

**Queanbeyan Business Council
Executive Officer Report
QBC Executive 27 February 2007**

Matters arising from 23 January meeting that required EO Action:

1. **External Light Box.** A letter was received from Mr. Spry's solicitor requesting payment of the signs. The Inner Executive Meeting on 20 February resolved that an offer of a cash purchase and or cash purchase plus a monthly payment for 12 months be made. The President will contact Mr. Spry to discuss.
2. **Sensis: Sensis** has advised that the problem is still not resolved; however, work is in progress.
3. **3rd Annual Tourism Conference in Griffith.** The QBC will be represented at the Local Government and Shires Association of NSW in conjunction with Tourism NSW annual tourism conference in Griffith on Sunday-Tuesday March 11 – 13 2007 by the EO. The QCC also considered sending a representative; however, that person will now attend another conference in Melbourne around the same time.
4. **Proposed QBC Race Day.** The QBC race day was cancelled due to lack of support.
5. **VIC Exhibition area.** Only one response was received from the offer to QBC Members to display their businesses (free of charge) in the exhibition area adjacent to the VIC reception area. In the meantime the EO has arranged to display a Thredbo/Snowy Mountains exhibition that will attract commission on tour packages. The EO is also 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.
6. **Capital Country Tourism.** Capital Country Development Board (CCDB) approved the EO nomination to the board on Monday 5 February. The appointment will allow for improved representation of Queanbeyan, VIC and the QBC activities. The next CCDB Board meeting is scheduled for late March and the EO welcomes any tourism issues to be raised at that meeting from the Executive.

Other EO activities from 24 January to 27 February 2007.

1. **Best Practice Tourism in the Monaro and Snowy Mountains Region.** The Executive Officer participated in a workshop presented by Dr Meredith Lawrence (PhD) Lecturer & Deputy Director of the Australian Regional Tourism Research Centre. The region was selected as one of 23 destinations around Australia that will be used as a case study to explore and identify best practice principles in the development, marketing and management of sustainable regional tourism destinations. The workshop/focus group explored lessons learned from practice in the way in which the region has been developed, marketed and managed. The desired outcome of the 3 year project is to provide government, industry and community stakeholders, across national, state, regional and destination levels, with guidance on best practice principles for the sustainable development, marketing and management of regional tourism destinations. It is planned that toolkits and training manuals will be developed and implemented for destinations interested in pursuing best practice. The Queanbeyan Visitor Information Centre will be keeping in touch with the project to ensure maximum benefit for Queanbeyan and Region. Queanbeyan Tourism providers including other Queanbeyan businesses will find the monthly Sustainable Tourism electronic newsletter including the 2007 Publications Catalogue, useful for marketing and resource material: www.crctourism.com.au
2. **Capital Region Business Expo.** Capital Region Business Expo was launched on Wednesday by The Hon. David Campbell MP NSW Minister for Water Utilities, Minister for Small Business, Minister for Regional Development and Minister for the Illawarra at the Comfort Inn Airport Motel. The Minister spent some time earlier in the day with small retail business owners and indications were that a strong retail trade existed in Queanbeyan. Whilst a number of concerns had been pointed out, the Minister outlined the partnerships between levels of government and the business sector. Guest speaker David Wilson-Business Coach, provided some "out of the square" stimulus by answering, what is small business? "It is the fabric of the community" "business is a family matter" and "about hooking the big fish." He also identified 'the competition' as an

opportunity to showcase your business, look at other industries and think outside the square. The speaker concluded by outlining success in a business as creating an environment where you can achieve your goals willingly and that success is only a buzz away, and, the buzz will come from planning your time to network at the 2 day expo on May 23 and 24, 2007.

For further details on the Business Expo contact Bambi Gordon at Regional Events Australia on: 03 98444100 or visit their web site www.regionaleventsaustralia.com.au

3. **Queanbeyan Tomorrow Community Vision 2021.** The EO attended the launch of Queanbeyan Tomorrow Community Vision 2021 on 19 February by Mayor Pangallo who said that “this document represents the result of extensive community consultation conducted during 2006 to determine a commonly held vision for the further of Queanbeyan.” Queanbeyan Tomorrow Community Vision document is available at www.qcc.nsw.gov.au/queanbeyantomorrow/
4. **State Office Block.** Following the presentation at the last Executive by the State Office Block project a manager, parking (or lack thereof) of the State Office Block is of concern. This applies to staff places and to the reported limit of 8 visitor places. This matter was raised with the Mayor and QCC General Manager by the President and Vice President. There appears to be renewed interest in layered parking at either Lowe Street or Morisset Street car parks. The EO has been tasked with drafting letters to QCC General Manager and to Member for Monaro to express QBC’s concerns.
5. **T-Shirt Sales.** As reported last month T-Shirt sales to end December = **97**. Sales from January to 22 February = **25**. Riverside Plaza will shortly have merchandising space available and have kindly offered to display T-Shirts in the Plaza.
6. **Bumper stickers.** The 2,000 stickers distributed ‘appear’ to have been successful, measured by the number of requests for stickers at the VIC; around 2/3 per week, stickers seen by QBC staff et al, on Taxis and private vehicles. No specific survey has yet been carried out. Enquiries are being made on the sales potential of other “I Love Queanbeyan” products.
7. **Staffing.** The VIC has been fortunate to employ a new casual staff member, Sue Lipscombe (6/8 hours per week-within budget). Sue was a full time employee of the Canberra VIC for many years and provided assistance to the Queanbeyan QBC/VIC during the changeover period from QCC last year. Since the EO commenced full time employment, time spent on QBC duties is 40% and on VIC duties, 60%.

Staffing at 22 February 2007 including EO (full compliment)

Full Time	Casual	Volunteer
2	4	4
Sandra and Ian	Simon, Ursula, Sue, Helen	Rachael, Catherine, Geoff, Ivon

8. **Just Next Door Queanbeyan.** The Canberra Times (CT) phoned on 15 February presenting a Just Next Door Queanbeyan feature to be published on Monday 26 February (refer Attachment A).

The EO negotiated advertising discounts for members as follows and emailed details of the feature:

3 Advertisers - 10% off each advertiser; 4 advertisers - 15% off each advertiser and 5 advertisers or more - 20% off each advertiser. It appears that few if any responses were received by the CT as they have now changed the feature publication date to Sunday 1 April. Readership and circulation figures were obtained as follows:

Readership	Circulation
Monday - Friday: 36,091	122,000
Saturday: 66,340	179,000
Sunday: 36,773	104,000

Source: Roy Morgan, June 2006.

The EO expressed to the CT, concerns that the QBC were not contacted at the early planning stage and change of dates appears to confirm that. Details of publication date change have now been sent to all members.

Attachments:

- A. Just Next Door Queanbeyan