

THE **RACQ** SOUTH QUEENSLAND TOURISM INDUSTRY CONFERENCE REGISTRATION BROCHURE



When: Tuesday 18th – Thursday 20th October, 2011

Where: Abbey of the Roses – Warwick

A quality program, inspiring speakers, networking opportunities with your peers, Visitor Information Centre staff and leading industry delegates from across South East Queensland.



TOOWOOMBA GOLDEN WEST
& SOUTH BURNETT TOURISM





8.30am – 9.00am Registration

Conversations with Tourism Queensland (SEQC)

Join Tourism Queensland’s executive team as they present Tourism Queensland’s 2011-12 Strategic Direction and gain valuable insights into key areas of marketing, research, publicity, digital marketing and industry innovation through intimate group discussion. This is a unique opportunity to meet personally with senior staff and share your experiences and views on how Tourism Queensland can most effectively support the future of tourism across the South East Queensland Country region.

- 9.00am – 10.00am** Opening presentations
- 10.00am – 10.10am** Quick Cuppa Break
- 10.15am – 10.50am** Introductions and TQ specialist presentations
- 10.50am – 12.20pm** Round Table ‘Conversations’
- 12.20pm – 12.30pm** Event wrap up & close
- 12.30pm – 1.30pm** Networking Lunch - Sponsored by Tourism Queensland



1.30pm – 4.00pm Pre-conference workshops (includes afternoon tea)

**Workshop 1
VISITOR INFORMATION CENTRES**

Merchandising with flair
Maria Cleary, Maria Cleary Design

Back by popular demand; learn the art to creating impressive displays. An entire afternoon dedicated to showcasing the art of creative visual merchandising will leave you with a swag of professional tricks to implement the moment you return to your centres. Best of all, one lucky delegate will win a merchandising make-over for their VIC!

**Workshop 3
QTIC-Y VISION FOR TOURISM***

Amanda Rohan, Senior Research & Policy Officer
Holly Simpson, Project Officer,
QLD Tourism Industry Council

Gen Y – we need your help! In recent years the tourism industry in Queensland has suffered considerably due to a number of factors. In order for tourism to continue to play a significant and sustainable role in the State’s economy, the industry needs to be more competitive and innovative. QTIC Chairman & Chief Executive, along with a range of selected industry representatives are currently developing a ‘Vision’ that will set us apart and allow us to grow as an industry.

As part of this process QTIC-Y, a Generation Y network which links tourism students, employees and employers, will run an interactive workshop to determine Gen Y’s view on the future of tourism. You will have the opportunity to be involved in group discussion and to present your own ideas which will then be collated and utilised by QTIC. The topics that will be discussed will include but are not limited to; industry recovery, Tourism Australia’s 2020 Potential Vision and re-energising the industry. Don’t miss this opportunity to have your say!

** Attendees must be aged between 18 - 30 years.*

**Workshop 2
LOCAL GOVERNMENT**

(includes both Crisis recovery learnings and Sustainable Regions)

Crisis recovery learnings
Bob Elkington, Manager Economic Development Tourism and Events Murrindindi Shire Council

With many local government areas across Southern Queensland still working through post flood recovery and reconstruction, taking time to reflect on the experiences of other regions devastated by natural disasters can offer both solace and new learnings. The effects of the firestorm experienced during the 2009 Victorian Bushfires will be discussed as a case study into the challenges faced by Councils in the aftermath and the steps taken on their journey to recover.

Sustainable Regions

Therese Phillips, Director
Industry Innovation, Tourism Queensland

In Council Chambers across Australia, local governments are looking to see how they can proactively encourage and provide for more sustainable local environments. In partnership with EC3 Global, Tourism Queensland has successfully pioneered an innovative Sustainable Tourism Regions program which involves a series of tourism operator clusters working to implement carbon reducing initiatives, and in doing so, creating a competitive edge among discerning holiday makers who seek out ‘guilt free’ holiday destinations. This session will explain how the program works and the opportunities for your councils to become involved in delivering a Sustainable Tourism Regions program of their own.

