

Destination Tweed QUATERLY REPORT

OCTOBER-DECEMBER 2015

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BOARD OF DESTINATION TWEED

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The Tweed has experienced its fifth consecutive quarter of growth in Domestic Overnight Visitation, one of the only regions in Australia to achieve this milestone over this period. In addition to this, there has also been a steady increase in Domestic Day Visitation to the region as well. This is important, as a significant growth in one of these two sectors could simply be seen as one segment taking from the other, however a growth in both sectors simultaneously shows a true growth in visitation to the Tweed.

Destination Tweed (DT) undertook a strong cooperative marketing approach during the summer period focusing on two key market demographics; families with younger children and baby boomers. A greater emphasis was placed on the baby boomer market as grant funds were secured specifically for this market segment. In context, the baby boomer represent a market segment of size and economic potential that it is unlikely that we will ever see again ever. Given the profile of the Tweed, the experiences on offer in the Tweed Valley and Coast, this market represents a real opportunity in terms of increasing visitation, but more importantly, they stay longer than other target markets, spend more money whilst they are here.

Forward bookings reported by operators in the lead up to the Christmas Holidays was strong, reflecting a positive and optimistic outlook for the summer holiday period.

DT continue to assist industry in providing product development advice and support. The recent opening of AWOL Adventures (the most significant investment in tourism outside of the accommodation sector in tourism in the Tweed in recent times) activates a number of development opportunities for other business to leverage from. AWOL also provides an opportunity that did not exist before, especially for the Tweed Valley, to provide transportation and tours throughout the Tweed region.

This report provides a more detailed look into the markets that are travelling to the region, both internationally and domestically and the times of year that that travel.

As part of DT's remit is to stay on top of the market to see trends, provide research and insights to industry. Tourism Research Australia undertake the National Visitor Survey (NVS) and the International Visitor Survey (IVS).

All tourism organisations access different level of this data, STO's such as DNSW pass on more regional profiles centred on the RTO boundaries and every few years update the LGA profiles. DT require much greater level of detail on a regular basis, to achieve that we utilise the services of data research companies who undertake custom data extracts. This provides a very detailed view of the Tweed. We compare this data to Northern Rivers as a market as well as a control sample made up of varying destinations with similar profiles as the Tweed.

Latest NVS data - Year ending Sept 2015 – shows a positive trend for the Tweed with increases in visitation and overnight stays.

In summary–

Domestic Overnight Visitation increased by 4.9% over the previous year taking it to 535,000 pax – a fantastic result considering all that has gone on in the last 12 months in the market. This is the fifth consecutive period of growth with an increase in market share against the rest of the northern rivers. I can't tell you which Town is losing market share, but the Tweed is slowly regaining ground here.

Domestic Visitor Nights is an even better picture, up by 6.1%. We are beginning to see an upward trend at last which results in a longer length of stay, translating to us achieving our objective of increasing yield. This takes it to a total of 1.8 million room nights in the Tweed and has a corresponding increase in the share of the Northern Rivers market– something to be very pleased with.

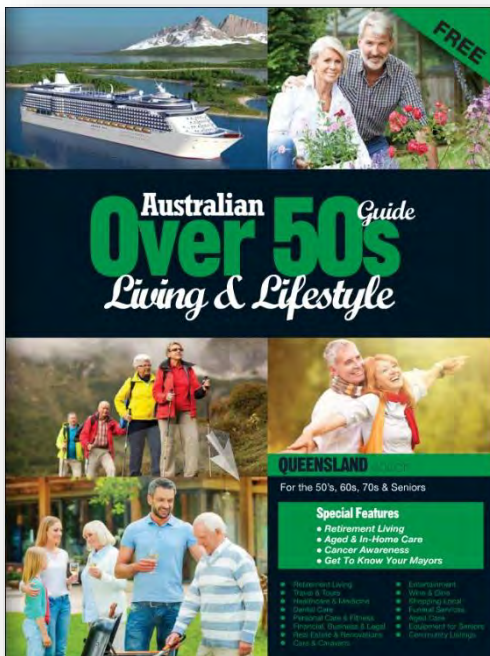
Domestic Day Visitation again has meteoric increase up by 18.6% over the previous period to a totals of 1.2 million visitors. This is the sixth period of increased number and the highest total in any 12 month period. This represents a key opportunity to engage with these visitors to have them stay overnight by promoting products and experiences to participate in and encouraging them to stay overnight.

International Day visitation remains very strong, TFW, Catch a Crab and Tweed Endeavour Cruises continue to work this unrecorded market for the Tweed. All jokes aside, this is a cause of frustration as they are valid tourism numbers and if recorded would paint a very different picture of the Tourism market in the Tweed.

International visitation remains static as a whole, there are of course fluctuations and changes, but given the issues in recording this type of data for the Tweed we can ball park visitation to be around the 200,000 mark. In time we will drill down with more market specific data i.e. specific source markets such as Singapore as we update the Tweed Tourism Profile – a task under taken every three years and due this year.

DT continues to market and promote the Tweed to key domestic and international markets. Through engagement with industry the focus was on the experiences of the Tweed as opposed to straight destination I marketing.

DT engage in a broader cooperative marketing campaign this summer with the Tweed being featured as key destination as part of DNSW and NCDN marketing campaign through The Legendary Pacific Coast (TLPC). DT was able to access quarantined RTO VREF Grant funds with which to market and attract the over 50+ market segments to undertake a TVC to support regional activity and DT advertising in senior's orientated publications.



Over 50's Living and Lifestyle Guide

A double-page advertisement was published in the Queensland edition of the Over 50's Living & Lifestyle Guide.

- The advertisement featured editorial about the Tweed Regional Gallery & Margaret Olley Art Centre. It highlighted the vibrant artistic and cultural aspects of our region.
- More than 60,000 copies are distributed throughout Queensland, with high saturation throughout Brisbane and the Sunshine Coast. 30,000 copies are distributed throughout the Gold Coast.

The publication has a shelf life of 6+ months and stocks are regularly replenished at key locations to ensure ongoing exposure

This activity followed on the back of strong presence at the caravan and camping shows and a social campaign through DT and TLPC.

Further activation was achieved through campaign partners Expedia. Data for this campaign is at time of writing this report unavailable. However during this period DT saw an increase in online and social activity to DT channels.

Advertising in NSW Art Gallery Magazine

- Full-page and half-page advertisements were published in Look Magazine to promote the Tweed Regional Gallery & Margaret Olley Art Centre.
- Look Magazine is a monthly arts publication produced by the Art Gallery of NSW.
- The advertisements have been run in consultation with staff from the TRG & MOAC.
- More than 20 000 copies are printed each month that reach over 30 000 members. Readers are a pre-qualified audience of art enthusiasts. The magazine is also available digitally on iPads.



