Destination Gympie Region
Strategic Tourism Plan presented to Gympie Regional Council
Prepared by Pip Close Marketing Services

August 2013
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Pip Close Marketing Services shall not be liable for technical or other errors or omissions contained herein.
The challenge is to appreciate the identity of the region and portray that identity in a positive light. Marketers cannot simply create an ‘image’ – the image will come over time and through efforts that communicate the agreed identity. It is the consistent positive portrayal of Gympie region that will deliver a shift over time in the perceptions of the region.
EXECUTIVE SUMMARY

Gympie Regional Council recognises the importance of tourism and visitation to the region’s economy. According to Tourism Research Australia, almost half of the Australian tourism dollar is spent in regional areas. In Queensland, tourism is so important that the state government ranks it as one of four pillars of the state’s economy, alongside agriculture, resources and construction.

The Gympie region is well-placed in terms of tourism and visitation opportunities. Gympie Regional Council also recognises the economic benefit of building the region’s profile, which is why it established a new destination services branch, called Destination Gympie Region. The branch aims to promote the region and drive visitation. It’s about positioning the region as a destination for holiday-makers, events, and visiting friends and relatives, as well as the ideal place to call home and invest.

The Gympie Region is one of Queensland’s foremost emerging lifestyle areas. Located just over two hours drive north of Brisbane, and 40 minutes from the Sunshine Coast, the region includes coastal communities which dot their way along the seaboard including Rainbow Beach, Tin Can Bay and Cooloola Cove. The region is also home to the rich Hinterland of Mary Valley, offering visitors access to stunning national parks and South East Queensland country towns such as Kilkivan and Goomeri as well as the urban precinct of Gympie city, the commercial hub. Gympie Regional Council currently services a population of 51,000 people with anticipated growth to reach 65,000 by 2016.

Gympie is not a well known tourism destination in its own right, but is the gateway to the internationally renowned iconic world heritage listed Fraser Island with Rainbow Beach being the closest access point. The region is home to stunning beaches and national parks and provides family-friendly holidays in a safe environment and an affordable lifestyle only 170 km’s north of Australia’s third largest city – Brisbane.
**HOW TOURISM BENEFITS COMMUNITIES**

Tourism is one of the most effective ways of redistributing wealth, by moving money into local economies from other parts of the country and overseas. It brings income into a community that which would otherwise not be earned.

**Economic benefits**

Economic benefits resulting from tourism can take a number of forms including:

- **Jobs**: Employment may be associated directly, such as tour guide or managerial positions; or in supporting industries like food production or retail suppliers.

- **Increased spending**: Increased spending in the community generated from visitors or tourism businesses can directly and indirectly promote the viability of local businesses.

- **Economic diversification**: Tourism operators can play a role in highlighting the broad prosperity that tourism can bring to a community and will contribute to a greater understanding and respect for the value of tourism. Economic diversification is, for many communities, an insurance policy against hard times. By offering an additional means of income, tourism can support a community when a traditional industry is under financial pressure, particularly when that community relies heavily on a single industry.

**CASE STUDY: FARMERS MARKETS**

The popularity of farmers’ markets is increasingly becoming a key driver of economic development in regional areas. Activities such as visits to farms and Farmers’ Markets, fruit picking and agricultural farm accommodation may provide important supplemental activities to struggling rural areas. Some of the benefits of Farmers’ Markets seen include: • Showcase local produce and local products • Encourage visitors from other areas • Showcase the local and regional areas • Allow community events to be incorporated • Provide distribution opportunities for small businesses • Valuable contribution to the economic development of the area as money is spent locally.

- **Infrastructure**: Infrastructure including roads, parks, and other public spaces can be developed and improved both for visitors and local residents through increased tourism activity in a region.

- **Social benefits**: Community identity and pride can be generated through tourism. A positive sense of community identity can be reinforced and tourism can encourage local communities to maintain their traditions and identity.

- **Environmental benefits**: Providing financial or in-kind support for the conservation of the local environment and natural resources will enhance the reputation of any tourism business.

Tourism, particularly ecotourism, can place a greater focus on the conservation of natural resources through the recognition of their importance to visitor experiences and their economic value to the local community.
AIM

Pip Close Marketing Services (PCMS) has been asked to review the current situation and recommend a way forward for Gympie Regional Council which recently absorbed ‘Tourism’ for the region. The previous entity, Gympie Cooloola Tourism was funded by Gympie Regional Council. In December 2012, Council determined that the region would be best served by having the responsibility for tourism management under Council. It will now be known as “Destination Gympie Region”.

Gympie Cooloola Tourism has indicated it will undertake Industry Development as a major part of its future activities. This new direction supports the both the Queensland Government’s DestinationQ and 2020 goals and aligns with Gympie Regional Council’s Tourism Strategy.

By supporting the DestinationQ Blueprint focus area of building the resilience of tourism operators and assisting the skill development of employees in the tourism sector Gympie Cooloola Tourism will play an important ongoing role in the local Gympie Cooloola Tourism industry.

DestinationQ is the partnership between the Queensland Government and the tourism industry, recognising tourism as one of the four pillars of our economy. The main goal of DestinationQ is to get Queensland’s tourism industry back on track as Australia’s number one tourist destination, in the medium-term achieving the national target of doubling visitor expenditure by 2020.

By working together, the government, industry leaders and operators can put Queensland front of mind as Australia’s number one tourism destination.

Destination Gympie Region needs to work closely with the Regional Tourism Organisation (RTO) to ensure it gains optimum focus where possible from the Queensland government as part of the DestinationQ planning. Tourism and Events QLD works directly with the 14 RTO regions (not the LTO) so it is essential to have this partnership with SCDL into the future.

The approach to this assignment was to engage industry, review the region and various opportunities, review the potential partners, work with the Council and key stakeholders to develop and implement practical solutions for the next 12 months and into the future.

The plan has been kept simple for ease of execution and understanding and is designed as a working document, which may be updated as required. Political considerations and budget limitations to ensure practical outcomes have also been factored in.

This report gives Gympie Regional Council the information it needs to achieve its tourism potential.
**VISION**

**What we strive for**
To be a respected region providing a diverse range of quality visitor experiences as well as generating greater direct and indirect wealth and amenity for local businesses.

**MISSION**

**Our core purpose**
To ensure a united and coordinated approach to development and promotion of Destination Gympie Region’s regional products and experiences.

**VALUES**

**Who we are and what we do**
- We take pride in our delivery of service
- We respect colleagues and strategic partners
- We are customer and people focussed
- We are responsible
- We are ethical and operate with integrity
- We are credible as the leading tourism organisation
- Action oriented – we get things done
- We are accountable for our work
- We are a transparent organisation

**EXPECTATIONS**

**How we conduct business**
- We are the peak body in tourism in the local region
- We operate in teamwork with volunteers and paid professionals
- Leadership in collaboration
- Strong voice of advocacy
- We are practical with achievements
- We seek continuous improvement to assist our businesses
- We are strong communicators
ROLE OF DESTINATION GYMPIE REGION

1. Destination Gympie Region is the official Local Tourism Organisation responsible for developing visitation to the region.

2. The organisation is the central contact point for tourism operators and anyone interested in the business of tourism and visitation in the Gympie region for advice, support and industry development.

3. The Tourism Advisory Committee comprised of industry representatives reflects the interests and needs of the Gympie Region tourism Industry. It provides a conduit between the Council and operators; facilitates cooperation and joint activities and provides strategic advice regarding the Destination Gympie Region strategic plan.

4. Through the Tourism Advisory Committee, Gympie Region tourism industry and Gympie Regional Council work together to ensure the concepts outlined in the Tourism Strategy 2013 become a reality and that industry really does benefit.

The Tourism Advisory Committee principles include:

- A whole of region approach
- An integrated approach to marketing the region leveraging Council opportunities
- Not removing the responsibility of individual businesses to market and develop themselves
- Working always in collaboration with the RTO and Tourism and Events QLD to leverage opportunities
- Supporting industry development
- Developing a Signage Strategy
- Developing an Events Strategy
- Contributing to Sunshine Coast and Tourism and Events QLD initiatives in line with 2020 vision

The TAC meet regularly to progress these projects and will engage with the local tourism industry on a continuous basis.
## GOALS

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<tr>
<th>GOAL 1</th>
<th>GOAL 2</th>
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<th>GOAL 5</th>
<th>GOAL 6</th>
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<tbody>
<tr>
<td>Engage in strategic partnerships</td>
<td>Engage in “SMART” marketing</td>
<td>Increase profile and visitation into the region by leveraging events</td>
<td>Lift local public profile of Destination Gympie Region (Council) to a positive level</td>
<td>Unify and engage the local community to understand the importance of the visitor dollar</td>
<td>Develop product capability and capacity to increase the quality and range of visitor experiences</td>
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## KEY PERFORMANCE INDICATORS (KPI’s)

The measure of our success

### DELIVERABLES

- Encourage new and improve existing funding sources and partnerships
- 85% satisfaction survey of tourism businesses in 12 months
- Develop minimum two new tourism opportunities (such as food trail, side show week to Gympie muster) within 12 months
- Increase PR opportunities (24 media releases minimum) on Tourism in Destination Gympie Region
- Develop in 6 months, a 3 year economic development strategy (including tourism) to meet long term needs of industry
- Hold quarterly Tourism Advisory Group forums to identify project opportunities (or as required)
- Maintain and improve volunteer skills (Visitor Information Centres) with regular training
- Develop a fully functional website and digital strategy including social media in 6 months and engage industry
- Create an events strategy for the region
Snapshot of visitors to Cooloola Coast region

