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**From:** webmaster@parliament.qld.gov.au  
**Sent:** Tuesday, 18 May 2010 9:05 AM  
**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?

Question 1 During tourist season (April to September), McKinlay Shire relies heavily on the grey nomads as an additional source of income for the towns of Julia Creek, Kynuna and McKinlay. Approximately 70% of all tourists visiting McKinlay Shire are grey nomads. The grey nomads contribute to the local economy by staying at the local caravan parks or RV friendly camping areas and also by purchasing fuel, groceries, meals and souvenirs from the local shops. Question 2 The only statistics, I have viewed regarding grey nomads are those produced by Tourism Queensland and the Campervan and Motorhome Club of Australia. These are easily accessible through the respective websites.

**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?

Question 3 Safe roads including training and knowledge of sharing roads with mining and cattle industries Up to date signage for rest areas, dump points, tourist attractions, historical sites and points of interest More attention needs to be given to awareness and promotion of health services. This will ensure that grey nomads are aware that some small remote towns may not have large stocks of medication on hand and they may have to wait a few days to get the medication they need. Designated shaded parking areas for caravans and motorhomes in towns Information kit should be supplied to people when they purchase a caravan or motorhome advising them of their responsibilities on the road Question 4 The infrastructure for grey nomads is improving as demand for these services increases with the number of grey nomads increasing each year. Grey nomads are starting to look for better quality facilities and consistent standards across Australia including rural areas. Additional infrastructure that is required includes: More dump point areas and public toilet facilities in remote places Improved access to some rural and regional areas including sealing major linkage roads to disperse the travellers further and into more regional areas Mobile phone towers in smaller towns to increase services available to travellers particularly between Winton and Cloncurry and Julia Creek to Normanton.

**Government coordination:**

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

Each local government area in Queensland has different regulations and local laws regarding caravan parks and free camping areas. The system could be simplified if rural and regional communities had the same regulations. These regulations would need to be different to those communities in more populated environments.

**Marketing and promotion:**

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

Grey nomads are getting more technologically advanced and are using the internet more and more to plan their holiday. A travel and holiday website specifically designed for grey nomads who want to travel to rural and remote communities could help spread the word on the opportunities available in these areas. This should include job and volunteer opportunities for retirement planning. There are however, a large number of grey nomads who still rely on hard copy brochures. They will both collect these from travel and trade expos or Visitor Information Centres and get them posted in the mail before they leave home. With grey nomads it is always good to give them some sort of incentive to travel

discounts, free nights etc. This could be incorporated into the website to make people use this means of gathering information.

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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?

Question 7 The Barcaldine Grey Nomads Volunteer Project funded through the Blueprint for the Bush program has seen several community projects achieved that may not have been achieved without the skills of the retired grey nomads. The grey nomads have the opportunity to meet local people and become part of the community for an extended period of time. Programs like this often provide cheap or free accommodation (or other incentives) for grey nomads who are willing to provide a certain number of hours of their time to a designated project. The Volunteers for Isolated Students' Education (V.I.S.E) program was established in 1989 to support the education of students in rural areas, especially isolated outback families involved with distance education. The program is aimed at retired teachers who are able to commit 6 weeks to a family in an isolated area to act as a tutor and assist the children with their school work and assignments. The VISE program has been very successful and currently has over 400 volunteers. Farm sitters and caretaking opportunities have also proven successful by allowing rural and regional families time away from their property while retired grey nomads take care of the place. Question 8 "Highlight the benefits to both the grey nomad and the rural or regional communities to get them involved" workshops, campaigns etc. "Focus on all skills/experiences that can be utilised in these communities, not just teachers. "Work in conjunction with local government and regional and local tourism organisations to cross promote the project.

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