

**Local Government and Shire Association
Tourism Conference Griffith 12-14 March 2007
EO Notes on the conference**

Please note presenter comments reported on may not be 'exactly recorded' and are, at this stage for the purposes of discussion with the QBC Executive only.

The conference theme:
“Tourism an investment-for public and private enterprise”

Mon 12 March

Local Government & Shire Association (LG&SA) Tourism Conference was opened by the Mayor of Griffith City Council; Cr Dino Zappacosta who welcomed the 170 attendees.

The Mayor 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 new and emerging management of the environment, climate change, real challenges in tourism; ecotourism, back to nature, community consciousness and demand on leaders to sustain the community. Tourism is a smart investment by smart communities and over the next few days many inspiring stories to listen to and learn from.

(Session-1) S-1. Keynote Address: John O’Neill Executive Director and General Manager Tourism NSW.

Highlights of the address:

- In 2006 NSW won 5 major awards in Australian tourism.
- 17.5% increase in visitor nights in NSW (regional up by 4.5%).
- Low cost carriers Tiger Airways-Singapore coming in to the regional market
- 5 new 120 seat aircraft
- TAS will initially target 3% of market
- Increase fleet with up to 20 aircraft within 5 years
- The challenge for NSW Tourism is to define our destinations and be conscious that Tourism is mostly managed by local government.
- We also need to recognise that *‘Community is not a commodity’*.
- Keep asking what is the Destination Life Cycle
- Tourism worth \$23b in NSW employs 1 in 8.
- World youth week (18 to 25 year olds) in July 2008 is planning for 500,000 visitors with 120,000 from overseas
- New NSW web site contains 10,000 products and events
- LG crucial to success of tourism.
- **“A great place to visit is even a better place to live”.**

S-2. Address by Owen Johnson-Donnet, Deputy MD Tourism and Transport Forum Australia Ltd.

Highlights of the presentation;

- Regions need to be investment ready.
- Should LG be in the game of attracting tourism? (Infrastructure Partnership Australia).

Why Tourism is Good for You

- Jobs
- Multiplier effect
- Image defines your image
- Sustainability- New residents, new skills....
- Tourism 11.1% of all exports,
- \$75b tourism expenditure of which 48% is in regional Australia.
- Tourism competes with education, health, and transport.
- 180k employed of which 63k in regional NSW more important in the regions than in Sydney
- State government funding has dropped by \$8m and expenditure dropped by \$923m
- Domestic tourism is 80% of total market

- International tourism exporting around 4.3% new visitors from India, China, Middle East, South Africa, and Indonesia.
- Need to provide then what they want, information, language etc.
- Investment climate potential- what is, what was, what could be...
- 74% of operators finding difficulty in filling vacancies
- hotel labour turnover 48.6%
- Employee comments “tourism is what you do before you get a real job”. Our challenge is to change this thinking.

LG opportunities:

- Streamline planning processes with clear requirements and clear outcomes defined
- Establish master plans with tourism investment opportunities clearly defined
- Create a visitor friendly culture
- Define local identity-diversity vs homogeneity
- Get on the front foot-don’t wait for the investors to come to you.
- *“Tourism relies on a vision for the future”*

S-3. Forum-Tourism Investment, practice and performance.

Prof Leo Jago: The state of the Tourism Industry;

Positive	Negative
Fuel prices	Accreditation
Labour shortages	Changing demographic profiles
Flat domestic tourism	Tourism marketing
Sustainability challenge	Disasters
New Aircraft	Low cost carriers
Focus on the experience	Global warming
Crucial role of SME’s and LG	Share of household spending on tourism has fallen 16%
Integrate within LG	Tourism perceived as risky
Strategic planning	Tourism not seen as attractive investment
Coordination with external stakeholders	Tourism anonymous compared to other industries
Commitment to implementation	Tourism not a real job
Early retirement-discretionary expenditure	Have to be seen to supporting “it”
New product	

Quote from Prof Leo Jago: “If you sneak away for the weekend take the attraction with you”.