Networking Welcome Function

- Venue: Australian Rodeo Heritage Centre
4 Alice Street, Warwick
6.30pm - 8.30pm

Program - Tuesday 18th October, 2011



Welcome

Southern Downs and Granite Belt Tourism, in partnership with Toowoomba Golden West and South Burnett Tourism, Tourism Fraser Coast, Brisbane Marketing, Tourism Queensland and our sponsors, are proud to present The RACQ South Queensland Tourism Industry Conference 2011. If you love tourism, then this Conference is a must-do on your professional development calendar. Now in its seventh consecutive year, the South Queensland Tourism Industry Conference continues to grow from year to year.

On Tuesday, the Conference kicks off with a unique opportunity to meet personally with senior staff from Tourism Queensland, and to share your experiences and views on how TQ can most effectively support the future of the tourism industry across South East Queensland Country region during *Conversations with TQ*.

On Wednesday, be inspired by a line up of motivating speakers and participate in the concurrent sessions focusing on regional events, interpretation, social media as well as a real industry case study on sustainable tourism (just to name a few).

On Thursday, new to the program, you have the opportunity to sharpen your business skills by attending one of four Master Classes. Choose from Grant Writing, Crisis Management & Communication Plan Development, Selling in Off-peak Periods and Social Media.

A networking welcome function will be held on the Tuesday night at the Rodeo Heritage Centre in Warwick to give attendees the opportunity to mingle with the speakers, event sponsors and each other.

8.30am onwards	Registration
9.00am – 9.10am	MC Introduction/Official Opening Kimberley Busteded, Queensland Weekender
9.10am – 9.15am	Welcome and address from Naming Rights Sponsor Andrew Millward, Executive Manager Tourism – RACQ
9.15am – 10.00am	Carbon offsetting and mitigation by Queensland tourism operators: Survey results Assoc/Prof Heather Zeppel, Mid Career Research Fellow, University of Southern Queensland
10.00am – 10.45am	“The Secrets of Selling Off-Peak Bookings” Big Dave Staughton, Motivational Speaker News Flash: The Queensland tourism industry is doing it tough at the moment and as operators, you need to make every booking enquiry count. So just how easy is it to boost sales and occupancy in quiet times? According to this entrepreneur, it's not that difficult. This session is guaranteed to have you re-thinking your sales and service strategies to maximise every opportunity. Be sure to register for Thursday's master class on this same topic to develop a tailored plan of attack for your business.
10.45am – 11.00am	Morning tea networking



Concurrent Sessions

11.00am – 11.45am

Finding your Niche - Turtles for Tea James Corvan, Tourism Guru:

Amidst one of the worst summers Queensland has seen, some 492 Loggerhead turtles made their way up Mon Repos beach near Bundaberg to lay their eggs, an increase of 20% on the previous year. Learn about how the Bundaberg North Burnett region found its point of difference amongst all the clutter. Hear how the tourism industry and Queensland National Parks work together to promote a sustainable natural encounter benefitting both the tourism industry and the conservation of this endangered species.

OR Sustainable Tourism - Case Study: Establishing a new Eco-Tourism Venture Heidi Ross

Good for: Operators curious to learn the REAL benefits of implementing environmentally sustainable practice

In a demonstration of 'best-practice' in environmental sustainability, this presentation follows the journey of a small family business entering the Eco-tourism sector. Specifically, this presentation will cover the many considerations made to take this project from simply being a nice idea through to project implementation whilst maintaining an unwavering commitment to ensure their project's impacts on the environment, now and into the future would forever be minimised. An inspiring real-life story of following your dreams!

Concurrent Sessions

12.00pm – 12.45pm

Hand Made in Country Jules McMurtrie, Regional Tourism Development Officer

In a world that is becoming increasingly homogenized and dominated by mass produced goods and international brands, a change in consumer demand and new product trends is evolving. Consumer are now demanding to know where the products they consume are made and by whom. They're searching for products that are genuine, 'have meaning' and 'give back' to the community and environment. Hand Made in Country is a project which is positioning South East Queensland Country as a leading region in Australia, known for its high quality handmade goods and produce.

OR Regional Events Funding Mary-Clare Power, Strategist, 'Gun for Hire'

Show me the money! You have a good idea and an enthusiastic organising committee. The date is in the diary, a few local businesses are supportive, and now all you need is some funding to turn it into reality. No problem. Someone knows someone who's got a mate at council and then their mate knows the local MP. How much do we want? Our event is unique, worthwhile and a really good idea. Not only that but loads of tourists will come along and spend up big in the community. So show me the money!! If only it was that easy. This session will separate the fact from the fiction when it comes to Regional Events Funding. What are the options? How do you apply? What are the key criteria?

