SOUTH BURNETT
REGIONAL COUNCIL

South Burnett Economic Development
Quarterly Report – September 2017

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INTRODUCTION

The Quarterly Report is the result of a focus from Economic Development on communication. It is intended to provide:

An overview of activity across Economic Development;

A record of statistics, media articles, comments, presentations and notes;

The Economic Development Quarterly Report is documented through a defined process, as follows.

- Collation of team contributions through Team meeting and alternative sources
- Documentation of Draft Quarterly Report circulated to Council CEO for review
- Draft Quarterly Report presented to South Burnett Directions meeting for review
- Changes from Council CEO, South Burnett Directions and internal proofreading identified
- Documentation of Quarterly Report and associated Presentation for Council Portfolio
- Session
- Quarterly Report presented to Council Portfolio meeting
- Quarterly Report and Presentation, including any minor changes required by Council, documented for consideration of Council Meeting
- Quarterly Report and Presentation accepted by Council for distribution
- Quarterly Report and Presentation distributed

This extended process is expected to take approximately six (6) weeks past the end of the quarter.

ECONOMIC DEVELOPMENT OVERVIEW

While Tourism has dominated the Economic Development agenda, the primary achievement from the September Quarter has been the adoption of the 2020 South Burnett Economic Development Strategy. With documentation commencing in June, Council adopted the 2020 South Burnett Economic Development Strategy at its Ordinary Meeting of 16 August 2017. Comprising three (3) parts, Business Growth; Investment & Innovation; and Visitor Economy, the two (2) page document incorporates clear direction and concise messages.

- 30 new patents (Investment & Innovation)
- 300% increase in visitor expenditure (Visitor Economy)
- 3,000 new jobs (Business Growth)

This documentation integrates with the two dominant activities undertaken by the team through the September Quarter, being Tourism and the 2017 Roadshow.

From an initial belief that brand 'South Burnett' and the region's tourism industry were well positioned with defined market strength, the Economic Development team has applied energy to realising positive action. There is significant disruption in tourism, sufficient capital to move forward and passion/ownership from all comers. It is the model that best delivers positive outcomes for the South Burnett region that will minimize disruption and enable growth. As defined in the South Burnett Economic Development Strategy, 'Growth = cooperation and cohesion'.

The 2017 Roadshow rolled across the South Burnett through September, greeting communities with staff presentations on Council's Prequalified Supplier List, Beakon Contractor Management Software and 2020 South Burnett Economic Development Strategy. Councillors also presented an update of activity from the 2016/17 Annual Report by portfolio, completing a session that generally went for just over two (2) hours. Commencing in Kumbia on 7 September, events were subsequently held in Nanango (12 Sep), Wondai (18 Sep), Blackbutt (19 Sep), Murgon (21 Sep), Kingaroy (25 Sep), Durong (26 Sep), Proston (26 Sep) and Maidenwell (27 Sep).

Over two hundred (200) persons attended the events across the region which also generated opportunities for fundraising through community group BBQ's/catering at each event. Council's Economic Development staff coordinated the event series in conjunction with a local host organisation, in most cases being the local business group or Chamber of Commerce. Where there were no obvious groups, BIEDO hosted the events. The events were well received across the region, with the combination of staff and Councillor presentations broadening the scope of the evening program, building positively from the experience of Council's Listening Tour of 2016.

INVESTMENT & INNOVATION

Investment Attraction

Through the course of the September Quarter, a number of activities relevant to Investment Attraction have been undertaken, with the most prevalent being commercial in confidence discussions with a potential tenant at the Kingaroy Airport. While factors external to this discussion have foiled a positive outcome for the region in this instance, the discussion has allowed for the establishment and testing of new approaches internally to support large scale investment attraction.

An internal project team, comprising Senior Managers relevant to investment projects, including Property, Planning, Economic Development, Infrastructure, NRM, etc was established to work through requirements defined by the prospective investor and enable a coordinated communication outcome. This ensured that Managers relevant to tasks through the process were included in all communication and allowed for a more streamlined approach to external activities including site visits and professional services. The process is flexible, enacted in response to a request and then follows the project through the process, creating a stronger relationship between Council and the potential investor and/or proponent. This process will continue to be refined as new investment opportunities are presented for consideration.

Regional Jobs & Investment Program

The Regional Jobs & Investment Program is an Australian Government funding program focused on job creation. The Program is specific to geographic regions, with Wide Bay Burnett receiving an allocation of $20 million. South Burnett Regional Council informed development of three project applications, from which two Economic Impact Assessments were generated. These assessments indicate that should these projects be successful in their bid for funding and are completed as per the project plans, the projects will generate over 70 jobs and increase regional GRP by over 0.5%.

Advancing Regional Innovation Program

In September, the Advancing Regional Innovation Program was announced with South Burnett receiving funding through the Wide Bay Burnett project for a water efficiency project. This project will demonstrate how a portable and reusable drip irrigation system could make best possible use of limited water at low energy costs to irrigate crops best suited to Burnett soil types, climate and farming systems. 'Maximising water use efficiency in the South Burnett' has a range of financial partners and will be implemented across the 2017/18 and 2018/19 financial years.

TSBE Political Series

Economic Development was represented at the TSBE Political Series in association with AGL. These events brought political leaders from Queensland's two major political partners to industry events in Toowoomba. Tim Nicholls spoke about LNP's five (5) key priorities (jobs; financial accountability; family enterprise; strong liveable communities; roads, dams and bridges) while Anthony Lynham was more specific, outlining some key Labour policies and programs, including $42m for water management, support for food exports, education and rural centre of excellence. $1b of biofutures projects in Queensland pipeline and fast tracking inland rail, with five (5) coordinated projects commencing before 2020.

