



**COOLOOLA SHIRE COUNCIL**

**AGENDA**

*of the*

**SHIRE GROWTH &  
ECONOMIC DEVELOPMENT  
COMMITTEE MEETING**

**CHAIRMAN: Cr Donna NeilsonJan Watt**

**Held in the Boardroom  
Old Bank Building,  
Cnr Nash & Channon Streets,  
Gympie Qld 4570**

**On Tuesday 17<sup>th</sup> April17th July16th October19th February 20078,  
following the  
Administration & Finance Meeting.**

**For Adoption at the  
General Meeting**

**To be held on the 24<sup>th</sup> April24th July23 October26 February 2007 2008**



Cooloolo Shire Council

## SHIRE GROWTH & ECONOMIC DEVELOPMENT AGENDA

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*Cr J. Watt (Chairman),  
Crs. MJ Venardos OAM, CR Chapman OAM, D.  
Neilson, I. Petersen, L. Friske, G. Nissen AM, M.E  
Prior, WJ McIntyre (Delegate)*

*Also as observers are Crs NR Ellis, R. Owen, W. Sachs  
and S. Jocumsen (Delegate)*

### APPOINTMENTS etc.

#### **Nil**

**1.30 - Ms Fiona Green – Chair, Cooloolo Access Advisory Committee, Mr Cliff Hutchings and Mrs Beryl Spencer will speak to Council on their involvement with local businesses in the Shire.**

**2.00 Mr David Stubbin - Principle Project Officer, Project Development and Facilitation Division of Tourism, Regional Development and Industry, Sally Noonan - Community Futures Task Force and Ms Bridget Edwards - Senior State Development Officer, will report to Council on the Price Waterhouse Coopers Economic Development Strategy for Traveston Crossing/Mary Valley Area.**

12.00 noon Mrs Bridget Edwards, State Development Officer, will address Council on her appointment and her role for Economic Development in Cooloolo.

12.30pm Mr John Fitzgerald, General Manager, Tourism Sunshine Coast, and Mr Ren Van Tulder, Planning & Development Manager will address Council on the Draft Tourism Sunshine Coast Business Plan 2007-2008. (Refer to Item 2/1)

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**SECTION 1: APOLOGIES**

Nil

Nil

**SECTION 2: CONFIRMATION OF PREVIOUS MEETING**

## CONFIRMATION OF PREVIOUS MEETING

**Recommendation:** (Acting Director of Corporate Services – Mr C. Manson B. Hayes)

That the Minutes of the Shire Growth & Economic Development Committee Meeting held on the 20 March 19 June 18 September 22 January 2008 7 be taken as read and confirmed.

## SECTION 13: COOLOOLA REGIONAL DEVELOPMENT BUREAU – REPORT

Mr Brian Arnold, the General Manager of the Cooloola Regional Development Bureau will present the following report to Council.

### 13/1 Cooloola Regional Development Bureau – Report for the Month Month of March June September January 2008 2007 7

Re: Cooloola Regional Development Bureau – Report for the month of  
March June 2007

From: Cooloola Regional Development Bureau General Manager Mr B.  
Arnold.

File:

Date: 11 July 2007

Re: Cooloola Regional Development Bureau – Report for the month of  
September January 2008 2007

From: Cooloola Regional Development Bureau General Manager Mr B.  
Arnold.

File:

Date: 13 February 2008 17 January 2008 9 October 2007

### Billboards

The Skyring SUPER site was available for February so the GM has organised the skin to be relocated from the Maryborough Speedway site.

### Gympie Street Directory

The Gympie Street Directory/map will be available for this meeting.

### Tin Can Bay and Rainbow Beach Street Directories

Effectively both maps are sold out.

### Upgrade of CRDB website, [www.cooloola.org.au](http://www.cooloola.org.au)

A tender document is being prepared and will be sent to Firewave Designs and [cooloolabusiness.com](http://cooloolabusiness.com)

### Jenny Currie Photography

The General Manager will attend an exhibition of Jennifer's work on the 9<sup>th</sup> of February at the Waterview Bistro in Rainbow Beach.

### Sanctuary Cove Boat Show

Currently, the design for our 56 sq metre site is out to tender.

The Sanctuary Cove Boat Show is from the 22-25<sup>th</sup> of May.

### Gold Diggers Bargain Day

Gold Diggers Bargain Day is a new project that is being managed/developed by Roger Harmon and Gail Godwin. The CRDB is providing support to get it started. ZINC 96.1 is going to promote the day as well. The details of the first bargain day are below:

**Date:** Thursday 21<sup>st</sup> February.

**Time:** Business Hours.

**Who can participate?**

EVERYONE. Please dress in Gold Rush period costumes if you wish.

**What do I do?:**

Put a bargain table outside your shop.

- There will be a prize draw at the end of the day.
- The prize is lunch for 2 at the Royal Hotel.
- To receive an entry, shoppers must purchase an item from retailers who support the Mary St Walking Tours.

Entry boxes will be supplied by the CRDB and delivered by Roger and Gail. Other/all retailers are welcome to put a table out.

It is envisaged Gold Diggers Bargain Day will continue monthly if successful.

### Mary St Walking Tours

The tours hosted by Roger and Gail have been funded by business for another 3-4 months. In addition to business there have been private donations to the tours and entertainment. One donation was for \$100. I have received both verbal and written compliments about the tours.

### Bi-annual Cooloola Economic Profile

The latest version produced by Economic Associates will be available for this meeting.

Quotes will be provided soon. These quotes will be used to secure up to \$5000 funding from the State Government.



The Skyring SUPER site wasn't available so the GM organised a SUPER site located near the speedway in Maryborough on the Bruce Hwy heading south. The SUPER site skin will be relocated to the Skyring site in February.

## Gympie Street Directory

The GM might have a draft copy for this meeting. It is envisaged the map will go to print on the 18<sup>th</sup> of January.