12.50pm – 1.50pm

Lunch

2.00pm – 2.45pm

The importance of collaboration

Margie Ryder, Festival Coordinator, Julia Creek Dirt n Dust Festival

2.55pm – 3.25pm

Drive Tourism

Andrew Millward, Executive Manager Tourism – RACQ

3.30pm – 4.30pm

Panel Discussion – Integrating Social Media

(Digital Marketing for small businesses)
Chris Chambers, Director Digital Marketing
Jay Pring, Chief Executive Officer, Obviam
Jon Beres, General Manager, Scoopon

Social Media Integration: Holy moly! Once upon a time there was just email, now every other day it seems there's a new Digital Marketing platform! Twitter, Facebook, LinkedIn, Flickr, YouTube, Foursquare, Trip Advisor just to name a few. What on earth do they all do? Which digital channels are worth getting involved with? How can they possibly help you grow your business? Most importantly, where do you even start? This fun and informal session aims to help unravel some of the mystery surrounding Digital Marketing and gives you an opportunity to Q&A with an expert panel of Digital Marketing masterminds.

4.30pm – 4.35pm

Conference close

4.45pm onwards

Afternoon tea networking



8.30am onwards

Registration

9.00am – 12.00pm

Master Classes (includes morning tea)

Please choose one of the below 4 Master Class options

Master Class 1

The Secret to Great Grant Writing

Krista Hauritz

Good for: event organisers, VIC managers, attractions, volunteer organisations, business owners wanting to expand their business, tourism committees.

Grant writing is one of those life skills - an invaluable string to have in your bow especially when operating in the tourism industry! In this practical half day Master Class, you will learn where to find out about available grants, how to determine which are best suited to your needs, how to leverage existing funds and gain professional hints, tips and tricks to preparing a successful grant application. Note to self... if you're any good at it, there's money to be made selling your skill!

Master Class 3

The Secrets of Selling Off-Peak Bookings

Big Dave Staughton, Motivational Speaker

Good for: operators wanting to grow their mid week or low-season occupancy

The Queensland tourism industry is doing it tough at the moment and as operators you need to make every booking enquiry count. So just how easy is it to boost sales and occupancy in quiet times? According to this entrepreneur, it's not that difficult. Join this half day Master Class to learn invaluable sales and negotiation tips, hone your own skills and develop a tailored plan of attack to improve your business performance - without costing you a dollar!

Master Class 2

Be Ready!

Mark Olsen, General Manager, EC3 Global

Good for: operators without a documented Crisis Management and Communication Plan

What learnings have you gained from this year's catastrophic weather events about the importance of having a crisis management plan? In an emergency, would you know what to do, who to call, how to handle media? Are you ready? If you don't have a Crisis Management Plan for your business then you're not even close to being ready. The most valuable 3 hours you'll ever spend, by the end of this half day workshop you will have a completed step by step Crisis Management Plan tailored specifically for your business, ready for implementation when it might be needed.

Master Class 4

Social Media - Turning relationships into revenue

Jay Pring, Chief Executive Officer, Obviam

Good for: operators seeking to integrate social media into their marketing strategy

Find out how social network applications and content can drive your business further and help you stand out from the crowd. Take the next evolutionary step and see how you can turn your social media activities into product demand and business growth and target your audience as never before. Applying big business learning to small operator situations, this half day Master Class will assist you to understand which social media platform is right for you and ensure you develop effective social media marketing strategies for your business.

MINIMUM NUMBERS REQUIRED: Please note, a minimum number of 20 delegates per Master Class is required in order to proceed. In the event minimum numbers aren't achieved per Master Class, a full refund will be given.



PRE-CONFERENCE WORKSHOP SPEAKERS:

Tuesday 18th October, 2011



MARIA CLEARY

Maria Cleary has freelanced as a Brisbane based designer for more than 25 years. Maria offers a strong background in theatrical and cultural event design and production, and has a particular interest in and knowledge of fashion, costume and textile design. Around 1997, Maria began to combine her theatrical experience with the world of exhibition design for museums and related cultural organisations. She formed a proprietary company in 1999, and since that time has continued to provide diverse design, production and project management services to the arts, government and community organisations, education and advertising.