Tweed Regional Gallery & Margaret Olley Art Centre
Murwillumbah, Northern NSW

Experience the extraordinary re-creation of Margaret Olley's home studio, complemented by a dynamic program of changing exhibitions.

Enjoy the art, culture and spirit of the Tweed Valley. Escape for an indulgent weekend in one of Australia's premier regional destinations, only a 1 hour flight from Sydney.

For more information or to book your holiday visit destinationtweed.com.au

Interior view of the re-creation of Margaret Olley's home studio at the Tweed Regional Gallery & Margaret Olley Art Centre. Photo: Justin Ireland

TWEED REGIONAL GALLERY
& MARGARET OLLEY ART CENTRE | MURWILLUMBAH

Open 10am – 5pm (DST) Wednesday to Sunday – Free admission.
P: 02 6670 2790 E: tweedart@tweed.nsw.gov.au PO Box 816 (2 Mistral Road)
F: 02 6670 2797 W: artgallery.tweed.nsw.gov.au Murwillumbah South NSW 2484

Premier Sponsor
Margaret Olley Art Centre
Georgie Taylor
georgietaylorart@gmail.com

Proudly supported by
Destination NSW



The Mystery of Things | Margaret Olley & David Strachan

13 February – 7 August 2016 | Margaret Olley Art Centre | Tweed Valley, Northern NSW

Experience the art, culture and spirit of the Tweed Valley. Escape for an indulgent weekend in one of Australia's premier regional destinations, only a 1hr flight from Sydney.

Explore the region on a self-guided Art & History tour or experience an Eats & Treats trail. Relax at a luxury rainforest retreat nestled in the World Heritage rainforest of the Tweed Valley, or unwind by the ocean at a 5-star resort on the Tweed Coast.

For more information or to book your holiday visit destinationtweed.com.au



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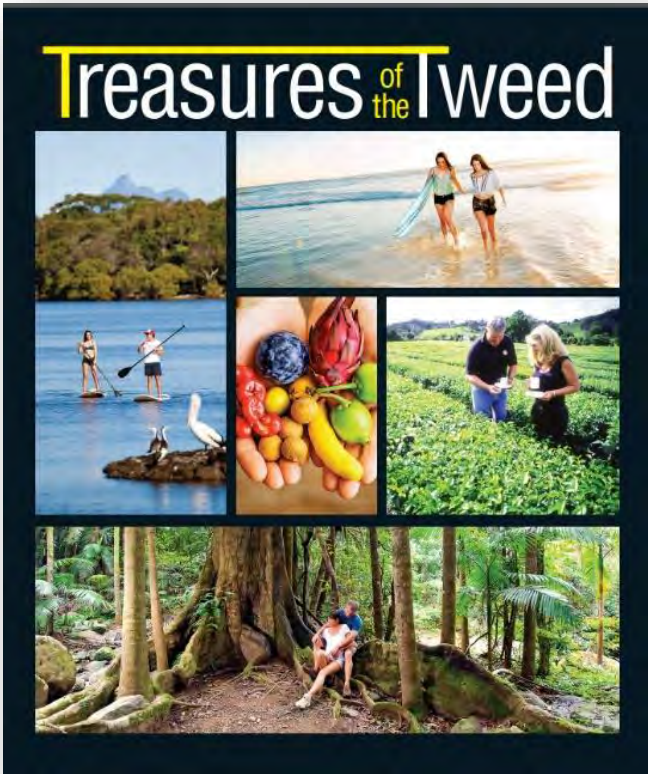
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Margaret Olley 1923 – 2011 Hawkesbury willowflowers with lemons (detail) 1971, oil on board 101.5 x 83.5cm | Ludowici Family | © The Margaret Olley Estate

Tweed Valley Weekly Summer Lift-Out – Driving Trails Feature

Destination Tweed with The Tweed Valley Weekly to produce a summer driving trails lift out titled - Treasures of the Tweed. With 37% of the tourism market coming to the Tweed being VFR, it is essential that DT reach this market. This market represents an ongoing source market, one effective way to engage with this is to reach them through the friends or family members that they are visiting in the Tweed. The trails lift out is designed to inform residents and visitors on what can be undertaken in the Tweed. The publication is not an exhaustive list of activities, but goes to promote the diversity of the experiences in the Tweed and how to engage in them.



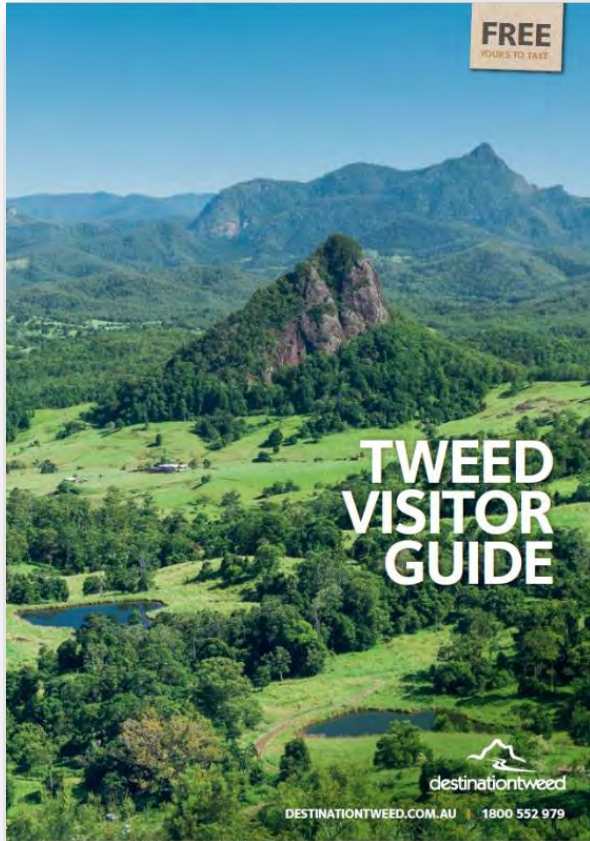
This is the second year that we have done the 'Treasures of the Tweed', feedback has been overwhelmingly positive and will continue this approach with a possibly second insert later in the year.

- The lift out was published in the December 31 edition of the Tweed Valley Weekly and featured 6 of the Tweed's themed driving trails.
- The feature was designed for longevity and multiple reads.
- Produced with the aim of encouraging readers to explore local businesses and attractions along the driving trails and discover their own backyard.
- The feature was distributed free of charge to 61 000+ homes and businesses between Pottsville and Kirra.



