

Report No. 5, February 2011

Inquiry into developing Queensland's rural and regional communities through grey nomad tourism



Economic Development Committee

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and regional communities through grey
nomad tourism

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FOREWORD

Queensland's tourism industry has faced many challenges in recent years, particularly the effects of the global financial crisis, the strong Australian dollar and now the aftermath of floods and Cyclone Yasi. In these circumstances, the Economic Development Committee's Report No 5, *Inquiry into developing Queensland's rural and regional communities through grey nomad tourism*, comes at an opportune time.

Tourism plays an important role in regional Queensland with potential economic, social and environmental benefits. In 2007-08, tourism directly contributed \$9.2 billion or 4.3 per cent of our Gross State Product and generated employment for 122,600 people. More than half of the estimated \$11.5 billion domestic overnight visitors spent in Queensland for the year ended June 2010, was spent in regional areas.

A grey nomad is a retired or semi-retired person who travels for all, or part of the year, throughout Australia. With predictions that the number of Australians over 65 years of age is likely to double by 2050, this market is likely to increase as Australia's population ages. The largest growth in domestic caravan and camping visitors is the over 60 age group, which has been growing at an average of six per cent annually since 2000.

Although grey nomads are often on fixed incomes and may spend less per day than other tourists, they tend to take longer holidays, travel through many locations and spend time in regional areas. Visitors to rural and regional Australia are more likely to be caravan and camping visitors than other types of tourists. For some small rural and regional communities, grey nomads make a significant economic contribution.

In order to manage and grow this tourism market, the committee made a number of recommendations including:

- the Queensland Government offering marketing support to local councils to help council officers develop their skills to promote their regions to grey nomads
- making available grant funding to regional tourism organisations outside south-east Queensland to market local attractions to grey nomads
- investigating the benefits of employing grey nomads in social service areas, such as child protection and community corrections.

The committee was also acutely aware of the need to balance sometimes competing interests in regional communities between local councils, caravan park owners, retail businesses and grey nomad travellers. Many of these matters are the primary responsibility of local governments and responses will vary in each community. This report recognises the need to support local government to find local solutions to many of these issues.

The committee process is an important opportunity for public participation in the Parliament. I would like to particularly thank the submitters and witnesses who gave of their time, expertise and experience to assist the committee's deliberations.

I would like to thank the members of the committee for their deliberations and work in compiling this report. I would also like to thank the committee's staff - Lyndel Bates, Margaret Telford, Liz Sbeghen and Anne Fidler - who have assisted the committee and submitters throughout this inquiry.



Evan Moorhead MP
Chair

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ABBREVIATIONS

CARRS-Q	Centre for Accident Research and Road Safety - Queensland
CMCA	Campervan and Motorhome Club of Australia
the committee	Economic Development Committee
DEEDI	Department of Employment, Economic Development and Innovation
DERM	Department of Environment and Resource Management
DET	Department of Education and Training
DTMR	Department of Transport and Main Roads
GSP	Gross state product
GVA	Gross value added
LGAQ	Local Government Association of Queensland
QTIC	Queensland Tourism Industry Council
RTOs	Regional tourism organisations
RV	Recreational vehicle
TQ	Tourism Queensland

RECOMMENDATIONS

Recommendation 1:

The committee recommends that the Queensland Government funds a comprehensive evaluation of grey nomads, including their economic impact in Queensland.

Ministerial Responsibility: Minister for Tourism and Fair Trading

Recommendation 2:

The committee recommends that the Queensland Government evaluates the impact of existing and new policies that impact on grey nomads and that these evaluations are made public by tabling them in the Queensland Parliament within 12 months of the completion of the evaluation.

Ministerial Responsibility: Minister for Tourism and Fair Trading

Recommendation 3:

The committee recommends that Tourism Queensland provides advice to local governments on methods to measure the numbers and expenditure of grey nomads in their regions and how to undertake cost-benefit studies to determine the full impacts of grey nomads on their communities.

Ministerial Responsibility: Minister for Tourism and Fair Trading

Recommendation 4:

The committee recommends that Queensland Health investigates the merits of coordinating and delivering an education campaign delivered through local health centres and GPs to provide advice to people intending on travelling to or already visiting remote and regional Queensland on their responsibilities to:

- a) undertake a health assessment
- b) ensure their medication supplies are adequate for the duration of their trip
- c) ensure they carry written health summaries from their local GP
- d) ensure their first aid knowledge is current and adequate

Ministerial Responsibility: Minister for Health

Recommendation 5:

The committee recommends that the Queensland Government develops tools and practical templates to assist local governments to develop land management plans when offering trust land for caravan parks and camping.