S-4. Bill Wright, Chairman, ID South Pacific.

Highlights of the presentation;

- Predict an increase of 15% inbound tourism up to 2015
- Fuel price increases-plan your strategies
- Towns by-passed by visitors because they do not have anything to offer
- **n.b.** not all towns can offer attractions to tourism but its region may be able to...
- Tourism needs support and commitment of State and LG
- Assess your communities assets
- Plan your increase of visitor numbers on a sustainable basis
- Question: *Are tourist attractions a thing of the past?* Answer: *Yes if they are not upgraded to meet client demands*
- Give priority to the importance of Regional Branding
- What is the next Big Thing?
 - >Experience nature as a soft adventure,
 - >Renewing and repackaging attractions,
 - > Updating and improving regulations.
- Investor decisions made on the basis of the support of:
 - >LG

- >Economic Development Manager
- >Relations hip with Chambers of Commerce

**S-5. Andrew Well, Marketing Director, Mt Panorama Resort, No 1 Conrod Straight.
(\$50m resort development-Bathurst)**

Highlights of the presentation;

- Project managed and under construction by: Reverse Engineering and Woodhouse and Banks Architect and Peter Brock Foundation
- 7 Storey building,
- Instigated by Bathurst Council with a \$40m financial support
- Resort will promote a minimum of 5 major events per year
- Resort will hold community open days and site tours
- **“Critical to keep locals informed of your project progress”**

S-6. Lorraine Duffy, National Affairs Manager, HMAA

Highlights of the presentation;

- National peak body of the accommodation industry representing accommodation providers
- Business tourism increasing
- Tourism/Motel investors looking for receptive LG and a management development plan to invest in Motels
- More top end accommodation needed in regions. Local operators not contributing to the community
- What is your vision for Tourism? **QBC/QVIC and QCC**
- We can train your staff
- LG Plans and strategies are critical for successful planning of your project and investment

S-7. Justin Butterworth, Furnished Property Industry Association (Check web site for slides)

Highlights of the presentation;

- Remember the growing trend of **“Alternative Accommodation”** (serviced apartments) 360k rooms in NSW \$180b of investment increase at 1% p/a
- Property boom supply due to:
 - >Lifestyle-demand
 - >Distribution of changing events
 - > Changes to owner managed operations
 - >Incentives in/for: tax, family and friends syndicates, ROI
- New market of: holiday at home visitors, business visitors international visitors, individual/family relocations, medical needs relocations....
- Changes in nights stayed from 1/2 to average of 9 nights
- Only 0.0003% complaints per annum
- Local councils not reporting complaints or not being complained to
- No detrimental effect on Hotel and Motel trade

S-8. Grant Funding: Policy, Program and Actuality

Noel Taloni, Product Manager Australian Development Tourism Program (AusIndustry).

Highlights of the presentation;

- \$4m available this round. Minister Fran Bailey announced the opening of Round 4 of the *Australian Tourism Development Program* (ATDP) on Friday 2 March 2007.
The ATDP is a highly competitive merit-based grants program that aims to assist in the development of a continuous tourism experience across Australia. Applications for Round 4 close at 5 pm Australia Eastern Daylight Saving (AEDST) on Friday, 27 April 2007. The Australian Government has allocated more than \$31 million over four years from 2004-05 to 2007-08 to the ATDP to increase the diversity of tourism products and services, and to encourage tourists to move more widely in Australia. There are two separate categories of grant: Category 1: Tourism Projects; and Category 2: Integrated Tourism Development Projects. Each category has separate eligibility, evaluation and funding requirements. There is a separate customer guide and application form for each category. To date, almost \$22 million has been allocated to 133 projects across Australia. The documentation for Round 4 is available from the AusIndustry website www.ausindustry.gov.au.

