

**Queanbeyan Business Council
Executive Officer Report
QBC Executive 25 September 2007**

Matters arising from 24 July meeting that required EO Action:

1. Membership. Membership receipts to 24 September = \$51,990 from a possible (realistic) \$55,000 of potential renewals.

Other EO activities from 26 August to 25 September 2007.

1. Visit Queanbeyan Brochure. Second meeting held with Canberra Times and Queanbeyan Age on 12 September re printing of "Visit Queanbeyan" brochure. 60,000 of the current brochure were printed 2 years ago (which are now available from 60 VIC's around the country) with current stock levels estimated to be exhausted by Easter. Canberra Times has prepared a draft design of new brochure for our consideration and will provide a costing and feasibility of a six monthly (March and October) print run of 15,000 each six months which would allow for updating of events. Material from the recent Canberra Times supplement may be used in brochure content including still frames from a new Queanbeyan DVD being made by Queanbeyan City Council (QCC). It is suggested that the Canberra Times may take over the project which could be a benefit to both QBC and QCC due to the proposed transfer of the VIC operations to the tripartite Development Corporation.

2. Scholarships. Canberra Institute of Technology (CIT) was delighted to have been approached with the offer of a \$1,000 scholarship. A formal response and suggested selection process for a Queanbeyan student is expected within 10 days.

3. Comfort Inn Airport. Following further discussions and a visit to the VIC by proprietor of Comfort Inn Airport-Allan Carpenter. Until his visit to the VIC, Mr. Carpenter said he was not aware of the extent of the VIC services and the excellent 24 hour phone link to the Motels, and was now happy to continue his membership support to the QBC.

4. CBD LIFT Committee.

>It was announced at the LIFT Committee meeting on Monday 17 September that nominations for membership of this committee will be advertised. It was noted that the interest expressed by Bill Baker would be considered along with other responses for membership. Staff were also asked to investigate how many Business/Organisational representatives were to be on the Committee as well as how many community representatives were to be on it.

>The 'action template' proposed by Bill Baker at the last LIFT Committee meeting was not yet available, but it was indicated it would be distributed at the next meeting.

>The colour of the pavers for Monaro St upgrade has not yet been resolved and a larger area of demonstration pavers will be laid to assist the decision making process.

> The meeting indicated that the repaving and street furniture replacement could take up to 6 months with disruption to Monaro St businesses. The Chair sought comment from the QBC representatives who responded that this information would be presented to the Executive on 25 September.

> Councillor Mavec asked if all the street signs could be rationalised during the paving process. On the motion of Cr Mavec and Col Maxwell that: "this committee recommends to council that a review of signage in the CBD be taken as part of the repaving process". The signs in question being parking, directional and RTA.

>It was reported that a new maps will shortly be installed at the signs on Bungendore Road and this map includes the regional areas.

> It was also commented that there was a need to review street and other locational signage.

5. Churchill Fellowship. John Duncan, assistant Manager of Leeds Visitor Information Centre, Yorkshire/UK has received a Winston Churchill Fellowship Travel Grant to discover how Australian Visitor Information Centre's prepared for the 2000 Sydney Olympics with a view of preparing themselves and other UK VIC's for the 2012 London Olympics. John will be in Queanbeyan and Region from the 8th to 11th October. EO is arranging meetings with tourist organisations and individuals who may be of assistance.

6. Tourism is Big Business. The Southern Highlands has historically attracted visitors because of its tourist appeal and easy access. It did not however always enjoy the support of local businesses until recently when the internationally-renowned tourism analyst Peter Valerio provided some hard data to better understand how important tourism is to the Shire. This data was published as a one page .snapshot and distributed to all businesses in the Shire. The response from business was overwhelming with many operators using the material as core data for their promotions. Many businesses are now reproducing relevant segments of the data on the back of business cards to further promote the Shire. The General Manager for Wingecarribee Shire Council Mike Hyde said "the data supports the investment by the Wingecarribee Shire Council in its Visitor Information Centre and the tourism sector. Given the spread of the spending throughout the local economy, and the jobs directly and indirectly dependent upon it, tourism is clearly everybody's business" said Mr. Hyde. Other VIC members of the Capital Region Tourism Development Board have expressed an interest in preparing a similar snapshot. Cost per regional VIC for the data and snapshot layout is around \$950.

7. Tourism Australia. EO attended the launch and workshop of Tourism Australia's "Australian Experiences Industry Toolkit". The toolkit is designed as a practical resource for Australian tourism businesses and includes: fact sheets, tips, tools and techniques to assist product packaging and marketing. The information pack will be distributed to QBC tourism members and details of package opportunities to be discussed at the next Retail and Tourism Committee meeting.

8. Tourism Development Workshop. EO and Tourist Officer attended The Department of State and Regional Development in conjunction with Tourism NSW, Capital Country Tourism and Yass Valley Development Corporation presented a workshop on: Packaging Tourism Product and Introduction to Online Tourism Marketing and E-Tourism. This workshop followed closely the Tourism Australia Industry Toolkit launch and provided new marketing opportunities for tourism operators which will be discussed at the next Retail and Tourism Committee meeting. The 30 page Packaging and Bundling Tourism Products-Presentation Workshop report is available from the EO. Useful websites for tourism are: Australian Experience Industry Toolkit at, www.tourism.australia.com Tourism Resources Australia-Domestic Report at, www.tra.australia.com and Tourism NSW packaging Fact Sheet at www.tourismnsw.gov.au

Note: Items 7 and 8 are claimed as training hours spent for AVIC accreditation for tourist officer and manager.

8. Small Business Opportunity. Relationships with Sensis (following our regional issues) has been maintained from which I have obtained 120 free copies of Sensis new publication Small Business Opportunity-Big Opportunity (for distribution to QBC members) which recognises that “*Australia’s 1.3 million small and medium businesses are the lifeblood of the Australian economy and we take our role supporting the growth and prosperity of this sector very seriously*”. Please advise EO if you would like a copy.

9. New Memberships. The Canberra Times; including the Queanbeyan Age and Queanbeyan Chronicle.