

# Tourism Update



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

## REMINDER - BOARD NOMINATIONS INVITED

Financial members are reminded that Board nominations close on Monday 24 August. The nomination forms were mailed to all members on 22 July and originals must be signed by the Proposer and Second and Nominee (who must be separate financial members) and returned in a sealed envelope to our Company Secretary by 24 August. If the number of nominees exceeds the vacant places, a postal ballot will be conducted, and included with the Notice of Annual General Meeting paperwork to be sent by 1 September. The AGM and announcement of the successful Board electees will take place at Illawong Beach Resort at 4pm on Tuesday 22 September.

## NEXT MEMBERSHIP FUNCTION - FISH D'VINE 24 AUGUST

Come along and join us for some great seafood and cocktails at our next membership function to be held at Fish D'vine on Monday 24 August. Fish D'vine was voted Queensland's favourite seafood restaurant in the Lifestyle Food Channel's "I Love Food Awards".

**Where:** Fish D'Vine Café - Shop 18 Sydney Street Markets (Cnr Sydney & Gordon Sts)

**When:** Monday 24 August 2009

**Time:** 5pm to 7pm

**RSVP:** Heather on 4944 5803 by close of business Friday 21 August

## GREY NOMADS FLOWING IN FORCE

Despite predictions from some that our traditional drive market peak during winter would be soft this year, numbers have held up well along both the Bruce Highway and the parallel Great Inland Way through Clermont. Our Nebo Road VIC has been very busy in recent weeks - in one seven day period we welcomed over 1,350 visitors and processed accommodation, tour, cruise and merchandise sales exceeding \$30,000.

## MACKAY AND WHITSUNDAYS TOURISM BOARDS MEET

Our two Boards met recently at Coral Cay Resort Motor Inn and resolved to work more closely together in several ways:

- ✓ Identifying tourist drive routes within the greater region that can be jointly promoted, to encourage wider dispersal of visitors
- ✓ Cross-selling of our complementary strengths to the Conventions and Events market
- ✓ Combining our tourism development priorities into one wish list for the region as a whole, endorsed by State Government, Councils and Economic Development agencies
- ✓ An Airport Traffic Survey for the greater region, to track current flows and final destination of travellers through the three jet airports
- ✓ Collaboration regarding possible design and content synergies and costs savings for the new destinational websites planned by both RTO's

## 2009 / 2010 BUDGETS AND MARKETING PLANS APPROVED BY BOARD

At its meeting last week, the MTL Board approved the 2009 / 2010 Budget and Marketing Plan. In the year ahead, we expect to maintain a membership base of 250 or more local businesses, and achieve the following objectives:

- ✓ Progress the implementation of proposed tourism development projects including - additional visitor accommodation (hotels, tourist parks), fishing amenities, attractions and the Mining Trail drive route
- ✓ Work with the carriers and terminal operators to expand our air, rail and bus links from our target visitor markets
- ✓ Encourage the professional development of our industry operators to offer more competitive products and services, and capacity for growth
- ✓ Specifically target and stimulate the fly-stay market, the drive market and the independent traveller / backpacker market
- ✓ Encourage the Mackay - Isaac community to bring meetings and events, and friends and relatives to our region
- ✓ Educate our community to recognise and support tourism more actively, because of the economic and cultural diversity it brings to this community

Many of these initiatives will offer co-operative promotional opportunities eg advertising, famil hosting and collateral for our financial members to 'piggy-back' upon, and will be partnered by external organisations such as Tourism Queensland, the airlines, tour wholesalers and media - more details in the days to come, but please don't hesitate to call Kat on 4944 5833 for further information in the meantime.