BOB ELKINGTON

Bob coordinated a team of over 50 people to open and operate two relief centres in Alexandra for 2 weeks - hundreds of evacuees and their pets, support personnel and politicians/bureaucrats passed through these centres. He initiated the creation/oversight of a team to handle the incoming donated goods (4 warehouses for receiving, sorting and distribution, 3 shop front distribution points, over 300 volunteers for 5 weeks – up to 6 semi loads per day from across Australia).

Bob is currently the Manager of the small department responsible for Economic Development Tourism, Event coordination, Bushfire Business Recovery and Bushfire Recovery Grants. He is still heavily focussed on activities and initiatives associated with business recovery following the Bushfires of February 2009.



THERESE PHILLIPS

Therese Phillips has worked and played in tourism, education, and the arts and culture for over 30 years. In her current role of Director, Industry Innovation Tourism Queensland, Therese is able to combine her passion for innovation and development with a love for travel and a desire to assist small to medium enterprises to become sustainable. Therese has owned and managed small businesses, worked for a major touring company in Europe, lectured in schools and universities across the world and worked with tourism businesses in every region in Queensland. Therese has worked with Tourism Queensland for nine years in a variety of roles culminating with the Industry Innovation director position she currently holds.



HOLLY SIMPSON

Holly Simpson is the Business Development Project Officer at the Queensland Tourism Industry Council (QTIC), and has previously worked for Visit Britain, the National Tourism Board in London. Holly co-ordinates the QTIC-Y Network, an initiative established in 2007 to provide professional development and networking opportunities for Generation Y in the tourism and hospitality industry.



AMANDA ROHAN

Amanda Rohan is the Senior Research and Policy Officer at the QTIC. Prior to joining QTIC Amanda worked at Tourism Queensland, as Senior Research Analyst.

FULL DAY CONFERENCE SPEAKERS:

Wednesday 19th October, 2011



KIMBERLEY BUSTEED **MASTER OF CEREMONIES**

Kimberley Busted represented Australia for the coveted Miss Universe crown and has travelled the globe as an international ambassador but Kimberley Busted is just as happy dangling a fishing line as she is treading a pageant catwalk.

The youngest presenter on Queensland Weekender and Creek to Coast has rubbed shoulders with VIPS the world over but this Gladstone-born girl has lost none of her down-to-earth love for the outdoors.

In fact, one of her favourite childhood memories set the stage for her role in Queensland's popular water-based adventure lifestyle program.

"I just love fishing", said Kimberley. "Growing up in Gladstone, I entered my first angling competition, the Boyne Tannum Hook-up, while I was still in primary school and won a prize for the biggest Flathead."

Add wake-boarding, boating and swimming into the mix and you could definitely describe the statuesque, 20 year old beauty as a fully-fledged water baby.

Kimberley's keen to attract younger people like herself to Creek to Coast's brand of outdoor adventure.

"If I can do it, they can do it!"



ASSOCIATE PROFESSOR HEATHER ZEPPEL

Associate Professor Heather Zeppel is Mid Career Research Fellow at the Australian Centre for Sustainable Business and Development (ACSBD) at the University of Southern Queensland, Springfield. She has a 20 year research and teaching career in environmental tourism, and was previously a senior lecturer in tourism at James Cook University Cairns (2000-2010). Heather and Dr Narelle Beaumont have led the USQ research project on 'Carbon offsetting and mitigation by Queensland tourism enterprises' and also produced two working papers about climate change and Australian tourism.

Visit: usq.edu.au/acsbd/publications/workingpapers



BIG DAVE STAUGHTON

"Big Dave" Staughton is a scientist and award-winning businessman who makes selling easy. Whether you sell by phone, by email, at trade shows, face to face or via the web, Big Dave can show you how to get the most from your team, your prospects and your existing customers.

He's a proven expert on selling off-peak (or selling the long-tail) and has the ability to significantly improve your sales of off-season, slow-moving or less-popular products and services. As Dave says "It's easy to sell what's popular but it's more profitable to sell what's not" Big Dave's innovative principles for Gen X & Y Staff, Off-peak and Cross Selling are critical for those Industries with staff that serve and sell.

