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CITY COUNCIL

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31 MAY 2010

Economic Development
Committee

Your Ref: GT.10.02
Our Ref: DW 4634661
File No:
Contact: Alan Burgess

The Research Director
Economic Development Committee
Parliament House
George Street
BRISBANE QLD 4000

**Inquiry into Developing Queensland's Rural and Regional Communities
through Grey Nomad Tourism**

Reference:

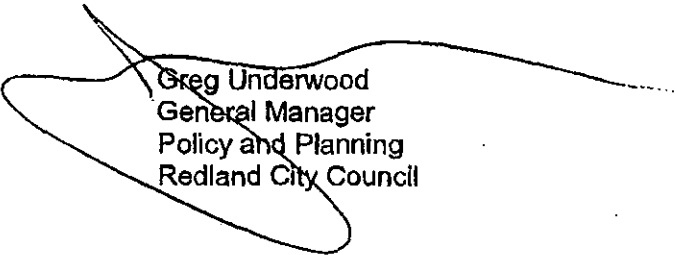
Economic Development Committee – Issues Paper No.3 – April 2010

Comments On Issues Paper – No 3

1. **Economic contribution** – Grey nomads make substantial contribution to the economy, both in a tourism capacity and general economic sense. Grey nomads visit family and friends and spend not only tourism dollars, but general living expenses for extended periods of time. As the bulk of the 'cashed up' baby boomers retire this market should continue to grow.
2. **Statistics** – there appears to be some relevant statistics available, but in-depth research and focusing on local government regions would be of most beneficial.
3. **Infrastructure requirements** – not all grey nomads are travelling in motor homes, however, of those that do many require waste disposal sites. This issue is not limited to grey nomads, as more and more younger demographic market are travelling in this style. Signage is an issue for all target markets in tourism and continues to be a difficult issue to address, both financially, within time frames and in accordance with the varied Councils. A more streamlined approach to signage would be beneficial.
4. **Current infrastructure** – sometimes long vehicle parking in or near busy centres is not feasible and would be cost prohibitive. RCC support grey nomad tourism on the basis that they stay in appropriate, and pay for, serviced camping and caravan parks – not on roadsides and in public

parks. RCC do not support sewer dumping points as this encourages roadside and beach esplanade illegal overnight camping. RCC support managed caravan parks with waste dumping points in their facilities.

5. Major issues – RCC are in the process of a long term lease agreement of park management of their major camp grounds on North Stradbroke Island. This should create greater flexibility in management, marketing and service delivery for visitors with profits going back into the facilities as required.
6. Marketing – Grey nomads respond to various media as do all target segments. They also respond to different types of media as age is now not necessarily an effective distinguishing factor. Grey nomads read different publications, come from various demographic backgrounds, are influenced by more unique offerings (often discounts), but, are generally focused on value for money. These are intelligent people who sometimes have only just left the workforce or indeed still do work part time. This market segment has changed significantly in the last 10 years. The web is one potential medium, along with other emerging social networks, such as facebook and twitter, which need to be investigated. However, a large percentage of Grey Nomads still remain influenced by the more traditional print, radio, television, and billboard channels. These media can therefore not be overlooked. Perhaps, more importantly is having appropriate material available for when they are planning their trips. Overall, more research into how to best target this segment needs to be undertaken.
7. RCC has no information of the effectiveness of existing programs for utilising the skills of Grey Nomads.
8. Government support to harness the skills of Grey nomads might include:
 - a. an online register which was well promoted, funded, supported and utilised to connect required skills to specific locations for short, medium or longer term employment, and
 - b. skills could be utilised for project work in engineering, project management, tourism, marketing, business planning, or consultancy.



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