

**Queanbeyan Business Council
Executive Officer Report
QBC Executive 3 April 2007**

Matters arising from 27 February meeting that required EO Action:

1. **Sensis:** Sensis has advised that the problem is **still** not resolved; however, work is in progress and the EO has highlighted the issue again through the column in the Queanbeyan Age.
2. **3rd Annual Tourism Conference in Griffith NSW.**
(EO notes on the conference to be distributed at the meeting).
170 delegates attended the two day Local Government and Shire Association Conference including Mayors, General Mangers, Economic Development Officers, Councillors, Executive Officers, Tourist Managers and Officers. The theme of the conference was **“Tourism an investment for public and private enterprise”**. The Mayor of Griffith Dino Zappacosta, who opened the conference, said that; “with shared goals and a key role of local councils supporting tourism, makes an area a good place to live. Protect the environment and deliver goods and services to the community. There is a new and emerging management of the environment, climate change, real challenges to tourism, ecotourism, back to nature community consciousness and demand on leaders to sustain the community which makes:
“Tourism a smart investment by smart communities”.”
4. **VIC Exhibition area.** The EO is investigating opportunities to display (on consignment) local produce/products as an added attraction for visitor to the centre and an income opportunity for the QBC. Other VIC's are reporting success with similar activities. It is also planned that an exhibit of the new HQ be mounted at the Visitor Information Centre.
5. **Capital Region Business Expo.** The QCC held a meeting on Tuesday 27 March with Simon and the BEC to discuss content of exhibit. QCC may develop a Mini CD or DVD Information disk for distribution at the event plus large posters and other material. Simon and the EO will prepare QBC material for display including VIC material. This would include the VIC Queanbeyan video if a DVD player can be sourced.

Other EO activities from 28 February to 3 April 2007.

1. **Queanbeyan Age Excellence Awards.** The inner executive on Friday 23 March approved the opportunity to become a \$500 sponsor of the Queanbeyan Age Excellence Awards to be held on May 5 at the Queanbeyan Conference Centre. The awards recognise the achievements in local retailing, services and manufacturing. QBC sponsorship includes the QBC Logo displayed during the award evening, Logo on all promotional tickets, posters and table brochure and Bronze member sponsor in the hall of fame. The award dinner can arrange for a QBC table at a cost of \$65.00 per head. Please advise the EO of your interest at the Executive meeting.
2. **New Defence HQ:** The QBC President attended an onsite meeting at the construction site of the new Defence HQ between Queanbeyan and Bungendore on 8 March. Construction appears to be on schedule and the first floor of the main building is currently being poured. Contractors still expect the development to be completed by June 2008. Representatives of the consortium and those employed in defence services are planning to attend a quarterly QBC meeting towards the end of May in conjunction with a visit by Gary Nairn.
3. **Australian Visitor Information Centre (AVIC) -Audit.** On 23 April AVIC will conduct an audit of the QVIC. Operational manuals, procedures and other materials and premises are currently being checked in readiness.
4. **T-Shirt Sales.** Riverside Plaza provided merchandising space this month and T-shirts are now on display at the Plaza. Remaining stock is 63.
5. **Staffing/Budgeting.** In addition to the new casual staff member last month (Sue Lipscomb) we have been able to attract two new volunteers Yvonne Crocumbe and Eileen Daniel who have commenced training and will be rostered on from Monday to Friday.

Staffing at 28 March 2007 including EO.

Full Time	Casual	Volunteer
2	4	4
Sandra and Ian	Simon, Ursula, Sue, Helen	*Rachael, Catherine, Geoff, Ivon, Yvonne, Eileen
* Rachel is expecting her first baby in June.		

4.1 Budgeting: The QVIC is operating 6.5 hours per week over accreditation requirement.

Operations QVIC/Accredited level 2

	Accreditation	Actual	+ or (-)
Days	363	363	-----
Hours	43	49.5	+ 6.5
Mon to Fri: 8.5 hrs per day Sat: *3hrs and Sun: 3 hrs			
Note 1: QVIC to be audited on 23 April 2007 (from 12.30 to 2.30pm)			

Recommend: reduce VIC operations by 3.5 hrs per week.