Dave exudes big energy and big passion! He is funny, frenetic and fired-up when it comes to producing long-term sustainable business results with positive people. David motivates people to move beyond their comfort zone, try new things and get much more out of life. Dave achieves genuine results through improved business leadership, strategy implementation, sales and marketing and most of all improving TEAMWORK!



NAMING RIGHTS SPONSOR: **ANDREW MILLWARD**

Andrew Millward is the Executive Manager Tourism with RACQ and has been with RACQ for 23 years. During his time at RACQ Andrew has been responsible for the development of

a number of products and programs. This included RACQ's member loyalty program, *free2go* youth membership and RACQ's online Trip Planner.

His latest projects involve the development of web based tourist drives, migration of tourism applications onto mobile platforms and has recently launched RACQ entertainment offering members discounted movie tickets and access to concerts and sporting events. In addition to the close working relationship with interstate Auto Clubs, RACQ is also developing closer ties with international Auto Clubs in New Zealand, USA and Europe via the introduction of the Trip Planner and other shared information.



HEIDI ROSS

Heidi Ross is a new-comer to tourism, after a career in media and small business. She is now combining her passion and experience of sustainable living to develop a top-shelf, exclusive 'wilderness camp' on the edge of World Heritage

Lamington National Park. This new business venture has been purpose-designed to meet advanced eco-tourism certification, operating as carbon-neutral and allowing visitors to experience true sustainable living.

Born in Africa, Heidi worked for several years in the Australian Broadcasting Corporation's London Bureau before returning to Brisbane to raise her family. They have lived in the Scenic Rim since 2008, 'walking the talk' when it comes to sustainable living and, on the way, developing strong skills in project design, co-ordination, town planning and environmental management.

Heidi has also prepared several successful government grant applications, including securing \$110,000 in the recent TQUAL round. Heidi speaks passionately about the benefits of designing sustainability into tourism operations, saving the business money, safeguarding the environment and offering a drawcard for visitors. Heidi takes the 'hoodoo' out of this issue, reminding us that even the smallest steps will make a difference.



JAMES CORVAN

James Corvan is one of Australia's most experienced destination developers and marketers. He recently received one of only two ever Hall of Fame awards from the Australian Regional Tourism Network. He has managed four RTOs in Queensland and Northern Territory

and held executive positions at Tourism Queensland. James is passionate about regional tourism and provides consultation and contract services to the industry. He is currently General Manager of Bundaberg North Burnett Tourism, has business interests in the publishing industry and holds a business card with the official title of Grumpy Old Man.

FULL DAY CONFERENCE SPEAKERS:

Wednesday 19th October, 2011



JULES MCMURTRIE

Jules is the Regional Tourism Development Officer for South East Queensland Country. Jules works on strategic tourism projects and destination development. She has an extensive tourism background including 15 years resort management across Australia. Jules has also carried the Membership and Marketing Officer role for the RTO in Southern Downs and managed the Visitor Info centre in Stanthorpe. In her own private capacity, she was very successful in her own business - 'Jumpingfish' which specialised in sponsorship, media and marketing and providing hospitality advice to the industry.



CHRIS CHAMBERS

Chris Chambers has worked within the Queensland tourism industry for 17 years. In this time Chris has worked across many parts of the industry, including in retail travel agencies, International Marketing, media visits and Digital Marketing. For the past four years Chris has headed up the Digital Marketing Team at Tourism Queensland. This team is responsible for Tourism Queensland's consumer marketing activity in the digital space, managing Tourism Queensland's consumer website presence, programs such as the Australian Tourism Data Warehouse and TQ's social media platforms.



JAY PRING

Jay Pring is Chief Executive Officer of Obviam, a social media risk and opportunity management agency working with companies such as Microsoft, Dell and others to navigate the complex world of social media. Jay has been involved in the Digital Media and Marketing industry since 1996 when he headed up the editorial department of ninemsn, Australia's first digital media network. He has helped leading brands such as SAP, Motorola, R.M. Williams, Blackberry and others to maximise online profits through effective customer engagement strategies. A former journalist, Jay is author of the book, *Abo: A Treacherous Life* and is a regular blogger.