## Tin Can Bay and Rainbow Beach Street Directories

The General Manager has begun selling both maps.

Last year members of Tin Can Bay Chamber of Commerce and Tourism received a discount on advertisements in the map. If TCBCCTI members wish to advertise in the Rainbow Beach map, the CRDB discount will apply with that map as well but the TCB Chamber subsidy may not.

The GM has spoken to the President of the TCBCCTI, Mr Peter Todd; he has expressed interest in the same discount arrangement for 2008. So, once again TCBCCTI members have a great opportunity to advertise in the map at a greatly reduced rate. A letter outlining the discount has been sent to TCBCCTI.

The GM has also contacted the Rainbow Beach Chamber of Commerce and offered them the same type discount.

The Rainbow Beach map will feature the new Rainbow Beach portal address. The address of the portal is [www.rainbow-beach.org](http://www.rainbow-beach.org) The Cooloola Shire Council provided a number portals for the CRDB to manage. One of those portals was provided for use by the Rainbow Beach Chamber.

The CRDB will once again print 30,000 copies of the TCB map. At the same time we will be printing the same amount of Rainbow Beach maps. The general layout of both maps will remain the same and cross promote the two areas. There will be a special feature promoting the dolphin feeding, along with sections on the Great Sandy Strait, fishing & boating, the marina and “must see...must do...” which will include events like the TCB Seafood Festival.

Both maps are 80% sold.

## Jenny Currie Photography

The General Manager has contracted Ms Currie to create a new portfolio of images for the Shire. The images will be used to refresh all of our promotional materials. Jenny has been given a list of key locations to be photographed that will be used for high impact shots like the front cover of our holiday guide.

The GM has entered into an agreement that will position Ms Currie as our “signature photographer” for the holiday and business guide. In return for this exposure Ms Currie will provide images free of charge and in return for advertisements in our publications.

Having a “signature photographer” for a holiday guide has never been done before.

### Sanctuary Cove Boat Show

The General Manager will meet with Maryborough and Hervey Bay City Councils, Fraser Coast South Burnett Regional Tourism, State Development and other key stakeholders on the 10<sup>th</sup> of January. Our combined 56sq site has been secured.

The Sanctuary Cove Boat Show is from the 22-25<sup>th</sup> of May.

### 3D Modelling

The General Manager will meet with Maryborough and Hervey Bay City Councils, Fraser Coast South Burnett Regional Tourism and State Development to discuss opportunities for establishing a 3-dimensional feature to our websites.

The General Manager was the catalyst for the meeting and has organised the company that can produce the 3D modelling feature to give a presentation.

The first 3D project could be the Great Sandy Strait.

A verbal report will be provided to Council.

The General Manager has been asked to join a steering committee to establish a combined display at the show. The CRDB along with Hervey Bay and Maryborough City Councils will use the space to promote the Great Sandy Strait.

Ross Anderson from State Development is coordinating the region's marine related businesses in having a combined display at the Sanctuary Cove Boat Show next year and made an offer to the CRDB to join them. As the CRDB had planned to attend this show last year to promote/lift the profile of the Great Sandy Strait, the GM has accepted that offer.

Since costs are shared between State Development, the CRDB, Maryborough & Hervey Bay City Councils expenses should be very low and well within budgetary constraints.

The next steering committee meeting is on the 23<sup>rd</sup> of October at the Maryborough State Development Centre 319-325 Kent Street, Maryborough which the General Manager will attend.

Every Thursday afternoon an email is sent out to all of our accommodation members within the Cooloola Shire asking for available accommodation over the weekend. This information is collated and then sent to our information centres on the Friday morning. This service alleviates the problem for our volunteers of having to ring our members over the weekend, especially during major function within Gympie. This is also an added service to our members and a great opportunity to promote bookings by our volunteers.

### **New Initiative 2 – Quarterly Member Newsletter**

To strengthen the CRDB's relationship with its members, Gail and I propose to produce a quarterly member's newsletter. The publication will include information on Cooloola's tourism strategies and business development with details about new initiatives, business advice, networking events and general tourist information. We also aim to develop a regular advertising spot for our members at a small nominated fee. As soon as we have the first draft we will present it to the board.

New Stock and Promotion for Lake Alford Gift Shop

The gift shop at the Lake Alford visitors information centre is now the only shop in Gympie to stock authentic aboriginal merchandise from “Murra Wolka” in Eumundi. I am organizing some media publicity to promote the shop as having authentic aboriginal artifacts for sale and exclusive Gympie merchandise. We have received a new display stand at Lake Alford, supplied by HEMA maps, and have supplied some brochure stands to the Imbil VIC.

**Recommendation: (Acting Director of Corporate Services – B. Hayes)**

**Recommend that the report for the months of September January 2008 2007 from the General Manager of the Cooloola Regional Development Bureau be received.**

11 April 2007

EKKA

The EKKA is from the 9<sup>th</sup> to the 18<sup>th</sup> of August. Datatrax has offered a 42 inch plasma screen for use at the EKKA if one is available. If not we will trade the Datatrax machine that is in our Lake Alford information centre.

Datatrax is a computer touchscreen tourist information kiosk.

The Mary Valley Map

The Mary Valley map has gone to print.

“Come to Cooloola” Holiday Guide

Most of the 52 pages have been handed over to Gympie Graphics for production.

Heritage Walking Tour Brochure/Map

Quotes have been received and the brochure will be produced after the holiday guide is complete. The General Manager will take current images of the historic buildings.

**Tourism Queensland Steering Committee for the Mary Valley  
Tourism Project**

CRDB is hosting a presentation by Stafford Group (Consultants) for the TQ Mary Valley Tourism Project on Friday 13<sup>th</sup> July at 1pm at the Imbil RSL for interested parties including the Advance Mary Valley committee. We have also arranged private interviews for those interested in participating in the Tourism Audit being undertaken.

**TSC Meetings**

A Partner Operational meeting will be held on the 16<sup>th</sup> of July.

