

Tourism Update Newsletter

MACKAY
TOURISM

13 Oct 2009

Help us lift awareness of tourism issues and events by circulating this Mackay Tourism Newsletter to your staff and business partners

ISLAND CARETAKER VISITS MACKAY

Best Job in the World, Island Caretaker Ben Southall visited the Mackay region last week as a guest of Mackay Tourism.

Ben flew over to Keswick Island, staying overnight as a guest of Brian and Lyn Kinderman at the Keswick Island Guesthouse, before visiting Mackay city and surrounds. Ben had previously visited Pioneer Valley and Eungella privately with his parents.

While in Mackay, Ben met Mayor Col Meng, the Board of Mackay Tourism, local tourism operators and the staff and volunteers of MTL.

Ben's visit is part of a planned program by Tourism Queensland to have him see a wide range of the state's tourism destinations and experiences during his six month appointment based at Hamilton Island. Ben is continually recounting his adventures and discoveries to the world through his personal blogs, and a wide array of international media attention.



*Ben Southall and David Phillips
on Keswick Island*

MECC ALREADY DELIVERING FOR TOURISM

The MECC has been open barely three months and has already delivered an impressive variety of meetings, exhibitions, dinners, concerts, conferences and artistic performances. Congratulations to Mark Fawcett, Sonia Parris and their staff and volunteers, upon the professionalism with which they have risen to these early challenges – the city can be rightfully proud of your efforts. The point is, of course, that not only does our own community now have its own state-of-the-art meeting place, but we are now able to host and stage events in Mackay that previously may never have considered our city. The business flow-on from the MECC's customers is already feeding hotels, restaurants, taxis, printers, equipment hire, food and beverage wholesalers, recruitment firms, the media, accountants and insurance firms, car and truck rental, security, IT providers and telecoms, to name just a few. You may recollect the sceptics, three years ago, slamming the proposal to build a Convention Centre as unnecessary and wasteful – hopefully now, they'll be realising what a huge asset the MECC is for our region.

Our Mackay Convention Bureau (a unit within Mackay Tourism), exists to promote our destination (by targeted marketing, formal bids and proposals, site inspections etc) to state national or international meeting and event planners i.e potential users of the MECC and our twenty or so other venues. Having competed successfully against other bidding cities, we work with the organisers to provide free, impartial advice about every aspect of their gathering – venue selection, accommodation block-offs, partners programs, pre/post touring etc. Invariably, meeting and event organisers select their cities by the appeal of the total proposition, not just the venue itself. The MCB, by virtue of our 250 private and public sector membership base, is able to present, fairly, the arguments in favour of Mackay against, for instance, Townsville or Adelaide. Researching and convincing prospective meeting and event customers for Mackay, is a labour-intensive process, but the rewards for our region can be enormous.

Our MCB has recently become a member of the Association of Australian Convention Bureaux – providing us with access to wider marketing opportunities for Mackay, and obliging us to submit convention-related data and statistics from our destination. In turn, we are hopeful, that State Government will include the MCB among those convention bureaux to receive funding assistance, in recognition of the economic value they generate. Mackay has come of age as a business event destination – with everybody's help, the benefits will grow substantially in the years ahead as our capabilities become more widely known. Bring on the Stadium....and the new Showgrounds!

NEXT MEMBER FUNCTION AT THE QUEST APARTMENTS – 4 NOVEMBER

Join us for our next networking function at Mackay's newest accommodation option at the Quest Apartments. You will have the opportunity to explore the property and meet other members.

Where: Quest Apartments rooftop garden – 38 Macalister Street Mackay

When: Wednesday 4 November 2009

Time: 5pm to 7pm

RSVP: Heather on 4944 5803 by close of business Monday 2 November

ARE YOU LOOKING FOR A MATURE FLEXIBLE WORKFORCE?

REDC are planning their next "Hidden Workforce Event" for Thursday 12th November at 7pm at Ocean International. This event is a way to make contact with people who have maturity, skills and expertise, but who have been out of the workforce for a few years i.e raising family etc. That's where you come in...the event will be a great opportunity to link employers such as yourselves, who have flexible opportunities, with an untapped workforce wanting to 'get back out there'. This is an easy cost effective way to recruit for the holiday season. To book a free exhibit table at the event contact Laura Sorensen from REDC on ph: 4953 2655.

RECEIVE SIX MONTHS ONLINE EXPOSURE FOR FREE

Tourism Queensland is offering up to 6 months of extra online exposure through the Australian Tourism Data Warehouse (ATDW) for free! So that's up to 18 month's exposure for the price of 12!

