

**QUEANBEYAN BUSINESS COUNCIL
DRAFT MINUTES
TOURISM RETAIL SUB COMMITTEE MEETING
QUEANBEYAN VISITOR INFORMATION CENTRE
WEDNESDAY, 22 OCTOBER 2008 12.30 PM**

Present: Bill Baker, Col Maxwell, Peter Newham, Jan Browne, Chris Gibson, Simon Mitchell-Taverner

Also Present: Peter Conlon, Manager Library QCC, Georgina Perri QCC Queanbeyan in Bloom Coordinator

Apologies: Rod Studholme, Allan Carpenter, Steve Jamieson,

1. **Welcome from Chair** – Bill Baker welcomed attendees especially Peter Conlon and Georgina Perri from QCC.
2. **Matters arising from Previous Meeting 20 August and Executive Meeting 30 September** –
 - a. **Proposed Melbourne Cup Promotion** – Bill Baker advised that, despite efforts put into promotion by QBC staff and Executive Members and by QCC staff, QCC judged there was insufficient interest from retailers for the event to take place. Peter Newham indicated the promotion which Riverside Plaza would be conducting on Melbourne Cup Day. The QBC will provide whatever support it can.
 - b. **Meet the Champions Promotion** – Simon Mitchell-Taverner advised that information has been provided and is available for download from the VIC web site.
 - c. **VIC Information Boards – Resolved** that Motels be offered membership for \$200 with an additional advertising fee of \$300 for display in the internal boards. Cost of production to be at the cost of advertiser. Information boards to also be available for The Q and QBC Members (subject to availability). Further investigation into external boards to consider replacement with more appropriate display including regional map.

ACTION: CG/SMT

- d. **Cittaslow – Resolved** Chris Gibson and Bill Baker to visit Benedict House

ACTION: CG

3. **Queanbeyan in Bloom and other joint QCC/QBC matters of interest** – Peter Conlon outlined the program for Queanbeyan in Bloom. The Committee discussed options for supporting this activity including putting up posters and providing space for exhibitions to promote some of the events. The Executive Officer would also work with Georgina to look at marketing opportunities.

- 4. Membership renewal update** - Chris Gibson advised that two new \$500 Memberships had been received in the past week including the local Telstra franchise and ... and that additional Memberships were expected shortly. 2007 2008 Platinum members Country Energy and Australian War Memorial are expected to respond shortly. Follow up of renewals will be undertaken over the next month.

ACTION: CG

- 5. QBC and VIC web pages** - Chris Gibson has taken over the operation of the QBC web page. He advised he is keen to make improvements and requested feedback from Members. The VIC website is also under review to make it more user friendly and have more visual impact.

ACTION: CG

- 6. New Tourist Brochure** – Chris Gibson tabled copies of the new Tourist brochure produced on behalf of QBC/ VIC by Canberra Times. An initial run of 15,000 has been produced. This is expected to increase to 60,000 over the 2 year currency of the brochure.

- 7. VIC Report to QCC January to June 2008** – Simon Mitchell-Taverner advised that the statistical report has been provided to QCC, however the financial report including annual audit is under preparation. A copy of the Statistical report was tabled.

In summary, over the six month period under review, ACT motels performed slightly better than Queanbeyan both in guest arrivals and guest nights – ACT enjoying a 3.5% increase, compared with a 4.5% decrease for Queanbeyan. This is, perhaps, not surprising given the activity of a new Federal Government. January and February figures were out of kilter with the rest of the period – showing declines of 13% and 6% respectively for both ACT and Queanbeyan.

As predicted in the July to December 2007 report, visitor numbers at Queanbeyan VIC also continued to decline. Visitors to the Centre reduced by 875 (14%), whilst locals also reduced by 143 (16%). This was exacerbated by the continued unchecked presence of construction workers' vehicles during January, February and March leading to the completion of the NSW State Office Block

This problem has been resolved since the occupation by office workers of the new facility. The VIC car park has been regularly patrolled and time limits are now adhered to.

The breakdown of visitors to the VIC continues to show that Rural NSW and Sydney make up close to 50% of the total. Victoria is the next largest market with 16 %. See Figure 4 below.

8. General Business –

- a. Revised regular meeting date – Resolved** that sub-committee meetings be held on the second week of each month rather than the third week as previously.

Meeting Closed 1.55 pm

Next Committee Meeting – Wednesday, 12 November, 12.30 pm at VIC

Next Executive Meeting – Tuesday, 28 October, at 12.30 pm – Queanbeyan High School Trade School.

November Executive Meeting – Tuesday, 25 November, at 12.30 pm – venue tba