Ministerial Responsibility: Minister for Natural Resources, Mines and Energy and Minister for Trade

Recommendation 6:

The committee recommends that the Queensland Government provides support to local governments to assist with the application of cost recovery on the accommodation services they provide.

Ministerial Responsibility: Minister for Natural Resources, Mines and Energy and Minister for Trade

Recommendation 7:

The committee recommends that Tourism Queensland reviews its grey nomad tourism marketing messages to ensure the messages:

- a) include images of grey nomads engaging in different activities that reflect the socialising and adventurous aspects of grey tourism in rural and regional Queensland
- b) portray grey nomads as individuals, couples and/or recreational vehicle travellers
- c) are specific to the different groups within the grey nomad tourism market (i.e. recreational vehicle traveller, drive tourist and caravanner).

Ministerial Responsibility: Minister for Tourism and Fair Trading

Recommendation 8:

The committee recommends that Tourism Queensland investigates the opportunities for expanding its marketing to grey nomads based on the primary sources of travel information, including the internet, such as forums and blogs.

Ministerial Responsibility: Minister for Tourism and Fair Trading

Recommendation 9:

The committee recommends that Tourism Queensland explores the potential for targeting grey nomads and promoting rural and regional Queensland at the annual Brisbane Caravan and Camping Show.

Ministerial Responsibility: Minister for Tourism and Fair Trading

Recommendation 10:

The committee recommends that Tourism Queensland encourages and provides assistance to local governments and regional tourism organisations to promote their regions to grey nomads at the annual Brisbane Caravan and Camping Show.

Ministerial Responsibility: Minister for Tourism and Fair Trading

Recommendation 11:

The committee recommends that Tourism Queensland:

- a) takes a leadership role, through its Directors of regions, in coordinating the collaboration between local councils and regional tourism organisations in a region to develop a joint regional marketing strategy of their own to build on the work undertaken in Tourism Queensland's tourism opportunities plans and ensure the efficient and effective use of resources and funds for marketing to grey nomads
- b) provides marketing expertise to local councils which are resource-poor so that council officers develop their skills and build on their first-hand knowledge of their communities and the status of their tourism industries
- c) conducts research that identifies how grey nomads source their travel information and why they choose to travel to different areas of Queensland.

Ministerial Responsibility: Minister for Tourism and Fair Trading

Recommendation 12:

The committee recommends that the Queensland Government makes available a grant funding round to regional tourism organisations located outside south-east Queensland for the purpose of marketing the attractions of their local area directly to the grey nomad market.

Ministerial Responsibility: Minister for Tourism and Fair Trading

Recommendation 13:

The committee recommends that Tourism Queensland reviews its Drive Tourism Program and includes a section that specifically targets the grey nomad market.

Ministerial Responsibility: Minister for Tourism and Fair Trading

Recommendation 14:

The committee recommends that Tourism Queensland provides guidance to regional tourism organisations and local governments on how to build on the foundation of the well-established tourism-themed routes to offer drive tourists other experiences off the main routes.

Ministerial Responsibility: Minister for Tourism and Fair Trading

Recommendation 15:

The committee recommends that the Queensland Government investigates the benefits of a grey nomad employment program in social service areas, such as child protection and community corrections, that operates in a similar manner to the Grey Nomad Teacher Employment Strategy.

Ministerial Responsibility: Treasurer, Minister for Employment and Economic Development

Recommendation 16:

The committee recommends that the Queensland Government conducts a process and content evaluation of all Queensland Government run or funded employment and volunteer programs targeted at grey nomads with the evaluation to be tabled in Parliament.

Ministerial Responsibility: Treasurer, Minister for Employment and Economic Development

Recommendation 17:

The committee recommends that the Queensland Government supports local governments and communities to develop local employment and volunteer programs. Part of this support could include the development of a best practice guide.

Ministerial Responsibility: Treasurer, Minister for Employment and Economic Development

Recommendation 18:

The committee recommends that the Queensland Government includes information about the various methods by which local councils and other volunteer and employing organisations can communicate opportunities for employment to grey nomads in a booklet regarding developing best practice grey nomad employment and volunteering programs.

