:00am - 2:00pm

8 LIGHT THE NIGHT The Gooseponds North Mackay 5:00pm registrations 7:00pm walk commences
9 MACKAY VS TOWNSVILLE CHALLENGE AT PALMYRA DRAGWAY Bells Road Walkerston 6:30pm - 9:30pm
13 IAN MOSS & WES CARR 'SHAKE IT UP' TOUR Magpies Sporting Club doors open 7:00pm show starts 8:00pm
13-17 HAMILTON ISLAND TO MACKAY YACHT RACE Mackay Marina
17 PIONEER VALLEY COUNTRY MUSIC ASSOCIATION MONTHLY SOCIAL NIGHT Uniting Church Hall Walkerston 7:30pm

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

WELCOME TO OUR NEW MEMBER

J.O. Mobile Mechanical Repairs & Maintenance - contact Jacob O'Riely on 0424 281964

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
Julie Keen, Customer Service Officer townhall@mackayregion.com

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