Tweed Visitor Guide 2016

The 2016 Visitors Guide was developed, printed and distributed over this period. The guide now in its fourth year has evolved in terms of content, look and feel. The guide is a key sales tool for promoting the Tweed and an essential medium for promoting the products & experiences in our region.



- The finished Guide is a 60 page, full colour, A4 magazine used to inform travellers about the locations and experiences in our region.
- The Guide has been well received by locals, businesses and visitors alike, with more than 11 000 copies distributed within the first month.
- It is available free of charge at the Tweed VICs, various outlets across the Tweed Shire and electronically via the Destination Tweed website.
- The Guide is also distributed at accredited VICs throughout QLD and NSW.



DT WEBSITE

Populating the DT website is an ongoing task that requires periodic massaging to ensure that new tourism products and experiences are listed. One of the hurdles to achieve this is reaching all potential individuals and businesses. To assist in meeting this objective DT engaged with Tweed Shire Council to leverage opportunities to encourage and boost online registrations for tourism, restaurant and business facilities on the Destination Tweed website.

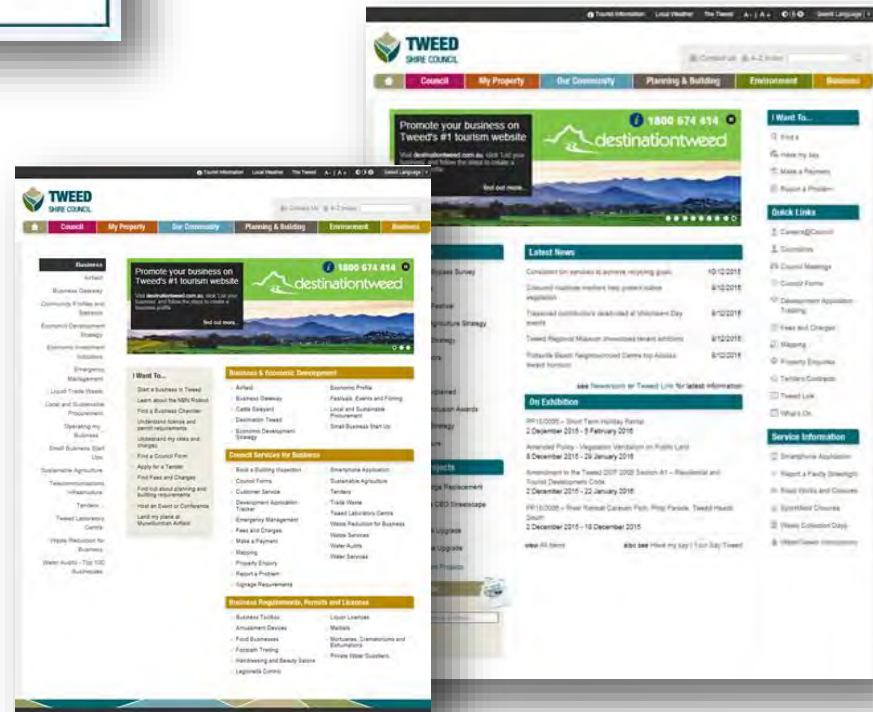
DESTINATION TWEED - PROMOTE YOUR BUSINESS

Promote your business on the Tweed's #1 tourism website in time for the summer holidays. It's free to join. Visit destinationtweed.com.au, click List your business and follow the steps to create a business profile.

A newsreel image is live and is available on the TSC Landing page and the Business landing page. This is in addition to the direct links that are always on the footer of every single page for the Destination Tweed website and associated tourism links.

DT continues to look for opportunities for joint initiatives with TSC to promote the Tweed.

In the lead-up to, and during, the summer holiday period advertisements were published in the Tweed Link for 6-consecutive weeks to encourage local business operators to sign up for a free business listing on the Destination Tweed website.

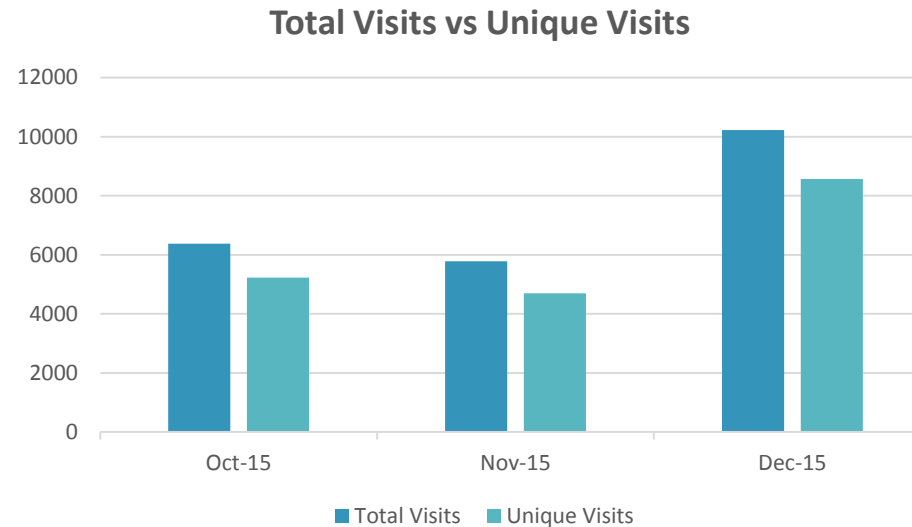


WEBSITE VISITATION

An overall total of 22,377 sessions and 57,065 page views were recorded during the last quarter. The average session duration was 2:17 mins and the average pages viewed during a single session was 2.5. The most popular pages viewed were those in the:

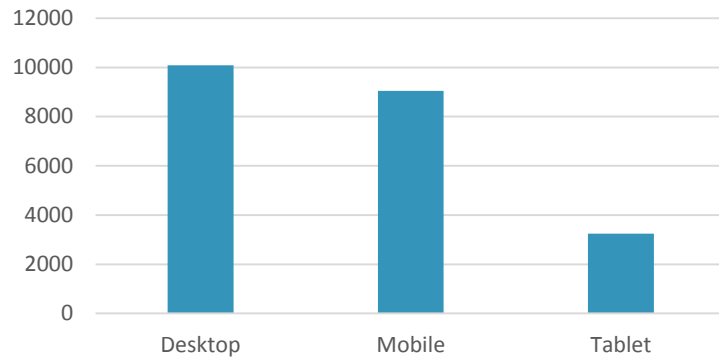
- Events categories,
- Accommodation (specifically Caravan & Camping),
- Family Fun experiences and
- Nature + Eco experiences.

A spike in visitation to the website was recorded during the month of December and is reflective of visitors searching for information for New Year's Eve celebrations. The table below illustrates the significant increase of visitation to the site during December.