TSBE Energy Summit

Mayor Keith Campbell, Cr Terry Fleischfresser and Council's Senior Economic Development Officer attended the Toowoomba & Surat Basin Enterprise (TSBE) National Energy Summit in Toowoomba on 12-13 July 2017. The summit was attended by over 100 persons and featured presentations from Senator Matthew Canavan, Minister for Resources and Northern Australia; Senator for Queensland and The Hon Mark Bailey, Minister for Main Roads, Road safety and Ports and Minister for Energy, Biofuels and Water Supply.

The ministers spoke about their respective positions with respect to energy generation, with Queensland pushing for definition of a national Clean Energy Target.

Dr Tim Nelson from AGL spoke about the case for renewable targets and Lisa France, Hatch, discussed the increasing use of micro grids, particularly in remote locations. As Mayor I participated in a Local Government Panel with Mayor Lindsay Godfrey (Paroo Shire Council) and Councillor Andrew Smith (Western Downs Regional Council). The panel spoke of their respective exposure to energy generation projects, the importance of energy projects in their respective economies. Mayor Keith Campbell spoke of the diversity of energy assets within the South Burnett Region and identified the paramount importance for business of a reliable and cost effective price path of electricity costs for the purpose of regional economic development.

Wide Bay Burnett ROC Regional Economic Development Advisory Committee (REDAC)

South Burnett Regional Council hosted the Wide Bay Burnett ROC Regional Economic Development Advisory Committee (REDAC) meeting on 4 August. The meeting was well attended by member Councils and discussed REDAC activity including the combined Advancing Regional Innovation Program (ARIP) project which is anticipated to be announced in September quarter and the Queensland Productivity Commission's draft report on manufacturing in Queensland. The meeting also promoted the upcoming Regional Economic Development Growth Forum to be held in Maryborough on Thursday 9 November.

Mundubbera to Jandowae Road Working Group

In partnership with BIEDO and AgForce, South Burnett Regional Council established a working group for the Mundubbera to Jandowae Road. This road has been identified as a priority road by AgForce and the working group has been established to enable a collaborative approach to upgrade this important transport route. The working group, facilitated by BIEDO, has discussed the need for funding to scope upgrade projects (determining costs involved) and development of an economic case for the required upgrades to occur.

VISITOR ECONOMY

Events

Regional Flavours (15-16 July)

South Burnett Regional Council recently engaged Chef Jason Ford as the South Burnett Food Ambassador which was the catalyst for a media lead to the Courier Mail food writer Anooska Tucker-Evans. The idea was drawn upon and Loud & Proud article was published in the Courier Mail on 9 May and linked the food ambassador concept to Regional Flavours.

Regional Flavours 2017 event held 15-16 July in South Bank Parklands saw approximately 85,000 attendees keen to experience regional wine and produce. The South Burnett had a strong presence with a destination hub in the Queensland Taste area hosting Clovely Estate, Kingsley Grove Estate, Crane Wines, Bunya Red Farm, Taste South Burnett, The Peanut Van, Chinchilli, Edenvale Milling and the Discover South Burnett pop-up food stall selling the popular South Burnett Sticky Pork Belly Wrap. The busy Brisbane weekend is an ideal platform to connect with would be visitors, accessing food and wine experience seekers and encouraging the step from tasting, trying and talking to in region stays. It is difficult to gauge the conversion but I was grateful to learn from Kingaroy Holiday Park owners of guests staying there that had engaged with South Burnett at Regional Flavours.

Gold Coast Mid-Year Caravan & Camping Expo (28 - 30 July)

Although the region is a little outside our three (3) hour drive market the opportunity was presented to host a Discover South Burnett stand at no cost, we decided to take advantage and test the market. This event saw 13,155 attendees and 37,000 event guides distributed. An invitation to industry allowed presentations of South Burnett wine by Bernie Cooper and Jason Kinsella and Corey Goldie from Dam Management supported by fishing Ambassador Matthew Langford presented sessions on the dams and fishing in the South Burnett. A competition published in the event guide was a push for people to visit our stand and worthwhile. In August feedback was received from a volunteer in the Kingaroy Information Centre that a couple from the Gold Coast engaged with South Burnett at the expo and was the prompt for their visit to region.

Wide Bay and Fraser Coast Home Show and Caravan, Camping, 4×4 and Fishing Expo (18 - 20 August)

Some lessons were applied from the Gold Coast event for Wide Bay, including being better prepared for the space attributed to South Burnett, leaving home some of the clutter that's just not necessary and making small changes such as small bags to place brochures in for distribution to visitors. There were 16,263 attendees and 14,500 event guides, which incorporated the event competition form, distributed at the event. The visitors were different to those attending Gold Coast, with more families coming through the stand. People also had a general understanding or knowledge of South Burnett, having been through the region but not stopped. The stand welcomed a celebrity visit from Warren Truss and his wife Lyn.

BASS Australia Nation Grand Final - Lake Boondooma (27 August)

Worked with NRM to support weigh in event, fishing ambassador Matthew Langford placing 3rd, BassNation live feed of weigh in event attracted 5,400 views on Facebook.

Blackbutt Avocado Festival (9 September)

Pop-up Visitor Information Stand, 5,000 avocado stress items ordered promoting Discover South Burnett. Over two hundred (200) info bags were handed out at the event which enjoyed large crowds for the Street Parade and a multitude of activities which kept punters entertained throughout the day. The location change in 2017 proved to be very successful.

South Burnett Rail Trail Launch (1 October)

The South Burnett Rail Trail was launched from the commencement of festivities in Kingaroy, the use of Rewardle to 'check-in' participants at stations along the trail and the activities that were generated along the entire length of the South Burnett rail trail on 1 October 2017.

Media coverage from the event, with photos and editorial was fantastic. The stories of people who attended or riding the Rail Trail for the first time and those who brought their own uniqueness to the day's celebrations, including the Penny Farthings, Ron Grant's walk, Spud's fundraising ride and the families with very determined children, expecting nothing less than to ride the entire length.