S-9. Lisa Peterson, Deputy Sales Manger NSW State Office-AusIndustry

Highlights of the presentation;

- Application for grant funding will require pre planning, identification of what activities you will undertake and outcomes expected and for whom. All claims require to be substantiated.
- Grant funding creates many employment benefits and an improved profile for the region.

S-10. Robyn Rae, Rainforest Way Project Manager

Highlights of the presentation:

- Northern Rivers Trails has had a Nature Tourism plan in place since 1994.
- The projects success has been built on:
 - >A strategic plan with stakeholders and developing strategic alliances
 - >Project partners
 - >Proving value for money
 - >Sustainability
 - >Linking the project to social issues
 - >Demonstrating that you can make a positive and measured impact
 - >Product packaging
 - >Destination development
 - >Build relationships and all levels
 - >Developing clear and realistic

Creative Communities

S-11. Neil Druce, Green Grove Organics (Liquorice and Chocolate Factory)

Highlights of the presentation:

- One of our major clients-‘the tourist’ want to come to factory and eat samples and **have fun**
- Our factory tours aim to put everyone at the same level
- Our marketing approach is: “its done nowhere else” “know one else is doing it”
- We simply have an approach of “Value add the flour”
- Chocolate: for women its their No 1 craving; “for men its different”
- All business clients are craving for something out of the ordinary-we try and satisfy that craving
- We clearly recognise that we have Two Products: Tourism and Chocolate products. Our simple measurement to date shows that when *one is up*, the other will *be down* and we plan on that basic cash flow data.
- We see Tourism as the Bait and the Hook:
 - >**the bait** has to be appealing, catch the imagination, be different, way-out of the ordinary, the
 - >**the hook** is to entertain (to draw together and hold) people looking for a relationship
 - >for the tourist in our business it takes 3 seconds to form a relationship and
 - >3 mins to serve them.
- We conduct a series of product competitions for the tourist on the basis that “the winner buys the most product” It works every time....
- What does your visitor want?-our Tourist client wants something for free? We give it to them and then they give to us....a purchase order
- We work hard at our word of mouth policy
- For each \$1 spent by the tourist (in any tourist business) it has the potential to multiply 5 times for your region, town or city.
- We simply keep our marketing simple

S-12. Dr John Montgomery, (Town Planner) Urban Cultures Ltd

Highlights of the presentation:

Creative Industries: As a former academic and now in that ‘real world’ I see great opportunities in Tourism as I wear my “old hat” underneath the new and look at the prospects of associations/integrations. Creative Industries (or sometimes known as Creative Economy) refers to a set of interlocking industry sectors, and often cited as being a growing part of the global economy. Creative industries are often defined as those that focus on creating and

exploiting intellectual property products; such as the arts, films, games or fashion designs, or providing business-to-business creative services such as advertising.

- Arts and the economy
- Location and specialisation
- Building Firm foundations
- Identifying Export opportunities, big or small
- Imports and import substitution
- Exploring division of labour
- Imitation and innovation
- Know your local consumption
- What are the Clusters in your community
- The more diverse you can have in place the more wealth you can create
- Inspiring book “Creative Cities” by Charles Lundy
- Distinctiveness creates demand
- Added by Ian McGinn: Creative Industries web sites useful to assist understanding of the industry value e.g. see Creative industries From Wikipedia, the free encyclopedia...
- Another book “Theories of the Creative Milieu, by Gunnar Tornquist 1978
- **Invest in:** applied creativity, creativity-education matters, cultural economy (formal arts)
- Grow a varied economy-small is beautiful
- Promote café culture, achieve good build form through urban design, Market image

S-13. Paul Clitheroe-(grew up in Griffith).