Top 10 Global Tourism Trends

1. Conscious Consumption – Green travel
2. Intra-regional and short haul travel
3. Adventure markets, services residences, car rental, luxury travel
4. Corporate social responsibility
5. Low cost carriers
6. Sophisticated Online marketing distribution (instant technology)
7. Strategic Alliances
8. Safety and security
9. Medical and wellness tourism
10. China

Source: ITB World Travel Trends Report - 2012
Top 10 Global Consumer Trends for the next five years

1. Search for value
2. Cautious approach to credit
3. People power
4. Multicultural consumerism
5. Fight against obesity
6. New attitudes to growing old
7. Experience-based consumption
8. Rise of social responsibility
9. Chemical backlash
10. Mobile cocooning

Source: Tourism Qld
STRENGTHS

- Home to the Gympie Muster – world renowned
- Other key events also have potential to draw more visitation to region
- Close to the southern neighbour of Sunshine Coast and Noosa with a strong brand awareness
- Close to Brisbane – 3 million population
- Icon of Rainbow Beach – the closest access to World Heritage listed Fraser Island
- Mary Valley – almost an extension of Sunshine Coast Hinterland
- Day tour opportunity from Noosa
- Historic township – nearest to Sunshine Coast
- Sporting facilities
- Great weather
- Extensive parks and gardens
- Down-to-earth atmosphere

WEAKNESSES

- Lack of profile for Destination Gympie Region
- Negative connotations to Gympie city
- Limited funding and marketing dollars
- Recognised only as an Local Tourism Organisation (LTO) so no direct funding from Tourism and Events QLD
- Limited product and experiences (particularly in Gympie itself)
- Lack of engagement from industry
- Lack of accommodation in Gympie region
- Community not fully conversant with economic development opportunities – Tourism IS economic development
- Seasonality of Coastal region
- Low level awareness of breadth of services and attractions
- Belief there is “nothing to do “
- Marketing efforts have solely focused on leisure tourism
- Trading hours for restaurants and cafes
OPPORTUNITIES

- Close alignment with RTO to leverage profile
- Contestable $ applications to make funding go further
- Mary Valley Heritage Railway - “The Valley Rattler” – making it a sustainable product
- Community and business engagement
- Improve existing events
- Sporting opportunities using facilities
- Improve access from Noosa to Inskip- 4WD and holiday market
- Try before you buy holiday opportunities/ lifestyle
- Historic product development – town precinct
- Business conferences
- Higher fuel prices encouraging regional customers to travel more locally
- Attract business through competitive rents
- Encourage residents to be city ambassadors in a variety of senses
- Communicate City’s commitment to growth
- Promote city’s capability to host events and business conferences
- Country feel with city services
- Educate prospective business about relative costs of establishing in Gympie
- Encourage later trading times

THREATS

- Floods - perception of road blocks, low lying areas, rain in summer
- Economic Downturn
- Lack of quality local suppliers to drive developments and business operations
KEY MARKETS

In marketing the region, it is impossible to attract every single market, nor can Council afford to spend resources on unfeasible opportunities.

The aim is to have a ripple effect across all markets as follows:

1. Visitation: Business, VFR and business tourism
2. Events: Attraction and capitalisation (including sports tourism)
3. New residents: Skilled professionals
4. Investments: Major developments and catchment area spend
5. Leisure tourism: largely Rainbow Beach, Tin Can Bay, Mary Valley and Goomeri. Marketing efforts to attract the broader leisure tourism market can be delivered more effectively and efficiently through collaborative regional marketing efforts with SCDL and TFC. With limited resources, the Gympie City image marketing should concentrate on business, VFR, events and business tourism.

NEEDS OF THE TARGET MARKETS

- Authentic personal experiences
- Social interactions, including meeting and interacting with the locals
- Experiencing something different from their normal day-to-day life
- Understanding and learning about different lifestyles and cultures
- Participating in the lifestyle and experiencing it, rather than observing it
- Challenging themselves – physically, emotionally and/or mentally
- Visiting authentic destinations that are not necessarily part of the tourist route
- Exposure to unique and compelling experiences
**STRATEGY AND TACTICS**

**Goal 1**

*Engage in strategic partnerships*

*Strategy: Enhance international opportunities in the region by working with SCDL and Fraser Coast*

Tourism and Events QLD work directly with RTO’s, not LTO’s so it is essential to engage and form a strong partnership with Sunshine Coast Destination LTD as the RTO for Gympie. Work with the industry (TAC group) to understand what (strategically) it wanted to achieve (so develop a strategic plan) - involve the RTO in the meetings with industry so that they are aware of the regional strategy, Prioritise some of the key actions within this plan and work with the RTO to determine areas of synergy or, where the RTO could deliver value, or where there are economies of scale.

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<tr>
<th>Tactic</th>
<th>Implementation</th>
<th>Who</th>
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<tbody>
<tr>
<td><a href="http://www.visitsunshinecoast.com.au">www.visitsunshinecoast.com.au</a></td>
<td>Partner with SCDL to have the Gympie Region distributed on the website with clear representation of the region</td>
<td>GM</td>
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<tr>
<td>SCDL</td>
<td>Ensure a close working relationship with monthly meetings and updates between both parties</td>
<td>GM</td>
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<tr>
<td>Tourism Noosa</td>
<td>Ensure a close working relationship in particular with the Visitor Information Centres and promoting the day trips out of Noosa</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Tourism Fraser Coast &amp; SCDL</td>
<td>Ensure continuation of “Australia’s Nature Coast” marketing campaign and partnership continues over the next 2-3 years</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Tourism and Events Queensland</td>
<td>Regular Liaison with the Destination Director and working all event opportunities for the region to capture funding and progress visitation</td>
<td>GM</td>
<td></td>
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<tr>
<td>Brisbane Direct flights International</td>
<td>Partner where possible with SCDL with promoting International visitation whereby direct flights come into Brisbane</td>
<td>GM</td>
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Goal 2
Engage in “SMART” marketing

Strategy: Identify new partnerships for business growth to support the business community

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| Relationships/partnerships LTO working with RTO | Engage monthly  
LTO’s should be negotiating with the RTO what outcomes they would like to see as part of a MOU or a service level agreement (to which they [LTO] contribute dollars towards)  
The region should determine firstly, what it wants from the RTO by way of deliverables and then negotiate these directly (as well as putting some dollars on table to contribute to achieving these deliverables) | GM  |      |
| LTO working with industry          | A good way forward for the region could be for Destination Gympie Region to: i. Work with its industry to understand what (strategically) it wanted to achieve (so develop a strategic plan) - involve the RTO in the meetings with industry so that they are aware of the regional strategy  
ii. Prioritise some of the key actions within this plan and work with the RTO to determine areas of synergy or, where the RTO could deliver value, or where there are economies of scale  
iii. Agree on a value (dollars) that the region would be able to contribute to these deliverables  
iii. Negotiate a Service Level Agreement with SCDL in which, things like contestable, and core are clearly itemised as well as things like, perhaps placing a Tourism Development Officer with the RTO 1 day per week (remaining 4 days to be spent in region) | GM  |      |
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<tbody>
<tr>
<td>Bordering RTO and LTO</td>
<td>Engage with Tourism Noosa and Tourism Fraser Coast to ensure potential co-op campaigns, access to Visitor Centres in their region and partnership with potential contestable funding applications</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>State Government</td>
<td>Engage with Queensland Parks and Wildlife (QWPS) to seek joint marketing opportunities and cross over opportunities</td>
<td>GM</td>
<td></td>
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<tr>
<td>Chambers of Commerce</td>
<td>Form alliances and strong working relationships with Gympie, Mary Valley, Tin Can Bay, and Rainbow Beach to ensure ownership and buy in from those regions for all businesses</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Southern Downs RTO</td>
<td>Engage with Southern Queensland Country Tourism to ensure support is provided for areas of Kilkivan and Goomeri which have a natural fit to the trails and tourism opportunities, events etc</td>
<td>GM</td>
<td></td>
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<tr>
<td>QLD Historical Society</td>
<td>Heritage aspects – Gympie – find opportunities to engage</td>
<td></td>
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<tr>
<td>Prepare secondary agreements with other supporters and joint venture partners</td>
<td>Standard agreement with specific deliverables by both</td>
<td>GM</td>
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Goal 2

Engage in “SMART” marketing

Strategy 1.1 Review of Visitor Centre Operations

VICs are different in many ways - they have different business models, management approaches and internal and external circumstances. Some VICs are experiencing growth in visitor numbers and income, while others are stable or declining. The commonly-cited challenges for VICs are poor location, lack of engagement with their funding body, budget pressures and staffing on weekends. Due to their different approaches and objectives, in some ways there is no “one size fits all” solution in terms of what makes a successful VIC.

Lake Alford handles mainly national park, gold fossicking, and camping enquiries as well as Cooloola Coast enquiries. There are few accommodation enquiries other than ‘where are the free camping areas’. Well heeled visitors who are likely to book into Units etc at the Cooloola Coast do not particularly need VIC services – they use the internet. A proportion of visitors are traditional grey nomads heading north. The majority of Gympie enquiries are from people heading either north or south who simply want to fill in an hour or two in town. Without a modernisation push (horizontal touch screens loaded with maps, wining and dining info, national parks info etc - all printable plus far more effective entry signage) the VIC’s do not verifiably contribute to either visitor inflow, or to the economic development of the region.

