

**Queanbeyan Business Council  
Executive Officer Report to QBC Executive 23 January 2007**

**Matters arising from 28 November meeting that required EO Action:**

1. **New Trainee** commenced Monday 27 November. The Australian Training Co advised that the trainee resigned from the program on 29 December due to circumstances “unknown”.
2. Despite media coverage/phone calls to various community groups, the VIC is still experiencing difficulty in obtaining comprehensive listing of Queanbeyan region events. Operationally Sandra (VIC) updates the VIC website events list on a regular basis and with other staff scans media for events as the VIC is often not advised of local activities. C Marlow has offered assistance and is currently discussing a media release with QCC on the local events issue. Simon Mitchell Taverner will shortly establish a link from the QBC web site to the VIC website to broaden the access and interest of local events.
4. **The Bookrite system** being provided by Australian Capital Tourism (ACT) will now be installed at VIC late January early February. The two demonstration sessions arranged for at the VIC for Queanbeyan accommodation providers did not take place due to interest from only 2 providers. Another attempt will be made over the next few months.
5. **External Light Box Advertising Panel** at VIC. No response to letter sent to Mr Spry and as of 15 January the \$550 Cheque not been presented to the Bank.
6. **Sensis:** refer **Attachment 1**, email sent to all members on 11 January. Reply pending from Sensis...
7. **T-Shirt Sales** to 31 December = 49 and Polo Shirt sales to 31 December = 48. The committee accepted an offer from Riverside Plaza to arrange displays of T/Polo shirts in the Plaza. C Marlow also suggested (pending staffing arrangements) sales of shirts at local events.
8. **Bumper stickers.** Riverside Plaza reported that stickers had not yet been handed out; however, distribution will take place this month. As previously reported, the 2,000 stickers have been distributed to main street retail outlets, Q/Taxis, Deane’s Bus Lines and a charity ball (60 stickers placed on vehicles at the function).
9. The QCC maintenance section has replaced the “Economic Development” signs on the VIC with “*Queanbeyan Business Council*”.

**Other EO activities from 28 November 2006 to 22 January 2007.**

- The Local Government and Shires Association of NSW in conjunction with Tourism NSW will conduct their 3<sup>rd</sup> annual tourism conference in Griffith on Sunday-Tuesday March 11 – 13 2007. Refer **Attachment 2**, proposal. The Retail/Tourism committee asked EO to approach Sandra Bryce-VIC tourist officer to attend (subject to availability of funds); Sandra declined due to personal circumstances. The QCC is also considering sending a representative; with cost sharing opportunity for QBC.  
*Recommend that: subject to availability of funds that the EO represent the QBC/VIC.*
- Through C Maxwell, the Q/Racing Club has offered the QBC an opportunity to run a QBC race day. Refer **Attachment 3**, proposal from QRC.  
*Recommend that: proposal is accepted subject to sale of the 7 races for say \$750 each...*
- The EO will progressively offer QBC Members the opportunity to display their businesses (free of charge) in the exhibition area adjacent to the VIC reception area for up to three weeks. The area is 4.0m x 4.8m with the potential to exhibit 3 to 4 business in each display period. Refer **Attachment 4**, photograph of exhibition area.
- The EO sent a “thank you” email to Councillor Sue Whelan who has encouraged Queanbeyan businesses to support the QBC through an article published in 9 January edition of the Queanbeyan Chronicle titled “Aspirations for 2007” (QCC Mayor and Councillors aspirations)
- Interim VIC statistics show a 6% visitor enquiry increase on 2005. The most significant 2006 quarterly increase was Apr to June with a 12% increase and a 19% increase in Sept/Oct. Full report to QCC on VIC activities will shortly be prepared for presentation to QCC.
- A Dutch tourist sent a letter of thanks to the staff of VIC for their assistance in having repairs to their motor home carried out on a Sat/Sun allowing them to complete a journey deadline.
- VIC staff roster and wages have been projected for Feb to Apr and subject to scrutiny by the Treasurer are within budget guidelines. It is also noted that over the past three months the EO time spent on VIC activities and administration is in excess of 30%. This item will form part of the Treasurers report.
- Following a familiarisation program conducted by Thredbo Alpine Village a commission opportunity for VIC to sell packaged tours to Thredbo was presented by the EO to the Retail/Tourism committee; the committee supported the opportunity provided no cost to the QBC .

