

QUEANBEYAN AGE COLUMN 18 April 2008

Promotion Opportunities - Queanbeyan Visitor Centre receives more than 20,000 visits per annum. We have opportunities to promote regional business both inside and outside our landmark building. We also have a major display area for organisations that wish to promote particular events or achievements - currently being used for a fascinating Heritage Week display of historic photographs and artefacts. Contact Simon on 6299 7152 or visit our web site www.queanbeyanbusinesscouncil.com.au.

Export Update – some snippets from Austrade’s monthly newsletter that may be interesting for all businesses. If you are active in or contemplating export markets, you may wish to subscribe directly via Austrade’s web site <http://www.austrade.gov.au/Subscribe/default.aspx> :

- **Australian Business Ready for Gold** - Australian exporting organisations can now apply for hospitality packages to the Beijing 2008 Olympic Games to be used to host existing or prospective international customers.
- **Jump in Wine Exports to Russia** - The Australian wine industry is finding new customers for quality wines in Russia. In 2006-07, Austrade assisted 112 companies make deals in Russia worth \$694 million. Twenty-one of these companies were new or irregular exporters.
- **Water Management in the US** – Many areas of the US are facing acute water management challenges – given the experience and competence Australia has developed dealing with our own water management issues – the US market recognises, and is receptive to, our expertise.
- **Export Grant Coaching Sessions have Started** - Coaching sessions to help you understand EMDG and prepare your application have now commenced across Australia. Visit EMDG on www.austrade.gov.au/exportgrants/coaching
- for more details and to register.

Tourism – who cares? - A recent study undertaken for Capital Country Tourism has found that visitors spend \$26 million every year in Queanbeyan alone - supporting around 300 full time equivalent Queanbeyan jobs.

Interestingly, this makes tourism one of the largest employer industries in the City.

Quite apart from visitor expenditure itself, the multi-million dollar multiplier effect from tourism related services just cannot be ignored - including daily expenditure by those “300 full time equivalent” people working in the industry.

Consequently, we say Tourism is everybody’s business. Whether you run a motel, fix cars, style hair, retail clothes, sell petrol, run a laundromat or dry cleaning outlet, prepare taxation returns, work for a public utility or undertake

any myriad number of occupations, you can be sure that a percentage of your income comes directly or indirectly from Tourism.

As we have said in this column before, it is everybody's duty to welcome visitors by providing wonderful service and friendly assistance. We need to encourage our visitors to return again and again.

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