**Mary Street Walking Tour**

Gail Godwin and Roger Harmon have provided a report of their activities during the trial.

They are doing a wonderful job. It provides an atmosphere to Mary St that is very important to Gympie as a tourist attraction and shopping destination. Gympie is a goldmining town, rich in history! The architecture in Mary St and surrounds is beautiful!

As stated in a previous report I would like the CRDB and/or CSC to support Roger and Gail to continue this attraction in Mary St.

**Gympie's Great Plasma & Home Theatre Giveaway**

In cooperation with ZINC 96.1 fm and Channel 7 the Cooloola Regional Development Bureau will manage a promotion that could grow into a 2 year project.

From August to January, inclusive, a heavily advertising campaign on both Zinc and Channel 7 will drive locals and people living outside Cooloola to

shop with participating businesses for the chance to win a plasma or home theatre system prize. Draws will be **fortnightly**.

The CRDB and partners are excited to advise that this super six month promotion is just the beginning of what will ultimately become a HOUSE & LAND GIVEAWAY

The proposed schedule is listed below:

August 2007 – December 2007	12 Plasma's given away
Feb 2008 – July 2008	4-6 Cars given away
August 2008 – Jan 2009	A block of land will be given away
Feb 2009 – July 2009	HOUSE & LAND given away

Revenue generated from 100 or more participating businesses will cover all expenses and grow the promotion to the levels described. This first 6 month plasma and home theatre giveaway will cost participants \$39 per week over 26 weeks.

#### Datatrax

The CRDB provides a framework for members in 2 regions, Tin Can Bay and Rainbow Beach. Datatrax has offered a free framework for the Mary Valley and we are in the process of establishing a framework for Gympie.

A framework is a page that promotes the region and includes our TV commercials. Members are allowed to use that framework to place an ad and promote their business at a reduced rate.

#### Resort TV

Resort TV has made a "Special Offer", starting in August would be for 3 regions (Caloundra, Maroochy and Noosa), for 75 seconds, which would be for the ads that you already have (2 x 30sec and 1 x 15sec) for 6 months...cost \$3,300 (GST incl).

#### Mary Valley Map

The Mary Valley map is sold out. The CRDB has sold 41 ads.

APN Lift-Out

The lift-out is still being distributed throughout parts of Queensland. We will assess the effectiveness using Telstranaliser to track 1 800 calls from the regions targeted.

Holiday Guide 07/08

Around \$20,000 in advertising was sold in 1 day. We expect strong support for the 07/08 guide.

Tin Can Bay and Rainbow Beach Maps

The maps have been printed and might be available for this council meeting.

Promotion of the Great Sandy Strait

The CRDB will establish a stand at the Sanctuary Cove Boat Show. The stand will aim to lift the profile of the Great Sandy Strait to Whitsunday-level.

New TV Commercial for Gympie

A new TV commercial has been produced to lift the profile of Gympie as a shopping destination.

ZINC 96.1fm radio personality Jamie Dunn is the spokesperson and it features several businesses from the Mary St and surrounds. 2 businesses that feature prominently are Tommyrockers and Daze Gone By Antiques. These 2 businesses have been used to differentiate and target a specific market, the 40++ age group with money. Antiques and collectibles appeal to that group.

Mary Valley on TV

A new TV commercial is being produced for the Mary Valley as part of the initiatives proposed by the group known as *Advance Mary Valley*. This group was formed as a result of a Public Meeting held in the Brooloo Hall on 25 January 2007. The group has analysed the state of the environment and the resources of the Valley, and is concentrating on developing objectives and strategies for ongoing promotion of the area.

The group is seeking objectives that are sustainable, that are distinctive and different from competitive regions, that will build on current strengths, and that will convert or remove Valley weaknesses.

The new TV commercial will cover the entire Mary Valley. Like the new Mary Valley Map, the TV commercial will extend south of the shire boundary to include the Kenilworth and Conondale areas. There will also be new Radio Advertising created to match this promotion.

**Recommendation: (Director of Corporate Services Chief Executive Officer – K.AC Manson)**

**Recommend Tthat the report for the month of June 2007 from the General Manager of the Cooloola Regional Development Bureau be received.**

## **SECTION 4: STATE DEVELOPMENT REPORT**

Ms Bridget Edwards, Senior State Development Officer, will present the following report to Council.

4/1 State Development Activity Report from – 14 January to 8 February 2008 September

Re: State Development Activity Report – 14 January to 8 February 2008. from September  
From: Senior State Development Officer Ms B. Edwards and Senior Regional Development Officer, Ms C. Ross.  
File:  
Date: 14 January to 8 February 2008 13 February 2008. 10 October 2007

### **Timber Industry**

- Met with Private Forestry Southern Queensland to discuss a Timber Industry Forum to be held at the Gympie Conference Centre on 4<sup>th</sup> and 5 March. Forum will focus on implementation of an environmental management system for growers, processors and manufacturers.

### **Women's Networking Group**

- Initial networking/workshop held in Gympie during October. Met with focus group made up of local business women, the Wide Bay ACC and Donna Nielson to look at way forward for the group. Next function to be held at Gympie TAFE on Wednesday 26 February.

### Business Workshops

- Workplace Health & Safety workshop held 6 February with 12 attendees.
- Building Strategic Alliances held in Gympie on 12 February. 20 people registered for workshop.
- Quality Assurance Workshop to be held on Wednesday 26 February for breakfast at 7am at Gympie RSL.

The following report is from Ms Celena Ross, Senior State/Regional Development Officer, Mary Valley will present the following report to Council.

### Business Workshops

- Effective Promotions to be facilitated by Celena Ross – 19 February Ridegwood Hall
- Coordination for Marketing for Creatives workshop to be held 11 March – Kandanga.

