



SOUTH BURNETT TOURISM FORUM

*Thursday 28 November 2013
Kingaroy Town Hall*



INTRODUCTION

South Burnett Directions wishes to explore and develop outcomes that underpin and prioritise a South Burnett Tourism Strategy that develops a futuristic and unified approach to tourism growth in the South Burnett. This approach is timely as Tourism & Events Queensland and the Regional Tourism Organisations are developing a series of Destination Tourism Plans across the state between now and March 2014. These plans will form the direction of tourism marketing and development of Queensland's destinations and your forum can feed into that

THE FORUM FACILITATOR - JAMES CORVAN

James has a long career in tourism with the last 24 years being spent in regional and state tourism bodies developing and marketing destinations. Since leaving a senior Executive position in Tourism Queensland, James has managed the Bundaberg North Burnett, Mackay, Southern Downs and Granite Belt and Toowoomba and the Golden West RTOs. In association with the Staffor Group in 2013 James has undertaken the development of Tourism and Food Strategies for the Lockyer Valley Council. James has recently commenced a Tourism and Branding Strategy for the Esk Regional Council. James is a Board Member on Tourism and Events Queensland. This year James has facilitated tourism forums in Airlie Beach, Roma, Stanthorpe, Biloela and Bundaberg. Group sizes have varied from 10 to 250 participants. In each instance a series of outcomes in line with objectives have been determined and agreed on.

GUEST SPEAKER - SHANE O'REILLY

MANAGING DIRECTOR O'REILLY'S RAINFOREST RETREAT - VILLAS, LOST WORLD SPA & CONFERENCE CENTRE,
O'REILLY'S CANUNGRA VALLEY VINEYARDS

Shane's formal qualifications include a Business Degree in Human Resource Management and a Diploma of Company Directorship and a Diploma in Directorship of not-for profit and Government owned corporations.

Shane has and is currently involved with numerous community and industry associations including the following:

- Shane was Chairman of the Canungra Information and Historical Association from 2001 to 2013 and is a life member of his local Natural History Association which oversees the Green Mountains section of Lamington National Park.
- Director Gold Coast Tourism 2002 to 2006
- Director of the Queensland Wine Industry Association 2004 to 2008
- Director of Gondwana World Heritage Rainforests Reserves Australia 2005 to 2011.
- Chairman Australia's Green Cauldron 2008 to 2010
- Director Tourism Queensland 2006 to 2011
- Chairman Queensland Tourism Industry Council elected July 2012 – still current. Through this position Shane serves on the business advisory board to the Premier and numerous other consultative bodies to the Queensland Government.

Thank you for participating in today's forum.



SOUTH BURNETT TOURISM FORUM

Thursday 28 November 2013
Kingaroy Town Hall



FORUM AGENDA

9.45 to 10.00 am	Registration, Coffee and Tea	
10.00 am	Welcome	Wayne Kratzmann
10.10 am	Global and national trends. Queensland's Tourism Structure and Plans.	James Corvan
10.20am	How to Thrive in Tourism	Shane O'Reilly
Workshop - Strategy Discussions		
11.00 am	Events	
	<ul style="list-style-type: none">• Build on existing events• One large event of the South Burnett – think big• Maximise opportunity of sporting and cultural events in the region to educate visitors about the region• Fitness events/extreme events• Calendar of events• Conference and meeting facilities• Communication Platform	
11.45 am	Development	
	<ul style="list-style-type: none">• Customer service excellence• Enhance funding Performing Arts/Entertainment building and defining its purpose – social, conferences, culture• Explore the current appropriateness and capacity of existing product and infrastructure• Transport throughout the region• How to become a Destination?	
12.30 pm	Lunch	
Workshop - Strategy Discussions (continued)		
1.00 pm	Marketing	
	<ul style="list-style-type: none">• Branding and Promoting the South Burnett• Extend length of stay and dispersal• Sustainable Funding• Data Capture	
2.00 pm	Partnerships	
	<ul style="list-style-type: none">• Unified Approach:<ul style="list-style-type: none">◦ South Burnett Regional Council, South Burnett Directions, South Burnett Tourism Association, South Burnett Wine Industry Association, local business organisations (not traditionally associated with tourism), regional sporting groups other organisations who coordinate events (i.e. who attract audiences over 1000 people over 1 or more days)• Role of the SBTA, SBD, SBRC• Role of Visitor Information Centres• Relationship with the RTO – Southern Queensland Country Tourism• Other marketing bodies – i.e. Australia's Country Way• To get to where we want to go – what has to change?	
3.00 pm	Wrap up	James Corvan
3:15pm	Thank you	Wayne Kratzmann
3.30 pm	Close	
3.30 to 4.00 pm	Light refreshments	

Thank you for participating in today's forum.