

**Queanbeyan Business Council
Executive Officer Report
QBC Executive 24 July 2007**

Matters arising from 26 June meeting that required EO Action:

1. **Membership.** Membership receipts to 19 July = \$44,940 from a possible (realistic) \$55,000 of potential renewals.
2. **Sensis:** A report from Sensis is expected on 24 July. EO will provide a verbal summary.
3. **VIC Exhibition Area.**
 - The Australian Bureau of Statistics launched the 2006 Census data at the VIC (Queanbeyan was one of only four other regional centres to have a special launch). The Queanbeyan Age published two pages (including front page) of the launch on 27 June with ABS material on display and available from that date at the centre. According to the 2006 Census Data the proportion of total families, Queanbeyan and Australia showed: Queanbeyan couple families with children-Queanbeyan at 49.2% which is 3.9% higher than Australia overall. Population growth between 2001 and 2006 shows Queanbeyan at 15.1%, Canberra, at 4.6% and Australia at 5.8%. Median housing loan repayments (\$month) for Queanbeyan: \$1,493, Canberra: \$1,500 compared to Australia: \$1,300.
 - **2006 Census QuickStats: Queanbeyan to be distributed at the meeting.**
 - Local Produce will be exhibited from early August; this exhibit will highlight the regional produce of the regions Poachers Trail.
 - Country Energy will mount a display starting on 30 August based on energy efficiency.

Other EO activities from 27 June to 23 July 2007.

1. **Heart Walking Group.** Sandra addressed the Queanbeyan Heart Walking Group providing a history of the QBC and outlining its current activities with emphasis on the VIC. Queanbeyan brochure and C/T supplements were distributed.
2. **Watch us grow...supplement.** EO has distributed 3,000 copies of the supplement to date (we have 7,000 in stock). Most accommodation providers welcomed the supplements including the Canberra VIC who placed it on display at their centre.

Supplement advertisers:

Retail: 41.5% **Services:** 26.6% **Industrial Commercial:** 20.7% **Clubs:** 7.5% **Tourism:** 1.9%
Education: 1.8%

The Queanbeyan Railway Station (QRS) was pleased to receive quantities and welcomed any opportunity for involvement with the QBC.

It is proposed that:

“the QRS be made a category 6 (NFP member) as the Station is operated by volunteers who conduct other community activities and with a potential synergy with the *QBC/VIC volunteer program”.

* We have increased our volunteers from three, to six in the last 9 months.

3. **\$250,000 to Kings Highway promotion.** Gary Nairn has announced that Braidwood and Villages Tourism Incorporated will receive \$250,000 from the Australian Government to promote tourism in the local area. The project is about building an Active Medium (web site) of the rich experiences the region between Queanbeyan-Canberra & the South Coast has to offer. It is about the Shires of Queanbeyan, Palerang & Eurobodalla in Southern NSW and the nation's capital Canberra, cooperating to build a solid platform for community & economic growth and improved tourism infrastructure in this rural region which has been struggling under 7 years of drought.. The funding will be used to build an active regional web site, as a marketing tool for the region, linked into the Tourism NSW and Australian Tourism Data base. This will be complimented by a touring brochure, and DL brochures of all the small villages in the area and what they have to offer the tourist. The EO (as reported last month) provided QBC and personal time to the submission, the outcome from which Queanbeyan will benefit. Further details will be provided as the project gets underway.

4. **Economic Development Officer.** David Carswell-QCC Manager Strategic Planning, introduced the new Economic Development Officer Margaret Nicholls to the QBC/VIC team. Margaret has been invited to attend the 24 July Executive meeting to meet the committee.
5. **QCC Investment income.**

It is proposed that:

The Executive send a letter of congratulations to the QCC on its \$4.2m investment income in the eleven months to end of May, which is \$496,336 above budget.

6. **VIC activity statistics for 2006/2007 show that:**
 - The centre averaged 455 Accommodation Guide referrals and 1,327 accommodation phone referrals per month.
 - Accommodation bookings made at the centre averaged only \$330 per month. This is due to the reluctance of some accommodation providers to pay commission on sales.
 - Currently there are 12 accommodation provider members (to date 33% have renewed their QBC membership) of which 50% pay a 10% commission on bookings.
 - **Note;** there are 22 accommodation providers in Queanbeyan (Hotels-3, Motels-16, Cabins-1, Tourist Parks-2).
 - The centre received 21,735 enquiries for 2007/2007. An increase of 2% on 2005/2006
 - Visitors from: NSW +10%, Sydney: +7%, VIC +14%, Other States (-3%)
 - Overseas visitors: Increase of only 0.5%