### Business Retention and Expansion Program

- Program Coordinator advertised, short listed and interviewed by Margaret Devenzia - Program Manger, Roger Hall – Secretary Mary Valley show Society (BR&E proponent) and Harold Thornton TRDI Coordinator Queensland BR & E Programs). Kaili Price-Parker-Price is the successful candidate.
- Lead Team has been identified and approached – 18 business operators have expressed interested in forming this team with the first meeting to be held on 21 February
- Program Manager will attend; facilitate meetings in Imbil from 20-22<sup>nd</sup> February in relation to BR & E activities.

- Ongoing provision of information –BR & E overview and Frequently Asked Questions to members of Imbil Development Group.

### Business Opportunities

- Liaison with Master Builders Association to participate in delivery of Capture That Contract Breakfast Seminar (topics: Pricing for Profit and Quoting Made Easy)
- Liaison with Commerce Queensland to assist in raising awareness of major infrastructure project opportunities and awareness raising of educational seminars and workshops to assist business growth and sustainability.

### One on One Consultations

Met with 3 businesses in the region to discuss capabilities, opportunities and issues.

Attended Gympie Chamber of Commerce August monthly meeting.

### Workshops/Forums and Networking

Attended Cooloola Regional Development Bureau's Networking night at Rainbow Beach Sports Club

Delivered a Getting Started Workshop in Gympie

Attended Wide Bay Burnett Export Awards in Maryborough – winner of overall award was Mary Valley Orchards from Amamoor.

Organised Record Keeping Workshops with the Tax Office on 29 October.

### Projects

Met with local businesses to ascertain interest in the 2008 Gympie Careers Expo with possible Create it Make it Live it and industry involvement.

Mentoring for Growth Panel in Gympie – spoke to local professionals and business people to gain interest in participating in Mentoring for Growth as mentors.

Business Women’s Networking launch/Linda Hailey presentation – met with Peter Gregory from the Wide Bay ACC to organise presentation and distribution of promotional material for the launch and for the presentation to Tin Can Bay Chamber of Commerce.

Industrial Land – attended steering meeting to discuss finding of consultant to identify suitable land for industrial activity in SEQ. Also attended a meeting to discuss possible project to identify suitable land for industrial activity within the Cooloola Shire. Met with Kerry Rolfe and Mike Hartley from Cooloola Shire Council. Developed draft Terms of Reference and forwarded to stakeholders.

Investment Prospectus – Draft submission developed for whole of Government investment prospectus for the Cooloola region.

Capture that Contract – Gympie TAFE Open Day – Liaised with TAFE to organise the forum on 10 October.

Imbil Multi Purpose Facility – liaised with Sport and Rec and Project Facilitation and Development Section of State Development concerning Invitation to Offer.

Opportunities for Local Businesses to supply to Proposed Traveston Dam – met with AIEMnet to organise next round of breakfast sessions.

Business Expansion and Retention program – met with Harold Thornton in Brisbane to gain information on process of scheme.

Agri-Food Innovators Seminar – organised distribution of promotional material.

<b>Administration</b>
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Met with the following to discuss activities:

Brian Arnold, Manager CRDB,

Craig Manson, Acting CEO, Cooloola Shire Council

Bob Hockey, Director, State Development Centre Maryborough

Attended DORIS Training (Decision making course)

Attended Cooloolo Chamber of Commerce meeting.

Attended August Shire Growth and Economic Development Committee meeting and accompanied Bob Hockey to present information on Centres of Enterprise.

Attended Economic profile and Futures Outlook Officer Liaison Group meeting Brisbane.

Met with Minister, Desley Boyle at Sunshine Coast State Development Centre and outlined my role.

Assessed applications for AO3 Customer Service positions with Skilling Solutions.

11 July 2007

### One on One Consultations

Met with 7 businesses in the region to discuss capabilities, opportunities and issues.

### Workshops

Attended awareness sessions for opportunities for local businesses to supply to the proposed Traveston Dam at Gympie with over 40 attendees, Hervey Bay with approximately 12 attendees, Maryborough with approximately 15 attendees and Cooroy with approximately 30 attendees. Session to be held in Nambour on 23 July.

Attended State Development marketing workshop held at Kandanga and facilitated by Celena Ross with about 25 attendees.

### Projects

Opportunities for local businesses to supply to the proposed Traveston Dam

attended awareness sessions as above and participated in planning meetings with AIEM, TAFE and Maryborough SDC to plan way forward with awareness sessions and targeted workshops.

Attended community meeting in Imbil to discuss proposed Multi Function Facility. Took notes of meeting and distributed. Meeting of steering committee to develop the Terms of Reference to be held in Gympie on Wednesday 18 July.

Women in Business group – spoke to numerous women over the month to gain interest in developing a women in business group. Very positive result so far.

### Administration

- Met with the following to discuss projects/issues and activities
  - Main Roads to discuss future developments.
  - Wide Bay TAFE and Department of Communities to discuss customer service workshops in the Mary Valley.
  - Maryborough SDC staff meeting.
- Attended and presented May monthly report to Shire Growth and Economic Development Committee of Cooloola Shire Council.
- Participated in a teleconference and a meeting with Regional Services Forum to discuss Mary Valley activities.
- Attended steering committee meeting of Mary Valley Tourism Strategy.
- Officers attached to Department of Primary Industries and Fisheries to discuss Mary Valley activities.
- Attended SEQ North SDC Directors meeting in Gympie.

**Recommendation:** (Acting Director or Corporate Services – CB. Hayes. Manson)

**Recommend that the Senior State Development Officer's and the Senior Regional Development Officer's activity reports from be received.**

September

## SECTION 5: APPOINTMENTS

**SECTION 65: GENERAL BUSINESS**

6/1

**SECTION 27: CORRESPONDENCE**

7/1 Queensland Government Initiative – ‘The final chapter...a new beginning – Breaking The Unemployment Cycle’

Re: Queensland Government Initiative – ‘The final chapter...a new beginning - Breaking the Unemployment Cycle’  
From: John Mickel MP, Minister for Transport, Trade, Employment and Industrial Relations, Queensland Government, GPO Box 2644, Brisbane, QLD 4001  
File: AG98/00402  
Date: 11 February 2008

A copy of ‘The final chapter...a new beginning – Breaking the Unemployment Cycle’ will be available for Council’s perusal at the meeting.