Social Media

Discover South Burnett Facebook - 1,559 fans

Highest demographic:

21%	Female 35 - 44 years of age
17%	Female 25 - 34 years of age
16%	Female 45 - 54 years of age
8%	Male 35 - 44 years of age
8%	Female 55 - 64 years of age

Regions where followers (20+) are located:

Brisbane		Wondai	529
Kingaroy		Murgon	200
Toowoomba		Hervey Bay	66
Nanango		Bundaberg	64
Sunshine Coast	45	Ipswich	
Gold Coast			39

Total Reach in September Quarter - 185,748

Total reach is the number of unique people who saw your posts, regardless of where they saw it. If your post reaches a person organically and through an ad, that person will be included in organic reach, paid reach and total reach. One ad insertion this quarter promoting South Burnett Rail Trail Launch cost of $17.07.

Instagram

Discover South Burnett passed the 1,000 mark recently with 1,004 followers to date; it takes a lot of effort to build this audience and ongoing need to remember focus should be quality not quantity. Discover South Burnett is starting to receive tags from instagrammers in region that are sharing quality content, this enables further share of content through Discover South Burnett platforms - copy to Instagram which feeds the website and post to Facebook.

Insights

70% female audience	30% male audience
Highest age group 25 - 34 year old	2nd highest age group 35 - 44 year old

Followers from:

Brisbane 26%	Nanango 4%
Kingaroy 11%	Gold Coast 3%
Toowoomba 6%	

Tourism Workshop

The Tourism Workshop held on 20 July 2017 introduced the stretch target of 300% increase in visitor expenditure, which would later be published in the South Burnett Economic Development Strategy. In the report from the workshop, facilitators, Tilma Group, identified that at the workshop, more than fifty (50) tourism industry stakeholders agreed that to achieve this goal the primary needs of the industry are collaboration and clear direction, which drive actions and outcomes.

Participants at the workshop identified the following:

- Each sub region of the South Burnett has its own feeling and visitors can move between clusters
- Experiences available include nature, relaxed quietness, country lifestyles, great food and wine, and a diversity of activities
- Numerous ‘secret’ experiences are there to promote, so that visitors are aware of their existence
- Highlights for visitors include:
    - The country experience and hospitality
    - Diversity of local food
    - Only 2-3 hours away from large population centres
- Could use improving:
    - Opening hours – weekends and nights for restaurants
    - Digital connectivity
    - Tired-looking towns
    - Presentation of product

Tilma Group produced a report from the Workshop which was circulated to all participants.

Visitor Information Centres

Blackbutt VIC

STATS	Visitor No.	Sales	Volunteer Hrs.	Bus Groups
July	1,229	$256.70	310	
August	858	$252.80	313.5	2
September	1,048	$172.60	365	1

A number of meetings have been held with volunteers in Blackbutt as the local leadership structure changed and the pilot for the VICs as Welcome Centres project was rolled out. The VICs as Welcome Centres Pilot will run through to end of October.

Kingaroy VIC

STATS	Visitor No.	Sales	Volunteer Hrs.	Bus Groups
July	2,074	$5,562.36	1,021.5	3
August	1,810	$5,721.25	931	1
September	1,793	$4,808.00	979	4

During this quarter period the Kingaroy VIC took part in a TEQ/Visit QLD project titled Memory Makers. This involved staff and volunteers encouraging visitors to the VIC to take photos and post them to their social media accounts using the hashtags #thisisqueensland #discoversouthburnett #kingaroyvic. Visitor could also take home a small memento of a polarised photo. This was a popular activity which got the volunteers more engaged with visitors but also gave them a better understand of the VIC's social media outlets (Facebook and Instagram).

July was a busy month thanks to the winter school holidays (June/July holidays). It was also the start of the Memory Makers project.

August saw the annual visit from the Fudooka students which are the Japanese sister school to the Kingaroy High School. Each year the VIC prepares gifts for the Japanese school and local Council. This year there were 28 students and 2 teachers. The new South Burnett Rail Trail brochure was also released during the month.

September saw warmer weather arrive early, which also saw a slight drop in visitor numbers however sales still stayed strong. The Kingaroy VIC and Museum volunteers helped out with manning of the Discover South Burnett stand at the Blackbutt Avocado Festival where 200 info bags were handed out along with promo items and we even took the Memory Makers equipment along to the festival so visitors to the festival could take home a free polarised photo.

Nanango VIC

STATS	Visitor No.	Sales	Volunteer Hrs.	Bus Groups
July	899	$975.78	416.5	
August	966	$1,085.40	478	1
September	1,320	$1,627.25	487.5	2

July was a quiet month at the VIC, even though it was school holidays. The VIC was asked to put together 300 info bags for the CMCA Solo Network rally for September.

August saw a slight increase in sales. This was due to new items being added to the range, like LED night lights and virtual glass which have proven to be popular items.

September is always a busy month at the VIC due to the annual Nanango Music Muster. Good visitor numbers through the Centre thanks to the Muster. The following week was the CMCA Solo Network rally at the Nanango showgrounds which was also a busy week.

Murgon VIC

STATS	Visitor No.	Sales	Volunteer Hrs.	Bus Groups
July	1,155	$966.25	235.50	
August	1,192	$3,240.25	301.35	
September	1,171	$2,627.39	221.45	

July, August and September have been popular with visitors to the Murgon Free Camp. Figures for this quarter are the highest on record for the same period.