- Regional Events Australia. Capital Region Business Expo 23 and 24 May. The QCC has recently announced that it will become a sponsor, [\$4,000] and exhibitor. QBC is providing in kind support, however, the QCC sponsorship may provide for QBC staffing costs to assist the Queanbeyan exhibit.
- The QCC has appointed Mr Garry Chapman as the General Manager of the Queanbeyan Council. The President has sent a letter of congratulations and an invitation to meet with QBC Executive and sub committees.
- The quarterly review of the EO role and activities has been satisfactorily carried out.

## ATTACHMENTS

### 1. White Pages (Sensis)

Dear QBC member,

I apologise that this email is a wee bit lengthy, as the QBC seeks your support in its attempt to overcome the following anomaly with White Pages.com which may be adversely affecting your sales.

#### **Background:**

On 24 November I emailed for your information that Alan Donnelly of Odana Editions in Bungendore brought to our attention that there is an anomaly in the set up of the [www.whitepages.com.au](http://www.whitepages.com.au) search engine as follows:

- Businesses in Queanbeyan and Bungendore can only be found if ACT is selected in the State field.
- A search using the location/s Queanbeyan and Bungendore will have nil results

A few members responded and were anxious when they carried out a search for their business it could not be found unless the ACT location was entered:

*“how much business is being lost due to this anomaly”?*

Allan Donnelly received the following letter from White Pages in response, as follows (n.b. I have left in their footnote re “making complex life simpler”...:

*“Over the past few months Sensis has been working on a number of improvements to the way search results are displayed on the White Pages® OnLine site for particular listings.*

*When the site was initially upgraded there was a disruption to the way results appeared across some state borders- Queanbeyan was affected by this issue. The disruption is related to the way the site gathers information and means that some listings are displayed according to their corresponding print directory. As some print directories cross over borders, so too do the listings on the White Pages® OnLine site.*

*Sensis considers the White Pages® OnLine site to be in perpetual beta and works continuously to keep up with the fast paced and changing search trends of its users. We are currently working on several areas of the site to further improve the customer experience and expect this work to be complete as soon as possible- this includes the cross border issue raised by your reader.*

*Sensis would like to apologise for any disruption caused since the launch of the new site, and asks that customers continue to work with them during the rollout of these upgrades”.*

*Sensis welcomes all feedback from customers and urges anyone with a query to contact 1800 810 211 or email [wpocomments@sensis.com.au](mailto:wpocomments@sensis.com.au).*

**Melissa Reynolds, White Pages Group Manager, Sensis**

**Danielle Horan**

Corporate Affairs Specialist

**Sensis Pty Ltd**

Phone: 03 8653 6518

Mobile: 0409 861 645

Level 9, QV Building

222 Lonsdale Street

Melbourne, Victoria, 3000

[www.about.sensis.com.au](http://www.about.sensis.com.au)

*Sensis. Australia's leading information resource.  
Making complex lives simpler by helping you find, buy and sell.*

A further letter was received by Allan Donnelly from Sensis (White Pages) which basically indicated that “*should you wish to have a wider presence in an online search*” you would have to pay for it.

Allan Donnelly has sent a strong letter of reply and we await further correspondence from Sensis White Pages.

In the meantime for those who have not yet checked your business using the online service I would appreciate if you could find time to check and let me know the result so that we can continue to pursue this to a successful outcome.

Ian McGinn

Executive Officer

Queanbeyan Business Council

Ph: 6299 7152 Fx:6299 1520

## **2. Local Government and Shires Association of NSW- LGSA Tourism Conference**

The following is a summary of notification received re the LGSA Tourism Conference to be held on 11 – 13 March 2007 in Griffith NSW.