The following table & chart illustrates visitation to the website by device. The data indicates that visitation by desktop computers is the most popular means for viewing the site (45%). Visitation by mobile devices has increased by 4% on the same period last year (Oct, Nov, Dec 2014) whereas visitation by table devices has decreased by 1%.

Website Visitation by Device



As widely known, Last year Google announced algorithm updates that impact on search results for mobile searchers. The update improves rankings for sites that provide a mobile-friendly experience to searchers on mobile devices, and, by association, demotes sites that do not.

Although only a small increase in visitation by mobile devices has been recorded, together with table devices, it equates to 55% of users accessing the site via non-desktop devices.

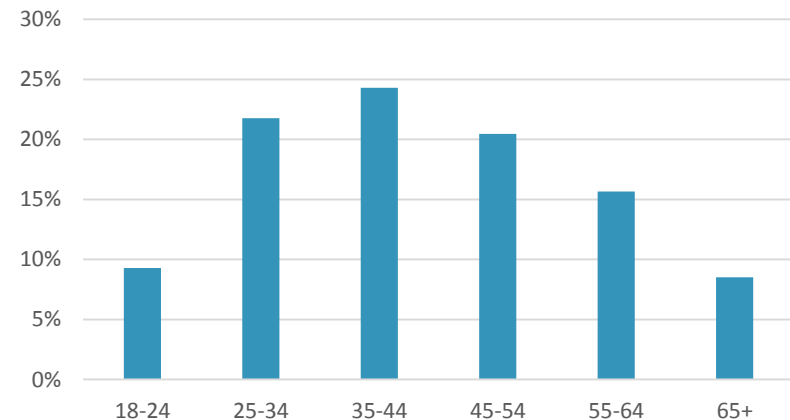
The changes introduced by Google combined with the visitation statistics below, are the reasoning behind reviewing the current website and further investment into a responsive website to ensure a user friendly experience and higher mobile search rankings.

During the last quarter, 31.5% of visitors to the website were male and 68.5% female. The table & chart below identifies website visitors by age bracket with;

- 35-44 years old (24%) representing the age bracket with the highest visitation,
- 25-34 year olds (22%) and
- 45-54 year olds (20%) follow closely behind.

These analytics allow us to build a profile of our website visitors and provides guidance to the type and style of information that populates the website and also inform us in the creation of our marketing collateral, product packaging and where to take to market..

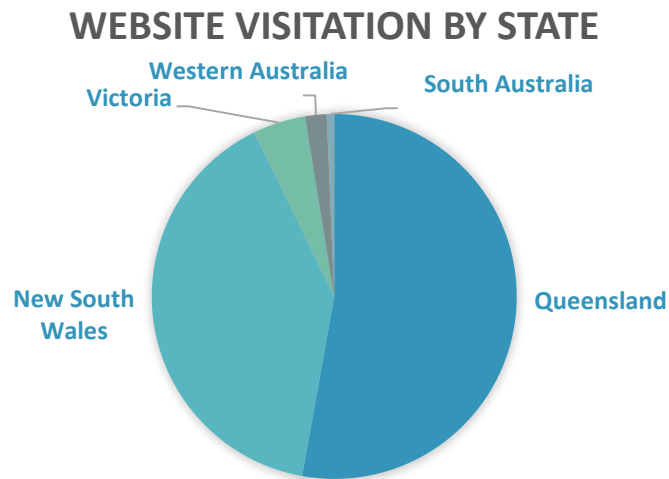
Website Visitation by Age Group



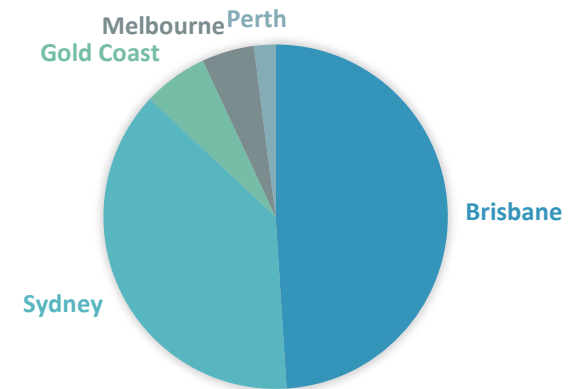
DOMESTIC WEBSITE VISITATION

Over the past quarter, data revealed that domestic visitation to the website represented 94% of overall visitation. The analytics below allow us to see where our visitors are from geographically. It provides us with knowledge on our audience, allows us to build a stronger user profile and can allow us to develop and promote the right tourism products to the right audience via our website.

The Charts below illustrates visitation to the website from the top 5 states during the last quarter. Queensland (52%) and New South Wales (40%) represent the majority of visitors to the website and visitation to the website from the top 5 cities in Australia during the last quarter.



WEBSITE VISITATION BY MAJOR CITY

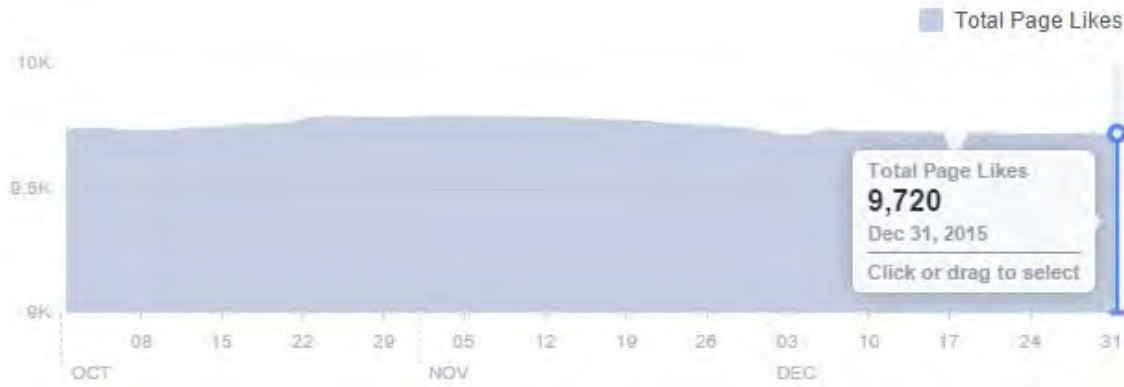


Consistent with the state visitation data above, visitors from Brisbane (45%) and Sydney (35%) largely represent the majority of website sessions.