Projects undertaken for the last quarter include:

- Design and print new images for brochure display
- Update images to create postcards for sale
- De-clutter centre by removing old information and displays to facilitate the transition to VIC welcome centre
- Welcomed one new volunteer

Wondai VIC

STATS	Visitor No.	Sales	Volunteer Hrs.	Bus Groups
July	1,239	$4,060.90	304.50	1
August	1,077	$3,941.25	272	2
September	1,197	$2,706.75	163.50	5

September was a busy month for buses and group visits, with three school groups and five buses visiting the centre this month. The Spring Garden Expo continues to bring an increase of visitors to the Museum.

Projects that we have undertaken in the last quarter include:

- Establishment of new range of merchandise for sale
- Consult with Proston Round Table re Proston Town Map signage and including a page for Proston on the Discover South Burnett Website to include relevant accommodation, attraction and eateries
- Welcomed two new volunteers

Wondai Heritage Museum

STATS	Visitor No.	Sales	Volunteer Hrs.	Bus Groups
July	101		217	
August	147		221	
September	201		280	4

The Heritage Museum operates with only five (5) volunteers. The small band of volunteer's trialled opening the museum four days a week this quarter with great success. This was supported with Walk-in figures being the best since 2013.

Projects underway over last quarter include:

- Dating, researching & cataloguing all books in the schoolroom & re-designing the display
- Restoring horse-drawn tipper wagon, dated early 1900's … following on from completion of German wagon previously
- With the assistance of NRM, clearing out Machine Shed 2 to make it a more workable and safer.
- Interacting with a record number of visitors for the same period for the last six years
- Catering for local Parkinson Group meeting
- Regular turnover of feature displays in the foyer to prevent the museum becoming stale
- Continual cleaning and maintenance work
- Design new signage to be placed at Wondai roundabout

VICs as Welcome Centres Pilot

Two meetings have been held with volunteers from the Blackbutt VIC through the Pilot, with both been well attended by volunteers and ideas for action generated through discussion. In tabling the Project Plan, volunteers advised they could easily identify attractions in relationship to the Blackbutt VIC and went about writing a list of attractions within 200m, other attractions in town and out of town or in neighbouring towns. Sharing stories with visitors, including the origins of the Slab Hut and quirks of history (the main street used to run perpendicular to the highway), will further develop the arsenal of information available to volunteers in the VIC, as will establishing the ability to share hobbies with visitors in the VIC. Some more innovative outcomes are also being discussed, with some digital projects (Blackbutt GO - based on the Pokemon GO phenomenon) and simple collateral (map of attractions within 200m of VIC) to enhance visitor services and the visitor experience. The Pilot project will be reviewed at the end of October.

History Research

Number of history searches July to September - face to face at the library and via email exceed fifty.

Local searches examples include photographs and newspaper articles for the Nanango Catholic Church Centenary, Yarraman town history, Blackbutt Slab Hut (now VIC), origins of street names (Maidenwell, Blackbutt/Benarkin, Nanango) Railway History for display at Murgon Men's Shed .

ANZAC research continues with now an additional 240 names being found to add to SBRC Data base *Every Man Remembered*. This information is not only regional but has gone Australia wide with contact being made by Greg Callaghan from the Sydney Morning Herald on an article he was writing concerning the Hunter Brothers. As well as the information being added to the existing database a Companion booklet is proposed for next year. An application for funding for this will be included in the Spirit of Service Grants Program Round 5 for a book about those who served in Nanango and Surrounds 1914 -1918 by Elizabeth Caffery.

To value-add to events we have established a Railway and Racing Display in the Railway Building at Lee Park. This is an ongoing project as more information is found. Race Club dates are now included on the Discover South Burnett site as the Race Club has become a member of ATDW thanks to Tourism Officer. Also for Nanango Country Muster produce bags were organised by Nanango VIC and sold at the event at a stall manned by History Room volunteers and the local NaTDA members. Further we have had contact with Racing Queensland Operations Manager regarding the written History of Nanango Races which is published on the BVHTs Web Site. Council's Tourism History Officer is the Secretary and attends the BVHTs monthly meeting as a delegate of the SBRC as the Council is a corporate member of this group. Cr Jones has agreed to join the group as it is imperative that the connecting with this Rail Trail and the SB Rail Trail be maintained.

The History Room at Nanango organised the SBCOS Photographic Competition which highlighted the Local Heritage Register produced by the SBRC in 2016. This project covered not only the South Burnett but also surrounding areas. It has been suggested that this could be run next year in conjunction with the Rail Trail event on the Queen's Birthday Long weekend. A report has been submitted for the Council Staff Newsletter and is also on *southburnett.com.au* on Wed 18 October.

Council's Tourism History Officer and the History Group have been 'sorting' the paperwork where all the tourism related objects from the NSC were stored. This group is also compiling an inventory of the contents of the archives situated in the Nanango Library.

Visitor Economy Action Plan

The Visitor Economy Action Plan links directly to the 2020 South Burnett Economic Development Strategy and outlines four (4) actions, being: Define target markets; Publish forward marketing; Enable industry networking; and Develop niche markets. These areas are outlined further below.

Define target markets

Outdoor Adventurer capitalising on key regional attributes - Rail Trails, Dams, National Parks, Parks

Outdoor Aspirant leveraging outdoor activity associated with food, wine and leisure in the outdoors or scenic environments

Traditional markets can continue to be built through application of quality service, variety of product and accurate/concise information

Publish forward marketing

Publish forward six months marketing and advertising activity in Quarterly report to enable industry to partner, value add or leverage the activity of Discover South Burnett. The forward marketing plan is outlined below.

