

# Tourism Update

MACKAY  
TOURISM

29 June 2009

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

## **MEMBERSHIP FUNCTION CRUISE - this Wednesday 1 July**

Mackay Tourism and Reef Star Cruises invite you to celebrate the new financial year with lunch at sea, aboard the catamaran cruise vessel '2001'. This opportunity to inspect Mackay's new day cruise vessel is limited to members only and space will be allocated on a first come - first serve basis. We urge you to take full advantage of this chance to blow in the new financial year, catch up with fellow members, check-out our new cruise vessel and see Mackay from a different perspective.



**Where:** Mackay Marina Mega Berth (near the lighthouse)

**When:** Wednesday 1 July 2009

**Time:** 12 noon, with departure at 12.30pm sharp and return at 2.00pm

**RSVP:** Heather on 4944 5803 by close of business today Monday 29 June

## **MEMBERSHIP RENEWALS - discount available until 5pm tomorrow!**

By now you should have received your membership renewal notice and invoices which were mailed out in early June. Please remember to complete your renewal form including address/contact details, indicating preferred payment, signing the commission policy.

Remember payment received at MTL on or before 30 June will qualify for a 5% discount, plus a chance to win \$2,000 of advertising with HOT or SEA FM, thanks to Platinum MTL Member Macquarie Southern Cross Media. Members recruiting another new member by 30 June will win a fantastic getaway accommodation and day cruise package for two.

Your investment and proactive participation in MTL affairs is vital to ensure our destination remains competitive and is strongly and professionally promoted to our target visitor markets, business and leisure, domestically and internationally.

Please contact Heather on 4944 5803 if you have not received your membership renewal or if you have any question regarding membership.

## **INTERNATIONAL VISITORS? - IT'S UP TO ALL OF US**

Mackay Tourism recently participated in the Western Module of the Australian Tourism Exchange (ATE) in Melbourne, representing the Mackay - Isaac region to product managers of tour operators and specialist travel retailers of Australia from markets as diverse as Montreal, Munich and Montevideo. We also had useful meetings with many Australia-based organisations handling inbound tourism such as the major car, coach, motor home / campervan renters, airlines and rail representatives, and accommodation groups, as well as Tourism Queensland and Tourism Australia managers from around the world.

While the impact of the global financial crisis has softened demand, there are still enormous opportunities from most of Australia's target overseas markets, and particularly for new and emerging destinations such as ours with such a small market share, offering fresh experiences within regional Australia. The demand for drive 'discovery' holidays remains strong, and air, coach and rail fares to enable access to regional destinations such as Mackay, beyond the international gateways, are available overseas at very attractive levels.

To successfully tap the inbound tourism opportunities for Mackay - Isaac region, we must present our strengths and differences, boldly and professionally. Potential trade partners around the world are looking for new, quality experiences and services to promote to their long-haul holiday clients and the inbound tour operators stand ready to work with our accommodation, tour and cruise and

attraction partners. So, the ball is in our court - if we are to capture a greater number of international visitors, we must build relationships with those selected trade partners (overseas and within Australia) who can feed us, convince them our products will satisfy their customers, listen to their suggestions for product development and packaging, and be prepared to reward them with commissions for their efforts as sales intermediaries.

We are very fortunate that so many international (and domestic) travellers already 'pass through' Mackay. Many destinations would give their right arm to have such excellent access by public transport and infrastructure. In the months and years ahead and especially given the aggressive competition, we need to work far harder to attract and retain our visitors, of all types. The time is long overdue for more of the tourism businesses of Mackay - Isaac, to move beyond order-taking, and directly participate in promoting our destination and providing our trade partners domestically and overseas, with an array of sizzling products and experiences around our natural and built assets, to sell.

MTL can provide all sorts of information, contacts and advice to help you come on board affordably and effectively. Come and have a chat with our Marketing Manager Kat Ringrose ph: 4944 5833, or CEO David Phillips ph: 4944 5844

## FEDERAL FUNDING SOUGHT FOR MINING TRAIL

Mackay Tourism has applied for Federal Grant Funding within the recently announced TQUAL scheme, to contribute to the cost of highway signage, information rotunda's and amenities, and marketing collateral for the Mining Trail between Clermont and Hay Point. When successfully implemented and promoted, with accompanying product and service development en route, the touring trail is expected to attract tens of thousands of additional leisure visitors to the Mackay-Isaac hinterland each year, bringing welcome economic diversity, jobs and amenities to the area.