SOCIAL MEDIA

FACEBOOK

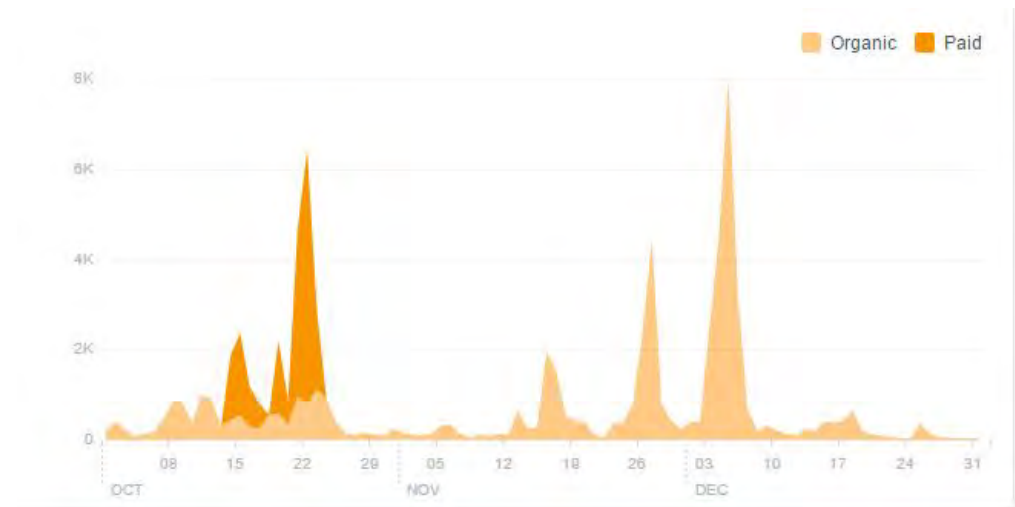
At the end of the last quarter the Destination Tweed Facebook Page recorded a total of 9720 Likes.



The table on the right illustrates 'post reach' (the number of the people posts were served to), the average post reach has increased by 121% on the same period last year (Oct, Nov, Dec 2014).

During October a number of paid-posts are seen to reach large audience. During November and December a number of posts are seen to organically reach a large audience.

These statistics are important as they help us understand the type of content that resonates with our audience, thus allows us to have a clearer idea of what it is that customers are engaging with. This insight informs on how to create similar content to drive additional likes and comments and exposure for the Tweed.



The number of people who were served any activity from our Page including posts, posts to our Page by other people, Page like ads, mentions and check-ins has increase by 122% on the same period last year (Oct, Nov, and Dec 2014).

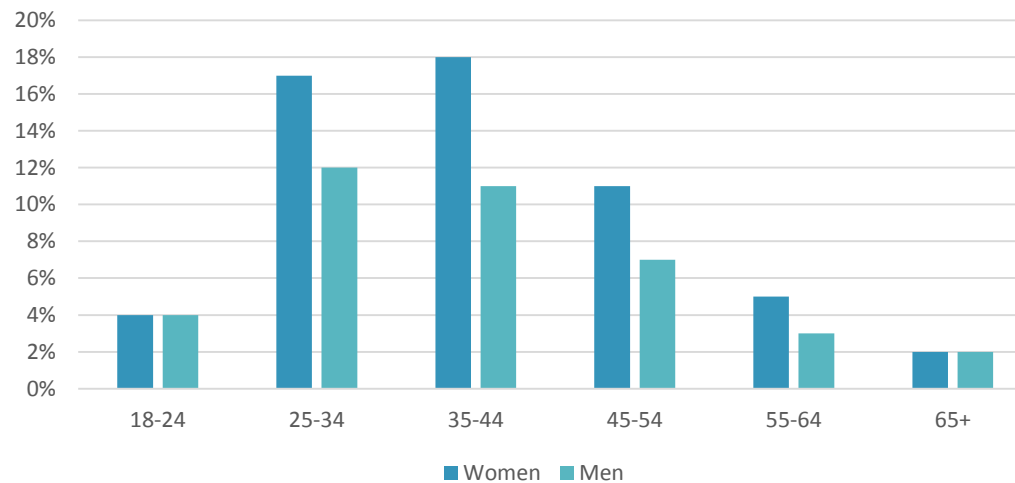
The three most successful organic posts during the past quarter reached a combined total of more than 25 000 people and achieved more than 3000 Likes, Comments, and Shares & Post Clicks.

As with DT’s website analytics, Facebook analytics allow us to form a profile of our Facebook fans, which gives guidance to the type and style of information to publish via Facebook. Overall;

- 58% of fans are women and
- 40% are men
- With 2% are non-disclosed.

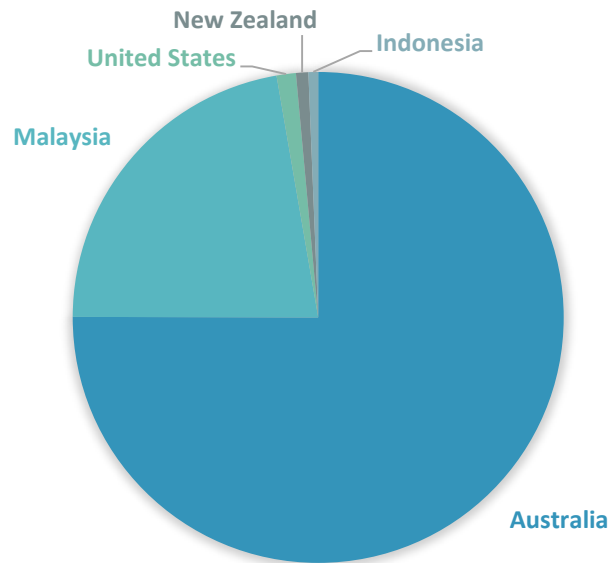
A comparison of age and gender of facebook followers matches that of our Web analytatics with women between the age of 25-44 years being the key demographic on Facebook and DT web site.

Comparison of Facebook Fans by Age & Gender

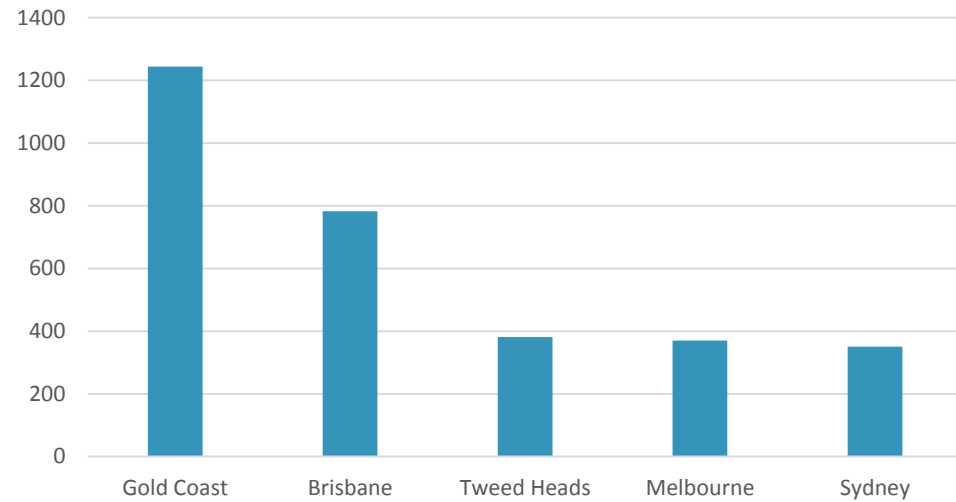


Geographically 74% of followers are from Australia. Internationally, the top 3 destinations that form an International followers are Malaysia (21%), United States (1.2%) and New Zealand (0.8%), but these statistics are very insignificant compared with our domestic followers.