## MACKAY ENTERTAINMENT AND CONVENTION CENTRE

Congratulations to Mackay Regional Council and in particular Mark Fawcett and his team, plus Sonia Parris of Grinders Catering and her team, upon the impressive and flamboyant launch of the MECC and subsequent Festival of Arts activities. We have a major new asset for tourism and it behoves us all to support the facility and use it to the destination's fullest advantage in the months and years ahead. Our Mackay Convention Bureau unit is now working hard to identify and win future users for MECC and our complementary venues. The business opportunities before our community are infinite - if you are considering how you can get a slice of the Conventions / Events pie, please don't hesitate to call us for a confidential, one on one advisory meeting - we have a heap of tips and advice which may be helpful and inexpensive to apply. Contact Veronica on 4944 5855

## DEVELOPMENT WORKSHOP AT CLERMONT 20 AUGUST AT 5.30PM

Isaac Regional Council and Mackay Tourism are partners in presenting a Development Forum and Networking Evening for district businesses at Clermont, Grand Hotel, on the above date. The objective is to get local leaders thinking about economic diversification and brainstorming development opportunities for the town, while particularly considering tourism opportunities. All are welcome - please RSVP to Jessica Dix ph: 4983 4755 by 18 August.

## HAVE YOU RENEWED YOUR MTL MEMBERSHIP?

Renewal notices and invoices were mailed to members in early June. If you have still not actioned your renewal, please do so immediately so we can accurately promote our financial members for the year ahead. If not renewed memberships will lapse on 31 August. Financial currency is also mandatory to receive official notices and vote at our AGM. Please display your membership sticker prominently - aligning your business with MTL's goals and values.

## RED HOT BLUE OFFER

With the promise of stunningly designed professional marketing materials that cut through the crowd of competitors' brochures, design agency redhotblue has a special deal for Mackay Tourism members.

DL cards (designed and 1000 printed) for just \$745+gst. DL folded brochures (designed and 1000 printed) for \$1030+gst. An additional pop-up banner onsite display kit based on your brochure design is just \$516+gst. So if your display brochures are in need of a refresh contact [john@redhotblue.com.au](mailto:john@redhotblue.com.au) / 0458 733 468.



## REDC BUSINESS CONFIDENCE SURVEY

REDC is looking to get a snapshot of the region, how businesses are feeling in the current economic conditions, and their predictions for the year ahead. REDC will be comparing the results from this survey to the results obtained in the January survey, so if you answered the survey previously, please provide input again.

Your survey responses will allow REDC to better inform both State & Federal Government of what is required in the region, to assist in their regional response. The survey is completely anonymous and contains seven questions which will not take more than a few minutes to complete. Surveys will close on 14th August 2009. [Click here](#) to access the online survey.

## MEMBER PROFILE - The Retreat Hotel

The Epsom Retreat Hotel is situated in a quiet bushland setting beside Denison Creek Epsom, approximately 65kms west of Mackay and conveniently located within the central Queensland mining hub. The Retreat Hotel has recently completed its stage one accommodation and hotel refurbishment with additional serviced hotel rooms, covered stage area with extensive lighting and sound systems, a covered outdoor beer garden and private function areas.



A party venue with a difference, the Retreat Hotel proudly supports local talent, featuring live entertainment from country to rock. Serving home style meals, seven days a week, the hotel has all your catering requirements covered. Whether it be hot or cold platters, bbq facilities or a formal event under the stars.

For the adventurous types - enjoy free camping facilities and open fields to play a game of footy or cricket, or for those who enjoy their creature comforts, discounted accommodation rates are available for group bookings.

Future plans consist of an in-ground pool, 500 capacity 'entertainment shed', camp ovens and hangi pits. The current management have a combined 50 years experience in the hospitality industry, supported by a professional team of staff on hand to ensure your visit to the Retreat Hotel will be a memorable experience.

Why not head out for that Friday or Saturday night football game on the big screen. The Retreat is also a great venue to hold hens/bucks nights, birthday parties or social & corporate meetings. Phone 4957 7522 or email [info@retreathotel.com.au](mailto:info@retreathotel.com.au) to make your booking.