Ministerial Responsibility: Treasurer, Minister for Employment and Economic Development

Recommendation 19:

The committee recommends that the Queensland Government includes information about the various incentives available for grey nomad employment and volunteering programs in its booklet regarding developing best practice grey nomad employment and volunteering programs.

Ministerial Responsibility: Treasurer, Minister for Employment and Economic Development

PART 1 – INTRODUCTION

The Economic Development Committee

1. The Economic Development Committee (the committee) is a select committee of the 53rd Queensland Parliament established by motion of the House on 23 April 2009. The role of this committee is to monitor and report on issues in the policy areas of employment, infrastructure, transport, trade, industry development, agriculture and tourism.
2. The committee is authorised by the Queensland Legislative Assembly to:
 - investigate any matter referred to it by separate resolution of the Legislative Assembly
 - instigate its own inquiries into legislative and policy issues with respect to the policy areas allocated to it. However, in carrying out its functions, the committee must give priority to those matters referred to it by a separate resolution of the Assembly
 - seek information from Ministers of the Crown, directors-general of government departments, and commissioners and chief executive officers of statutory bodies regarding current issues in the policy areas referred to it.

Inquiry terms of reference

3. The Economic Development Committee examined the development of Queensland's rural and regional communities through grey nomad tourism. As part of this inquiry, the committee considered:
 - the role of grey nomad tourism in developing Queensland's rural and regional communities
 - infrastructure requirements for grey nomads
 - marketing and promotion of Queensland to potential grey nomad visitors
 - the role of government in facilitating grey nomad tourism in Queensland
 - the utilisation of grey nomad skills and labour in rural and regional Queensland.

Inquiry process

4. The committee released an issues paper, *Issues Paper No. 3: Inquiry into developing Queensland's rural and regional communities through grey nomad tourism*, on 15 April 2010 to promote informed discussion and encourage submissions. The committee published the issues paper on its website and distributed more than 275 copies to interested groups and individuals. The committee also placed an advertisement in *The Courier-Mail* on 17 April 2010. A copy of the newspaper advertisement is attached in Appendix A.
5. The committee wrote to 255 individuals and organisations inviting them to make a submission. Individuals and organisations could make submissions in the form of a letter, fax, email or an electronic submission form on the committee's website. Ninety-three individuals and organisations made submissions to the committee's inquiry. A list of these individuals and organisations is included in Appendix B.

6. On 20 August 2010, the committee held a public hearing to collect further evidence. Witnesses at the hearing included representatives from the Local Government Association of Queensland (LGAQ), Redland City Council, Blackall-Tambo Regional Council, North Burnett Regional Council, Bundaberg Regional Council, McKinlay Shire Council, Caravanning Queensland, Auswide Motorhome Club, Campervan and Motorhome Club of Australia (CMCA), Queensland Tourism Industry Council (QTIC) and Grey Nomads Employment. A number of Queensland Government departments and agencies were represented including Queensland Health, Department of Environment and Resource Management (DERM), Department of Infrastructure and Planning, Department of Communities, Tourism Queensland (TQ), Department of Education and Training (DET), Department of Employment, Economic Development and Innovation (DEEDI) and the Department of Transport and Main Roads (DTMR). A witness also appeared in his private capacity. A full list of witnesses is attached in Appendix C. A copy of the advertisement for the public hearing is in Appendix D and appeared in *The Courier-Mail* on 14 August 2010.
7. Additionally, the committee met with Associate Professor Ian Patterson, School of Tourism, University of Queensland, on 15 September 2010 to gather further information for the inquiry.
8. Copies of the submissions and the transcript of evidence from the public hearings are available from the committee's internet site. The committee considered all evidence provided by submitters and witnesses in the context of the inquiry's terms of reference.

Responsibility of Ministers

9. This report to the Queensland Parliament makes recommendations for the Queensland Government to implement. Section 107 of the *Parliament of Queensland Act 2001* requires the responsible Ministers to respond to these recommendations within three to six months of the report being tabled. A copy of the section of the Act is in Appendix E.

