

## QUEANBEYAN AGE COLUMN 10 OCTOBER 2008

**Telstra Innovation Expo 08** – New Queanbeyan Business Council member Neil Kennedy of Telstra in Queanbeyan has let us know about an exciting information opportunity Telstra are providing on 21 October.

We are assured this will not be a 'hard sell' event, but rather an opportunity to demonstrate how new technologies can significantly improve business operations whilst, at the same time, provide potential to reduce costs.

There will be hands on demonstrations of Telstra's 'Next G' capabilities, Business Grade broadband, the Telstra 'Next IP' network, managing your field workforce and professionals on the road, and even setting up a temporary office.

The Telstra Innovation Expo 08 will be held at the National Convention Centre from 12 noon to 4 pm. For more information, visit [www.innovationexpo08.telstra.com](http://www.innovationexpo08.telstra.com) or contact Larissa Redford of Telstra Countrywide on (02) 6219 2914 email [larissa.redford@team.telstra.com](mailto:larissa.redford@team.telstra.com).

**Advertising opportunities in Tourism NSW Holiday Planners** - Tourism NSW in partnership with Regional Tourism Organisations is producing the second edition of the popular suite of regional NSW Holiday Planners, to be published next year.

The Planners are designed to motivate potential holiday-makers to visit regional NSW and assist them to plan and book their holidays. More than 450,000 copies have been distributed to consumers in response to Tourism NSW's advertising since they were first released in 2006. The planners are used to fulfil consumer inquiries resulting from Tourism NSW's marketing activities and are distributed via the [visitnsw.com](http://visitnsw.com) consumer website and Sydney Visitor Centres in The Rocks and Darling Harbour.

Organisations interested in corporate display advertising opportunities in the suite of Holiday Planners can contact Anna Chau, Partnership Marketing Coordinator, Tourism NSW on [anna.chau@tourism.nsw.gov.au](mailto:anna.chau@tourism.nsw.gov.au).

**Too much spin, not enough development** - Whilst on the subject of tourism, Industry newsletter Travel Blackboard's latest edition included an interesting article, which is perhaps equally pertinent to other industries.

A new report, the article says, has highlighted the need for further strategic planning of our tourism destinations, with less focus on marketing and more focus on actually developing the product.

Publication of the *Analysis of National, State, Regional and Local Tourism Strategies and Plans* report from Sustainable Tourism Cooperative Research Centre (STCRC) analyses 76 tourism strategies.

According to Industry sources quoted in the article, the Report highlights the predominance of marketing and promotional organisations in tourism planning and a lack of sufficient involvement from organisations with a responsibility for addressing product supply issues. These would include "infrastructure and

investment, labour training and skills, the competitive use of natural resources such as water and strategic planning for infrastructure including roads and airports”.

At the micro level, it is all well and good to market our product, however if the product lacks development and substance then all the marketing effort will have been wasted.