Highlights of the presentation:

- Money started for him in Griffith because there was so many good business people
- If I pay tax I have had a good year
- I invest a large amount of money in Tourism
- Economy is the net aggregate effect of the actions of individuals
- Why spend money on Tourism? The population base of the Pyramid has shrunk because of “the Pill”.
- Tourism operators and investors need to be aware of the demographics to seize the opportunities
- Statistics are showing that one in three women will soon be living to 100...
- Aging: I have been investing in “health stocks for 10 years. Population living longer, retiring earlier and have MORE LEISURE TIME...MORE TIME FOR TOURISM and Tourism is \$’s
- Dreams have changed; it no longer includes the lawn; its activity based; its health...
- Can you guess how much Super will end up in tourism
- The Global economy currently is as good as it gets in history!
- I am privileged to chair (?) Governments Financial Literacy Task Force ans as part of its aim is to “provide money skills as a cure for our children”.
- Who are the new visitors to our shores? China and India; are we ready for them?

S-14. Presentation of the Rod Murdoch Awards for Tourism.

Highlights of the presentation:

First award was for a Visitor Information Centre who made a major contribution to Tourism. The award was won by Goulburn VIC.

Second Award was for an outstanding Individual Contribution to Tourism. The award was won by Les Moulds of Inverell.

Tuesday 13 March

S-15. Peter Brooks, General Manger, Griffith City Council

Highlights of the presentation:

- GCC understand the importance of tourism and shortly we will be implementing a new BRAND for our region.
- In addition, we are identifying who are our new Tourists will be and who they are now As a result we have produced our new DVD in Mandarin and Italian which also compliments our relationships with sister cities in those countries.

S-16. Jonathon Kobus, Australian Capital Tourism and Colin McLean, Manager Regional Operations Tourism NSW

Highlights of the presentation:

- Project Scan has been a two year study on the needs of tourists in the following regions: Snowy Mountains, Capital Country, Australian Capital Tourism and for Tourism NSW. Project Scan will finish on 30 April 2007 with a possible extension for further research, product development, and a tactical marketing campaign
- Bookrite system introduced with great success an accessible for VIC's and other operators.
- E-promo campaign has also been successful
- Survey has shown a change in a trend towards "multiple stops" by the Tourist.
- Scan will leave a Longer term Legacy with genuine returns for the tourist provider.
- Australian Regional Tourism Convention in 31 October-2 November to be held in Canberra

S-17. Monique Kronk, Tourism Manger, Parkes Shire Council

Highlights of the presentation:

This presentation was an inspiring example of what can be done by CREATING an event when you have no or few Tourist attractions. A few Elvis fans in 1993 made the first attempt at an Elvis festival; persistence won in the end...

- Tourism Investment has Parkes "**All Shook Up**"
- 2nd Week-end in January Elvis Lives in Parkes; 5 days of events-coincides with Elvis birthday
- Run by non-profit **volunteer** committee
- Initially No support from local community, or businesses...
- Elvis Express Train runs from Sydney
- Country Link is a great marketing investor
- Rex Priscilla Plane-**Rex, a very cooperative marketing partnership**
- Events with a good business proposition attract the support of sponsors and potential volunteers
- Relationships marketing has been a big part of our success
- Create the story angles then put your PR into action
- Parkes has the World record of 147 Elvis impersonators at one gathering
- Created a \$10m spending
- Attracted 71% first time visitors-and booked out for 2008
- 1,150 in church at Elvis ceremony
- Elvis Central: shop developed for the festival selling over \$40,000 in Elvis merchandise
- Vital to plan for "investing in sustainability"

S-18. Investing in Infrastructure-Accessing Your Destination

Bob Baldwin MP, Parliamentary Secretary to the Minister of Tourism and Resources

Highlights of the presentation:

- \$75b generated by Tourism in NSW employing 6.5% workforce and 11.1% of exports
- National Tourism Road Strategy....
- Think critical mass; signage more important than the brochures

S-19. Darryl Mellish, Bus and Coach Association Airline and Regional Community Partnerships a path to quality success

Highlights of the presentation:

- Need LG to be committed to public transport
- Car and Coach parking strategies to be defined and implemented. Examples were shown of lack of town planning in one region causing significant safety and traffic disruptions.