*“The Queensland Government in October 1998 introduced a range of ground-breaking labour market programs under the banner Breaking the Unemployment Cycle.*

*The highly innovative Breaking the Unemployment Cycle initiative led Australia in the provision of jobs and training for some of the most disadvantaged people in the labour market, including the long-term unemployed.*

*These included the young, the mature-aged, women, people with a disability, Indigenous people and people from a non-English speaking background.*

*The Government initially allocated \$283 million to help create 24,500 jobs for Queenslanders in four years. The target was reached early, as were later phases of the initiative.*

*Over almost nine years more than 170,000 Queenslanders were assisted under Breaking the Unemployment Cycle programs, including more than 120,000 into jobs.*

*The Queensland Government invested some \$770 million in the initiative between 1998 and 2007, which had a significant impact on the state's unemployment rate and has been replaced from 1 July 2007 with the Skilling Queenslanders for Work initiative.*

*The publication The final chapter...a new beginning chronicles the success of the Breaking the Unemployment Cycle initiative.*

*It celebrates the successful partnerships nurtured between the Queensland Government, hundreds of community groups around the state, local government and training providers to help many Queenslanders into work.*

*Skilling Queenslanders for Work has picked up the most successful elements of Breaking the Unemployment Cycle and will continue to provide the most disadvantaged in the labour market with the skills they need to get a job, while providing employers and industry with the skills they need to help secure the state's future."*

**Recommendation: (Mayor – Cr M.J Venardos OAM)**

**For Council's information.**

2/1 Draft Tourism Sunshine Coast Business Plan 2007-2008

Re: Draft Tourism Sunshine Coast Business Plan 2007-2008

From: Mr J. Fitzgerald, General Manager, Tourism Sunshine Coast, PO  
Box 246, Mooloolaba, QLD, 4557

File:

Date: 27 March 2007

## SECTION 68: FOR YOUR INFORMATION

Refer to Attachment 1.

*“Tourism Sunshine Coast (TSC) is pleased to provide Cooloola Shire Council with our Draft Business Plan 2007-2008 for your perusal and consideration. The TSC Board has recently approved the Draft Plan for distribution to our MOU Partners.*

*Following ongoing consultation with our partners and industry, we have made some minor adjustments to the activities in our Draft Plan 2007-2008 from our current Business Plan 2006-2007, however the strategic focus of the plan remains consistent. The associate funding request also remains consistent with our current Business Plan 2006-2007, with the exception of our requirement to relocate to new office premises from June 2007. We had previously written to you to advise you of our required relocation in 2007.*

*As you are aware, TSC has enjoyed a long association with UnderWater World which has included the provision of premises for TSC (rent free) at The Wharf complex in Mooloolaba. UnderWater World now requires use of this office space as they expend their operations on the site. The relationship between TSC and UnderWater World remains strong, however we are now faced with the commercial reality of leasing office space elsewhere.*

*Our investigations into suitable available office space in the central Sunshine Coast area has revealed that space is at a premium in the region. A provision for the annual leasing of premises and outgoings is contained in the Core Services funding request and is the only increase in funds being requested from our MOU Partners in 2007-2008.*

*We would welcome the opportunity to present our Draft Plan to your Board at your earliest convenience. We seek your support to enable a timely implementation of the plan from 1 July 2007.*

*TSC looks forward to continuing to work closely with our MOU Partners in 2007-2008 to continue the sustainable growth of tourism in the region.”*

25/21 Draft Sunshine Coast Destination Management  
Plan Sportrec Funding – State Equestrian Centre

Re: Draft Sunshine Coast Destination Management Plan Sportrec Funding  
– State Equestrian Centre  
From: Ms Diana Mulholland, Tourism Queensland, Destination  
Management Coordinator – Fraser Coast & Sunshine Coast, Level 10, Tourism  
Queensland House, 30 Makerston St, Brisbane QLD 4000

Grants officer – Mrs J. Lee

File:

Date: 18 June 2007

Attachment 1 refers.

*“On behalf of Tourism Queensland and Tourism Sunshine Coast, I am pleased to provide you with a copy of the Draft Destination Management Plan for Tourism in the Sunshine Coast. The Destination Management Plan outlines the agreed strategic direction for the Sunshine Coast for the next three years, which has evolved from industry consultation, market research and insights, and workshops in the destination.*

*You are invited to provide feedback and comments for consideration in the final Plan.*

*The DMP will guide the marketing and development activities of all stakeholders in the destination, therefore your feedback and suggestions are highly valued. Should you wish to provide input, please forward any comments directly to myself or Monica Groenert ([monica.groenert@tq.com.au](mailto:monica.groenert@tq.com.au)) by Friday 6 July 2007.”*

26 March 2007

Recommendation: (Director of Corporate Services – C. Manson)

For Council’s information.

## 5/2 Queensland Events Regional Development Program (QERDP)

Re: Queensland Events Regional Development Program (QERDP)

From: Mr M. Denton, Chief Executive Officer, Queensland Events, PO Box 7990, Waterfront Place, Brisbane, 4001.