FACEBOOK FANS BY COUNTRY



FACEBOOK FANS BY CITY

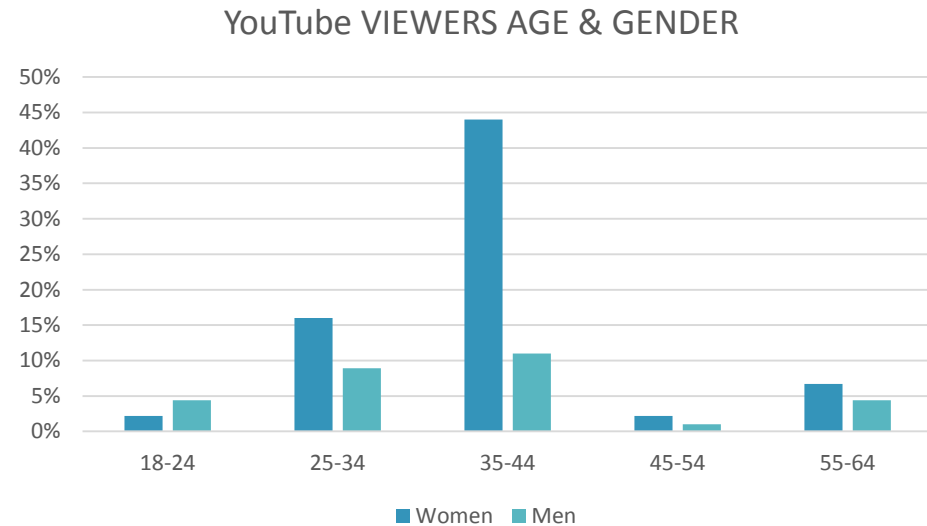
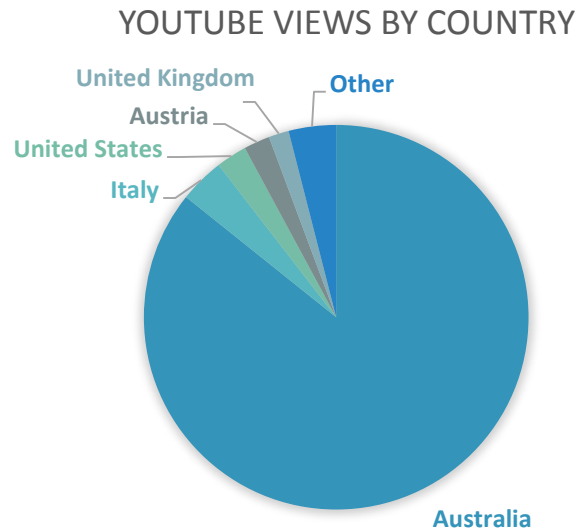


The top 3 locations in Australia during the last quarter are from the Gold Coast, Brisbane and Tweed. These markets have the highest levels of repeat visitation to the Tweed and present more opportunities to publish more local content and experiences via paid advertising to reach and engage them with. This market is also ideal for last-minute / weekend escape packages to encourage an increase in both overnight and day visitation.

YOUTUBE

During the last quarter the Destination Tweed YouTube channel recorded a total watch time of 2hr 6mins and a total of 196 views which is a 34.5% increase on the previous quarter. 87% of views were recorded as being directly from the YouTube watch page and 13% of views were from videos embedded in external websites and apps.

Geographically viewers from Australia represented 86% of our audience on YouTube, followed by Italy (4%), United States (3%), Austria (2%), United Kingdom (2%) and other countries (4%). The chart below illustrates views by country.



On average 29% of viewers are male and 71% female, women between the age of 35-44 years are our top viewing demographic on YouTube.

Device usage for YouTube is different from our website with the majority by views from desktop computers (54%), with mobile devices (29%) and tablets (17%).

DT will be creating new experiences based content to activate this channel more effectively.

MARKETING ACTIVITY

Staying on top of the market

Activity	Action	Oct	Nov	Dec
Market Research	Analysis of Quarterly IVS & NVS data sets	√		
VIC Surveys	DT VIC visitor survey	√	√	√
Visitor Survey	Conduct visitor satisfaction survey			

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep

DEVELOPING A PRESENCE IN THE MARKET

Activity	Action	Oct	Nov	Dec
Consumer Web Site	Programming and implementation of new footer	√		
	Design, programming and implementation of side-bar images	√		
	Update of National Parks section	√		
	Update of Arts + Culture section		√	
	Update of Driving Trails section		√	√
	Addition of Cook Island page		√	
	Addition of 2 x services categories to website		√	
	Population of content for additional categories		√	
	Programming of summer holiday section		√	
	Ongoing development to site functionality, look and feel			

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep

This is ongoing activity, these updates build on the site's framework enabling the further implementation of the region's experiences.

Develop presence in key Intl markets	Inclusion in Trade missions - South East Asia, North America, UK & Europe		√																
	Attendance on trade mission - China, NZ																		

Through the legendary Pacific Coat partnership the Tweed was promoted through trade representation, included in collateral and imagery shown of the region. This activity is designed to build awareness of the region, its experiences and on how to include the Tweed in a broader itinerary

Social Media	Renew Social Content and strategy																		
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Taste the Tweed	Develop website and content																		
	App development																		
	Promotion of Tours																		

DT Partnership programme	Produce annual Industry marketing activity prospectus																		
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Creative tourism	Develop collateral for creative tourism experiences																		
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Event Support	Continue to provide support to events in the Tweed	√	√	√															
	Development of event collateral for new events	√	√	√															
	Marketing and promotion of new events	√	√	√															

PROACTIVE PROMOTION OF THE TWEED

Activity	Action	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
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Summer Campaign	LPC's 'Legendry Drives' Campaign - DT, NCDN & DNSW Co-op campaign (RVEF)	√	√	√									
Summer Campaign	Tweed TVC	√	√										
Summer Campaign	Advertising in selected channels	√	√										

Seafood Discovery Trail - Collaboration with CSGC	Revisit a previous cooperative marketing activity.	√								
	Produce new updated collateral	√	√							

The Seafood discover trail was redeveloped with Connecting Southern Gold Coast (CSGC) after DT and CSGC signed an MOU with the expressed purpose to undertake cross border tourism marketing activities.