Activity	October	November	December	January	February	March
Town Proud Campaign SBT Visitor Information Centre focus, ad copy, editorial	✓	✓				
Murgon Moments - 2 dams 1 destination and fishing report	✓	✓	✓	✓	✓	✓
Crow FM - 2 dams 1 destination	Fishing	School Holidays	✓	✓	Grey Nomad Tourism Season	✓
Discover South Burnett Social Media - Facebook and Instagram in addition to content share	Rail Trails - Famil/photos/ posts/content share	Wineries Parties & Functions	Summer Activity - Dams, Bunyas etc	School Holidays - kids activity 2018 action team/council invite 10	Annual Events Something for everyone focus rEvents participants	Plan your short breaks for the year - tie in to an event
Discover South Burnett Website - tie into social media topics	Meet to discuss dated information removal or update	SBWIA content request	Dams video ATDW review Event gaps Best of Qld	User content share - poll?	ATDW drive free event listing	Suggested short break itineraries
South Burnett Touring Guide	Advertising Opportunity contact SBT	Prepare copy	Proof and submit	Delivery		

Activity	October	November	December	January	February	March
Industry Network Event South Burnett Unpacked	Preparation - program and Industry Invitation	Event 23/11	Debrief			
rEvents Academy	Invite 10 events confirm participants	Face to Face Bootcamp			10 month virtual program launch	Module Delivery
Visitor Information Centres	I AM South Burnett discussion	VICs as Welcome Ctrs - Blackbutt lessons	Plan 2018, attraction input from volunteers & industry N/K/W/M	Communicate 2018 famils & EOI's from industry		
Volunteer Famils	Blackbutt & Yarraman (Murgon & Wondai VIC)					
Australian Events Expos					Call EOI's Nambour Expo April	Plan Nambour Expo April 20-22
Local Events			Christmas Carnivals Content Share	Australia Day Content Share	Boondooma Yellowbelly Fishing Comp - host stall, winery EOI's	Wine & Food in the Park event - promote

Activity	October	November	December	January	February	March
Partnership Events – Drive Inland Promotions Association (DIPA)	Website development	Website development	Website content development		Melbourne Supershow	
Partnership Events - Regional Flavours					Preplanning meeting Jason Ford	Communication stallholder applications open April
Quarterly Industry Network Event - 2018 Series (Tourism)			Event plan	Invitations	El & Sue destination presentation Networking dinner	
Quarterly Industry Network Event - 2018 Tourism Season Launch					Planning meeting - VIC staff	SB on Show operator stalls update - VIC
Culinary Tourism - Food Column and Tourism spot theme (South Burnett Times)	Rail Trails BVRT & SBRT	Yallakool	Bunyas	Wine	Kids activities	Adventure - 4wd, mx, gokart, mtb, kayak
Images	Request quotes Engage photographer	Images taken, use for touring guide, DIPA ad, social media, website Instameet concept				

Enable industry networking

Develop quality platforms, digital and physical, that enhance collaboration

- Digital - Websites, Facebook and variety of content sharing platforms
- Physical - Quarterly schedule of industry events
    - February - 2018 Series
    - April - Season Launch
    - July/August - Industry Event/Workshop
    - November - South Burnett Unpacked

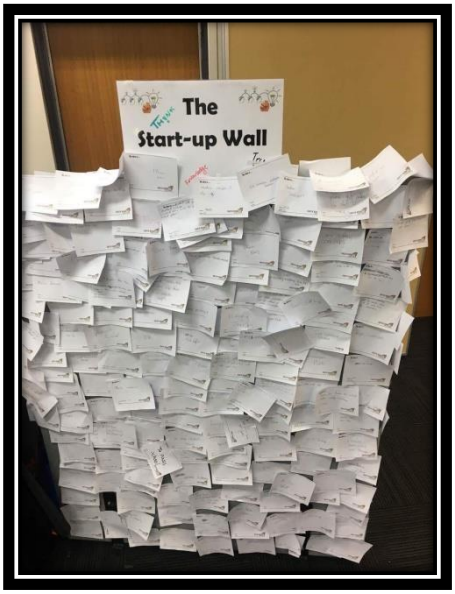
South Burnett Unpacked is scheduled for 23 November 2017 at Yallakool.

Develop niche markets

Projects/campaigns capitalising on key regional attributes and product strengths to attract high yield visitors. To initiate this action, discussion re Astrotourism with James Barclay, Kingaroy Observatory has commenced with indication that the Bunya Mountains could be recognised as Australia's second Dark Sky Park by the International Dark Sky Association. This recognition is very formal and involves an extensive application process which is being led by James Barclay.

BUSINESS GROWTH

Careers Market



On Thursday 27 July Council participated in the annual Careers Market which was held at the Kingaroy TAFE. Council joined other organisations in having a display to give students an opportunity to ask questions and find out more about what Council has to offer by way of employment. This year, Economic Development staff participated in the Expo, inviting the students to participate in the “Startup wall” and challenged them to come up with new, innovative business ideas for the South Burnett. The wall was a huge success, with hundreds of creative and interesting business ideas, loading up both sides of the “start-up wall”. It is evident and exciting to see that there are many budding young entrepreneurs across our region.

The Visitor Information Centre also held a display, providing information to students on how they can become valued volunteers within our Visitor Information Centres.

RV Industry Workshop

Kingaroy Chamber of Commerce in partnership with South Burnett Directions, hosted a free workshop aimed at local businesses and the community, focusing on how to best capture the burgeoning RV market. The workshop drew on several recent studies undertaken by the ACA and similar groups to discuss the economic value of the RV market to rural and regional Australia and ways to encourage more RV owners to visit.

Graham Christie, Ray Cornall, Terry Ryan, Kathy Snell, Lynne Friis and Tom Smith **Photo credit to South Burnett Times**

Around 50 members of the South Burnett business and local community attended the workshop, presented by the Australian Caravan Club (ACC) and coordinated by the Kingaroy Chamber of Commerce and Economic Development staff. John Snell from the ACA said there were currently about 620,000 RVs in Australia and the market was growing at an average rate of 9 per cent per annum as Baby Boomers entered retirement.