File: AG04/00923

Date: 18 June 2007

*“Since the Queensland Events Regional Development Program (QERDP) began in 2001, the support of Local Councils and Regional Tourist Organisations has been absolutely vital in the outstanding success of the events under the program.*

*In total, the program has now invested more than \$8.9 million in over 420 events across the state. No doubt you have seen firsthand the power of regional events to attract tourists, and fuel growth, prosperity and a tremendous sense of pride for host communities.*

*During periods of QERDP support, many events have transformed into major economic drivers for their region. Just as Queensland's regional events have grown, so too has the QERDP.*

*The recent announcement of Round 12 coincides with a number of enhancements to the program, which are underway for Round 13 and beyond. We believe this will enable the program to better meet its objectives and the contribution to each region.*

*As you are likely aware, our aim has always been to support events which increase local economic activity and development, enhance the profile and appeal of the destination in which they are held, and enhance the visitor experience.*

*From 2007, there will also be a greater focus on events that demonstrate future growth and sustainability, and we will require evidence of this in the form of documented growth, business plans and other materials.*

*Other changes will affect events that have received multiple grants reaching the total of \$75,000 plus GST or more. These will now be considered an 'Established Event', and their applications for future funding will require greater detail.*

*Under the QERDP's Regional Events Innovations Scheme, 'REIS Development Grants' are also a new addition to the program, offering one-off grants of \$5000 plus GST to compliant events that have potential for growth and tourism development, and have not previously received support under the QERDP.*

*The round cut-off dates have been extended from 12 to 18 months, to allow event organisers a longer lead time to utilise funding. We have also introduced commencement dates for events under each round.*

*As in previous years, support of local government and Regional Tourist Organisations is an integral part of the application process. The program recognises that the type of support may vary widely.*

*No matter what form it takes, from cash sponsorship to hands-on help at the grass roots level, this support will need to be documented in an event's application and is considered a vital factor in its eligibility for funding.*

*The full details of the QERDP, including downloadable application forms, are available on our new website: [www.queenslandevents.com.au](http://www.queenslandevents.com.au)*

*I'd like to take this opportunity to thank you for your support of the program and to encourage you to continue the involvement of your region.*

*If you have any questions about the QERDP, please do not hesitate to contact our Program Manager, Sandra Garvin, at the Townsville-based office on 1300 881255 or by emailing [regionalevents@qldevents.com.au](mailto:regionalevents@qldevents.com.au)*

It is expected that a late report from Councils Grants Officer will be available at the meeting.

### 5/3 Investment of Public Funds in Tourism

Re: Investment of Public Funds in Tourism  
From: Mr N. White, Director, Advance Tourism Melbourne, Mt Waverley, Victoria, [advtour@netspace.net.au](mailto:advtour@netspace.net.au)  
File:  
Date: 25 June 2007

Attachment 2 refers.

*“Why do Governments invest public funds in tourism? This question is often asked.*

*This Tourism Reference paper explains why State Governments commit taxpayer funds and Local Governments commit ratepayers funds to development of their tourism industry.*

*Many feel it is to assist with visitor servicing. Others think it is to support development of local product. There are other theories as well. Are they right?*

*The enclosed paper will be of great assistance to many communities and others who are not quite sure why it is important for taxpayers and ratepayers to contribute to tourism.”*

Recommendation: (Director of Corporate Services – C. Manson)  
For Council’s information.

### 5/4 Web Based Employment Advertising Facility - Greynomads Employment P/L

Re: Web Based Employment Advertising Facility – Greynomads  
Employment P/L  
From: Mr K. Magaffin, Director, Greynomads Employment Pty Ltd, PO  
Box 1339, Springwood, QLD 4127  
File: AG98/00366  
Date: 25 June 2007

*“We would like to take this opportunity to introduce our new web based employment advertising facility, [www.greynomadsemployment.com](http://www.greynomadsemployment.com)*

*Greynomadsemployment.com is currently under construction, the expected launch date is 1 August 2007. The website is principally an employment data base, similar in many ways to the large number of other web based employment agencies. However, this project is different in that it is specifically targeted, but not restricted, to the Grey Nomads market.*

*We have recognised the invaluable skills, knowledge and experience of wanderers, especially grey Nomads travelling regional Australia. Our website aims to help wanderers retain their skills and pass on their knowledge and experience. Employers will be able to utilise these invaluable resources as potential employees travel through their region.*

#### *How the website works*

*The website comprises of two databases, details of workers seeking employment while travelling and the second database will be available to employers or employment agencies to provide details of work available.*

#### *Details of workers seeking employment.*

*This database is unique in that potential workers have a facility to provide personal details including their skills, qualifications and interests. Workers can also record their travel details, ie the dates they will be available in a particular region.*

*Employers (especially from regional areas) can access the website to identify potential workers, with specific skills or experience, travelling through their region.*

*The website has been designed to easily locate a person by industry skills and/or qualifications.*

#### *Employers or employment agencies providing details of available positions.*

*Potential workers can easily view the site to locate work by region and by occupation, allowing them to incorporate work opportunities while travelling.*

#### *Support from Queensland Government*

*We have received confirmation of acceptance from the Qld Government, allowing us to be affiliated with the Experience Pays campaign which will provide a reciprocal link to their website, [www.experiencepays.qld.gov.au](http://www.experiencepays.qld.gov.au). This campaign is specifically encouraging employers to employ mature age workers, and acknowledges the skills and advantages of employing these workers.*

#### *How can greynomadsemployment.com help you?*

*An integral section of the website includes promotional and tourism information for each of the various regional area, allowing nomads to easily obtain information to assist them with their travel plans. This information should have the potential to attract experienced skilled and professional workers to your region.*

*To assist us with incorporating promotional information, we invite you to provide a brief description of your region. Details could include attractions, history, facilities, employment available for nomads. Your information will be included on [www.greynomadsemployment.com](http://www.greynomadsemployment.com) fee of charge, however, please note that a limit of 200 words applies. Links will be provided to your regions website.*

*Details can be posted to:  
Grey Nomads Employment Pty ltd  
PO Box 1339  
Springwood QLD 4127*

*Or email us at [editor@greynomadsemployment.com](mailto:editor@greynomadsemployment.com)*

*If possible we would appreciate a reciprocal link to our website from your website.*

*Thankyou for your assistance.”*

**Recommendation:** (Director of Corporate Services – C. Manson)

Recommend that the information and request be passed to the General Manager of the Cooloola Regional Development Bureau for his consideration and response.