PART 2 – CHARACTERISTICS OF GREY NOMAD TOURISM

The benefits of tourism to regional Queensland

10. Tourism plays an important role in the Queensland economy, creating demand and generating employment across a range of different industries, including hospitality, retail trade and transport. In 2007-08, tourism directly contributed \$9.2 billion (4.3 per cent) to gross state product (GSP), including \$7.5 billion in gross value added (GVA).¹ Visitor consumption expenditure in Queensland directly generated employment for 122,600 people in 2007-08.²
11. Tourism is also important for regional areas.³ For the year ended 30 June 2010, domestic overnight visitors spent an estimated \$11.5 billion in Queensland, with over half this expenditure (55 per cent) in regional areas of Queensland.⁴
12. When tourism is well planned and managed, regional areas can also benefit socially and environmentally.⁵ Table 1 provides a summary of potential economic, social and environmental benefits of regional tourism.

Table 1: Potential benefits of regional tourism

Economic	Social	Environmental
Increased non-agricultural income	Use of visitor facilities for community purposes	Preservation of the natural landscape
Diversification of region's economic base	Greater community cohesion	Increased interest in repairing environments
Improved employment opportunities	Opportunities for cultural exchange	Enhancement of the built environment

Source: Commonwealth Department of Tourism, 1994, p. 5, cited in S Hunt & G Prosser, *Regional Tourism Statistics in Australia, Occasional Paper Number 1, Centre for Regional Tourism Research, 1998, p. 1.*

13. Tourism, however, can also have negative impacts for communities that host visitors.⁶ These negative impacts include environmental (litter, pollution, overfishing) and overuse of local services (water and waste disposal). It is important that a balanced assessment of tourism occurs to ensure the net benefits of tourism are maximised.⁷

¹ Cooperative Research Centre for Sustainable Tourism, *Tourism Satellite Accounts 2007-08, Summary Spreadsheets*, 2009, p. 4.

² Cooperative Research Centre for Sustainable Tourism, *Tourism Satellite Accounts 2007-08, Summary Spreadsheets*, 2009, p. 4.

³ S Hunt & G Prosser, *Regional Tourism Statistics in Australia, Occasional Paper Number 1, Centre for Regional Tourism Research, 1998, p. 1.*

⁴ Tourism Research Australia, *Travel by Australians – June 2010 quarterly results of the national visitor survey*, 2010, p. 7.

⁵ S Hunt & G Prosser, *Regional Tourism Statistics in Australia, Occasional Paper Number 1, Centre for Regional Tourism Research, 1998, p. 1.*

⁶ R Greiner, N Stoeckl & R Schweigert, 'Estimating community benefits from tourism: The case of Carpentaria Shire', Paper presented to the 48th Annual Conference of the Australian Agricultural and Resource Economics Society, Melbourne, 11-13 February 2004, p. 2.

⁷ D Stynes, *Economic impacts of tourism*, Department of Park, Recreation & Tourism Resources, Michigan State University, 1999, p. 1.

Grey tourism and grey nomads

14. Grey tourism is a specific niche market that caters towards older travellers. However, the definitions of 'grey tourist', or categories of grey tourists such as grey nomad, are less distinct. TQ defines a grey tourist as an individual aged 60 years or over,⁸ while Tourism Australia uses the definition of visitors aged 55 years or older.⁹
15. If population trends can predict the size of the grey tourism market, it is likely to continue to grow. The over 65 age group in Australia is likely to increase from 2.6 million (13 per cent) in 2004 to 5.2 million (26 per cent) by 2050.¹⁰ Based on existing trends, this suggests that the grey tourism market in general may also continue to grow as the number of older Australians increases. The largest growth in domestic caravan and camping visitors is the over 60 age group, which has been growing at an average of six per cent annually since 2000.¹¹
16. The seniors travel market is not homogenous and has many sub-groups.¹² Grey tourists can be segmented into sub-groups based on demographic, geographic, psychographic or behavioural characteristics.¹³
17. A grey nomad is only one type of grey tourist. Grey nomads are a subset of:
 - the drive tourism market
 - the mature age tourism market
 - the caravan and camping tourism market.
18. A grey nomad is a retired or semi-retired person who travels for all, or part of the year, throughout Australia. They are generally 55 years of age or older.¹⁴ One study found that the average age of grey nomads is around 64 for men and 61 for women, but some grey nomads are aged over 70.¹⁵
19. Grey nomads are defined by the activities that they undertake. They tend to use their retirement as opportunities for travel and leisure by driving within Australia.¹⁶ The Queensland Government indicated that grey nomads are discernable from

⁸ Tourism Queensland, *Grey Tourism (Seniors)*, Brisbane, downloaded on 2 August 2010 from <http://www.tq.com.au/>, p. 1.

