

Sub 26

**Economic Development Committee**

**From:** webmaster@parliament.qld.gov.au  
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**Subject:** ONLINE SUBMISSION - 'Grey nomad tourism'  
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**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.) One must remember that these people must eat as well as meet their travelling costs. The spending that they do on foodstuffs is immense, even though they may only purchase small quantities, they do so regularly, because of limited storage facilities, and many are opting to spend in smaller centres, rather than face the prospect of finding suitable parking in larger centres. (2.) I do not think that the statistics of visitors is anywhere near accurate. I believe it is understated immensely. Case in point, the wife and I spent one night in a van park at Charleville a few years ago and we were the only Queenslanders on site. The park was full to bursting with visitors heading north to escape the southern winter. A similar situation was experienced at Cunnamulla, St George and Goondiwindi. Maybe these type of venues could be co-opted to keep an accurate record of those visitors passing through, to improve accuracy.

**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. Signage is starting to improve, but still needs to be kept improving. Waste disposal sites are gradually being more prevalent thanks in part to C.M.C.A. & Kea Campers and the Govt. assistance. There still needs to be a further expansion of the scheme statewide to gradually improve our environmental obligations. Not all centres show Hospital or medical facilities signage and this can be vital when we have in part a greater older generation travelling and in most cases more prone to medical requirements. 4. There have been greater expansion in the availability of self-contained units and this independence is limited in there being a rather limited number of roadside rest areas where travellers can rest up overnight. With road safety in mind and an ageing travel group, more regular pull off points would be advantageous.

**Government coordination:**

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

5. Quite often the Van Park proprietors hold too much sway over decisions of Local Authorities, as they consider themselves the voice of ratepayers, however they do little consultation with the smaller merchants who do reap the benefits of the travelling public. It has been noted that most travellers are quite litter conscious in their travels and are quite often misjudged for despoiling rest areas. Although these are quite often free areas, Local Authorities also have a role to play in their representation of the Roads Dept, in maintaining the cleanliness of the roadside within their areas of responsibilities. As a constant traveller one only has to travel beyond the city/town limits of the three or four major fast food suppliers to find the wrappers/containers of their merchandise littering the road verges. Where these outlets are non-existent in smaller centres it seems a matter of civic pride, that this rubbish is minimal.

**Marketing and promotion:**

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

6. The Communities themselves need to lift their game, and take advantage of the publications already in existence that publicise their regional localities. The initial financial outlay may seem prohibitive, but if they want to improve their image

they really need to bite the bullet and present a glowing picture of their area, with pictures, well written description and promote the friendliness that can be experienced and ensure that all businesses are on notice that this approach is paramount to the success and development of their locality. It only takes one grump to ruin the whole approach as word of mouth is the fastest destroyer of reputations.

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**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 am only aware of a few limited schemes that have tested the waters in this respect. The results as yet are still to be tested.

8. Usually Tourist information signs are prominent in display along the roadside. Where a centre can benefit from volunteer assistance, perhaps the Govt. can assist with some complimentary signage to accompany these signs with something similar to the example: Care to stay a while? We need volunteers in the community. Call at the Info Centre & see if you can help. Your assistance is welcomed.

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