## WHAT'S ON IN AUGUST

8 ANNUAL DAFFODIL BALL Mackay Entertainment Convention Centre, 6:30pm - 10:00pm

8-9 WHITEY'S TRAFFIC LIGHT PARTY CHILDHOOD CANCER SUPPORT 195 Moohins Road, Habana

12 MACKAY REGIONAL CAREERS MARKET EXPO at the MECC 2:30pm-7:00pm

12-15 CLERMONT GOLD & COAL FESTIVAL

14 MACKAY VS TOWNSVILLE CHALLENGE AT PALMYRA DRAGWAY Bells Road, Walkerston

15 CHILDREN'S RECYCLED ART WORKSHOPS Mackay Regional Botanic Gardens 2:00pm - 4:00pm  
15 MACS SPEEDWAY SUPER SEDANS Walkerston, 4:00pm and racing starts from 6:00pm  
15 ACTIVE AND HEALTHY MOONLIGHT PADDLE Kinchant Dam 6:00pm  
16 SUNDAY IN THE PARK Mackay Regional Botanic Gardens 2:00pm - 4:00pm  
20 SOUTH PASSAGE at Mackay Marina Mega Berth  
23 STAR EVENTS EXPO - QLD'S TARGETS REGIONAL WEDDING & EVENTS EXPO at the MECC  
27 ESKIMO JOE - INSHALLA AUSTRALIAN TOUR Mackay Entertainment Centre 8:00pm

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

## WELCOME TO OUR NEW MEMBERS

We are delighted to welcome our latest new members:

**WIN Television Mackay.** Contact Bruce Phillips on 4968 5999 or email [phillipsb@winqld.com.au](mailto:phillipsb@winqld.com.au)

**Mackay Marine Tourist Park.** Contact Rose Kelso-Smith on 4955 1496

**John Donnelly The Good Guys.** Contact John Donnelly on 4942 8077 or [mackay@thegoodguys.com.au](mailto:mackay@thegoodguys.com.au)

**Shakespeare International Motel.** Contact Michael McLean on 4969 0200 or [mike@shake-international.com.au](mailto:mike@shake-international.com.au)

**Miners Lodge Motor Inn.** Contact Karen & Ross Nelsen on 4951 1944 or [minerslodgemackay@bigpond.com](mailto:minerslodgemackay@bigpond.com)

**Beach Court Holiday Villas Airlie Beach.** Contact Debra Oudyn on 4946 5316 or [beachcourt@whitsunday.net.au](mailto:beachcourt@whitsunday.net.au)

**Kookaburra Cottage B&B Sarina.** Contact Alanna Galea on 4956 2636 or [jolanna01@bigpond.com](mailto:jolanna01@bigpond.com)

## Your MTL Support Team

David Phillips, General Manager 4944 5844 [gm@mackayregion.com](mailto:gm@mackayregion.com)

Heather Patava, Partnerships Manager 4944 5803 [partnerships@mackayregion.com](mailto:partnerships@mackayregion.com)

Deborah Ludlow, Manager Admin/Company Secretary 4944 5822 [finance@mackayregion.com](mailto:finance@mackayregion.com)

Kat Ringrose, Destination Marketing Manager 4944 5833 [marketing@mackayregion.com](mailto:marketing@mackayregion.com)

Marc Turner, Destination Management Officer 0407 222 243 [dmo@tourismwhitsundays.com.au](mailto:dmo@tourismwhitsundays.com.au)

Hannah Cushway, Digital Marketing Executive 4944 5811 [digitalmarketing@mackayregion.com](mailto:digitalmarketing@mackayregion.com)

Veronica Malagueno, Business Events Executive 4944 5855 [businessevents@mackayregion.com](mailto:businessevents@mackayregion.com)

**Nebo Road Visitor Information Centre**

Toni Pennell, VIC Supervisor 4944 5888 [vicsupervisor@mackayregion.com](mailto:vicsupervisor@mackayregion.com)

Kelly Redgen, Customer Service Officer [info@mackayregion.com](mailto:info@mackayregion.com)

Tara Yeatman, Trainee Customer Service Officer [cso@mackayregion.com](mailto:cso@mackayregion.com)

**Townhall Visitor Information Centre**

Lyn Egan, Customer Service Officer 4951 4803 [townhall@mackayregion.com](mailto:townhall@mackayregion.com)

Julie Keen, Customer Service Officer [townhall@mackayregion.com](mailto:townhall@mackayregion.com)

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