Matilda Kybong services the Greyhound Bus route with passengers that are generally heading north. North/south travellers drop into Matilda for fuel and their next stop is either Rockhampton or Brisbane. This Centre does receive a reasonable level of Cooloola Coast and Sunshine Coast enquiries with large RV’s.

It would appear with the VICs, too much time and effort is spent servicing people who are simply passing through to other destinations - that largely comes about because of where these VICs are sited. Under the Yellow i requirements the regions to either side are services very well but the Gympie region is not serviced well.
## Tactic

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| Core component of successful VIC | • Each to have a solid business plan with clear goals and strategies, which defines the VIC’s role and purpose  
  • A well located VIC (stand alone or co-located) with prominent signage and an inviting interior space  
  • A well-managed volunteer program  
  • A digital strategy and a digital presence  
  • A high level of customer service and visitor information provision – nowadays “good customer service” includes offering digital technology to meet visitor expectations eg. free Wi-Fi, online booking service  
  • Strong engagement with stakeholders – eg. council, RTO, LTO, local operators, community and neighbouring regions | GM | |
<p>| Touch Screen Pilot | TEQ is currently conducting a pilot with 21 accredited QLD VICs – these VICs are trialing new touchscreen software whereby visitors can search for ATDW product in any Queensland region on an iPad or tablet. The Queensland Drive Strategy 2013 – 2015 notes that VICs have an opportunity to deliver information electronically to visitors | GM | |
| Visit Queensland | TEQ contracts Visit Queensland to undertake the VIC annual audits. Contact Wayne Clift for feedback on Gympie Vic’s (0408 228 041) – Wayne has visited every VIC in Queensland and so has a good understanding of the network and will provide feedback on Gympie sites. Determine the number of sites and locations for future | GM | |</p>
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<tbody>
<tr>
<td>Noosa VIC and Aussie World</td>
<td>Important to work with the Noosa VIC and Aussie World to ensure product training is given to the volunteers to drive the trails and day tour opportunities up into the region</td>
<td>GM</td>
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<tr>
<td>Product training</td>
<td>Ensure monthly site inspections for Volunteers to see region and new products, keep updated on product knowledge</td>
<td>Admin</td>
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<tr>
<td>Survey volunteers</td>
<td>Conduct a survey with existing volunteers to seek their feedback on improvements and initiatives</td>
<td>Admin</td>
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Goal 2

Engage in “SMART” marketing

Strategy 1.2: Obtain a heightened awareness of the region and long term sustainability

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<tr>
<td>Regions within a region</td>
<td>Develop a 12 month campaign for Rainbow Beach (Cooloola), Mary Valley and Kilkivan and Gympie (different horses for courses) must be strategic with planning</td>
<td>GM</td>
<td></td>
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<tr>
<td>Website</td>
<td>Work with ATDW to interphase product for Destination Gympie Region site that reverts back to operator sites (no booking required)</td>
<td>GM</td>
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<tr>
<td>12 month marketing plan</td>
<td>Determine budget and prepare a marketing strategy</td>
<td>GM</td>
<td></td>
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<tr>
<td>Tourism website</td>
<td>Work with SCDL to position the Destination Gympie Region product on their site as a region north of SC and booking button</td>
<td>GM</td>
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<tr>
<td>Billboards</td>
<td>A complete billboard audit of existing space and determine the requirements. With Fraser Island on the doorstep and the closest access point, billboards should be placed strategically south of Gympie to capitalise on the “Gateway” and drive this home</td>
<td>GM</td>
<td></td>
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<tr>
<td>Holiday guide</td>
<td>Annual guide showcasing the region, for distribution in VICS</td>
<td>GM</td>
<td></td>
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<tr>
<td>TVC</td>
<td>Engage with Chambers of Commerce in all regions to participate in TV campaign/s</td>
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<tr>
<td>Public relations</td>
<td>Feed all story angles and opportunities to PR at SCDL to have media release sent nationally</td>
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<tr>
<td>Digital technology</td>
<td>Develop a 12 month digital strategy</td>
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<td>Weddings</td>
<td>Work with SCDL and Tourism Noosa to develop the wedding market to Rainbow beach and Tin Can Bay – big potential</td>
<td>GM</td>
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<tr>
<td>Monitor production</td>
<td>Constant monitoring of websites and business to understand where the business is coming from</td>
<td>GM</td>
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Goal 3

Increase profile and visitation into the region by leveraging events

Strategy: Events is an important part of the Gympie economy and the region is increasingly attracting the attention of nationally significant events such as the Gympie Muster, Tin Can Bay Seafood Festival and Kilkivan Horseride. An opportunity exists to grow visitation and increase overall length of stay, thereby increasing consumer spend in the region by maximising and leveraging off existing events, education and capacity building of existing events and research to assist and identify new events. By taking a whole of organisation approach to events, innovation, education and collaboration will be used to ensure that Gympie is showcased as a preferred holiday destination, with events being timed to strategically fill known tourism down times.

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<tbody>
<tr>
<td>Gympie Muster</td>
<td>Develop an event in Gympie as a side show to the main event to draw visitation into Gympie *Refer Appendix 5 for all opportunities</td>
<td>Events</td>
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<tr>
<td>Contestable application</td>
<td>Work with SCDL to increase funding for event research to improve event opportunities for Gympie in partnership with SCDL</td>
<td>GM</td>
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<tr>
<td>Existing events</td>
<td>Audit of each existing event to recognise potential and determine council level of funding</td>
<td>Events</td>
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<tr>
<td>Funding events</td>
<td>Introduce a funding procedure manual to determine a strategy for funding events, ROI and ensuring there is a process</td>
<td>GM</td>
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<tr>
<td>New events</td>
<td>Develop a key sporting event for the region</td>
<td>GM</td>
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<tr>
<td>Partner with SCDL and TEQ</td>
<td>To ensure increased profile of events work with the RTO and TEQ to gain a greater profile using Public relations, ATDW website etc</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Australian Tourism Data Warehouse</td>
<td>Ensure all events are listed on ATDW so these feed to over 50 websites across Australia for free publicity</td>
<td>Marketing Coordinator</td>
<td></td>
</tr>
<tr>
<td>Australian Tourism Data Warehouse</td>
<td>Ensure all tourism businesses in Destination Gympie Region region are listed on ATDW (things to do when people are here)</td>
<td>Events</td>
<td></td>
</tr>
<tr>
<td>Social media</td>
<td>Train and develop event organisers to make maximum use of social media to grow events – very important for future growth of numbers</td>
<td>Events</td>
<td></td>
</tr>
</tbody>
</table>
The most current Tourism Research Australia figure for the average spend of a 'sports tourist' whose main purpose was participating in or spectating sport was $232 per night in the year ended September 2012. The economic benefit, accepted by 33 Councils who are contracted to Tourism Research Australia, is calculated as per the following example:

<table>
<thead>
<tr>
<th>Event</th>
<th>State Champions Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average spend</td>
<td>$232 per night</td>
</tr>
<tr>
<td>Number of participants</td>
<td>400 competitors and officials</td>
</tr>
<tr>
<td>Period</td>
<td>7 days of competition</td>
</tr>
<tr>
<td>Partner rate</td>
<td>1.6:1 estimated accompanying partner rate (1.6 accompanying partners per competitor)</td>
</tr>
<tr>
<td>Calculation</td>
<td>400 x 2.6 (1 competitor + 1.6 accompanying partners) x $232 x 7 days</td>
</tr>
<tr>
<td>Direct spend to local economy</td>
<td>$1,688,960</td>
</tr>
</tbody>
</table>
About the Australian Tourism Data Warehouse

The Australian Tourism Data Warehouse (ATDW) is a national tourism database that stores tourism business information and promotes it on up to 50 high traffic websites.

In this digital age, it is critical that our local and regional tourism product is listed on ATDW. Our State and National Tourist Organisations, Tourism Queensland and Tourism Australia also links ATDW listed product to www.queenslandholidays.com.au and www.australia.com.

The ATDW stores a variety of tourism business information including accommodation, tour, attractions (including restaurants), events, hire, and transport companies.

The expanding network of up to 50 websites includes:

- Fraser Coast Holidays
- Tourism Australia
- AAA Tourism
- Big4 Holiday Parks
- Flight Centre
- Google
- Visit Sunshine Coast
- About Australia
- ABC Online
- Book It Now
- Jasons Travel
- Top Tourist Parks
- Tourism Queensland
- YAHOO! Australia and New Zealand
- Australian Explorer
- Escape Travel
- Getaways

The ATDW subscription year runs from 1 April to 31 March each year. The annual subscription fee for 2012/2013 is $200 for businesses. Events are listed for FREE on ATDW.
Goal 3

Increase profile and visitation into the region by leveraging events

Strategy 1.2: Events strategy is to identify and develop a range of activities that will encourage collaborative marketing that combines Gympie’s events and SCDLs consumer database with the events coordinator databases to maximise and leverage brand recognition which will result in an increase in visitation and expenditure in the region.

In collaboration with a range of partners a series of activities have been identified that will build the regions credibility in the event market space, and strategically capitalise on events to grow the regions brand reputation as a preferred holiday destination. Through consistent, persistent and multi-channel brand messaging building sustainability of partner events will support growing visitation and support the outcomes of DestinationQ enabling a more attractive funding opportunity in future.

