

Tourism Update

1 Sept 2009

MACKAY
TOURISM

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

SIX NOMINEES CONTESTING TOURISM BOARD SEATS

A postal ballot of MTL members has commenced to elect four Directors to the Board of Mackay Tourism Limited for 2009 / 2010. Those contesting are Kerryn Beck (The Shores), Nick Bennett (Minds Aligned), Kevin Clarke (Ocean International Hotel), Anna-Maree Coco (Canelands Central), Eva Dalley (Northern Beaches Bowls Club) and Lee Skerman (Mackay Grande Suites). The successful four will join continuing Directors Col Adamson (Reeforest Adventure Tours), Cr. Ann Crawford (Isaac Regional Council), Paul O'Connor (Macquarie Southern Cross Media), Narelle Pearse (Regional Economic Development Corporation), Cr Dave Perkins (Mackay Regional Council) and Nick Uit den Bogaard (Comfort Resort Blue Pacific) to elect a new Chair - current Chairman Warner Banks of Coral Cay Resort Motor Inn will not be re-standing.

The successful Board candidates will be announced at our Annual General Meeting to be held at 4pm Tue 22 September at Illawong Beach Resort. Members having any queries about the AGM or voting process are invited to call our Company Secretary and Financial Controller, Deborah Ludlow on ph: 4944 5822. At the AGM, and within the Annual Report, your Directors will be declaring a final (audited) operating surplus of \$20,697 in a year of record turnover and membership growth, for members' approval. Please RSVP your attendance at the AGM, by Fri 18 September to [Hannah](#) or ph: 4944 5811.

MEMBER NETWORKING FUNCTION UPDATE

Thank you to Kevin Collins and his team at Fish D'Vine Mackay for hosting an informative and fun networking function last week. MTL would also like to thank our sponsors Fine Wine Partners for providing Taltarni Vineyard wines and Castlemaine Perkins for supplying their great beer. Dave McIntyre from Queensland Rail was the lucky winner of the Mantaray Charters trip for two plus accommodation at Toscana Village Resort and Claire Brown from Coral Sea Charter Company was the winner of the corporate golf pass which was kindly donated by Mackay Golf Club. MTL members' functions are a great way to showcase your product, so if you would like MTL to host a networking function at your venue please contact Heather on 4944 5803.

MARKETING OPPORTUNITIES ANNOUNCED

Financial Members have an array of co-operative marketing opportunities to choose for their business purposes, within our Marketing Plans 09/10 document mailed to all members this week. The campaigns and activities (some local, some external) detail opportunities to tap five key target visitor segments for our region - Fly-Drive and Short Breaks, Backpackers and Independent Travellers, Visiting Friends and Relatives, Conventions and Events and the Long Distance Drive Market. We urge every member to read the propositions carefully and set aside budgets accordingly. More detail about specific activities will be provided as they emerge in the weeks ahead, but please call Kat Ringrose, Marketing Manager ph: 4944 5833 for advice and information.

2009/2010 MEETING AND EVENTS PLANNERS GUIDE (MPG)

Preparation is underway for the 2009/2010 edition of the MPG. In the next few days you will receive a copy of the prospectus and booking form, outlining the opportunity to showcase your products and services to this lucrative market. We would like to stress the importance of your participation in demonstrating our capability and appeal as a serious player in the events and conventions market. There is a range of affordable options to choose from, however please remember that you can also share costs by joining in partnership with another business - it's better to be seen than not at all. Veronica will be contacting you shortly to discuss your booking in this key sales tool.

FAREWELL AND THANKS FROM USS MUSTIN

We received a warm note of thanks from the Commander of USS Mustin following their port visit to Mackay recently. Toni Pennell and Lyn Egan from our VIC spent two very busy days aboard the ship after it berthed, supplying information and advice to queues of sailors keen to step ashore and explore our city and region. We sold plenty of overnight accommodation and tours, along with directions to our best attractions, shops, bars and restaurants. The girls were treated as vip's and had a rare glimpse of the inside workings of a modern warship. Mackay received rave reports and we hope to welcome them back one day.