MARGIE RYDER

It all began with a few locals at the Town and Country Club bar coming up with ways to put Julia Creek on the map. Low and behold in one of Queensland's hottest climates the idea was born to run a triathlon. Seventeen years on, the Dirt & Dust Festival has become a fair dinkum Queensland icon. If the festival were to have a human mascot it would be Margie Ryder, who was at the bar on that fateful day and whose indomitable spirit, down-to-earth lingo and undying passion for the Festival have flung previously closed doors wide open, allowing the event to grow, and grow.

MASTER CLASSES SPEAKER:

Thursday 20th October, 2011



KRISTA HAURITZ

Born in Toowoomba and with a love of country, Krista has worked in regional tourism for over three decades. With real life experience from grass roots tourism to senior industry positions in local and state government and private enterprise, she has a real compassion for regional towns, their tourism experience and 'making it happen'. Learning from the school of 'what not to do', she has developed tourism award winning projects including developing tourism concepts and projects and their grant applications. Most recent projects include Hand Made In Country and Drive Inland Queensland.



BIG DAVE STAUGHTON

"Big Dave" Staughton is a scientist and award-winning businessman who makes selling easy. Whether you sell by phone, by email, at trade shows, either face to face or via the web, Big Dave can show you how to get the most from your team, your prospects and your existing customers. He's a proven expert on selling off-peak (or selling the long-tail) and has the ability to significantly improve your sales of off-season, slow-moving or less-popular products and services. As Dave says "It's easy to sell what's popular but it's more profitable to sell what's not" Big Dave's innovative principles for Gen X & Y Staff, Off-peak and Cross Selling are critical for those Industries with staff that serve & sell.

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MARY-CLARE POWER

Mary-Clare Power has been at the coal face of events throughout Queensland, Australia and overseas as well as the decision making table at all levels of government. Mary-Clare Power is an experienced Tourism and Events expert with a strong network of industry contacts across the private and public sectors nurtured over the years working with Tourism Queensland and Events Queensland. She is well regarded within the events industry and government and has first-hand knowledge of the events and tourism industry in Queensland. In 2001 Mary-Clare was responsible for the initial development and implementation of the Events Queensland Regional Development Program and had an ongoing involvement with this program until the time she left Tourism Queensland in 2009. Mary-Clare is known for her practical approach, strategic thinking and believes the sum of the parts is always greater than the individual components.

THIS INITIATIVE IS PROUDLY
SUPPORTED BY:



TOOWOOMBA GOLDEN WEST
& SOUTH BURNETT TOURISM



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PRINT SPONSOR



NETWORKING WELCOME FUNCTION



AUSTRALIAN RODEO HERITAGE CENTRE

Address: 4 Alice Street, Warwick

Networking Welcome Function

Tuesday 18th October, 2011 6.30pm – 8.30pm

Cost: \$0 (included when registering for both Tuesday and Wednesday's program
OR Tuesday, Wednesday and Thursday's program)
or \$45 per person RTO
\$55 per person Non-RTO Member

Dedicated to the spirit of rodeo and its champions, the Australian Rodeo Heritage Centre is the place to be on Tuesday 18th October for The RACQ South Queensland Tourism Industry Conference Networking Welcome Function from 6.30pm. Wear your akubra, a checkered shirt and your cowboy boots for an exciting night of rodeo action featuring local rodeo riders taming the bucking bulls from renowned Australian Stock Contractor, Frank Biddle

Light refreshments will be served throughout the night by the Warwick future rodeo stars - members of the High School rodeo team and local wines, provided by Lucas Estate will be showcased and on offer.



The Rodeo Heritage Centre is a place to follow the history and relive the glory of the Australian Professional Rodeo Association's greatest champions and rodeo history including current champions. To complete the rodeo experience a guided tour of the centre will be given by former Australian Bareback and Bull Riding champion, Steve Hilton, who is now the Rodeo Administrator for the Australian Professional Rodeo Association.

CONFERENCE VENUE



ABBEY OF THE ROSES, WARWICK

Address: 8 Locke Street, Warwick

Whilst this castle like reception venue and boutique guesthouse has been extensively renovated to adapt to today's lifestyle and comforts, it hasn't lost the heritage, history or charm that makes it such a 'must stay at' destination to add to your list of weekend getaways.