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Implementation</th>
<th>Who</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signature event</td>
<td>Collaborative strategic marketing campaign with events</td>
<td>All</td>
<td></td>
</tr>
<tr>
<td>International opportunities</td>
<td>Event trade airline and wholesaler development program (education)</td>
<td>SCDL</td>
<td></td>
</tr>
<tr>
<td>Marketing</td>
<td>Innovative Social Media and PR activity</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ambassador programme</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Expand video and image content library</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ensure all major events and conferences are provided with option of event support package (central reservations service, experience tourism and retail promotions)</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Improve existing events</td>
<td>Undertake research to maximise event opportunities using University of Sunshine Coast (Gympie Campus)</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Assess events in Sunshine coast and Fraser Coast major/minor gaps dates and market needs and seek input of Events QLD</td>
<td>Events</td>
<td></td>
</tr>
<tr>
<td>Business events</td>
<td>Work with SCDL to develop ie. timber industry in NZ</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Sporting groups events</td>
<td>Engage volunteers to source and research potential events such as touch footy, Footsall, soccer, hockey etc – school sports</td>
<td>Admin</td>
<td></td>
</tr>
</tbody>
</table>
## Goal 4

**Lift local public profile of Destination Gympie Region (Council) to a positive level**

**Strategy:** Establish a communication programme for the next 12 months

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Implementation</th>
<th>Who</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism Advisory Group</td>
<td>Establish group with 7 key stakeholders from industry to meet on quarterly basis to identify opportunities</td>
<td>CEO</td>
<td></td>
</tr>
<tr>
<td>Electronic newsletter</td>
<td>Develop a monthly e-newsletter to keep industry updated *Refer Appendix 1</td>
<td>Admin Officer</td>
<td></td>
</tr>
<tr>
<td>Networking events</td>
<td>Engage with industry quarterly to update on activities. Engage guest speakers, develop schedule and release dates well in advance.</td>
<td>Admin Officer</td>
<td></td>
</tr>
<tr>
<td>Training and development</td>
<td>Engage with Chambers of Commerce in all regions and SCDL to partner for potential training opportunities</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Public relations</td>
<td>Develop a local and state strategic media placement programme including developing a story bank and media data base. Organise one familiarisation per month for a journalist to visit the region to cover positive stories</td>
<td>GM</td>
<td></td>
</tr>
</tbody>
</table>
**Goal 5**

*Unify and engage the local community to understand the importance of the visitor dollar*

**Strategy: Communicate and educate using media, visual and marketing**

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Implementation</th>
<th>Who</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepare list of key stakeholders and partners</td>
<td>Develop programme of communication, cross reference contacts with business projects</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Public relations</td>
<td>Ensure activity and “wins” are communicated to local media</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Main street banners</td>
<td>Ensure banners are displayed for key events</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Shop Front posters and window dressing</td>
<td>Engage with Chambers of Commerce in all regions to ensure major events are supported by relevant retail promotion</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Shop locally</td>
<td>Introduce a community awareness programme regarding buying local and B2B local</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Social media</td>
<td>Run social media campaign</td>
<td>Marketing</td>
<td></td>
</tr>
<tr>
<td>Identify projects that businesses will participate in</td>
<td>Workshop with TAG group and talk to businesses to identify needs</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Flyer</td>
<td>Distribute to business – “Tourism is everybody’s business” *Refer Appendix 3</td>
<td>Council</td>
<td></td>
</tr>
<tr>
<td>Establish relationships with large industries</td>
<td>Organise meetings with appropriate personnel – seek their ideas and obtain buy in</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>VFR campaign</td>
<td>Develop a community VFR campaign</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Email tagline</td>
<td>Develop an email tagline to be distributed for all businesses to promote a common banner (Destination Gympie Region) with website</td>
<td>Council</td>
<td></td>
</tr>
<tr>
<td>Schools</td>
<td>Engage and train students for future – visiting speakers for career days, promote benefits of tourism and economic development</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Tactic</td>
<td>Implementation</td>
<td>Who</td>
<td>Date</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>Signage and amenities spruice up (Pride)</td>
<td>Improve all tourism signage to make it more enticing eg. entrances into town, develop pride in people</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Social indicator report</td>
<td>Review and share results *Refer Appendix 4</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Local Business Ambassadors – encourage resident engagement through local campaigns</td>
<td>Breadth of Ambassador programme grows beyond the Volunteers assisting at the VICs. Engage media to promote a local business person to encourage locals to experience the city and region</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Urban design initiatives</td>
<td>Council need to improve the amenities and heritage aspect, signage, support for small conference related developments, etc to enhance community pride</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Real estate agents and property developers</td>
<td>Engage with agents to collaborate to build a positive image and key message and ensure an attractive investment/prospectus pack</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Awards (2 yearly)</td>
<td>Support delivery of industry initiatives that deliver best practice ie. industry awards</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Networks for new comers (professionals)</td>
<td>Introduce informal network of people placing professionals to assist, support networking opportunities and ensure new professionals are aware of networks available to them</td>
<td>GM</td>
<td></td>
</tr>
</tbody>
</table>
### Goal 6

**Develop product capability and capacity to increase the quality and range of visitor experiences**

**Strategy:** Work with partners to identify opportunities and gaps

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Implementation</th>
<th>Who</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capacity audit</td>
<td>Audit bed nights, camp sites etc for each region</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Mary Street</td>
<td>Develop a marketing strategy for Mary Street leveraging heritage markets and traditional aspects</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Identify trends and identify gaps</td>
<td>Heritage, Green/Eco/nature based experiences, Indigenous, Volun-tourism</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Gympie Gold food trail strategy</td>
<td>Consolidating and building on the outcomes of a Culinary Tourism Strategy to achieve broader level of recognition of Gympie as a premier culinary destination</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Gold Mine Museum</td>
<td>Review potential to improve existing offering – invite expert from Sovereign Hill to come up and provide overview of what is required</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Lake Alford</td>
<td>Café to replace VIC and improve visitor experience. Needs to be inviting, current building is obsolete. There is an opportunity to develop this into an enticing modern family park facility with wildlife, gold mining museum etc. Consider interactive opportunities and technology</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Signage and amenities spruce up</td>
<td>Improve all tourism signage to make more enticing eg. entrances into town, Lake Alford – sign with mother duck and babies will appeal to families who will stop to watch</td>
<td>Council</td>
<td></td>
</tr>
<tr>
<td>Packaging and bundling</td>
<td>Liaise with Mary Valley Inc (Mary Valley Country) to develop Mary Valley and Sunshine Coast hinterland trails</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Gateway to Fraser Island</td>
<td>Develop Rainbow Beach as Gateway for Noosa and Sunshine Coast to create greater awareness</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>Tactic</td>
<td>Implementation</td>
<td>Who</td>
<td>Date</td>
</tr>
<tr>
<td>--------------------------------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-------</td>
<td>------</td>
</tr>
</tbody>
</table>
| Australia’s Nature Coast                   | The Gympie region is an idyllic location for domestic and international visitors due to its natural untouched beauty and diversity. Picturesque expanses of sandy beaches, lush hinterland and relaxed lifestyle offer a diverse range of visitor experiences. The Sunshine Coast and Brisbane airports provide easy access to interstate and overseas visitors. By working in partnership with Sunshine Coast Destination Limited (“SCDL”) and Tourism Fraser Coast (“TFC”), contestable funding grant, there is an opportunity to develop “international ready” product and include Rainbow beach and Mary Valley. Create a channel for good news stories with a nature focus through a combination of market—driven itineraries and new stories. The project aims to:  
  - Increase the internationally ready and accredited nature-based product  
  - Increase the share and spend of visitors to the region through a unified approach  
  - Leverage existing icons including World Heritage Fraser Island and the Great Barrier Reef, and two UNESCO Biosphere reserves  
  - Development of itineraries and modules that will be used in collaboration to penetrate overseas markets  
  - Pool the existing resources of the partners, not compete | GM    |      |
| Mary Valley Heritage Railway - “The Valley Rattler” | Work with the State Government appointed Trustees, SCDL and Management to assist in promotion of the steam train when it re-opens                                                                                           | GM    |      |
| Attracting future business operators       | Organise a brainstorm session with key business stakeholders to identify potential companies who may like the logistics of Gympie for future investment opportunities (similar to Warwick and Woolworths)                                           | GM    |      |
### Tactic

<table>
<thead>
<tr>
<th>Tactic/ Education Tourism Development</th>
<th>Implementation</th>
<th>Who</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants</td>
<td>Identify all eligible projects and potential sources for grants that may require grant funding</td>
<td>GM</td>
<td></td>
</tr>
<tr>
<td>App</td>
<td>Develop an App for Destination Gympie Region in partnership with SCDL</td>
<td>Marketing</td>
<td></td>
</tr>
<tr>
<td>Mobile website</td>
<td>Develop a mobile version of the Destination Gympie Region website</td>
<td>Marketing</td>
<td></td>
</tr>
</tbody>
</table>
Destination Gympie Region will work with SCDL and TEQ to determine the iconic experiences for the region. This may require development into the future:

- those **world class iconic** experiences that provide a destination with a real **competitive advantage** over other destinations;
- those experiences that focus on what is truly **unique or memorable or engaging** about a destination
- those experiences that **meet the needs** of our target markets.

### The Progression of Economic Value

Shifting from products to experiences

- **Tourism products** - accommodation, attractions and tours that tourists purchase, participate in or consume
- **Tourism experiences** - the emotional feeling or personal achievement a tourist derives from the purchase, participation or consumption of tourism products

The ‘tourism product’ is what the customer buys, the ‘tourism experience’ is what they remember.
Why do we need to do this?

