

Sub 27

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**To:** Economic Development Committee  
**Subject:** ONLINE SUBMISSION - 'Grey nomad tourism'



**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?

Economic contribution is not only measured by the amount of money spent in a community. We all have to eat, fuel, service our vehicle/s etc. What about the contribution some nomads make by volunteering their skills & time to help communities with employment projects, community programs & the like. Having these types of inputs assist communities by teaching & empowering groups & individuals in order to pursue better employment, create their own wealth ambitions & complete projects taken on by the community. The influx of workers during the seasonal work periods are not just the pickers or packers or other that would work for the growers. Support workers are also involved. In order to service the transient population, many communities employ nomads to meet the extra demand. Some of the types of employment undertaken, trades, medical assistance including reception & clerical, retail, driving, building & labouring. Each community has its own needs, therefore the employment positions will vary. These people bring money to the community, plus spend some of what they earn whilst living & working in the community. Another method of contribution is gatherings, chapter meetings, events & rallies. One of the more popular methods of measuring economic contribution of an event is the collection of purchase receipts from members. These receipts are tallied up and the result presented to the local community. Many of these results are stating huge amounts. Those amounts obviously benefit the community involved. Examples of this are Barcaldine, Winton, Childers & Theodore. So far as stat go, I would like to know where I can get hold of accurate numbers.

**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?

Access to blackwater treatment solutions that are safe to use in septic systems. Many commercially available solutions are not compatible to available systems. If something is found, then I suggest it be made available to travellers through tourist information centres & other outlets that directly benefit from the sale & use. Less reliance on CMCA for provision of funds to provide infrastructure. More reliance on funding from tourism bodies. Yes, more dump points required, more for local authorities on "free camping" areas & less say from caravan park organisations. There is a need for both types of facilities as there are those who are not equipped to free camp just as there are those who can.

**Government coordination:**

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

Developers moving in & buying parks to turn them into expensive resorts. The Aussie family is losing caravan parks nationally at a rate to high to comprehend. The east coast coastal parks are the most popular to purchase & redevelop. We loose again!

**Marketing and promotion:**

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

A number of methods come to mind. Word of mouth is the most powerful. Travellers listen to each other more than take

notice of glossy print. Caravan & motorhome magazines, Media releases to clubs/organizations such as CMCA, ACC & No Boundaries Releases through satellite TV stations Caravanning & motorhome internet forums (must management/admin approved first) Advertising on rear of caravans/motorhome (this is a project we have been working on)

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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?

I think only the communities involved can answer #7 Flexability in accepting interstate trade licences & qualifications is a must. The cost of requalifying just because the current ticket is from another state is prohibitive to many travellers & therefore the skills move on. Road surfaces are a big question to many travellers. We have a "Positions Vacant" page on No Boundaries entitled "Work Connections" This page is dedicated to positions available to travellers. The Government is more than invited to utilise this service. Very competitive rates apply.

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**Comments:**

Well in excess of 250000 travel this country as a lifestyle. There is an untapped wealth of experience out there, many are willing to work for some form of compensation. (Exchange work for an area for their rig with power etc, food, services, money) The influx of travellers in any size group brings financial benefits even for a visit of one day. If they can be encouraged to stay longer & become part of that community for that short period, many would also be will to share they skills/experience. They are a friendly lot, & though they are fulfilling their own dreams of seeing this country, they also like to feel included. Country communities accept travellers readily whereas closer to major population areas they are "just tourists". Educating prospective employers on the benefits of employing grey nomads is a must. Many are "working their way round the country" & with that determination are prepared to take on a position, sight unseen & travel great distances to take up the position. Employers need to recognise that determination & be prepared to employ on that basis. The positive of this is the continuity of work for the traveller & the continuity of staff for the employer. This reasoning must be included in any education program. Employer must be made aware of mediums other than newspaper & tv to get word out about positions. Web sites such as No Boundaries, CMCA & the like offer space for positions vacant. These sites are aimed at their target market & should be used heavily. I would love to see the results of the study. Would there be a chance of a copy please?

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