⁹ Tourism Research Australia, *Mature Age Visitors in Australia 2008*, Tourism Australia, Canberra, June 2009, downloaded on 2 August 2010 from www.tra.australia.com, p. 1.

¹⁰ Australian Bureau of Statistics, *Health of Older People in Australia: A Snapshot, 2004-05*, Canberra, September 2006.

¹¹ Tourism Research Australia, *Snapshots 2009, Caravan and camping in Australia 2009*, Tourism Australia, Canberra, August 2010, downloaded on 16 November 2010 from http://www.ret.gov.au/tourism/Documents/tra/Snapshots%20and%20Factsheets/Caravan_09_FINAL.pdf, p. 1.

¹² Gustin & Weaver cited in R J Callan & L Bowan, 'Selecting a hotel and determining salient quality attributes: A preliminary study of mature British travellers', *International Journal of Tourism Research*, vol. 2, 2000, p. 100.

¹³ H Ruys & S Wei, 'Seniors tourism', *Special Interest Tourism*, N Douglas & R Derrett, (eds), John Wiley and Sons, Brisbane, 2001, p. 417.

¹⁴ P Obst, N Brayley & M King, 'Grey nomads: Road safety impacts and risk management', paper presented to the 2008 Australasian Road Safety Research, Policing and Education Conference, Adelaide, 10-12 November 2008, p. 3.

¹⁵ J Onyx & R Leonard, 'The potential for volunteering in outback towns', paper presented to the 2006 Inaugural Volunteering Research Symposium, Melbourne, 7-8 March 2006, p. 95.

¹⁶ P Higgs & F Quirk, 'Grey Nomads in Australia: Are they a good model for successful aging and health?' *Annals of the New York Academy of Sciences*, vol. 1114, 2007, p. 251.

- other types of grey tourists by their vehicle and the length of their trip.¹⁷ For the purpose of this report, a grey nomad is defined as an older tourist who leads a nomadic lifestyle driving a caravan, recreational vehicle (RV) or similar vehicle.
20. Characteristics of grey nomads that can vary include their level of income, age, preferred activities, previous 'nomadic' travel experience, health and preferred locations and destinations.¹⁸
 21. The committee notes that some mature age travellers who fall within the committee's definition of a 'grey nomad' do not like the term and identify themselves more readily as an RV traveller, rather than a grey nomad.¹⁹ The committee uses the term 'grey nomads' to identify this travelling population because of its common usage in the community and the broad range of persons included within it.

Employment status

22. The employment status of grey nomads affects their travel budget, expenditure and length of travel. It appears that most grey nomads are retired,²⁰ work part-time or live off their superannuation, savings or government benefits, or a combination of all three.²¹ The CMCA identified from a study of 200 grey nomads north of Townsville that grey nomads fall into two main employment groups: retired travellers (76 per cent) and self-employed, on leave or unemployed travellers (24 per cent).²²

Travel

23. Grey nomads differ from other tourists in that they tend to take longer trips. In general, they travel for at least three months throughout a year, but some may travel for longer periods or permanently live 'on the road'.²³ According to the CMCA study conducted near Townsville, the average length of a trip for a grey nomad is 157 days.²⁴ Other data suggests that the average RV tourist will spend between 126 days²⁵ and 163 days²⁶ travelling throughout the year.
24. Australian grey nomads do not stay at a single destination for long periods but instead travel through many locations. This type of travel is a key characteristic of grey nomads in Australia.²⁷
25. Onyx and Leonard found that participants in their study had travelled for at least three months with many travelling for much longer periods. Approximately 15 per

¹⁷ Queensland Government, *Submission No. 87*, 2010, p. 7.

¹⁸ S Cridland, 'An analysis of the winter movement of grey nomads to northern Australia: planning for the increase senior visitation', PhD Thesis, James Cook University, 2008, p. 79.

¹⁹ Centre for Accident Research and Road Safety – Queensland, *Submission No. 93*, 2010, pp. 10-11.

²⁰ I Patterson, S Pegg & J Litster, 'Grey Nomads on tour: A Revolution in Travel and Tourism for Older Adults', unpublished paper, 2010, p. 4.

²¹ Queensland Government, *Submission No. 87*, 2010, p. 7.

²² Campervan and Motorhome Club of Australia, *Submission No. 72*, 2010, p. 21.

²³ W Hillman, *Submission No. 34*, 2010, p. 3.

²⁴ Campervan and Motorhome Club of Australia, *Submission No. 72*, 2010, p. 29.