- Domestic and international market demand
- Gain competitive advantage over other destinations
- Opportunity to focus efforts and create partnerships
- Build on existing brand work
- Opportunity to improve and innovate without major capital investment
- Unique memories = positive word of mouth
- Implement DestinationQ

**Hero Experiences = Industry focus**

- on the right product, visitors and message
- Right product – products/product clusters that deliver destination hero experiences
- Right visitor – visitors that best match destination hero experiences and products
- Right message – brand, promotion and publicity that reflect hero experiences; more compelling product and messaging to enthuse consumers and trade

---

**What defines a hero experience?**

1. **Only in your destination**
   - No where else on earth
   - No one does it better
   - If travellers want to have this experience, your destination is the best place in the world for it
   - This experience makes your destination truly unique, puts Queensland on a global stage and attracts visitors on its own merits
   - Contributing factors could include a unique setting, unique wildlife, local customs or food

2. **An Inspirational story**
   - Does the experience
   - Feature an inspirational story or theme
   - Tell the story of local characters, customs and culture, flora and fauna
   - Provide the visitor with an opportunity to interact with and learn about your destination

3. **The customer in the lead role**
   - Would travellers from all over the globe want to come to your destination to be part of this experience
   - Is it a ‘must-do’ drawcard that will excite and attract your target audience
   - Will the experience exceed your customers’ expectations

4. **Touch, smell, taste, see, hear**
   - multisensory and provokes emotion
   - Interactive with hands on elements

5. **A backstage pass**
   - Does the experience
   - Make your visitors feel truly special
   - Give visitors a feeling of exclusivity
   - Deliver a ‘once in a lifetime’ feel, bragging rights

6. **Feel like a local**
   - The experience is real, does not have a staged, mass market feel and is not commercialised or superficial

7. **Authentic and genuine**
   - The experience is real, does not have a staged, mass market feel and is not commercialised or superficial

8. **Brand Queensland**
   - Is the experience
   - An embodiment of Australia’s and Queensland’s tourism brands
   - Delivering on any of the following brand Queensland themes
   - Adventure
   - Natural Encounters
   - Islands & Beaches
   - Queensland Lifestyle

9. **Surprised!!!!**
   - The experience features an element of surprise and creates the unexpected

10. **Creates lasting memories**
    - Ultimately, does the experience
    - Engage visitors emotionally, adding meaning to their personal lives
    - Allow visitors to take home lasting memories that they will share with families and friends
Vision
By 2020 the Sunshine Coast will be globally recognised as Australia’s premier revitalising holiday destination where the blend of coastal and hinterland experiences showcase the region’s contemporary beach culture.

Core Promise
- Feel the rejuvenating warmth of our beach culture

Tier 1: Theme
TIER 1: Live The Dream
Spend your holiday living like a local and enjoy the unrivalled lifestyle of Australia’s most enviable beach culture destination

Tier 2: Themes
TIER 2: Relax and Revitalise
- Feel your batteries recharge as you soak in the Sunshine Coast’s energy-giving warmth and hospitality, whether you choose to sit back and relax or engage in a range of healthy, revitalising activities.

TIER 2: Explore and Discover
- Get out and immerse yourself in all that the Sunshine Coast offers from vibrant coastal communities, the hidden treasures of the hinterland and the spectacular beauty of endless beaches, towering rainforests, stunning mountain vistas and quiet rural escapes

Experiences
- Secluded beaches and cays
- Patrolled beaches
- Local food and produce
- Various coastal and hinterland walks
- Beachfront dining
- Fishing and boating
- Water activities
- Glasshouse mountain cooking schools

Product Clusters
- Art Galleries and Art Trails
- Food & Wine trails
- Markets
- Whale watching and swim with sharks
- Hand Feed dolphins
- Glass House mountains
- Shopping, crafts and local produce
- Biospheres x2

Integration of hero experiences
TEQ and RTOs
- Destination Tourism Strategies
- PR and publicity
- Photo shoots
- Marketing campaigns
- Product development

Operators
- Marketing/web sites
- Product renewal
- Product clustering

Strategic Plan presented to Gympie Regional Council
Prepared by Pip Close Marketing Services [August 2013]
Actions Snapshot

Gympie Regional Council has an opportunity to drive tourism and economic development strategy for the region and take it forward to a whole new level. To do this, the organisation will need to engage, seek partnerships, take risks, consider change as the world is moving rapidly, particularly in the field of technology. Currently, there is no digital strategy for the region.

Digital Marketing Strategy

With over 80% of all Australians now online, many organisations now understand the link between an effective website and the success of their marketing. However, an effective website goes far beyond just building a website and launching it online. The website forms the hub of a much broader digital strategy that focuses on key areas such as traffic creation, website conversion strategies and remarketing techniques. Given the cost and resources required, it is recommended to partner with ATDW and Tourism and Events QLD (“TEQ”) to develop a digital marketing strategy that will allow Destination Gympie Region to engage the consumer market active in the digital economy.

This will include:

- Review of Marketing Plan and Target Market Identification
- Keyword Research
- Selection of short listed targeted key phrases
- Search Strategies
- Search Engine Optimisation analysis and recommendations
- Pay Per Click analysis and recommendations
- On-Page conversion strategies
- Advanced Analytics strategies and goals identification
- Remarketing Opportunities through E-marketing
- E-marketing campaign calendar development
- Identification and review of measurables
- Facebook
- Network “like” building opportunities
Social media and bloggers have become major influences on travel behaviour. Social media is getting more and more important to help consumers plan and enjoy travel as they switch to online and mobile technology. Meanwhile, travel bloggers are gradually winning influence as new voices in the travel business, too.

The dramatic growth of social media platforms such as Facebook, Twitter and YouTube in recent years is increasingly being felt in the travel and tourism sector. Consumers are using technology more intensively than ever to talk about their holidays, show pictures and videos, exchange ideas about possible holiday trips and seek opinions and reviews of destinations, hotels, attractions and countless other travel-related activities.

About 40% of travellers say social network comments influenced their travel planning while 50% actually based their travel plans on other people's reviews and experiences, according to a Google survey in 2011. Travellers are socially connected not only before and after but also increasingly during their trips thanks to mobile devices. Over 30% of visitors to regions now use mobile devices to research and book their travel. In response, the tourism industry should use social media much more intensively. As a leader and advocate, Gympie Regional Council needs to embrace this enthusiastically and quickly.

**Turn social media into social commerce**

Travel and tourism organisations must now seize the window of opportunity offered by this new medium and integrate it into their sales and marketing activities. There is also a growing importance of travel bloggers as “valuable independent voices” writing about destinations and other tourism topics. This is a new world that is growing very rapidly.

Given the high costs of technology, and lack of strong awareness for the region, it is recommended to form a partnership with the larger Regional Tourism Organisation next door.

They have recently spent over $500,000 on a new website and can easily absorb the region of Gympie as a northern partner. This is a huge opportunity to leverage.

This would also provide a booking engine to operators (and VICS) along with product updates and Search engine marketing. Events would also be incorporate via ATDW to interphase with many websites across Australia.

**Memorandum of Understanding (MOU)**

Given the experience, staffing levels and larger budgets, it is recommended that Gympie Regional Council form an MOU for up to 3 years with Sunshine Coast Destination Ltd. With an MOU that clearly outlines the required KPI's, the MOU can be managed carefully by both parties commencing with monthly meetings and updates. It is about strong partnership. This also fits the requirement of the Queensland government in regard to tourism with Destination Q and will allow for future contestable funding opportunities.
Events

Events is an important part of the Gympie economy and should be developed to full potential. An opportunity exists to grow visitation and increase overall length of stay, thereby increasing consumer spend in the region by maximising and leveraging off existing events, education and capacity building of existing events and research to assist and identify new events. By taking a whole of organisation approach to events, innovation, education and collaboration will be used to ensure that Gympie is showcased as a preferred holiday destination, with events being timed to strategically fill known tourism down times.

This strategy fits like a glove with the future focus of Tourism and Events Queensland which has recently merged events into tourism. Events is tourism, just as tourism is economic development.
Summary

If we want sectors to fully recover then we need to focus on economic drivers. We need jobs, jobs, jobs, which will stimulate spending. You can’t go to a bank and get a property loan without a good job and you can’t spend on luxury items like dinners, cars or leisure items without a good job and excess funds to spend. All this incremental income, supports business so it is cyclical.

Looking at indicators outside of the property sector to see where the real drivers are coming from, it gets back to the simple formula of a stronger economy, then a stronger market, and the key ingredient for the area is more jobs.

Monitoring the tourism industry; after several years of decline in tourism numbers and lower occupancy, etc. there appears to be a turnaround happening with numbers slowly improving. This is because the industry is starting to change focus to events tourism.

There is also the opportunity to increase volume of good paying mining jobs from the area through fly in fly out. Although it has its own social problems, there is an injection of money back to the local economy while families remain in the region for the lifestyle.

Other indicators are private schools, some leading schools were getting a drop off in numbers over recent years, but there seems to be indications that numbers are rising in many of the good private schools which signify stronger employment in good jobs and new move ins.

However on the opposite side the short term Government job cuts are disrupting the economy in the current market, which is keeping some areas slow.