**“This will be the 3<sup>rd</sup> tourism conference** and is not to be missed for all those councils initiating tourism projects, managing tourism and working for sustainable tourism. This conference is aimed at finding out what you can do, not what you can't do. It is about creating investment opportunities and capitalising on the investment returns - financial, cultural, community and social. **Conference topics include:**

- Investment models and hurdles, both private and public
- State perspectives on tourism investment practice and performance
- Measuring performance
- Clarification of the roles and responsibilities in the investment process
- Attracting investment to your destination - requirements and resources

The LGSA has formed a partnership with Tourism New South Wales in recognition of Local Government's strong engagement with tourism. This partnership includes a high level liaison committee, the conference and the TNSW 'Tourism Exchange' to be held on Wednesday 14 March as an extension to the conference program. **Speakers and industry leaders include:**

- Owen Johnstone-Donnet, Deputy Managing Director, Tourism and Transport Forum
- Jennifer Westacott, KPMG
- Peter Olah, Hotel Motel Association Australia
- Geoff Breust, Managing Director, Regional Express
- Bill Wright, Tourism Attractions Association
- and a range of speakers from metropolitan and regional councils

## Registration/Fees

**Sunday:** 3pm - 6pm Foyer of the Griffith Ex-Servicemen's Club, Jondaryan Avenue (off Yambil Street)  
 6pm Griffith Community Gardens **Monday:** from 8am Griffith Ex-Servicemen's Club

**Registration deadline: 5 March 2007** **Registration Fees**

<b>Early Bird Registration (register by 12 February 2007)</b>	\$450 + GST \$45pp	<b>\$495.00</b>
<b>Conference Registration (registration deadline 5 March)</b>	\$495 + GST \$49.50pp	<b>\$544.50</b>

**Registration includes:** attendance at President's Welcome Reception, full attendance at the two day conference including site visits, morning teas, lunch for both days and afternoon teas, Conference Dinner, satchel and presenters' information.

**Accommodation:** ranges from \$70.00 per night to \$100.00 per night.

**Estimated cost for QBC attendance:**

	\$	
• Early bird registration		495.00
• Accommodation *3 nights say @ \$75.00		
*pending information on a Tourism Exchange workshop on Wed 14 <sup>th</sup>		225.00
• ATO car allowance @ 0.66 per km x *373km *as shown on <a href="http://www.Travelmate">www.Travelmate</a>		246.00
• Fuel @ 8.6l/per 100km x 2 x say \$1.15		63.00
• Misc say		100.00
<hr/>		
Total		1,129.00

**n.b. QCC may send a representative which could save travel costs of up to 300.00**  
**Net total could be (less another \$75.00 for 3<sup>rd</sup> night) 829.00**

### 3. Queanbeyan Racing Club Proposal

In December 2005 Col Maxwell attended a Queanbeyan Racing Club (QRC) meeting where an opportunity arose for the QBC to sponsor a race meet on Friday 27 March.

The EO recently met with Vanessa Fanning committee member who outlined the proposal as follows:

- The QRC would organise and run the race day in the name of the QBC
- The nominated date would be an eight race meeting
- QBC would pay the QRC \$4,400 (incl GST) for the day
- QBC would on-sell seven races (7) (at a rate to be determined to cover costs-plus) to members and retain the feature race as the e.g. \**“QBC Plate”*
- The sponsor benefits are:
  - National Sky Channel and TAB coverage,*
  - Radio advertising on 2KY/2CC/2CA and QBMFM,*
  - Newspaper and race book advertising,*
  - Website advertising at least one week prior to the race,*
  - Naming rights to the race (QBC naming rights to the race day),*
  - Sashing of the winner/s,*
  - Allocation of on course signage for 12 months n.b. signage at sponsor cost,*
  - Complimentary Race book and Form guide,*
  - Complimentary lunch and beverage package for 48 guests,*
  - Reserved tables for 48 in the Frank Nash Lounge, and*
  - Six honorary memberships for 2006/07 and or other arrangements that the principal sponsor may wish to negotiate with the QRC*
- Other sponsor opportunities available such as Wine Tasting, Best dressed couple, most outlandish/fashionable hat etc...

A one page agreement will identify the standard and or the negotiated benefits

- **Response to QRC is required on or before (preferably before) February 12 2007**

\* *Vanessa suggests that practical prizes are the most acceptable; e.g. Hams...*

#### **4. EXHIBITION AREA AT VIC:**