MTL's request has been endorsed by Mackay and Isaac Regional Councils and major regional industry entities including Dalrymple Bay Coal Terminals, Rio Tinto, BMA, Queensland Railways and The Mac accommodation group. The request of Federal Government follows completion of a State-funded feasibility study last year, and extensive preparatory work in recent months by an MTL-chaired Steering Committee.

## WHAT'S ON IN JULY

- 1 MACKAY FOUNDATION RAT RACE Forgan Bridge Post Office Park 12 pm - 1pm
- 3 - 5 SARINA COUNTRY MUSIC FESTIVAL Sarina Shire Hall Broad Street Fri 7pm, Sat 8am, Sun 7am
- 4 MONSTERS TOUR OF DESTRUCTION HITS MACKAY Mackay Showgrounds 4pm show starts at 6pm
- 4 WES CARR "THE WAY THE WORLD LOOKS' LIVE NATIONAL TOUR Mackay Entertainment Centre
- 4 - 5 JG MARINE MACKAY SPANISH MACKEREL SHOOT-OUT Mackay Surf Club East Point Dr 2pm
- 4 - 5 THE JOY FROM OZ Conservatorium of Music, Boundary Road, Planlands, Sat 7.30pm, Sun 2pm
- 5 NORTH QLD DIRT DRAGS Sarina Showgrounds, Racing starts at 9am
- 5 GIRLS DAY IN FUNDRAISING FRENZY AND FASION FAIR Clarion Hotel Mackay Marina, 1pm
- 8 KID'S BOREDOM BUSTER - CANOE GAMES Kinchant Dam 10am
- 11 MACKAY ENTERTAINMENT & CONVENTION CENTRE OPENING WITH JIMMY BARNES at the MECC 6pm
- 11 - 26 MACKAY FESTIVAL OF ARTS
- 11 CRASH BASH CHARITY GOLF Laguna Whitsundays
- 12 WENDY MATTHEWS 'SHE TOUR' Magpies Sporting Club 7pm
- 14 - 24 GREAT ENDEAVOUR CAR RALLY Mackay to Townsville via The Tip
- 14 BMA KIDSPACE Artspace Mackay Gordon Street 10am - 2pm
- 25 G&S ENGINEERING WINE AND FOOD DAY Queens Park 11am

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

## MEMBER PROFILE - BUSHMAN'S BREAD

Bushman's Bread is a wholesale bakery which operates 7 days a week and situated at 45 Evans Ave North Mackay. Currently the area serviced stretches from St Lawrence in the South, to Bloomsbury in the North and West to Moranbah.

Bushman's product range includes sliced bread and bread rolls, pies, pastries as well as a range of cakes, slices and sandwiches for the



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smoko trade.

Their main customers are independently owned shops, restaurants, hotels, motels and take away businesses who expect good quality, long lasting and good tasting products. The success of their business is dependent on delivering products which are the best.

Employee numbers have grown from 1 to 29 over 6 years and they currently have 4 apprentice Baker/Pastry Cooks. Bushman's is heavily involved in the community and sponsor many school and charitable organisations with product or cash, and are members of Mackay Tourism, The Chamber of Commerce and Industry Queensland, The Mackay Chamber of Commerce, and the RACQCO Rescue 100 Club. So please support your fellow members by purchasing your bakery requirements from Bushman's Bread.

## MEMBERSHIP GROWS TO 240 - WELCOME TO OUR LATEST ARRIVALS !

We are delighted to welcome our latest new members:

**Andergrove Holiday Rentals** contact Chris Jensen on 0424 668909 or [kenandchris@smms.com.au](mailto:kenandchris@smms.com.au)

**Summit Apartments - Airlie Beach** contact Amie McKay on 4946 3400 or [stay@summitairliebeach.com.au](mailto:stay@summitairliebeach.com.au)

**Illawong Beach Resort** contact Antoinette O'Neill on 4957 8427 or [illawong@illawong-beach.com.au](mailto:illawong@illawong-beach.com.au)

**Pozza's Beach Retreat** contact Elena Pozza on 4942 6191 or [ch\\_pozza@yahoo.com.au](mailto:ch_pozza@yahoo.com.au)

## Your MTL Support Team

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**Nebo Road Visitor Information Centre**

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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**

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