If we want to understand what will happen in the market next year look at all the other economy key indicators and that will help spot the trend, but put simply it’s about the economy. All Government and private sectors should be making it their top priority to find ways to improve the economy.

Each decision on new projects, cuts or expenditure that are being put forward, the first question asked should be ‘will this assist or be detrimental to our local economy’ and use that as a strong indicator to base decisions. Tourism is one opportunity that drives revenue into the economy and provides direct and indirect funding.

Spending money in this area and focusing on economic development, the market will turn and start to improve over time.

The Gympie region is well placed in terms of tourism and visitation opportunities. It is important to recognise the economic benefit Destination Gympie Region will provide. The region requires a greater profile to drive visitation. It’s about positioning the region as a destination for holiday-makers, events, and visiting friends and relatives, as well as the ideal place to call home and invest.

It is recommended that Gympie Regional Council engages a vision to grow the entire visitor economy by combining all resources and expertise to fully develop all opportunities to potential - this will harness the concepts of **Discover, Play, Taste** and **Stay** to become the future strategy.
Appendix 1 - Electronic Newsletter

Screenshot shown below. Print-out of complete electronic newsletter included in following pages.
Appendix 2 - Sample Media Release

Media Release: Tuesday 25th June 2013

Tourism Advisory Committee meets

The Destination Gympie Region Tourism Advisory Committee that will help the destination services branch of Gympie Regional Council drive tourism and marketing in the Gympie region has met for the first time on Monday.

Matters discussed included the importance of events to the region, the draft strategic plan and the need to forge strong relationships with Sunshine Coast Destination Limited, the Regional Tourism Organisation.

The seven public members of the tourism advisory committee representing the region are:

- Peter Todd (Tin Can Bay)
- Gaylene Smith (Mary Valley)
- Charmain Hodges (Kilkivan)
- Scott Elms (Rainbow Beach)
- Derek Connelly (Gympie City)
- James Arkle (Mary Valley)
- James Dein (Gympie Muster)

“The advisory committee will make recommendations to support the new strategic plan to create greater visitor dollars to the region,” Mayor Ron Dyne said.

Mayor Dyne said feedback on the new organisation had been positive.

“The signs point to the region showing improvement,” he said.

“We want the new tourism services branch to be able to take advantage of that buoyant feeling and ensure that the Gympie region is prominent among the watch lists for consumers looking for a holiday or future event.”

Cr Julie Walker said “Destination Gympie Region has assured local operators that important tourism strategies and functions will materialise as the organisation develops. “

She said the local tourism industry faced an exciting future under the new organisational body which was launched on June 17th, and that it was important for industry to engage.

The organisation has put in place two marketing activities for the coming financial year including the Destination Gympie Region Holiday Planner and a new website www.visitgympieregion.com.au.

“We have also been collaborating with Sunshine Coast Regional Council regarding future marketing opportunities. This is a game-changing moment for the region,” Cr Walker stated.
The Destination Services Branch of Gympie Regional Council, Destination Gympie Region’s strategic focus is to contribute to the health and vitality of the region by promoting greater levels of visitation and - as a result - generating positive direct and indirect economic and social outcomes for the community.

Discover, play, taste and stay - today it’s about inviting people to come and experience the Gympie region and all it has to offer.

- ENDS -

Media enquiries please contact:
Gail McKenzie
Ph: 07 5480 5180
Email: gail.mckenzie@gympie.qld.gov.au
www.visitgympieregion.com.au
Tourism is our largest industry employing over xxxxx people and bringing more than $xxx million per year to our economy. Destination Gympie’s role is to market the region domestically and internationally to encourage tourists to visit the region. With your support we can work towards attracting greater numbers of visitors and extending their length of stay.

More visitors to our region means more business opportunities and increased spending, more jobs and a healthier economy, more infrastructure and lifestyle.

Invest in your future and the growth of your region by supporting Destination Gympie with Events, window displays, etc, etc.

Tourism is everybody’s business!

Call: 07 XXXX XXXX
Tourism is a growing industry here in the Gympie Region. Close to 1 million visitors come to the region every year, and the tourism industry contributes over $XXX million to the local economy on an annual basis.

In Destination Gympie, all businesses are affected by tourism. Local farmers provide produce to restaurants, cafes, butchers, bakers and supermarkets all of which service the local community, as well as the holiday makers visiting the region. Accountants will have tourism businesses as clients. Real Estate agents will sell property to visitors and new residents. Mechanics will service vehicles used for tours to Fraser Island. Insurance companies will service tourism operators.....the list is endless.

There are hundreds of businesses directly associated with tourism in the region. More tourists mean increased demand, which results in the growth of existing business and the introduction of new businesses. These businesses, their employees and the visitors they bring to the region will use local services such as accountants, banks, fuel stations, hairdressers, doctors surgeries, dentists, local schools, chemists and so on.

You think tourism doesn’t affect you? TEAM - Together Everybody Achieves More!

Invest in your future and the growth of your region by becoming an Events support, a Social media advocate, or simply display your support in your shop window! Tourismiseverybody’sbusiness!

Call: 07 XXXX XXXX
Appendix 4 - Social Indicator Report

Tourism Social Indicators

Social indicators for tourism

Ensuring that the impacts of tourism on a destination are monitored and managed is important for a sustainable tourism industry. Tourism development and management in a destination that is in line with the aspirations of local communities provides for a more authentic tourist experience and also attracts stronger community support for tourism. As a consequence, a growing number of destinations want to ensure that local residents have a say in how tourism evolves.

Efforts are therefore being put into monitoring local community views on tourism. If monitoring of impacts finds negative sentiment towards tourism amongst a community, for example, then it can be determined what needs to be fixed, or what communications can be implemented to ensure the right messages are getting across.

Tourism Queensland commissioned research to identify a concise set of social indicators that can be used to measure the impact of tourism on communities in Queensland. The Centre for Tourism & Research Services were commissioned to conduct an extensive evaluation of published reports in this area and a recommendation was made to use subjective rather than objective indicators of social impact. Subjective indicators endeavour to measure the impacts of tourism as perceived by local residents.

State, regional and local application

Whilst Tourism Queensland’s objective was to identify a concise set of social indicators that can be applied at the state level, work done on this issue by a range of researchers has shown that the social impacts of tourism are localised and can vary considerably from one area to another, even within a single tourism region. So attempting to measure social impact at regional, let alone state level can be problematic as key issues may be averaged out across a region.

Consider a region that includes both a coastal fringe and a hinterland, for example. There could be very serious congestion and behaviour problems caused by tourism on the coastal area but no such problems anywhere else in the region. Whilst the problems experienced by locals on the coastal fringe would be identified if a study was conducted in that area, it is possible that these problems would be averaged out if the study was undertaken across the entire region. This means that the congestion and behaviour problems may not be highlighted as major issues, even though they are impacting on the coastal area. This problem would be exacerbated further at the state level.

As a consequence, the consultants recommended that social impact measurement is best undertaken at the local level so that problem issues, which tend to be localised, can be more easily identified. If the impact is to be determined at a regional level then survey sample sizes should be much larger so that differences between areas within a region can be determined.

Tourism Queensland’s push to identify and introduce social indicators to measure the impact of tourism on communities is an important step in ensuring that tourism grows in a manner consistent with local needs. This fact sheet presents social indicators that can be used to measure the impact of tourism on communities.

Recommended core indicators

A core list of fourteen social impacts on a community as a result of tourism activity has been identified as part of this project, and split according to whether they are usually perceived to be positive or negative impacts:
## Tourism Social Indicators

### Potential Positive Impacts

<table>
<thead>
<tr>
<th>Core indicator</th>
<th>Full statement for core indicator</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. More interesting things to do</td>
<td>Because of tourism, there are more interesting things to do in the region (e.g., attractions to visit, events to attend).</td>
</tr>
<tr>
<td>2. Improved facility maintenance</td>
<td>Tourism promotes the development and better maintenance of public facilities such as roads, parks, sporting facilities, and/or public transport.</td>
</tr>
<tr>
<td>3. Increased profile of region</td>
<td>Tourism showcases our region in a positive light. This helps to promote a better opinion of our region and encourages future tourism and/or business investment.</td>
</tr>
<tr>
<td>4. New Infrastructure</td>
<td>There are better shopping, dining, and/or recreational opportunities in the region because of tourism.</td>
</tr>
<tr>
<td>5. Improved economic benefits</td>
<td>Tourism is good for the economy because the money that visitors spend when they come to the region helps stimulate the economy, stimulates employment opportunities and is good for local business.</td>
</tr>
<tr>
<td>6. Increased local pride</td>
<td>Tourism makes local residents feel more proud of their town and makes them feel good about themselves and their community.</td>
</tr>
<tr>
<td>7. Improved justice</td>
<td>The distribution of the costs and benefits of tourism are distributed more evenly across the community.</td>
</tr>
</tbody>
</table>