SUNDAY TRADING RE-HEARING

We understand a re-hearing of the case for Sunday Trading by major stores in Mackay is to take place at the Industrial Commission in October. We may be invited to re-present our arguments in favour of this - our Board

remains thoroughly of the view this should be trialled at least, on the grounds of the business opportunity for Mackay as a regional service centre astride the major north-south highway of the state, and servicing a hinterland of huge visitor potential for the city. Shopping is one of the most popular activities in most destinations by business and leisure visitors. It is also seen as air-conditioned entertainment. With our Convention Centre now open and a Stadium on the way, Mackay can expect many more weekend visitors in the future, including families having time to look beyond 'bread and potatoes' shopping.

REX IS OUR LATEST AIRLINE PARTNER

Lismore based airline REX (Regional Express) commences seventeen services weekly between Mackay and Townsville from 1 October. Mackay Tourism has already had a meeting with Maurice Gahan - Regional Sales Manager to discuss traffic opportunities between our cities. Mackay Tourism sees significant opportunities in developing individual and group travel related to corporate meetings, visiting friends and relatives and conventions/events. QantasLink and REX together now provide speedy regular access between our cities, complementing the existing rail and bus links.

WELCOME TO RUSSELL AND TEAM AT QUEST MACKAY

The MTL team was recently treated to an inside preview of the very impressive new and tastefully decorated Quest Serviced Apartments which opened last Saturday. Russell and his team can be justifiably proud of their new baby and we look forward to working closely with them in the months and years ahead. Why not introduce yourself to Russell
ph: 4829 5300



WHAT'S ON IN SEPTEMBER

6 HEARING THE DRUM MARKETS Australian South Sea Islander Meeting Hut 10:00am - Noon
11 MACKAY VS TOWNSVILLE CHALLENGE AT PALMYRA DRAGWAY Bells Rd Walkerston 6:30pm - 9:30pm
11-13 CENTRAL QUEENSLAND BLOKART CLUB REGATTA Cape Hillsborough Beach
13 STEP BACK IN TIME - GATHERING EUNGELLA'S PAST Eungella State School 10:00am - 3:00pm
18 BIG NIGHT OUT MECC 6:30pm - 9:45pm
18-20 COAL TO COAST FESTIVAL SARINA
19 ACCA DACCA Concert Farview Country Tavern & Motel
24 ABBA RE-BJORN SHOW Magpies Sporting Club Glenella Rd 7:00pm show starts 8:00pm
25 BOREDOM BUSTER - CANOE ADVENTURE Kinchant Dam 9:00am
26-27 MACKAY HOME SHOW & LIFESTYLE EXPO MECC Sat 8:30am-7.00pm Sun 8:30am-4:00pm
For full details [click here](#) to visit our online calendar of events

MTL MEMBERS TOP 250 - WELCOME TO OUR NEW MEMBERS

Top Up Promotion Services - contact Patricia Moore on 4948 1340 or email patricia@topupps.com
Yehah Boat & Camper Hire Mackay - contact John Burns on 4951 3474 or 0421 276517
Fine Wine Partners - contact Glen Gilmore on 0438 738571 or glen.gilmore@finewinepartners.com.au
Evergreen Interiors Mackay - contact Gary Volker on 4954 0765 or admin@evergreeninteriors.com.au
Rainforest B&B Finch Hatton - contact Karen Collyer on 4958 3099 or collyer@activ8.net.au
The Lucky Aussie Hotel (Hotel Mackay)- contact Brett Thompson on 4951 1120 or brett@capitalbb.com.au
Kinchant Waters Leisure Resort - contact Russell Biggs on 4954 1453 or email r-biggs@bigpond.com

Your MTL Support Team

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