S-20. Geoff Breust, Managing Director, Regional Express (Rex)

Highlights of the presentation:

- 25 new Saab 340's being introduced over next 3 years
- Rex operate on time, is affordable, and working with the community
- Fares 20% lower than 4 years ago

- Involved in Community partnerships; co-invest with local council, co-invest today for the upswing for tomorrow
- Partnerships and co-investing has meant growth for Rex
- Question from the floor: why does Rex no longer operate from/into Canberra? Answer: \$9.2m loss, competing for 850k passengers per year for an average fare of \$90 and 25 return, competitor services per day, Commonwealth contracts with other airline. Since taking resources elsewhere it has improved our services to other regions, and, at a profit.
- Canberra airport issue seen as secondary to Brindabella Business Park

S-21. The Role of the VIC's and their economic contribution-panel discussion

- Chair of panel: Some people need to be reminded that
"VIC's are not just brochure distribution centres"
- Sally Nolan-EO Wagga Wagga VIC; do you know what to say to investors coming to town? If you do not have an attraction rich destination and rely on surrounding shires, develop relationships with shire personnel and work closely with the EDO. Wagga VIC receives 7k enquiries per month, monthly what's on including: the 1300 number, web site, *info packs for business*, packs for students, pass info on to *commercial response unit, new residence function, guided tour of the City*, Gentleman's path to pleasure,

S-22. Kate Ferguson-Tourist Manager Gunnedah VIC

- Volunteers
- VIC= A range of development teams? **Check with Kate**
- Empowering the local community to become tourist ambassadors
- VIC= A multi faceted benefit to your community

S-23. Matt Colohan-Tourism Manger Dubbo City VIC

- 414k visitors, 18m
- W/Plans Zoo, 30 years old
- 20k enquiries per month, staffing similar approach to Queanbeyan, \$640k operating budget, cost to ratepayers is 300k per year.

S-24. Rod Caldecott-Richmond Valley VIC

- Measuring the economic return, more strategic planning and economic analysis required

SESSION B Case Studies

S-25. Ripples on the Creek

Julie Walters-Ripples on the Creek and Susie Colston EDO-Kyogle Council

- We operate an Alpaca farm and B&B with a theme of getting up close and personal with our animals
- Our relationship with the VIC and Shire has positioned us as a main industry reference point, with each sharing in ideas and opportunities for the development of the region as a tourist location.
- Other important relationships that we have developed are: Real Estate Agents, EDO, 6 monthly meetings with Mayor and Town Planner, and other tourist providers.
- Our EDO was our first port of call when we came to the region and was instrumental in our regional networking.

S-26 Investment in Cowra

Ruth Fagan (also deputy Mayor)-Tourism Manager, Cowra Tourism Cooperation independent NFP since 1967. Ruth has recently taken up a new position with the Cancer Council.

- Developed a turnover of 30k from souvenirs at two outlets
- Tourism attracting over \$1m (?) Creating an additional \$350k of wages to Cowra. CCC provides 22% contribution to income.
- Benefits of Tourist Awards providing recognition of quality services and respect of the tourist community in particular our relationship with Japan.
- Strategy to manage Motor Homes-a big issue for Cowra
- The Cowra theme –“The Great Escape”