### Potential Negative Impacts

<table>
<thead>
<tr>
<th>Core indicator</th>
<th>Full statement for core indicator</th>
</tr>
</thead>
<tbody>
<tr>
<td>8. Negative impact on local character</td>
<td>The character of the region has changed because of tourism.</td>
</tr>
<tr>
<td>9. Increased opportunity costs</td>
<td>Too much public money is spent on developing facilities for tourists that would be better spent on other public activities.</td>
</tr>
<tr>
<td>10. Rise in delinquent behaviour</td>
<td>Tourism is associated with some people behaving inappropriately, perhaps in a rowdy and delinquent way, or engaging in excessive drinking or drug use or other criminal behaviour.</td>
</tr>
<tr>
<td>11. Increased prices</td>
<td>Tourists leads to increases in the prices of some things such as some goods and services and/or property values and/or rental costs.</td>
</tr>
<tr>
<td>12. Lack of access for locals</td>
<td>Tourists deny local residents access to public facilities, that is, roads, parks, sporting facilities, public transport and/or other facilities are less available to local residents because of overcrowding.</td>
</tr>
<tr>
<td>13. More disruption</td>
<td>Tourism disrupts the lives of local residents and creates inconvenience. Problems like traffic congestion, parking difficulties and excessive noise are worse when there are lots of tourists around.</td>
</tr>
<tr>
<td>14. Negative impact on environment</td>
<td>Tourism has a negative impact on the environment through excessive litter and/or pollution and/or damage to natural areas.</td>
</tr>
</tbody>
</table>

In arriving at these fourteen impacts, however, some studies reviewed were based on a list of seventeen impacts. The additional three impacts were subsumed into the fourteen but could be used if a larger questionnaire was appropriate. These three additional impacts are:

- 15. The increase in prices and property values associated with tourism makes it difficult for some people to live in the area (subsumed under the '11. Prices’ indicator)
- 16. Tourism brings people from different backgrounds and cultures into the community (subsumed under the ‘8. Character’ impact)
- 17. Tourism unites the community and encourages people to work together and support each other (subsumed under the ‘6. Pride’ impact)
**Tourism Social Indicators**

**Expanded list of indicators**

The above list of fourteen core indicators was refined from a list of forty impacts that appeared most regularly during a substantial search of the available literature, were identified as part of consultation with public and private sector stakeholders and by drawing upon earlier studies undertaken by the consultants.

<table>
<thead>
<tr>
<th>Potential Negative Impacts</th>
<th>Potential Positive Impacts</th>
<th>Other Potential Impacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased crime (10)</td>
<td>Improved maintenance of public facilities (2)</td>
<td>Change in social and moral values (7)</td>
</tr>
<tr>
<td>Too many people in public places (e.g. parks and beaches) (13)</td>
<td>Increased revenue for local government (9)</td>
<td>Change in the physical appearance of the Region (8)</td>
</tr>
<tr>
<td>Increased litter (14)</td>
<td>Positive population growth (12)</td>
<td>Change in natural environment (14)</td>
</tr>
<tr>
<td>Reduced availability of parking spaces (13)</td>
<td>Increase in the level of urban development (4)</td>
<td>Change in relationships between local residents (7)</td>
</tr>
<tr>
<td>Rise in the overall cost of living (11)</td>
<td>Improved opportunities for local business (5)</td>
<td>Change in the style of architecture on the Region (8)</td>
</tr>
<tr>
<td>Excessive demand for public services (e.g. health, police, fire services) (9)</td>
<td>Increased funding for public services (e.g. health, police, fire services) (46)</td>
<td>Change in public transport (9)</td>
</tr>
<tr>
<td>Higher local government rates (11)</td>
<td>More local dining opportunities (e.g. restaurants and cafes) (4)</td>
<td>Rise in property values (11)</td>
</tr>
<tr>
<td>More alcohol related behavioural problems (10)</td>
<td>Increased employment opportunities (5)</td>
<td>Increased shopping opportunities (1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>More entertainment and recreational opportunities (1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Improved image of the city in the eyes of other Australians (3)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>More opportunities to socialise (1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Increased community pride (6)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>More intercultural interaction (1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Improvement in the strength of the local economy (5)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Rise in property values (11)</td>
</tr>
</tbody>
</table>

Prepared by Pip Close Marketing Services [August 2013]

Destination Gympie Region
Tourism Social Indicators

Also, points to consider are that perceptions of these impacts can vary across a region, and depend:
- if individuals or family members derive benefit from the tourism industry, for example, through employment
- on whether the respondent lives fulltime in the region, is an absentee landlord, or uses a property as a holiday home
- on the timing at which data are collected. For example, after a major event, perceptions of the impact of tourism may be artificially high or low depending on how the event was run.

Recommendations for measuring social impacts of tourism on communities

A summary of the recommendations are as follows:
- Subjective rather than objective indicators are best used to monitor the social impact of tourism on communities.
- Social impact measurement is best undertaken at the local level so that problem issues, which tend to be localised, can be more easily identified.
- If it is important to measure social impact at the regional level, then sample sizes should be much larger so that differences between areas within the region can be identified.
- The survey instrument used to capture community perceptions of the impact of tourism was recommended to employ a 7-point rating scale ranging from -3 to +3 to enable residents to report both positive and negative perceived impacts. For example:

<table>
<thead>
<tr>
<th>Because of tourism, there are more interesting things to do in the region (e.g. attractions to visit, events to attend)</th>
<th>Tick one box:</th>
<th>Circle one number for each row:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree □</td>
<td>□ 1b. How has this affected your personal quality of life?</td>
<td></td>
</tr>
<tr>
<td>Disagree □</td>
<td>Don’t Know □ (go to 2a)</td>
<td>-3 -2 -1 0 +1 +2 +3</td>
</tr>
<tr>
<td>1b. How has this affected your personal quality of life?</td>
<td>-3 -2 -1 0 +1 +2 +3</td>
<td></td>
</tr>
<tr>
<td>1c. How has this affected the community as a whole?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- The survey instrument of the fourteen core indicators can be administered to a random sample of the community about every 3-4 years. Issues that influence the impacts can also be included as questions in the survey. These are:
  - Economic dependence on tourism – working in or owning a business in tourism or a related industry
  - Distance of place of residence from areas of high tourist activity
  - Level of contact with visitors
  - Community attachment
  - Social and political values
  - Use of facilities also used by tourists

- A shorter questionnaire using the following four items could be undertaken to monitor the perceived social impacts of tourism in the interim years. These top-line questions of local residents can provide a good estimate of the social impact of tourism on the local community, although they do not permit any understanding of the reasons for the overall ratings that are obtained. If problems are indicated based on the answers to these two questions, it may be necessary to gain a more in-depth understanding as to why there is a problem and this may mean asking the fourteen core indicators identified earlier.
  - Q1a. What has been the impact of tourism on your personal quality of life?
  - Q1b. Why have you answered this way?
  - Q2a. What has been the impact of tourism on the quality of life of the community?
  - Q2b. Why have you answered this way?

- The questions for the shorter survey could be added to an existing survey which may be a more cost effective means of data collection, for example, a local council community survey.

- As the timing of events in a region can have a short term influence on the community’s perceptions of the social impacts of tourism, the time at which a survey of resident attitudes is conducted should be taken into account.

Summary

For tourism to be sustainable, it is most effective if its development is in line with the needs of the local community. To work towards this goal, the impacts of tourism on the local community should be monitored on a regular basis. The fourteen core indicators identified will help provide an understanding of the impact that tourism is having on a community through examining the impact that each indicator has had on the personal quality of life of the respondent and on that person’s perspective of the community as a whole. This information can aid decision making on what direction and actions are best taken to address community perceptions in view of tourism.
Appendix 5 - Gympie Muster Opportunities

**Gympie Regional Council - Opportunities to Support the Gympie Music Muster**

**Background:**

As a tourist attraction, the Gympie region has seen the popularity of the Gympie Music Muster festival continue to grow over its 31-year history. Many very loyal patrons travel to the region weeks and months in advance to mark out their favourite camping sites and the Gympie Region has seen a definite impact.

The Gympie Music Muster event has fostered a strong community spirit and provides a vital opportunity to many community groups and not-for-profit organisations in the wider Gympie region to raise funds and take big steps in improving and benefiting the region. Examples of this include school P&Cs being able to air-condition their schools, build tuckshops, and bring new equipment and technologies to the classrooms including ipads and laptops. In its history, the Muster has contributed over $14.5 million to local community groups and national charities, the flow on effect and social impact of which cannot be measured.

GML generates a significant economic and employment benefit by engaging local contractors and suppliers, increasing local business revenue during the month of August. The economic impact to the Gympie Region alone has been calculated to be in excess of $4.5 million each year. GML has targets to grow that amount, and the time spent in the Gympie region, through a productive relationship with the Gympie Regional Council.

GML hopes to work with the Gympie Regional Council in 2013 to grow the pre-festival activities in Gympie to attract more festival patrons into the business centre and other tourism offerings in the region and see the economic outcomes improved.

**Marketing & Tourism Opportunities:**

**Pre-festival events in Gympie CBD**

GML is attempting to develop more pre-festival entertainment opportunities in the CBD and in other township centres in the region, to take advantage of more people in the region during July and August each year. GML would like to officially program concerts and events to form part of the 2013 program. This may include:

- Concerts held in Council facilities such as the Civic Centre, Mary Street Amphitheatre and/or Sound Shell
- Muster markets/fete on the weekend before the event in the park
- Busking competitions in shopping centres, and/or increased busking licences issued for CBD locations during the month of
- Encouraging hotels to program more live music during July & August
- Encouraging primary producers and cottage industry to participate in custom local markets under the Muster banner

GML hopes that Gympie Regional Council will be willing to support GML in its efforts to increase the events impact on Gympie region by engaging in any of the following activities:

- Making a financial contribution to programming additional pre-festival talent in venues around the Gympie CBD and in townships in the Gympie region (i.e. Kandanga Hotel), in the lead to the Gympie Music Muster event.
• Provide marketing support to better engage local businesses about getting involved and running promotions to attract customers into the CBD. This may include access to regular Gympie Regional Council marketing streams, or a financial contribution to GML’s marketing activities budget.
• Increasing signage and promotion of the event around the CBD in the lead up to the event from July to end of August.
• Facilitating the pre-Muster entertainment program by assisting with the use and coordination of venues such as the civic Centre and Sound Shell, and covering the costs of providing these venues.
• Contributing financially to market research in 2013, to better assess the events impact on the region, and especially to assess the impact on increased pre-festival entertainment in attracting more spending to businesses in the region.
• Assisting to coordinate stalls, community groups and performances at a market/ fete day on the Saturday before the event weekend.
• Other events and activations that Gympie Regional Council may choose to engage in.

