

Sub 3

**Economic Development Committee**

**From:** webmaster@parliament.qld.gov.au  
**Sent:** Monday, 19 April 2010 8:00 PM  
**To:** Economic Development Committee  
**Subject:** ONLINE SUBMISSION - 'Grey nomad tourism'  
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**Importance of grey nomads to the Queensland economy:**

1. What economic contribution do grey nomads make to rural and regional areas of Queensland?
2. Are the available statistics on grey nomads in Queensland useful, current and accessible?

1. I suspect they contribute a lot more than most people realise. For instance, a branch muster of a caravan club stayed at Gin Gin for 4 - 5 days. Each vanner submitted all their shopping dockets to account for the money spent in the town. By the end of the stay, 21 vans had contributed over \$6000 to the local community by way of groceries, fuel, laundry, camping fees, meals at local hotel etc. 2. unknown

**Infrastructure requirements:**

3. What are the public infrastructure requirements of grey nomads including health services, waste disposal sites and signage?
4. Is the current infrastructure for grey nomads in Queensland adequate? What additional infrastructure is required?

3. To get grey nomads to stop in a town, their requirements are: a. good signage directing them to sufficient parking space for long vehicles b. easy access to dump points & water c. access to chemist, doctor, ATM's, grocery shopping, fuel  
 4. Many towns don't have adequate signs giving plenty of time to manouvre their rig to the parking areas. We won't stop if we can't find parking.

**Government coordination:**

5. What are the major issues relating to the regulation of Queensland's camping and caravan parks?

5. A large number of grey nomads have rigs which are self sufficient. They don't need or want fancy caravan parks with pools, playgrounds etc and resent being forced to pay for facilities they don't want. They also don't like being jammed into small spaces with very little room between rigs. Most just want a level parking site with power and water. Showgrounds fit the bill perfectly and as many grey nomads travel with a pet (mostly dogs), showgrounds are pet friendly where a lot of caravan parks are not.

**Marketing and promotion:**

6. What is the best method of marketing Queensland's rural and regional communities to grey nomad tourists?

If a town is marketed as caravan friendly by providing the basics - easy parking, dump points, water, grey nomads will stop. Having a good information centre on the edge of town (not in the middle where it's too difficult to access with a caravan in tow), is a big plus. Mareeba does it well. The informaiton centre is on the edge of town with plenty of parking and the supermarket is not too far away.

**Utilisation of grey nomad skills in regional and rural Queensland:**

7. How successful have existing programs been in utilising the skills of grey nomads in rural and regional Queensland?
8. What can the government do to encourage grey nomads to use their skills by undertaking work in rural and regional areas?

7. I'm not aware of any such programs, so if there are any, they're not well known. 8. Cheaper fuel, allow camping in showgrounds (don't force them into caravan parks)

**Comments:**

Grey nomads have a very highly developed communication system via the internet. Word quickly spreads about an unfriendly town or a caravan park with a bad attitude. While there are good caravan park managers, some do their industry a disservice by their attitude. Grey nomads want the right to choose where to stop, where to shop, where to stay. No one can be forced to spend in one particular grocery store, so why should we be forced to stay in a park that doesn't provide what we're looking for. Caravan parks have to move with the times and provide the travelling public with what they want, not what the parks want. In the UK, farmers are allowed to open their fields to a maximum of 5 rigs to stay. No facilities are provided or expected. Maybe this system should be looked at to encourage grey nomads to stay in an area. The money they save in fuel would be spent in the district.