In 2011 the Abbey was honoured to be nominated a finalist in the Qld ABIA awards for Best Reception Venue, Tourism Queensland award and was voted #1 for the Top Ten Places to tie the knot in Queensland. This spectacular sandstone 1891 heritage listed ex-convent with its own unique design, comfort and style will be one of those memories that last for years.



ACCOMMODATION & TRAVEL

Special room rates have been negotiated for all Conference delegates at the following Warwick properties: Abbey of the Roses, Comfort Inn, McNeveins Warwick Motel and 53 on Victoria. Please refer to the following page as well as the registration form for further detailed information and to book your accommodation.

Should you require alternative accommodation or further information on Warwick, then please visit southerndownsholidays.com.au or call **1300 766 423**.

For travel information on how to get to Warwick, check out the RACQ Trip Planner by visiting racq.com/tripplanner or call **1800 629 501**.

WHO SHOULD REGISTER?

Tourism operators (including accommodation operators, tour operators and attractions, regional restaurateurs, winery and cellar door managers, food producers), regional and local tourism organisations, state and local government representatives, visitor information centres, media and publicity representatives.

CONFIRMATION / CANCELLATION

All delegates will receive confirmation and receipt of registration. All cancellations must be made in writing to the Conference Secretariat. Cancellations made before 27th September 2011 will incur a 25% penalty. There will be no refunds after this date, although substitute delegates are welcome.

WHEN

Tuesday, 18th October, 2011

"Conversations with TQ" plus Pre-Conference Workshops

Wednesday, 19th October, 2011

The RACQ South Queensland Tourism Industry Conference

Thursday, 20th October, 2011

Tourism Master Classes

REGISTER NOW www.toowoombaholidays.com.au
OR www.southerndownsholidays.com.au

Registration Type	Registration Fee
TUESDAY 18th October, 2011 <i>Conversations with Tourism Queensland</i> (includes morning tea and lunch)	\$ 0
TUESDAY 18th October, 2011 Pre-Conference Workshops (includes afternoon tea, choice of 1 of 3 Workshops)	\$75 per person RTO Member \$95 per person Non RTO Member
WEDNESDAY 19th October, 2011 Full Day Conference	\$185 per person RTO Member \$235 per person Non RTO Member
TUESDAY 18th and WEDNESDAY 19th October, 2011 <i>Conversations with Tourism Queensland</i> Pre-Conference Workshop (choice of 1 of 3 Workshops) + Networking Welcome Function Full Day Conference on Wednesday	\$225 per person RTO Member \$285 per person Non RTO Member
TUESDAY 18th, WEDNESDAY 19th and THURSDAY 20th October, 2011 FULL REGISTRATION <i>Conversations with Tourism Queensland</i> Pre-Conference Workshop (choice of 1 of 3 Workshops) + Networking Welcome Function Full Day Conference on Wednesday 1/2 Day Master class (choice of 1 of 4 Master Classes)	\$285 per person RTO Member \$365 per person Non RTO Member
THURSDAY 20th October, 2011 1/2 Day Master Class (choice of 1 of 3 Master Classes)	\$75 per person RTO Member \$95 per person Non RTO Member
TUESDAY 18th October, 2011 Networking Welcome Function - additional tickets	\$45 per person RTO Member \$55 per person Non RTO Member

Disclaimer:

Information contained in this brochure was correct at time of publication. However, it may be necessary, due to unforeseen circumstances for sections to be changed. The organiser will endeavour to keep changes to a minimum.

WHO DO I CONTACT FOR MORE INFORMATION?

For more information, please contact:
e-Kiddna Event Management
P: (07) 3893 1988 | E: info@e-Kiddna.com.au





2011 SOUTH QUEENSLAND TOURISM INDUSTRY CONFERENCE - ACCOMMODATION OPTIONS

ABBEY OF THE ROSES

Conference Venue & SQTIC Accommodation Partner

8 Locke St, Warwick

www.abbeyoftheroses.com

Rooms with shared bathroom facilities, include fully cooked breakfast daily.