Summer Lift out with Tweed Valley Weekly	Annual lift out targeted at VFR Market and Locals									
	Project overview		√							
	Copy writing and review		√	√						
	Advertising sales (Tweed Weekly)		√	√						
	Supply of copy, images and maps to production team			√						
	Adjustments to maps and content			√						
	Layout			√						
	Review of proofs			√						
	Print			√						
	Supply of files for web			√						
	Addition of files to website			√						
	Distribution			√						

Consumer Travel Shows	Presence at consumer Shows									
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Trails - Development Trail brochures & Digital Content	Self-Drive Trail									
	Copy writing	√								
	Design brief and confirmation of project	√								
	Copy rewrite and fact checking	√	√							
	Supply of copy and images to designer		√							
	Development of maps		√							
	Development of brochure template		√							
	Review and amendments (maps)		√							

Review and amendments (template)		√	√										
Approval of final files			√										
Supply of files for web			√										
Addition of files to website			√										
Print			√										
Distribution			√										

This is the first of a suite of trail brochures aimed at encouraging self-discovery of the Tweed. Given that 83% of the market to the Tweed self-drive, these are essential tool to assist in dispersal of visitors to other parts of the shire.

Art Trails													
Walking Trails													
Bike Trail													
Food Trails													

MICE	Redevelopment of MICE brochure												
	Production of digital content												

Local Market Guide	Redevelopment of Market guide for the Tweed		√	√									
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Public Relations – external	Media famils to generate articles in relevant external publications, TV and websites		√	√									
	Feature articles to generate exposure in relevant external publications and websites												
	Copywriting of editorial for selected tourist guides												

Public Relations – internal	Undertake community engagement strategy												
	Press releases distributed to media		√	√									
	Pitching of stories to local media outlets as above		√	√									

Develop Tweed Tourism brand	Define parameters of brand development requirements and gain recommendations			
	Develop brief for rebranding strategy			
	Distribute brief & source quotes			
	Present quotes to Board for final decision			
	Implement rebranding strategy			

PRODUCT DEVELOPMENT ACTIVITY

Staying on top of the market

Activity	Action	Oct	Nov	Dec
Market Research	Analysis of IVS & NVS data sets	√	√	√
	Analysis of industry research and paper	√	√	√
Industry Trends & knowledge	Industry updates and forums (ARTN, ATEC, TA etc.)	√		√
Industry Development	Networking events with industry to inform and educate		√	
	Industry workshops and mentoring activity	√	√	
	Industry training	√	√	√
Industry news letter	Distribute industry news letter	√	√	√
TDMP	undertake SA2 Profiling			
	Review current documents and redraft			

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep

DEVELOPING THE TWEED EXPERIENCE

Activity	Action	Oct	Nov	Dec
EDS Implementation	Work with TSC to support EDS activity	√	√	√
	Implement EDS activity	√	√	√

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep

Industry & Trade engagement

Travel Trade engagement	Attend Media ATE			
	Attend ATE			
	ITO Workshops (e.g. ATEC)			
	Domestic Wholesale Programs			

Engagement with industry	STO's & TA	√	√	√
	State investment/development bodies	√	√	√
	RTO's & LTA's	√	√	√
	TMG	√	√	√

Key meetings held during this reporting period:

- Tourism Australia - Trade engagement Team, Digital Marketing
- Destination NSW: Regional Flagships Team, Destination Marketing, Trade & Famils, Regional Development Team
- North Coast Destination Network (RTO)
- Tourism Mangers Group (NR Councils)
- NSW Regional Development
- QLD State Development

Event Support	Continue providing support to events in the Tweed	√	√	√
	Support & Advocate TSC in Event Strategy formulation			
	Work with TSC in developing events in the Tweed			

Through the DT website, posters and flyers in VIC's, social media shout outs DT provides event organisers have accessed these channels to promote their events.

Tweed Valley Country Roots Fest - EDS activity	Engage with Promoter	√		√
	Approach DNSW for major events funding			√
	Assist in the development of Event			

DT assisted promoter with connecting to DNSW events team, meetings were held with all parties and assistance provided to helping craft DNSW funding application.

Product Development

Adventure Collective	Investigate and drive the development of an Tweed Adventure Collective		√	
	Coordinate Adventure Collective			

Initial Meeting held to investigate the viability of developing an adventure collective. At this point in time it is in its very early stages of development. It can work, but has a number of structural hurdles that need to be overcome first. DT will progress this activity as it is a key future marketing tool for the future.

Rail Trail	Support TSC on the development of Tweed Rail Trail	√	√	√
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Creative Tourism - EDS activity	Support development of overarching Tweed creative entity	√		
	Undertake creative industries audit of the Tweed		√	√
	Work with creatives to develop tourism product and experiences with M'bah as a hub			
	Explore opportunity for Art/Creative markets in M'bah			

Supporting the development of the Creative Caldera was fundamental to bringing together as many of the creatives together to provide a more unified and singular voice. Having one structure enabled both DT and Arts NR a simpler model to work with. This Segment is traditionally incredibly fractured and do not come together very often.

The second phase after forming was to undertake the Creative Audit of the Tweed. This survey was completed and are now in the process of examining the data. Already it has been of use and provided business opportunity for Arts NR.

The outcomes of the audit enables DT to understand what product and experiences are out there already, what stage of the development cycle they are in and how they can be leveraged to create visitor experiences with which to attract people to the region and M'bah as a creative hub.

Trails Development	Walking Trails	√	√	√
	Bike Trail			
	Food Trails			
	Art Trails	√	√	√

Tweed Fusion, Cabba Art Trail, Arts NR pop up in M'bah

Taste the Tweed - continuation of previous project outcomes and recommendations	Investigate holding an annual major food event			√										
	Meet with professional event managers to explore the opportunities for major food event			√										
	Investigate opportunity to develop paddock to plate tours													
	Review Tweed Fresh and reengage to determine commerciality													

Taste the Tweed has been a registered business of DT since 2004. DT has held onto this name as part of a longer term strategy to promote and market the Tweed agri and food tourism opportunities.

During this time until recently DT has worked with a number of Food Event managers and supported their events in the Tweed. These events have been successful in providing to the local community, but not as a tourist mechanism as they lack the ability to grow sustainably into a hallmark event to position the Tweed as a key food destination without considerable ongoing economic support.