After the initial welcome and introduction by Brett Irwin, Vice President of the Kingaroy Chamber of Commerce, the workshop commenced with a slide presentation, and concluded with a Question and Answer session and refreshments, where business and local community members interacted one on one with ACC members and South Burnett Councilors.

Workshop participants were keen on raising the profile of the South Burnett Region attractions and businesses; in particular, the need for information boards highlighting local attractions and businesses at freedom camps within the region was identified. The Australian Caravan Club also recommended the introduction of donation boxes to offset the cost of maintaining freedom camps and for brochures and flyers to carry more information.

The evening was an overall success with both local business owners and community members given an insight to RVers experience in our region.

2017 Roadshow

Attendance numbers across the 2017 Roadshow was varied, however extremely positive feedback was received at each event.

***Attendance Numbers*:** Wondai – Eleven (11), Murgon – Eleven (11), Proston – Thirty-nine (39), Kingaroy – Twenty-four (24), Nanango – Seven (7), Durong – Twelve (12), Maidenwell – Nineteen (19), Kumbia – Nineteen (19), Blackbutt – Thirteen (13)

Think Digital Coach

BIEDO with the support of KCCI and South Burnett Regional Council brought the self-titled "digital crusader" Tim Gentle to the region for special workshops in the South Burnett.

The aim of the workshops was to inspire online success, especially in regional, rural and remote parts of Australia.

The "Think Digital" roadshow offered workshops in Wondai and Kingaroy on June 23 to build digital skills and to help small businesses promote their brand, and to put the South Burnett and its businesses on the digital map.

Two sessions were held in Kingaroy on Friday. 30 people attended a social media matinee session while about 20 were at the evening session which covered Digital Mapping. This provided an opportunity for participants to learn about placing photographs – including 360 degree photos – on Google Street View search results. The demonstration then covered how to take 360 degree photos, virtual reality and VR headsets, and augmented reality where virtual information or objects can be layered over real-world photographs or video. It is expected that participants can now go out and photograph their towns and businesses in 360 degrees and show them off to the world on Google Maps.

Economic Development staff also attended these sessions and now utilise the skills learnt throughout all Economic Development digital media outlets. A new 360 degree camera has also been purchased by the department to assist in business growth and tourism marketing. Economic Development staff is passing on the skills and tips learnt at the workshop to tourism providers and businesses across the region.

South Burnett Rewards - Phase II

Following the conclusion of the sponsored South Burnett Rewards campaign, a comprehensive 500 page project report was developed. From this report it was highlighted that the capabilities of the Rewardle system had evolved, and could now provide comprehensive real time data for Economic Development analysis. It also provided a way to measure the level business sophistication within our region, which is a key component of the Business Growth segment of the 2020 Economic Development Strategy.

Testimonials from businesses continuing to use Rewardle have been incorporated in to a brochure which is being utilised for the 2017 Roadshow events and also is being used to provide information relevant to new merchants.

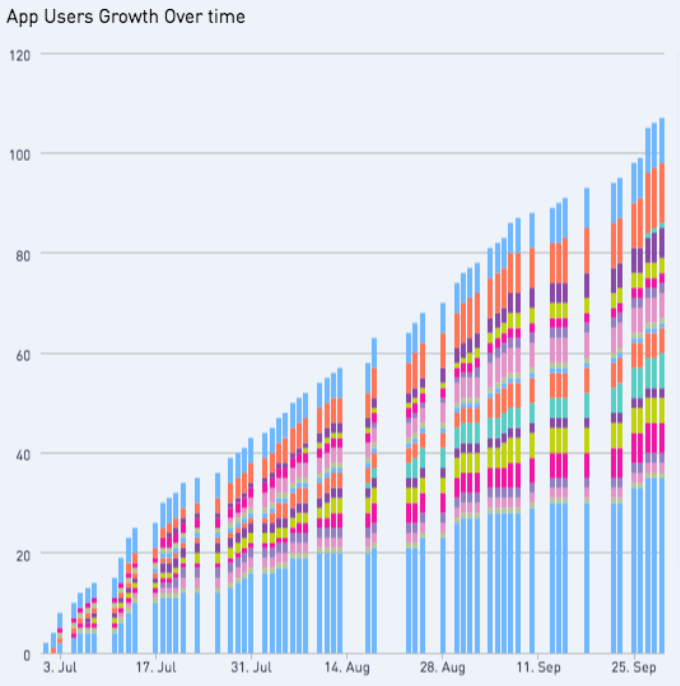
During September, Economic Development staff visited various businesses along the Rail Trail to explain how Rewardle would be ustilised for the South Burnett Rail Trail Launch. It also provided an opportunity for Economic Development staff to encourage business participation within South Burnett Rewards program and providing them with the "South Burnett Rewards for Business Growth brochure. During the site visits, valuable feedback and insights into local businesses was received, some of which included:

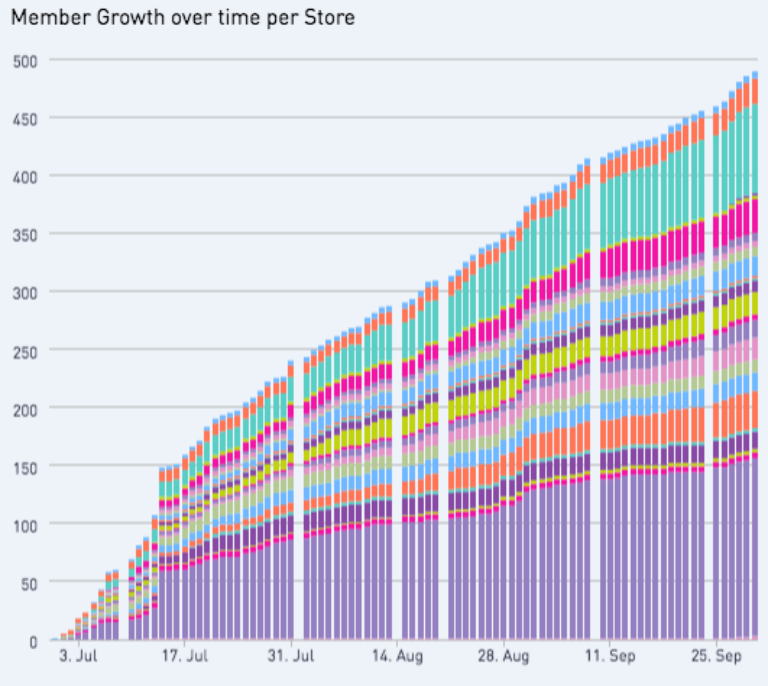
- The desire to be a part of a regional network of business
- A mentality of "I have no direct competition, so I don't need to actively promote or seek out new customers"
- A reliance on the tourism industry to increase traffic flow within their businesses
- Hesitation to open on weekends
- Encouraged and thankful for a visit by Economic Development Staff
- Request for the erection of a bird hide sign with a directive arrow to be placed on the rail trail behind the Grand Hotel Wooroolin
- Disappointment in the decline of Wondai, particularly with the gardens and cleanliness of the public toilets

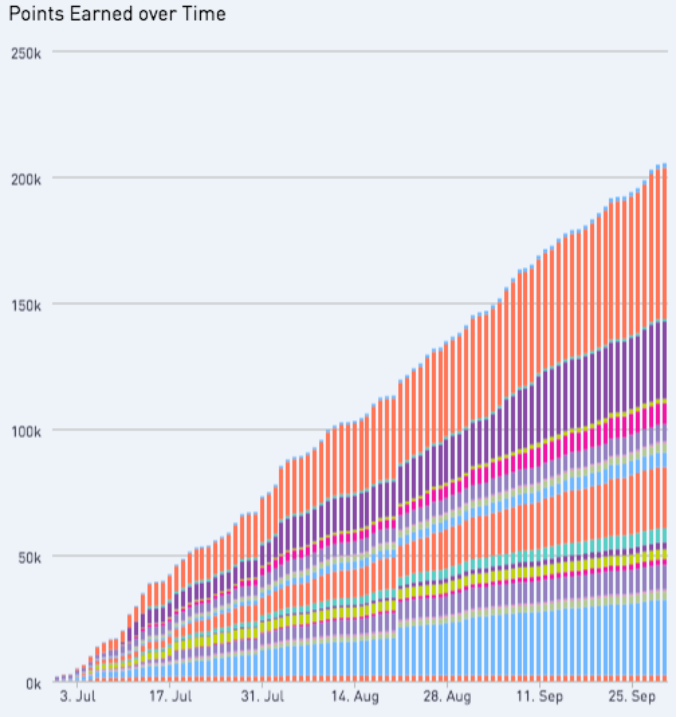
Rewardle was utilised for the South Burnett Rail Launch that took place on Sunday 1 October along the trail, with participants able to 'check-in' at stations along the trail. Using this system allowed valuable stats to be provided to Economic Development Staff on where attendees had visited from, time it took them to travel between check points and where they began their journey along the rail trail. It also provided a database for future use to promote any upcoming rail trail events.

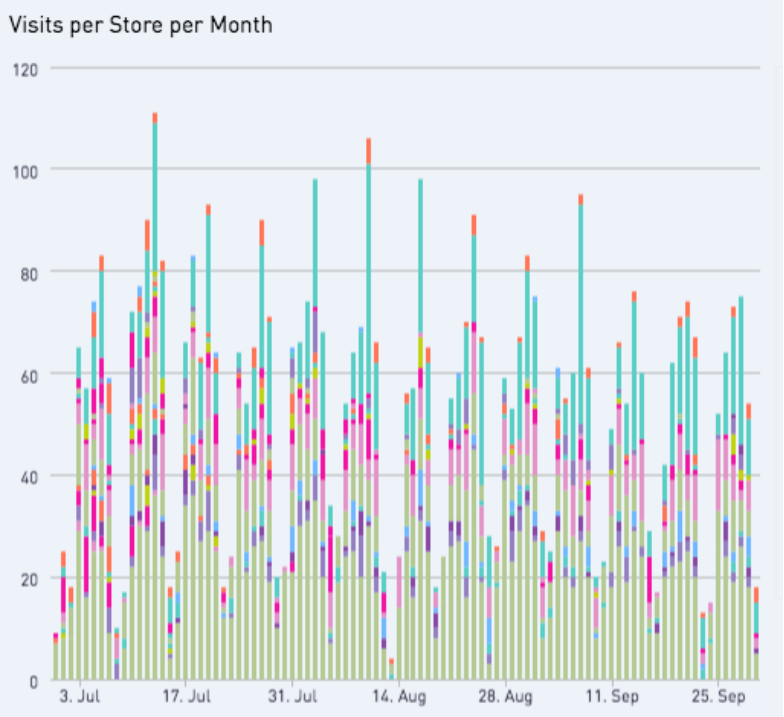
Rewardle is also developing new extensions for the software which will extend the usability of the system through the South Burnett region. Content marketing is available through *postcoder.com.au*, allowing destinations to share stories online and through the Rewardle app. Ribbons are a new local loyalty point, a completely new rewards experience. More information will be shared as these developments are rolled out.