5/5 Tourism Forecast for the Next 10 Years – CD-Rom of Tourism Futures 2006

Re: Tourism Forecast for the Next 10 Years – CD Rom of Tourism Futures 2006

From: Bernard Salt, chair, Tourism Forecasting Committee and Tony Charters and Associates, ([margie@tonycharters.com](mailto:margie@tonycharters.com))

File:

Date: 6 July 2007

*“The Tourism Forecast for the next 10 years.*

*Domestic tourism to VFR and caravan & camping is sluggish, possibly due to a series of social and economic factors.*

*Social changes in the use of time are shaping the tourism market; couple travelling; co-ordinating of diaries for working couples; Generation Y's extension of adolescence.*

*The Japanese population aged 15-64 is contracting. 95% of Japanese tourists to Australia are from this segment.*

*Grey Nomads blossom beyond 65, and the Boomers will colonise this phase next decade but they will give it an upbeat spin.”*

*Bernard Salt's presentation is one of many on the Tourism Futures 2006 CD-Rom.*

*The CD-Rom features self loading and search functions presented in an easy to navigate hyperlinked template, containing over 70 presentations. Also included is the Conference Communiqué providing an analysis and summary of the key issues, challenges and findings to come out of the conference.*

*Copies of the CD-Rom presentations may be ordered online.”*

Report: (Director of Corporate Services – C. Manson)

As mentioned above, the Tourism Futures 2006 CD-Rom contains over 70 presentations, one of which is by Mr Bernard Salt. Copies of this CD-Rom can be ordered at a cost of \$214.95 each plus \$10.00 postage and handling.

Recommendation: (Director of Corporate Services – C. Manson )

For Council's information.

## 5/6 Sunshine Coast Regional Tourism Investment and Infrastructure Plan

Re: Sunshine Coast Regional Tourism investment and Infrastructure Plan  
From: Mr J. Fitzgerald, General Manager, Tourism Sunshine Coast and Ms M. Groenert, Regional Director, Tourism Queensland, Level 10, Tourism Queensland House, 30 Makerston St, Brisbane QLD 4000  
File:  
Date: 5 July 2007

*“As you may be aware, the recently released Queensland Tourism Strategy (QTS) identified key themes and strategic actions to pave the way for the development of a sustainable tourism industry in Queensland over the next 10 years. For sustained growth, it is important that the tourism industry is able to*

*encourage the provision of tourism related infrastructure by governments and the private sector, as well as supporting investment for the development of tourism products and services.*

*To adequately address this need, Tourism Sunshine Coast and Tourism Queensland are pleased to announce that a Regional Tourism investment and Infrastructure Plan (RTIIP) is being prepared for the Sunshine Coast. The purpose of the RTIIP is to provide an overarching document on the specific infrastructure and investment needs for the tourism industry in the Sunshine Coast by:*

*Identifying infrastructure upgrades to support tourism growth.*

*Identifying the need for new investment in tourism product development.*

*Providing relevant research based information on tourism supply and demand.*

*Providing a mechanism for engagement with infrastructure providers and potential investors about the needs of the industry.*

*Providing agreed focus for infrastructure providers, private investors and the tourism industry.*

*EC3 Global has been commissioned by tourism Sunshine Coast and Tourism Queensland to project manage the development of this plan. EC3 Global (previously known as Sustainable Tourism Services) have worked extensively throughout the Sunshine Coast and have specialist knowledge in forward planning, product development and infrastructure challenges facing the future development of the region.*

*In order to ensure that a successful and relevant plan is prepared, there is a need for a wide range of regional and external stakeholders to be engaged in the development of this plan. As such we would like to invite your organisation to participate as a representative in a Reference Network which will include key tourism, infrastructure and investment stakeholders. As part of this network you will be invited to provide input into the identification of key issues associated with the growth and development of the tourism industry in the Sunshine Coast.*

*We encourage your commitment in aiding the development of this project and your cooperation with the project Team throughout the process. A representative of EC3 Global will be in contact with you in the coming weeks to seek your support for this exciting project.*

*If you have any further queries or concerns please do not hesitate to contact John on 5458 8800.*

**Recommendation:** (Chief Executive Officer – K.A Mason )

Recommend that Council nominate a Councillor or Council Officer as a representative on a Reference Network which will include key tourism, infrastructure and investment stakeholders.

Further, that Queensland Tourism be notified of the nominee.

## SECTION 679: ATTACHMENTS

Draft Sunshine Coast Destination Management Plan  
'Why Governments Invest Public Funds in Tourism'

At the General Meeting of Council held on 27 March 2007, it was resolved vide Minute G119/03/07 that this matter be referred to the Shire Growth & Economic Development Committee to liaise with the recently appointed Economic Development Officer for a possible submission from interested parties in Cooloola Shire.

Mrs J. Lee's Report follows for Council's information:-

Report: (Grants Officer – J. Lee)

Funding is currently available for an equestrian centre to be located within South East Queensland.

I have taken the liberty of contacting the project officer Mr Pat Morgan and making initial contact and suggesting Council may consider a proposal. I made it clear I was not in a position to speak on behalf of Council and gave no specifics as to our possible application.

Mr Morgan has been in his position for only 1 week and is placed to supervise the tendering process, and manage the project. He has indicated he would not be available for any on site meetings or specific discussions until a successful tender had been awarded. Our local Sportrec project officer was unaware of the funding.

Mr Morgan has indicated it would not be favourable to the shire for more than one group to apply, and the expectation would be for the shire to work toward one application.

I have taken the liberty of summarising the proposal:-

Proposal request summary

Funding available \$1.9 million (max). for an equestrian centre to provide dressage, showjumping and reining facilities.

Successful applicant must commit at least 50% of the total funding.

Can be supported with associated commercial and/or residential development.

Funding Background:

A State Government working party developed a three tiered solution to the development of elite equestrian sport and a State Equestrian Centre.

- The cross country course is completed
- Covered arena at the Toowoomba showground for events such as cutting, camp drafting rodeo and western pleasure.
- This funding is available for a facility in South East Queensland to host events such as dressage, showjumping and reining.