S-27. Encouraging Investment

Greg Binskin-Tourism Manager Wollongong CC

- What are tourism managers challenged with: EDO relations, the Strategists, the Marketers, Event Planners, Community Liaison and the inevitable 'hander outer of brochures' Sadly they are seen to only be the later.
- The WCC \$49m investment in Grand Pacific Drive has created a new ICON for the State, one in which we could all possibly share.
- We needed a clear vision for the project; we had the best real estate, a planning expert, we had sound research, effective and progressive community consultations, sound benchmarks, a strong marketer, a communications strategy-PR agency, performance tables, external image as a place to live, tracking the image campaign, research was/is critical to he project.
- Result: room nights up, revenue up, trade and media famils increased, ongoing media clippings, supporting collateral, increased numbers through conference and events, attracting investment with 3 new hotels opening providing 200 more rooms, cross regional "driving investment" strategy, a new master plan document, a new cross regional touring route, development of the \$6.8m Southern Gateway Centre development (open by Xmas)
- A reminder of emerging markets for NSW tourism: There are more millionaires in China than population in Australia
- "Chase new business from new market places"
- The three big f's for a tourist manager: fuel, flu and fighting
- Bring your chief to your new markets front door.

S-28. Farm and Nature Tourism

Cr Jan Barham-Mayor, Byron Shire Council

- We have taken a farm and nature approach to tourism requiring: sustainable agricultural strategy (developed in conjunction with a community working group), this strategy sits alongside our settlement strategy, resource management plan and land use policy, access to research, community support through community liaison, emerging farm and nature tourism,
- Our New Tourism plan is "integrated into every aspect of what council does" including section 94 plans.

S-29. Rose Wright-Australian Regional Tourism Research Centre

- Our centre works in partnership with tourism planning staff
- Successful regional tourism project developed "on your property field day" where we take tourism strategies and ideas to the property owners to show how rural communities and farm businesses can share in tourism opportunities.
- Run series of workshops (4) with all the strategy questions, processes
- The farmer however, (from our experience so far) needs 6 to 18 months to finalise implementation
- We assist with ongoing web site support
- 15.38% of tourist in NSW stayed on Farms

Ideas/Topics for discussion with the QBC Executive/and its committees.

Session No.

Session.

S-1. John O'Neill ED and GM Tourism NSW

Opportunity to utilise quotes for PR material:

- “A community is not a commodity”
- “A great place to visit is even a better place to live”
- “Tourism relies on a vision for the future”

Ensure QVIC is listed in the new NSW products and events web site.

Action: Sandra

S-29. Australian Regional Research Centre (ARRC)

Opportunity to develop a series of workshops (perhaps in association with NSW farmers Association) for the Queanbeyan region rural communities based on the ARRC project “on your property field day”. It was noted that 15.38% of tourist to NSW stay on farms.

Action: EO/Retail and Tourism Committee.

S-2. Owen Johnson-Donnet, Deputy MD Tourism and Transport Forum Australia Ltd.

Local Government (LG) tourism opportunities:

- Streamline planning processes with clear requirements and clear outcomes defined
- Establish master plans with tourism investment opportunities clearly defined
- Create a visitor friendly culture
- Define local identity-diversity vs homogeneity
- Get on the front foot-don't wait for the investors to come to you.
- “Tourism relies on a vision for the future” **Action:** EO/Retail and Tourism Committee.

S-3. Prof Leo Jago-Tourism Investment, practice and performance.

Opportunity to utilise quotes for PR material:

- “If you sneak away for the weekend take the attraction with you”.

Action: Sandra

S-4. Bill Wright, Chairman, ID South Pacific.

What is the next Big Thing? (for the Queanbeyan Region) some trends are:

- >Experiencing nature as a soft adventure,
- >Renewing and re-packaging attractions
- > Updating and improving regulation.

Critical to realise that Investor decisions are made on the basis of the support of:

- >LG
- >Economic Development Officer/Manager (EDO)
- > Chambers of Commerce/Business Councils/Associations. **Action:** EO/Retail and Tourism Committee.

