

Sub 68



Gladstone Area Promotion and Development Limited  
ABN 57 119 510 30

Marna Fery Terminal  
Bryan Jordan Drive  
PO Box 2135  
Gladstone Qld 4850

Ph 07 4972 4000  
Fax 07 4972 5016

Email: [gapdl@gapdl.com.au](mailto:gapdl@gapdl.com.au)

Websites:  
[www.gladstoneregion.info](http://www.gladstoneregion.info)  
[www.gladstoneadvantage.info](http://www.gladstoneadvantage.info)

**RECEIVED**  
28 MAY 2010  
Economic Development  
Committee

25 May 2010

Ms. Lyndel Bates  
The Research Director  
Economic Development Committee  
Parliament House  
George St.  
Brisbane QLD 4000  
Via Email: [edc@parliament.qld.gov.au](mailto:edc@parliament.qld.gov.au)

Dear Ms. Bates

*Inquiry into developing Queensland's rural and regional communities through "Grey Nomad" tourism*

Gladstone Area Promotion and Development Limited (GAPDL) is the peak organisation to advance the Gladstone Region through the promotion and development of tourism, business and industry for the benefit of our members and the community. As such, we are pleased to have the opportunity to provide input and comment into the Economic Development Committee's "Inquiry into developing Queensland's rural and regional communities through grey nomad tourism."

GAPDL recognises and supports the comments provided to the Economic Development Committee by the Queensland Tourism Industry Council (QTIC) in their submission dated 17 May 2010.

This growing sector of tourists will continue to become of increasing importance to Regional Queensland in the future as these older, independent and generally well-educated people seek stimulating and diverse experiences.

As the Gladstone Region and the Hinterland sits on the threshold of massive positive Industrial development in the coming years, further opportunities will be presented to the Region to develop and further enhance our increasingly important Industrial Tourism opportunities. We consider this older demographic, largely travelling by road at a leisurely pace, to be an important audience for future industrial tourism development in the Gladstone Region and will be among the beneficiaries of our tourism development efforts as we continue to develop our Regional attractiveness to include numerous diverse Reef to Outback experiences.

To ensure the Gladstone Region is well placed to take advantage of increased "Grey Nomad" tourist numbers, a number of issues will need to be addressed:-

- Commitment to continued investment in the promotion and development of regional tourism initiatives through increased funding for Regional Tourism Organisations throughout Queensland.



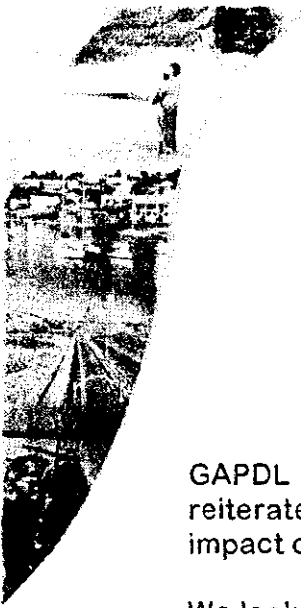
- Commitment to increased promotion of touring routes throughout Queensland.
- Commitment to the provision of a safer roads network via ongoing upgrades and maintenance programs implementation.
- Continual monitoring of, and provision of funding to ensure appropriate and appealing directional and tourism signage and clean and welcoming roadside infrastructure.
- Significant issues surrounding the ongoing decline in the number of caravan and camping parks due largely to the enforcement of Department of Environment and Resource Management sewage license and other compliance fee increases.
- The need to provide adequate infrastructure and services to older travelers in areas such as Medical and pharmaceutical services, recognition of parking impediments faced by travelers with caravans at shopping centres as well as the need for adequate provision of dump points and potable water access.

It is our strong belief that the above points, whilst certainly not exhaustive of issues facing and / or impeding the further development of the Grey Nomad tourism industry in Regional Queensland, demonstrates the need for all tiers of Government to engage stakeholders in further planning for this increasing and important group of travellers.

As part of our ongoing commitment to promoting and developing the Gladstone and Hinterland Region, GAPDL, in partnership with Gladstone Regional Council (GRC) and other Government and Non-Government key stakeholders formed a Project Team which came together with a vision of achieving sustainable and responsible economic development across the Gladstone Region and to maximise benefits that flow to the business and broader community.

A key outcome of this partnership was the delivery and implementation of a high level, strategic document – the Gladstone Region Economic Development Strategy or ‘GREDS’.

The GREDS identified in its vision that *“The Gladstone Region will continue to develop its tourism sector through co-ordinated regional branding and product development. Tourism promotion and development will build on the region’s existing coastal, city and rural assets to provide a fully integrated and appealing regional tourism offer.”* GAPDL considers the progression of strategies to attract a more diverse tourism audience such as the Grey Nomad sector a vital element in achieving this vision.

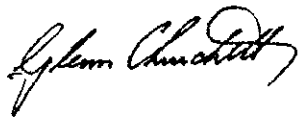


GAPDL is appreciative of the opportunity to provide this feedback and wish to reiterate our belief in the potential of the Grey Nomad travelling sector to positively impact on the economy of Regional Queensland communities.

We look forward to positive outcomes which will further strengthen our communities as a result of the Economic Development Committee's "Inquiry into developing Queensland's rural and regional communities through grey nomad tourism."

I can be contacted on 07 4972 4000 should you require any further information or input from GAPDL or if we can assist in any way.

Yours sincerely



Glenn Churchill  
Chief Executive Officer  
GAPDL