Mon to Fri saving of 0.5 hrs per day or 2.5 hours per week @ \$22.70 can be made = **\$2,724.00 p/a**

*Sat saving of 1hour x 2 people of \$50 (currently open 9.00am to 1.00pm) = **\$2,600.00 p/a**

Total saving of \$5,324.00 p/a

n.b. 1. QVIC will still be operating 4 hours per week over the requirement; however, to maintain a quality service it is not practical to shave another 4 hour per week from the operation.

n.b. 2. This issue will form part of the Treasurers report.

5. Subject to discussion at the Executive meeting the QBC priorities were identified at the Inner Executive meeting as:

- >ensure 1:1 contact with all members at least 3 times per year
- >commence membership renewals by mid *April 2007*
- >prepare appropriate documentation for renewal campaign (some material already prepared)
- >identify prospective members by priority categories
- >prepare advertising prospectus (draft already started) for accommodation provider members (VIC advertising panel)
- >progressively take over MYOB bookkeeping role (account payment/cheques preparation is currently being administered by the EO and MYOB training commenced)

6. From early April QBC activities will to be scheduled (*pending approval and other suggestions*) using the following table as a guide only to time scheduling and targeting:

Activities	Mon	Tue	Wed	Thu	Fri
QBC	<p>Consultation with President/Vice President and Hon Secretary on weeks activities, issues...</p> <p>One day per week to be scheduled for a 1 hour coffee meeting for members to obtain QBC update, share and raise issues for action.</p>	<p>Projects, policy, member & strategy activities.</p> <p><i>Scheduled to coincide with executive and committee meetings</i></p>	<p>Target new members.</p> <p><i>n.b. Priority listing to be drawn up in consultation with the inner executive</i></p>	<p>*Visit QBC members.</p> <p><i>n.b. Priority listing to be drawn up in consultation with the inner executive</i></p>	<p>Consultation with President/Vice President and Hon Secretary on weeks activities, issues</p> <p>Admin/Bookkeeping for QBC and QVIC</p>
QVIC	<p>Projects, accommodation/tourism provider's visits and tourism liaison.</p>				

*** It is suggested** that the EO arrange an opportunity for members to meet on a weekly basis, for approx 1 hour to discuss QBC activities and issues in relation to their business.

7. It was further suggested by the EO that:

The following process is implemented to provide some uniformity of direction and outline the QBC position on “issues”, minimising any internal contradiction.

- EO/et.al. to record (from site visits), members opinions, suggestions and recommendations on these topics
- Collate these responses, activate as appropriate and prioritise as a QBC project, e.g. Public Relations, QCC liaison, State/Federal Government liaison, Regional relationships and so on....
- All industry associations and organisations in the Region to be identified/listed for QBC liaison and formal communications. *This will maximise the QBC profile and role in the community with the potential to attract membership and sponsorship.*
- Re-visit the QBC objectives to ensure they are still current and realistic
- The QVIC be identified by the QBC as a strategic and pro active vehicle for:
 - QBC profile
 - New memberships
 - Members benefit
 - Shopwindow for new “investors to Queanbeyan” e.g. businesses or families relocating
 - **The red carpet gateway to Canberra**
 - The provider of the *Investors to Queanbeyan*” package of business, new resident or education information (*most of the information is available, it only requires re-packaging*)
 - The Industry/Development committee
 - The Retail/Tourism committee

The overall aim is to ensure a uniform voice approach be maintained and promoted to members and prospective members and the community.

Attachments:

A. Executive Officer notes and attachments on the Local Government and Shire Association Conference in Griffith on 12-13 March 2007 and the Tourist Managers Exchange meeting on 14 March 2007.