S-6. Lorraine Duffy, National Affairs Manager, HMAA

Who are the potential new investors for Tourism/Motels and or “Alternative Accommodation”? (Queanbeyan Region)

- Investors will be looking for looking for receptive LG and a management development plan to invest in Tourism/Motels-do we have “a tourism investor plan” for Queanbeyan?
- More top end accommodation needed in the regions.
- Limited support currently from local operators who are not contributing to the community
- **Note S-5**, the \$40m support by Bathurst Council for the Mt Panorama Resort
- * **Note S-7** the growth trend of Alternative Accommodation (serviced apartments) with 360,000 rooms in NSW with \$180b of investment increasing at over 1% per annum with no detrimental affect on Motel/Hotel sales. An opportunity to attract this investor to Queanbeyan?
- What is the vision for Tourism in the Queanbeyan Region? **Action:** EO/Retail and Tourism Committee.

S-8. Noel Taloni, Product Manager Australian Development Tourism Program (AusIndustry).

Highlights of the presentation:

- Tracey Lamont-Vice Chairperson of Braidwood Village Tourism has asked for the support of the QVIC with an application to AusIndustry in Round 4 of the merit-based grants program *Australian Tourism Development Program*. The grant is being sought to develop the '*Kings Highway Route*'; a tourism route/project to promote the adjacent regions from Batemans Bay to Canberra. This will be a similar project to the Tablelands Way a tourism route from Canberra to Muswellbrook.

Action: EO

S 10. Robyn Rae, Rainforest Way Project Manager

Highlights of the presentation:

This presentation sparked some promotional ideas/themes:

- **Canberra you can see it from Queanbeyan**
- **South Coast you can get there from Queanbeyan**
- **Lifestyle you can get it Queanbeyan**
- **Queanbeyan you're in it and you wont want out**
- **Queanbeyan you're in a great town stick to it**
- **Conquer the world from Queanbeyan**

Creative Communities

S-11. Neil Druce, Green Grove Organics (Liquorice, Coffee Beans)

Highlights of the presentation:

We see Tourism as the Bait and the Hook:

>*the bait* has to be appealing, catch the imagination, be different, way-out of the ordinary, the

>*the hook* is to entertain (to draw together and hold) people looking for a relationship

>for the tourist in our business it takes 3 seconds to form a relationship and

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> for each \$1 spent by the tourist, it has the potential to multiply 5 times for your town or region

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S-12. Dr John Montgomery, (Town Planner) Urban Cultures Ltd

Highlights of the presentation:

- Arts and the economy
- Location and specialisation
- Building Firm foundations
- Identifying Export opportunities, big or small
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- Exploring division of labour
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- Know your local consumption
- What are the Clusters in your community
- The more diverse you can have in place the more wealth you can create
- Inspiring book "Creative Cities" by Charles Lundy
- Distinctiveness creates demand
- Added by Ian McGinn: Creative Industries web sites useful to assist understanding of the industry value e.g. see Creative industries From Wikipedia, the free encyclopedia...
- Another book "Theories of the Creative Milieu, by Gunnar Tornquist 1978
- **Invest in:** applied creativity, creativity-education matters, cultural economy (formal arts)
- Grow a varied economy-small is beautiful
- Promote café culture, achieve good build form through urban design (e.g. Star Q Deli)

Some useful planning approaches for local campaigns.

Action: EO/Retail and Tourism Committee

- Population living longer, retiring earlier and have MORE LEISURE TIME...MORE TIME FOR TOURISM and Tourism is \$'s
- Dreams have changed; it no longer includes the lawn; its activity based; its health...
- Can you guess how much Super will end up in tourism?

S-13. Paul Clitheroe.

Highlights of the presentation:

- Money started for him in Griffith because there was “so many good business people”
- I invest a large amount of money in Tourism for myself and my clients.
- On defining the economy he said: “*Economy is the net aggregate effect of the actions of individuals*”
- Are we ready for our new visitors? E.g. China, India...

A perceived need to develop “tourism” based relationships with local government. For example **S-15**, where Griffith CC are implementing a new Brand for the region and identifying who the new tourists are and will be to the region and tourism projects being developed with sister cities in Italy and China.

Paul Clitheroe appeared to be suggesting, like so many others at the conference, that tourism is an investment word, not a ‘*drain* on the resources of city councils-word’. In addition opportunities to re-establish relations with sister city Minami-Alps City (Japan).