South Burnett Rewards Stats for the past quarter are as follows:









Source: Rewardle

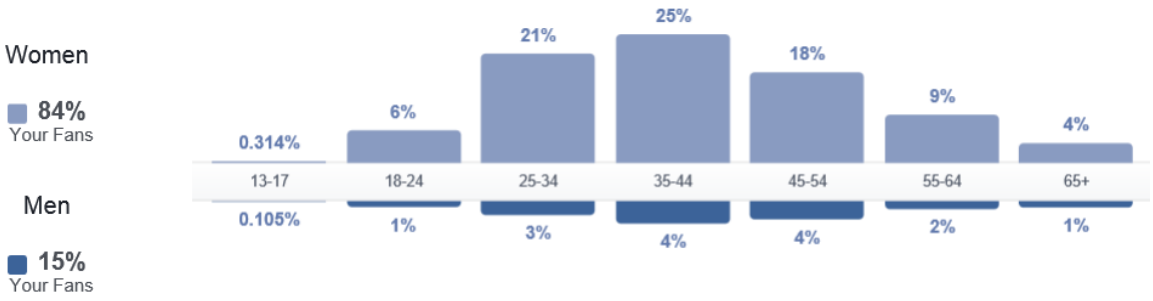
Social Media

South Burnett Rewards Facebook

Total page followers – 953

Your Fans | **Your followers** | **People Reached**

Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles.



Origin of top fans are as follows:

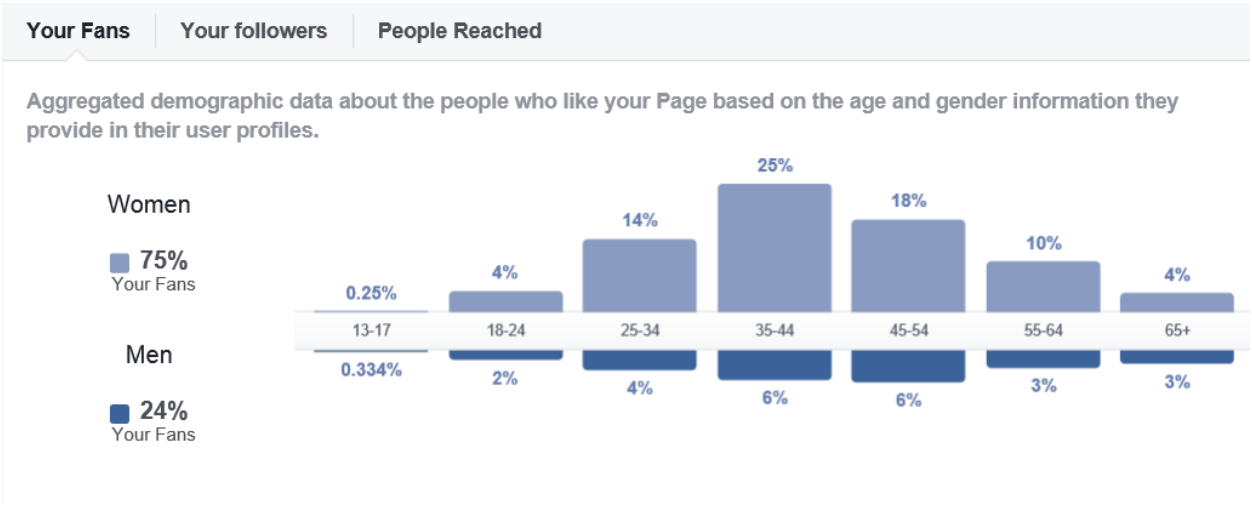
Country	Your Fans
Australia	951
New Zealand	1
United States of America	1
Austria	1

City	Your Fans
Kingaroy, Queensland	338
Brisbane, Queensland	208
Nanango, Queensland	67
Murgon, Queensland	42
Wondai, Queensland	34
Gold Coast, Queensland	21
Sunshine Coast, Quee…	15
Goomeri, Queensland	11
Proston, Queensland	11
Blackbutt, Queensland	10
Toowoomba, Queensla…	10
Sydney, New South W…	7
Kumbia, Queensland	6
Taabinga, Queensland	5
Caboolture, Queensland	4
Hervey Bay, Queensland	4

Language	Your Fans
English (US)	661
English (UK)	292
English (upside down)	1

South Burnett Directions Facebook

Total page followers - 1,156



Origin of top fans are as follows:

Country	Your Fans
Australia	1,160
United States of America	8
Canada	3
United Kingdom	3
Indonesia	3
New Zealand	3
Spain	2
Ireland	2
Philippines	2
China	1
Italy	1
Netherlands	1
Pakistan	1
Sweden	1

City	Your Fans
Brisbane, Queensland	291
Kingaroy, Queensland	263
Nanango, Queensland	56
Gold Coast, Queensland	39
Toowoomba, Queensla…	32
Wondai, Queensland	28
Murgon, Queensland	22
Sunshine Coast, Quee…	22
Bundaberg, Queensland	14
Hervey Bay, Queensland	14
Blackbutt, Queensland	11
Dalby, Queensland	10
Caboolture, Queensland	9
Sydney, New South W…	9

Language	Your Fans
English (US)	810
English (UK)	383
Indonesian	2
Spanish	1
Swedish	1
Thai	1

Business Groups

Economic Development hosted a meeting of Chamber of Commerce representatives in Wondai on 16 August to provide an update on the 2020 South Burnett Economic Development Strategy. The Strategy was adopted by Council on 16 August 2017 and this meeting allowed Mayor Keith Campbell and Council's Senior Economic Development Officer, Craig Tunley, to outline the Strategy and discuss the upcoming 2017 Roadshow program. This meeting was attended by representatives from Kingaroy, Proston and Wondai with apologies received from Nanango, Murgon and Blackbutt. Further meetings of this network will be scheduled after the completion of the 2017 Roadshow.

Word Press Training

Economic Development Staff attended the ZOIK head office in Brisbane to participate in wordpress training. A new look South Burnett Directions website will be developed over the coming months, with the added feature of a "Businesses for Sale in the South Burnett" page - This will provide the opportunity to list all businesses for sale within our region all in the one place, links will also be provided to the relevant agent holding the listing, or to the owners direct details should it be a private sale.