ROOM TYPE / BEDDING CONFIG	Single Share	\$170 per room per night	(Queen or Double Bed)	
	Twin Share	\$185 per room per night	(Queen or Double Bed or Twin Beds)	
	Triple Share	\$225 per room per night	(Queen + Single Bed)	

COMFORT INN WARWICK

SQTIC Accommodation Partner

57 Warwick St, Warwick

www.comfortinnwarwick.com.au

** Room Only Rates Shown*

Standard Rooms	1 or 2	\$120 per room per night	(Queen Bed)	
	1, 2 or 3	\$131 per room per night	(Queen + Single Bed)	
SpaRoom	1 or 2	\$140 per room per night	(King Bed)	
2 Bed Unit	1, 2, 3 or 4	\$154 per room per night	(1 Queen Bed + 3 Singles)	

MCNEVINS WARWICK MOTEL

SQTIC Accommodation Partner

Cnr New England Highway & Glen Road, Warwick

www.mcnevins.com.au

** Room Only Rates Shown*

Standard Rooms	1 or 2	\$116 per room per night	(Queen Bed)	
	1, 2 or 3	\$132 per room per night	(1 Queen Bed + 1 Single Bed)	

53 ON VICTORIA

Self Catering Designer Suites

53 Victoria St, Warwick








www.53onvictoria.com.au

**Room Only rates quoted ** Minimum of 2nights stay applies for all bookings. All studio apartments are self catering.*

Studio Rooms	1 or 2	\$155 per room per night	(King Bed)	
Deluxe Studio Room	1 or 2	\$175 per room per night	(King Bed)	
	1, 2 or 3	\$215 per room per night	(1 King Bed + 2 Singles)	

PRE AND POST EVENTS AROUND THE REGION IN OCTOBER



Date	Event	Description	Venue
14th - 23rd	Crows Nest Festival 	<p>The Festival is an annual event. Local community members showcase their rich culture, and invite the world to join them in joyful celebration.</p> <p>For more information: Phone: 07 4697 9066 Website: crowsnestfestival.com.au</p>	Various Venues <i>Crows Nest</i>
14th - 23rd	"Often I find myself naked" 	<p>Jezebel is career-focused and 'unlucky-in-love' and has tried almost anything in her endless quest for love. Sex and the City meets Bridget Jones' Diary in this madcap performance that takes in a hilariously honest look at the ups and downs of single life</p> <p>For more information: Phone: 07 4698 9900 Website: empiretheatre.com.au</p>	Empire Theatres <i>Toowoomba</i>
15th	Old Super Sprints Championship & the Warwick Drag Fest 	<p>Catch all the action at Warwick's Morgan Park Raceway. The biggest meet on the Warwick Dragway calendar, renowned as being a great weekend of drag racing and bench racing.</p> <p>For more information: Phone: Bill Campbell (after 8pm) 0408 718 866 Website: morganparkraceway.com.au</p>	Morgan Park Raceway <i>Warwick</i>
15th	Jazz in the Gardens 	<p>Come along and join in with the fun for this biennial fundraising event. From 12pm – 6pm, enjoy the live Jazz music, entertainment, great food and an operating bar and help raise funds for two local charities, Care Flight and the local Ambulance committee.</p> <p>For more information: Phone: 0437 832 074</p>	Sunnyview <i>Miles</i>
22nd	Australian Small Makers Show – Public tasting day 	<p>Take advantage of this rare opportunity to taste over 1,850 wines from Australia's and New Zealand's premier wine districts - without leaving Queensland.</p> <p>For more information: Phone: 07 4681 4482 Email: info@asws.com.au Website: asws.com.au</p>	Stanthorpe Showground <i>Stanthorpe</i>
24th	Warwick Rodeo 	<p>Camp drafting will commence on Monday 24th October and main Rodeo Events will commence on Friday evening 28th October. There will be action aplenty at the 2011 Warwick Rodeo and live entertainment at the bar until late on Friday and Saturday nights.</p> <p>For more information: Phone: 07 4661 9060 Website: warwickrodeo.com.au</p>	Warwick Showground <i>Warwick</i>
29th	South Burnett Motors in Motion 	<p>With aviation, motorbikes, automotive machinery enthusiasts alike having the opportunity to showcase their most prized possessions, the day will appeal to a broad range of people who will have the chance to see things like military and civilian aircraft; vintage, veteran and collectable cars and bikes (and hot-rods!); caravans; tractors, trucks and stationary engines.</p> <p>For more information: Website: kingaroypeanutfestival.com.au</p>	Kingaroy Aerodrome <i>Kingaroy</i>