Action: EO/Retail and Tourism Committee

S-17. Monique Kronk, Tourism Manger, Parkes Shire Council

Highlights of the presentation:

An inspiring example of what can be done by CREATING an event when you have no or few Tourist attractions. The Parkes story is a challenge for Queanbeyan; if Tourism Investment has Parkes “**All Shook Up**”

What will shake up Queanbeyan?

How crazy should we get?

For example:

How about Queanbeyan as the “**Red carpet to Canberra**”.

i.e. A **one metre wide red strip** from Queanbeyan CBD to Parliament House and Canberra CBD sponsored by a paint company or local businesses?

Action: EO/Retail and Tourism Committee

S-21. The Role of the VIC’s and their economic contribution-panel discussion

Highlights of the presentation:

Chair of panel: “Some people need to be reminded that”

“VIC’s are not just brochure distribution centres”

Sally Nolan-EO Wagga Wagga VIC; is forwarding copies of information packs that are distributed to potential or new businesses/investors coming to town.

She also posed the questions:

Do you know what to say to investors coming to town?

Do you have the right information?

Can you get the right information?

Are you targeting investors?

What strategic partnership/s are in place with city council?

In addition if you do not have an “*attraction rich destination*” and rely on surrounding shires, develop relationships with shire personnel and work closely with the EDO.

These questions and opportunities present the most practical approach (in the EO’s opinion) to developing the QBC/VIC operation as a shopfront for its members and investors.

Action: EO/Retail and Tourism Committee

S-26 Ruth Fagan (also deputy Mayor)-Tourism Manager, Cowra Tourism Cooperation

Cowra VIC has operated as an independent NFP organisation since 1967. In discussion with Ruth she indicated that previous meetings had been held with members of QCC re the VIC, however, she would be pleased to address the QBC and discuss how some of the Cowra operational successes may be applied to Queanbeyan VIC.

Action: EO/Retail and Tourism Committee

Wednesday 14 March

Tourism Managers Exchange Agenda. (Program attached)

Attending the exchange agenda included:

3 Mayors, 1 Councillor, 1 General Manager, 5 Executive Officers, 4 EDO, 15 VIC Managers, Tourist Officers, State Tourism Area Managers, Events Coordinators and Council Marketing Personnel.

I have written notes on the topics; however, the minutes of the meeting will be published shortly and will be distributed to you.

The key topics were:

- Urgent need to be one voice in NSW for tourism. Currently there are 6 key tourism bodies and at least 30 other tourism associations in addition to the State Governments NSW Tourism.
- Varying understanding of the tourism industry
- Varying knowledge of consumer needs
- DSRD to skill-up tourism operators
- Need a clearer tourism signposting policy
- Development and funding of new products
- LG and SA not getting a voice in tourism
- VIC to be audited every two years (Queanbeyan within a few weeks)
- Drought strategy required to support the regions
- AVIC targeting a growth of 3%. 178 VIC's in NSW with 62 at level 1 and a significant increase in level 3.
- VIC's versus new technology; what are the threats?
- What are the destination challenges for NSW tourism operators
- NSW requires an increase in education programs about the value of tourism for local economies

“Some interesting conference one-liners”

- “Community is not a commodity”
- “A great place to visit is even a better place to live”.
- “Tourism relies on a vision for the future”
- “If you sneak away for the weekend take the attraction with you”.
- “Critical to keep locals informed of your project progress”
- “Integrated into every aspect of what council does”
- “VIC’s are not just brochure distribution centres”
- Experience nature as a soft adventure”
- “Renewing and repackaging your attractions”
- “Tourism-the bait and hook factor”
- “Retirement dreams have changed: It’s no longer the lawn; it’s activity based it’s health...”
- “Can you guess how much of your superannuation you will spend on tourism”
- “Tourism investment has Parkes all shook up”

