

**Queanbeyan Business Council
Executive Officer Report
QBC Executive 26 June 2007**

Agenda item 5-proposal to establish a Queanbeyan Development Corporation. Since my confirmed appointment in September 2006 I have been fortunate to arrive at a time of significant achievement and growth of the QBC activities. We are now building on that progress through a relentless focus on our core business and at the same time laying the foundations for the progressive growth of Queanbeyan. Everything that we do has one key objective: to build a sustainable business council and VIC for the long term, generating value for our members and the community while making sure that they can always trust us to do the right thing. Pursuing new routes to achieving a sustainable business community (as outlined in my last report based on visit to the LGSA in Griffith NSW) I believe will be greatly enhanced by the establishment of a Queanbeyan Development Corporation. Such an organisation would ensure we continue to, manage an impact on the community and the environment with great care and assist make the QBC in particular a better provider of services.

One negative to this proposal would be to relinquish the management of the VIC. As the QBC EO I strongly oppose such relinquishment; this would be a retrograde step. The time of the VIC team, executive member volunteer time and expertise and money invested is showing a return for this investment. Changing management would lose the momentum and intellectual property gains to the community and new investors to the region with the potential of disruption and or loss of the existing VIC team including the volunteer program developed by the QBC. Good governance is a priority; we have an executive with the right blend of skills to support and challenge the VIC team. We have proved that we are well placed to meet the challenges we face and to achieve our growth objective as managers of the VIC and the regionally recognised, established tripartite arrangement of the VIC, QBC and the BEC.

Matters arising from 3 April meeting that required EO Action:

- 1. Sensis:** Sensis has advised that the problem could be resolved by July.
- 2. VIC Exhibition Area.**
 - The Mawamball Art Group-Exhibition (a group of Indigenous elders from all parts of NSW who have settled in Queanbeyan) exhibited from 18 May to 18 June.
 - EO has had interest from the Poachers Pantry to exhibit local produce. This exhibit will highlight the regional produce of the regions Poachers Trail. See www.poacherstrail.com.au
 - ACTEW/AGL and Country Energy have expressed interest in exhibiting energy awareness; dates not yet confirmed.
 - To date only two other members have expressed interest in exhibiting at the VIC.
- 3. Capital Region Business Expo (organised by Regional Events Australia).** The combined QCC/QBC and BEC stand (theme *Queanbeyan Open for Business*) at the business expo on 23 and 24 May received over 2,200 visitors. A negative was the unavailability of parking. The Retail/Tourism meeting on 12 June strongly expressed that a future Business Expo needs to be Queanbeyan focused and located.
- 4. Australian Visitor Information Centre (AVIC) -Audit.** On 23 April AVIC conducted an audit of the QVIC. I am pleased to report that the QVIC has retained its level 2 accreditation and was commended by the auditor for its quality of service and centre operations.
- 5. T-Shirts and Polo Shirts:** 110 T-Shirts and Polo Shirts ordered from Sportsbiz Queanbeyan
- 6. External Light Box:** issue now settled at an agreed amount of \$3,000
- 7. Coffee Mornings.** Members 1 hour QBC information coffee mornings proposed at last meeting has resulted in only three attendees over 6 sessions.
- 8. Membership.** Membership renewals were mailed out on 15 June. EO will follow up with on site visit to all members commencing Monday 25 June.

Other EO activities from 4 April February to 25 June 2007.

1. **Monaro Street Awnings and Shop numbers:** Queanbeyan Age published *attached* article on 15 June. The Retail/Tourism committee will hold further discussions towards next stage of revamp for Monaro Street
2. **Membership Information Pack.** *Attached* draft of new Member Information Pack for membership campaign.
3. **New “Experience Queanbeyan” brochure.** Story boards and quotes are being obtained for new Queanbeyan brochure design and layout. The EO advised the Retail/Tourism committee that stocks of “old” brochure were estimated to last another 6/7 months and there was no immediacy for a decision to be at this stage.
4. **Advertiser Prospectus.** *Attached* draft copy of internally illuminated sign board Advertiser Prospectus.
5. **Queanbeyan in Bloom (QIB).** During discussions with Clare Marlow on the 2007 QIB event, the EO proposed a new approach to “Bloom”. He said that there are many innovative businesses in Queanbeyan (who are blooming) and this would be an ideal opportunity to promote them. The concept was expanded when the EO introduce C Marlow to Warren Williams MD of Codarra Advanced Systems who is working with a high school project on innovation. W Williams was agreeable to discuss further with the school and follow up with the EO and C Marlow.
6. **Malicious Damage Prevention Strategy (MDPS).** EO has received two responses from email previously distributed to members seeking their input to the MDPS.
7. **University of Canberra (UCAN).** The QBC/VIC hosted two Indonesian work placement program students who were attending a 3 month ‘centre for developing cities’ program at UCAN. The EO prepared a 4 day structured workplace program which included time spent with the EO, Simon, QCC, BEC and the VIC team. The QBC received a \$3,850 (incl GST) fee. UCAN have expressed their thanks for the quality of the on-site program prepared and conducted and have indicated that further work placements are being planned.
8. **VIC Operating Hours.** New operating hours of the VIUC commenced on Monday 30 April. Monday to Friday: 9.00am to 5.00pm and Saturday and Sunday: 9.00 to 12.00noon including public holidays.
9. **Rotary Club of Queanbeyan.** The EO presented an overview of the QBC activities and current issue to the Rotary Club of Queanbeyan on 18 April.
10. **QVIC.** The EO hosted the Capital Country Tourism Managers meeting on 8 May at the VIC. The agenda included: improved imagery capture of the region, improved website product development, increase presence of the region through southern tourism data warehouse (**note** the VIC receives a fee for updating information on this site of \$250 each time its required), range of marketing strategies and proposal by the EO that regions adopt a suit of local level data similar to that provided to the southern highlands. Minutes of meeting available on request to the EO.
11. **Capital Country Development Board.** As a new board member the EO attended the Capital Country Development Board meeting on 7 May in Braidwood. A key outcome of the meeting was that a draft marketing plan is being built around a regional brochure and an online strategy in consultation with VIC managers. Plan to be presented at the next board meeting.

Attachments:

- A. Queanbeyan Age article on revamp of Monaro Street
- B. QBC Prospective Member Information Pack
- C. QBC/VIC Advertiser Prospectus.