Set objectives:

- a) Minimum State standard dressage, showjumping and reining facilities capable of hosting major events and related elite development services.
- b) Compatible with the multi-purpose equestrian facilities operating at Toowoomba and Warwick State Equestrian Centres.
- c) Provision of community access to facilities.
- d) Proposed residential and commercial development to integrate with facilities and the surrounding community.
- e) Value for money for the Department's contribution with minimal risk in terms of the development of the facility and ongoing operation, management and maintenance.

Proposal objectives criteria for selection:

1. Availability of land and appropriate land tenure – mandatory
2. Viability of proposed site and project - suitability of site
  - financial viability
  - market demand
  - infrastructure requirements – existing transport, accommodation,
  - planning issues
- future management- financial viability, recurrent operating costs, marketing, maintenance of the facility.

NO FURTHER FUNDING FOR OPERATING COSTS

3. Scope of associated residential and commercial development

4. Planning approval

5. Financial contributions to the capital cost

The Department will contribute up to a maximum of \$1,900,000 (exclusive of GST) towards the facility. No contribution for any associated commercial and/or residential development.

Applicants need to have matching funding minimum 50% \$1,900,000 (exclusive of GST), noting the total cost of the facility is dependent on the development concept put forward, including the level of any infrastructure currently in existence at the proposed site.

6. Accessibility for participants and spectators  
Must be located in a designated shire... (Cooloola is!)  
Must be accessible via major roads and highways and suitable major access ways  
Supported by services and public infrastructure (accommodation and public transport)
7. Management of the venue
8. Development of equestrian sport
9. Focus on public accessibility

Focus will be on showjumping, dressage and reining...

BUT other enhancements may be suitable: example carriage driving (Cooloola has a strong club looking for a home), vaulting, show horse, pony club and riding for the disabled (Cooloola already has good facilities). Other non-equestrian community sport and recreation activities that can operate compatibly with the equestrian facilities proposed could be considered.

Recommendation: (Chief Executive Officer – K.A Mason)

Recommend that Council liaise with Ms Bridget Edwards, recently appointed State Development Officer, for a possible submission from interested parties in Cooloola Shire.

## 2/3 Partnership Proposal to Promote Cooloola Shire at Queensland on Show.

Re: Partnership Proposal to Promote Cooloola Shire at Queensland on Show  
From: Mr A. Smith, General Manager, The Gympie Times, PO Box 394, Gympie, QLD 4570  
File:  
Date: 11 April 2007

*“The Gympie Times is offering the opportunity for the Cooloola Shire Council to join us in promoting this region at the upcoming “Queensland on Show” Expo’s to be held in Sydney and Melbourne during 2007. This project is supported by the Queensland State Government.*

### THE AIM

*The Gympie Times will produce 20,000 copies of a high quality gloss 48 page guide called “Cooloola on Show” featuring this region as an ideal location to “Work and Play” and the perfect place to live and raise a family. With the participation and support of Council and local businesses we plan to book a stand at each of the upcoming Expo’s in Sydney and Melbourne providing a*

*unique opportunity for our local businesses to play a part in this exciting project. The Gympie Times will provide funding for these stands from the proceeds of sales of advertising and partnerships with local businesses.*

**THE OFFER**

*The standard cost of a display stand at one of the Expo's is \$4,695.00 plus GST. Total cost for a Stand at both shows is over \$9,000 plus GST. What we are offering Cooloola Shire Council is:*

- Centre spread (2 full page advertisements) in "Cooloola On Show" Guide valued at over \$4,000.00.*
- Extensive editorial content in the guide ie demographics, statistics, etc, etc plus welcome message from the Mayor.*
- 2,500 copies of the guide for distribution by Council during the year.*
- 5,000 copies of the guide for distribution at Queensland on Show Expo's.*
- Extensive display space and naming rights to stands at both Expo's ie Cooloola Shire Council Regional Display.*
- Extensive promotion of the Expo's in Melbourne and Sydney.*
- Cooloola Shire Council will join with other regional councils in promoting regional employment, business and tourism opportunities.*

**TOTAL COST \$4,950.00 excl GST**

*For little more than the cost of the advertising we are offering a unique opportunity to join us in promoting the business, employment, lifestyle and tourism opportunities that abound in Cooloola Shire.*

*Additional copies of the "Cooloola on show" guide will be available for distribution through other events such as the EKKA.*

*An initiative of The Gympie Times and APN Australian Publishing.*

**Report:** (Cr J. Watt)

I have had several meetings with Andrew Smith of the Gympie Times regarding 'Queensland on Show' Work and Play Expo 2007 and as a result of those discussions Andrew has now compiled a partnership proposal for the Cooloola Shire Council to consider.

Last year Council funded one stand at the Sydney Expo with 2 people in attendance, Cr Donna Neilson and Mr Brian Arnold, signage was also created to support our presence at the expo.

This year, as mentioned in previous reports to Council, the Expo has expanded to include Melbourne as well as Sydney.

To summarise the attached proposal: For the approximate cost of one stand at one of the locations of the Work and Play Expo, Council will secure extensive display space and naming rights to stands at both Melbourne and Sydney, a

centre spread in the ‘Cooloola on show’ publication with additional extensive editorial content and 7,500 copies provided for our distribution.

I believe the offer presented to Cooloola Shire Council by The Gympie Times is extremely advantageous to Cooloola Shire.

Report: (Acting Chief Executive Officer – C. Manson)

Recommendation: (Cr J. Watt)

Recommend that council accept the partnership proposal offered by The Gympie Times and provides funding of \$4,950.00.

2/4 Cooloola Shire Economic Indicators Report

Re: Cooloola Shire

From:

File:

Date:

### SECTION 3: ATTACHMENTS

1. Draft Tourism Sunshine Coast Business Plan 2007-2008
2. Cooloola Shire Economic Indicators