ATDW feeds your tourism business information to a network of up to 50 prominent websites, including Tourism Queensland's and Tourism Australia's consumer websites, www.queenslandholidays.com.au and www.australia.com.

Sign up by the 30th November 2009 to receive up to 18 months for the price of 12. The annual subscription fee for 2010/2011 is \$150 for RTO members and \$200 for non RTO members. All rates are inclusive of GST.

Membership to the ATDW is based on a 12-month subscription, which runs from the 1st of April to the 31st of March each year.

The ATDW is more than just a website listing. Some subscriber benefits that you are entitled to include:

- * Website Performance Reports based on your businesses ATDW subscription
- * Inclusion in the Queensland Holidays iPhone application
- * Exclusive opportunities to participate in co-operative advertising with TQ

How to Subscribe? Visit www.tq.com.au/atdw and download the registration form relevant to your tourism business. Fill in the form and save it as an attachment in 'word document' format. Submit your completed registration form and at least four images to Tourism Queensland via email. Contact Tourism Queensland today to find out more! Phone toll free on 1800 629 749 or email atdw@tq.com.au



MTL CHRISTMAS PARTY - DECEMBER 15

We have set the date for our MTL Christmas party for 15 December at the Nebo Road information centre. Further details will be available soon, so please diarise this date to celebrate a busy but rewarding year with your colleagues from throughout the Mackay region's tourism and hospitality industry.

MEMBER PROFILE – GEORGE'S THAI RESTAURANT

George's Thai on the marina is an authentic Thai restaurant, positioned on Mackay Marina waterfront and only ten minutes from Mackay city heart - making it a popular lunch and dinner destination for both locals and visitors alike.

The dining room is divided by wooden tables and chairs and deliberately designed to encourage traditional 'Thai-style' dining. A private dining room can accommodate 20-30 customers and can be booked for your private meeting. The menu is mouth watering with dishes that are designed to be shared. The wine list is carefully selected to perfectly balance the menu's combination of hot, sour, salty and sweet flavours.

George's Thai has joined the Qantas Frequent Flyer program which means that customers can earn three Qantas Frequent Flyer point for every \$1 spent, simply produce your Qantas Frequent Flyer card at the time of dining.

George's Thai also conduct Thai cooking classes. So if you're interested in learning more about what goes into Thai food dishes or to make a booking, contact Vera on 4955 5778 or email gegesthaimackay@yahoo.com.au



WHAT'S ON IN OCTOBER

- 17-18 MORANBAH ROTARY HOME & LEISURE SHOW Moranbah Community Hall, Mills Ave Moranbah 10:00am – 5:00pm
- 18 GET ON YOUR BIKE & COME TO THE GARDENS DURING BIKE WEEK Mackay Regional Botanic Gardens 9.00am - 1.00pm
- 22 BIG NIGHT IN CONCERT CQCM Theatre, CQUniversity, performance time 8:00pm
- 23 BIG NIGHT IN CONCERT CQCM Theatre, CQUniversity, performance times 11.00am & 8.00pm
- 24 AT OUR TABLE (part of Q150 Celebrations) Australian South Sea Islander Meeting Hut 12:00pm - 4:00pm
- 24 PALMYRA DRAGWAY NITRO FUNNY CAR MATCH RACE Bell's Road Palmyra 4:00pm

25 GLOBAL GROOVES Queens Park via Goldsmith Street East Mackay 11:00am – 5:00pm
25 ACTIVE AND HEALTHY CANOEING Kinchant Dam 2:00pm

For full details [click here](#) to visit our online calendar of events

WELCOME TO OUR NEW MEMBERS

Beaurepaire (Gordon St) - contact Steve Thompson on 4957 2871 or 08359_au_store@beaurepaire.com.au

4CRM Community Radio Mackay - contact Nick Bennett on 4953 1411 or 4crm@4crm.com.au

Mackay & District Buffalo Memorial Club - contact Brian Lemon on 4957 4816 or mkybuff@westnet.com.au

Mater Foundation - contact Louise Blines on 3163 3476 or louise.blines@mater.org.au

Your MTL Partners

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Veronica Malagueno, Business Events Executive 4944 5855 businessevents@mackayregion.com

Nebo Road Visitor Information Centre

Toni Pennell, VIC Supervisor 4944 5888 vicsupervisor@mackayregion.com

Kelly Redgen, Customer Service Officer info@mackayregion.com

Tara Yeatman, Trainee Customer Service Officer cso@mackayregion.com

Townhall Visitor Information Centre

Lyn Egan, Customer Service Officer 4951 4803 townhall@mackayregion.com

Julie Keen, Customer Service Officer townhall@mackayregion.com

MTL Board contact list [click here](#)

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