DT preference is to support and develop longer term sustainable events that can be transitioned into Hallmark events that drive tourism and yield. Given the regions key attribute in this area:

- Fertile soil and agricultural base,
- Close proximity to major markets of SE QLD,
- Key access (airport, Road system)
- Accommodation and other tourism offerings

As part of the Taste the Tweed activity, DT is looking at the options for a food event under the name Taste the Tweed be investigated and to be run and managed by suitably experienced business. DT has been in approached two event businesses and met to have initial discussions.

Australia's Green Cauldron

Australia's Green Cauldron	Industry mentoring program	√	√	√
	Wild Journeys Programme			
	Rejuvenation of Rain Forest Way			
	Creative Villages of the Cauldron			

DT continues to have a key role in the Australia's Green Cauldron (AGC), as informed in previous reports the National Landscape project no longer resides with Tourism Australia but now with Eco Tourism Australia. The changes to the programs administration and lack of support by key stakeholders has caused a number of the Landscapes to lose momentum and stall.

However, the AGC is in a very different position, unlike many of the others landscape the AGC is cross boarder and vastly made up by SME's so to an extend big business cannot dictate and drive agendas. This is set by the committee and our work is focused heavily on the product development cycle, engaging with trade and developing the overall experiences of the AGC.

It is of interest to note the neither DNSW nor TEQ are part of this process, each is rather pedantic when it comes to working with anything cross border with each other. At a more structural and local level both NSW and Qld Governments have strong representation on the committee as does Gold Coast Council, DT and Scenic Rim Council. Collectively we recognise the potential and are seeing the realisation of a long term tourism development strategy for the region.

The mentoring programme that was cooperatively funded is looking to be extended in conjunction with training provider NORTEC who will use the existing mentoring programme as part of their Tourism Development activity. This will mean that a number of other business can go through the programme at little cost to the AGC and enable the committee to move on to other catalyst projects whilst knowing that the core development work is being carried out.

Sports Tourism	Continue to work with QSM for events in the Tweed	√	√	√
	Evaluate SMA relationship			

Tweed Coast Surf Pro	Development of event with Surfing NSW , Leverage opportunities for operators & industry	√	√	√
	Work with NSW Surfing and DNSW event for 2017 and 2018 events			

New event - Major International Surf Event opportunities	Explore opportunities for the Tweed to Host major Surf event for 2017			
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ACTIVELY SEEKING AND ATTRACTING INVESTMENT / FUNDING

Activity	Action	Oct	Nov	Dec
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Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
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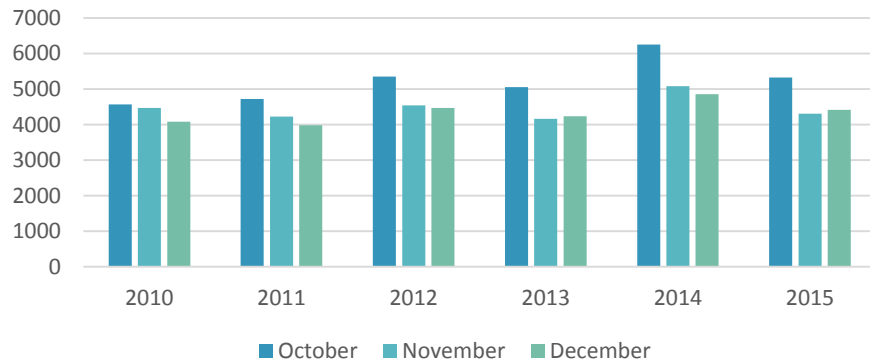
Engage with Potential investors	Identify & engage with potential new investors	√	√	√
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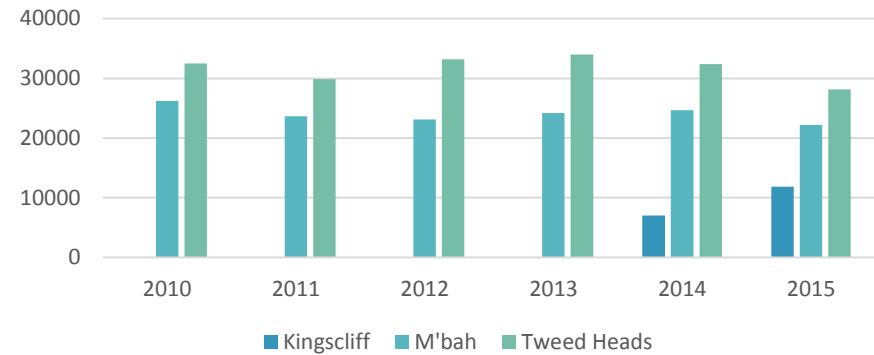
Provide customised information package for prospective investors	Conduct meetings with prospective investors	√	√	√
	Provide introduction to relevant TSC officers if required	√	√	√

In the Oct-Dec quarter there were over 14,045 requests for information at the three information centres, a 13% decrease over the same quarter from the previous year, however this current quarter is marginally above five year average and is within expectations.

October-December Historical Enquiry



October-December Historical Enquiry by location



The VIC at Kingscliff is located within the areas of greatest density of accommodation. As such its presence in this location will continue to impact on visitation to other VIC's as seen in the *historical enquiry by location* graph above. Since its opening Kingscliff enquiry has grown by 65% from 2014 to 2015, over the same time period both Tweed Heads and M'bah have decreased an average of 11%. Clearly the Kingscliff VIC is servicing visitors that would not otherwise visit a VIC. The opportunity is to further develop the Kingscliff VIC into a ore retailed environment to assist in the objective of increasing length of stay and expenditure.

Activity	Action	Oct	Nov	Dec
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Staff Training	Deliver in-house staff training via weekly 5MOT modules	√	√	√
	Various training activities and opportunities			
	Regional NR AVIC training			
	Implementation of AVIC Best Practice Operational Training modules			

Product Awareness and knowledge	Local Fam programme	√	√	
	Regional NR &GC cooperative Fam programme			

Implantation of technology	Review of current technology	√	√	
	Implementation of recommendations from RVSS strategy			√
	Implementation of new reservations system			
	Implementation of Appngo (cost dependant)			

AVIC	Prepare and submit monthly VIC accreditation reports	√	√	√
	Prepare and submit annual VIC accreditation report			

MERCHANDISING & SALES

Activity	Action	Oct	Nov	Dec
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Retail Sales strategy	Implementation of new inventory management system	√	√	
	Increase local content in retail shop.			√

VIC Fit out review	Conduct study on brochure and retail layout with recommendations for enhancement			
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Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
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Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
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