Flood Recovery

GML would like to access increased in-kind support to site crews (including machinery and labour costs) to repair roads and facilities affected by the January and February 2013 floods as a recovery priority. GML has a lot of work to do to repair the site before the August event and any additional support would be much appreciated.

Developing a tourism circuit

GML would be happy to work with Gympie Regional Council to develop a tourism circuit around the region, to include features such as Rainbow Beach, Tin Can Bay, Mary Valley townships, and historic sites in the CBD. A comprehensive guide to the region could be built into the souvenir program of the Gympie Music Muster, providing direct marketing to existing loyal patrons and encouraging them to spend more time and money in the region.

Moving forward

GML would like to negotiate a formal memorandum of understanding and/or sponsorship agreement with the Gympie Regional Council to reflect the roles and responsibilities of each party and set our clear guidelines for communication and decision-making during any collaboration process.
QUESTION 1: Previously sub-regional maps were printed as a DL brochure containing operator advertising. Do you prefer this format over an A3 sized tear-off map containing advertising?

Yes - 60.9%
No - 30.1%

*23 responses; 7 unanswered

QUESTION 2: In order of preference, please rank what you think would help this region the most in marketing terms? 1 (one) being the highest ranking.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Option</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Familiarisation tours by volunteers to your business</td>
<td>70%</td>
<td>60%</td>
<td>50%</td>
<td>40%</td>
<td>30%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>2</td>
<td>Sub-regional marketing</td>
<td>70%</td>
<td>60%</td>
<td>50%</td>
<td>40%</td>
<td>30%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>3</td>
<td>Whole of region marketing</td>
<td>70%</td>
<td>60%</td>
<td>50%</td>
<td>40%</td>
<td>30%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>4</td>
<td>Training (customer service, etc)</td>
<td>70%</td>
<td>60%</td>
<td>50%</td>
<td>40%</td>
<td>30%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>5</td>
<td>Website improvements</td>
<td>70%</td>
<td>60%</td>
<td>50%</td>
<td>40%</td>
<td>30%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>6</td>
<td>Social media (Facebook, etc)</td>
<td>70%</td>
<td>60%</td>
<td>50%</td>
<td>40%</td>
<td>30%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>7</td>
<td>International-ready Workshops</td>
<td>70%</td>
<td>60%</td>
<td>50%</td>
<td>40%</td>
<td>30%</td>
<td>20%</td>
<td>10%</td>
</tr>
</tbody>
</table>

*28 responses; 2 unanswered

QUESTION 3: Where do your customers come from? Please rank the locations in order of priority - 1 (one) being the highest ranking.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Location</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brisbane</td>
<td>41.4%</td>
<td>37.9%</td>
<td>10.3%</td>
<td>0.0%</td>
<td>3.4%</td>
</tr>
<tr>
<td>2</td>
<td>Sunshine Coast</td>
<td>34.5%</td>
<td>27.6%</td>
<td>10.3%</td>
<td>10.3%</td>
<td>0.0%</td>
</tr>
<tr>
<td>3</td>
<td>Fraser Coast</td>
<td>3.4%</td>
<td>10.3%</td>
<td>34.5%</td>
<td>24.1%</td>
<td>10.3%</td>
</tr>
<tr>
<td>4</td>
<td>Toowoomba</td>
<td>0.0%</td>
<td>0.0%</td>
<td>6.9%</td>
<td>24.1%</td>
<td>20.7%</td>
</tr>
<tr>
<td>5</td>
<td>South Burnett</td>
<td>3.4%</td>
<td>13.8%</td>
<td>3.4%</td>
<td>10.3%</td>
<td>27.6%</td>
</tr>
<tr>
<td>6</td>
<td>North Burnett</td>
<td>3.4%</td>
<td>0.0%</td>
<td>13.8%</td>
<td>0.0%</td>
<td>6.9%</td>
</tr>
<tr>
<td>7</td>
<td>Interstate</td>
<td>6.9%</td>
<td>10.3%</td>
<td>13.8%</td>
<td>17.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>8</td>
<td>Europe</td>
<td>3.4%</td>
<td>0.0%</td>
<td>6.9%</td>
<td>3.4%</td>
<td>13.8%</td>
</tr>
<tr>
<td>9</td>
<td>Asia</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>5.9%</td>
<td>0.0%</td>
</tr>
<tr>
<td>10</td>
<td>New Zealand</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>3.4%</td>
<td>17.2%</td>
</tr>
<tr>
<td>11</td>
<td>The Americas</td>
<td>3.4%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Note: Only the results for rankings 1 to 5 are shown above.
QUESTION 4: Thinking about events for the Gympie Cooloola region, please rate what you think is an order of priority with 1 (one) being the highest ranking.

![Graph showing ranking of event types.]

<table>
<thead>
<tr>
<th>Event Type</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improving existing events</td>
<td>37.0%</td>
<td>37.0%</td>
<td>25.9%</td>
</tr>
<tr>
<td>New cultural events</td>
<td>33.3%</td>
<td>25.9%</td>
<td>40.7%</td>
</tr>
<tr>
<td>Sporting events</td>
<td>29.6%</td>
<td>37.0%</td>
<td>33.3%</td>
</tr>
</tbody>
</table>

QUESTION 5: For future marketing purposes, please rank in order of priority with 1 (one) being the highest ranking.

![Graph showing ranking of marketing strategies.]

<table>
<thead>
<tr>
<th>Strategy</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital strategy</td>
<td>3.72</td>
<td>5.14</td>
<td>4.03</td>
</tr>
<tr>
<td>Billboards</td>
<td>4.03</td>
<td>3.97</td>
<td>6.31</td>
</tr>
<tr>
<td>Holiday Guide</td>
<td>3.97</td>
<td>6.86</td>
<td>4.14</td>
</tr>
<tr>
<td>Regional Maps</td>
<td>6.79</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV Advertising</td>
<td>10.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brochures via direct mail</td>
<td>20.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Magazine advertising</td>
<td>30.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visitor Information Centres</td>
<td>40.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade Shows</td>
<td>50.0%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Rating Average:
- Digital strategy: 3.72
- Billboards: 5.14
- Holiday Guide: 4.03
- Regional Maps: 3.97
- TV Advertising: 4.03
- Brochures via direct mail: 6.31
- Magazine advertising: 6.86
- Visitor Information Centres: 4.14
- Trade Shows: 6.79

QUESTION 6: With ‘Digital strategy’ please rank in order of priority with 1 (one) being the highest ranking.

![Graph showing ranking of digital strategies.]

<table>
<thead>
<tr>
<th>Strategy</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>1.21</td>
<td>2.86</td>
<td>3.52</td>
</tr>
<tr>
<td>Booking engine for Council</td>
<td>3.34</td>
<td>4.02</td>
<td></td>
</tr>
<tr>
<td>Mobile site</td>
<td>3.34</td>
<td>4.02</td>
<td></td>
</tr>
<tr>
<td>App with tourism trails and</td>
<td>3.34</td>
<td>4.02</td>
<td></td>
</tr>
<tr>
<td>information</td>
<td>3.34</td>
<td>4.02</td>
<td></td>
</tr>
<tr>
<td>Social media such as Facebook</td>
<td>3.34</td>
<td>4.02</td>
<td></td>
</tr>
</tbody>
</table>

Rating Average:
- Website: 1.21
- Booking engine for Council: 2.86
- Mobile site: 3.52
- App with tourism trails and information: 3.34
- Social media such as Facebook: 4.02
QUESTION 7: Please rate in order of priority areas for Visitor Information Centres with 1 (one) being the highest ranking.

<table>
<thead>
<tr>
<th>Location</th>
<th>Rating Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rainbow Beach</td>
<td>4.41</td>
</tr>
<tr>
<td>Mary Valley</td>
<td>4.41</td>
</tr>
<tr>
<td>Lake Alford (Gympie)</td>
<td>2.55</td>
</tr>
<tr>
<td>Matilda Roadhouse (Kybong)</td>
<td>2.52</td>
</tr>
<tr>
<td>Tin Can Bay</td>
<td>5.10</td>
</tr>
<tr>
<td>Kilkivan / Goomeri</td>
<td>5.66</td>
</tr>
<tr>
<td>Mary Street</td>
<td>4.34</td>
</tr>
</tbody>
</table>

QUESTION 8: Please advise the regional location of your business.

- Rainbow Beach: 20.0%
- Mary Valley: 13.3%
- Tin Can Bay: 6.7%
- Kilkivan / Goomeri: 6.7%
- Other: 6.7%
- Gympie: 46.7%

QUESTION 9: Please identify your main business activity.

- Accommodation: 36.7%
- Hospitality (restaurant/cafe): 16.7%
- Tour Activity: 20.0%
- Other: 26.7%