²⁵ S Cridland, 'An analysis of the winter movement of grey nomads to northern Australia: planning for the increase senior visitation', PhD Thesis, James Cook University, 2008, p. 164.

²⁶ Campervan and Motorhome Club of Australia, *The self contained recreational vehicle market: 2010 and beyond*, 2010, vol. 1, p. 7.

²⁷ I Patterson, S Pegg & J Litster, 'Grey Nomads on tour: A Revolution in Travel and Tourism for Older Adults', unpublished paper, 2010, p. 9.

cent had already travelled for a year or more and 20 per cent intended to continue travelling for at least two years or indefinitely. The common pattern was to travel all year but return home briefly over the Christmas period to see the family.²⁸

26. Many factors account for the variation in the length of travel undertaken by grey nomads. This includes their health needs, resources, the type of experience sought, as well as personal preferences or other personal and family issues.²⁹
27. Grey nomads are frequently time rich and do not have the burdens that prevent other age groups from travelling, such as dependant children or full-time work. As a result, they are able to tailor their travel activities to suit their needs.³⁰ Grey nomads travel for a variety of reasons, including learning and exploration, leisure and relaxation, social interaction, adventure, health benefits or simply as a lifestyle choice.³¹

Type of vehicle used for travel

28. As shown in Table 2, grey nomads use many types of vehicles for their travels. Many of these vehicles are new with approximately half of all driving or towing vehicles five years old or newer.³²

Table 2: Vehicles driven and towed by grey nomads

Driving vehicle	Participants (per cent)	Towed vehicle	Participants (per cent)
Four-wheel drive	62.80	Caravan – double axle (full)	31.90
Two-wheel drive	24.30	Caravan – single axle (pop-top)	27.00
Motorhome (2 berth)	5.00	Caravan – single axle (full)	9.70
Motorhome (4 berth)	3.40	Caravan – double axle (pop-top)	7.00
Modified bus	2.40	Camper trailer	5.80
Fifth wheeler	1.00	Another motor vehicle	2.60
Slide on camper	0.50	Box trailer or similar	1.70
Other	0.60	A van	1.20
		Boat or boat trailer	1.20

Source: Centre for Accident Research and Road Safety – Queensland, *Submission No. 93, 2010, p. 4.*

²⁸ J Onyx & R Leonard, 'The Grey Nomad phenomenon: changing the script of aging', *International Journal of Aging and Human Development*, vol. 640, no. 4, 2007, pp. 381-398.

²⁹ Queensland Government, *Submission No. 87, 2010, p. 4.*

³⁰ Queensland Government, *Submission No. 87, 2010, p. 4.*

³¹ L Huang & T Hsien-Tang, 'The study of senior traveller behaviour in Taiwan', *Tourism Management*, vol. 24, 2003, p. 562.

³² Centre for Accident Research and Road Safety – Queensland, *Submission No. 93, 2010, p. 4.*

29. Significant differences exist between the vehicles. While the towable trailers, folding camper trailers and caravans provide more features and comfort than traditional tent camping, motorised RVs, such as motorhomes, campervans and bus conversions, offer even more comforts, including food preparation and hygiene facilities, extensive storage, television and information technology integration. Different classes of RV can sleep between four and eight people.³³ RVs built in the last few years are even more self-contained as they tend to be fitted with solar power panels, hot water systems and toilets.³⁴
30. The type of vehicle used by grey nomads may affect preferences for overnight stays. Grey nomads with motorhomes may prefer to camp because their vehicle is both accommodation and transport. A grey tourist travelling by car and caravan will generally stay in a caravan park and will leave their caravan in the park while they sightsee.³⁵

Trip origin

31. When using the definition that grey nomads are individuals aged over 55 years who travel for at least four days with three stopovers, approximately 700,000 trips are taken by grey nomads in Queensland per year.³⁶ Evidence varies on where their trips originate. TQ states that Queensland residents take half of these trips and the other half are interstate travellers.³⁷ As shown in Table 3, other studies provide different proportions for where grey nomads commence their trip. These differences are most likely based on the way a grey nomad is defined and the way participants were recruited for the study.

Table 3: Grey nomad place of residence when not travelling

Place of residence	Prideaux and McClymont (most common age bracket: 45-64 years) per cent	CARRS-Q (most common age bracket: 61-65 years) per cent
Queensland	16.69	73.40
New South Wales	27.50	9.70
Victoria	36.60	8.90
Other Australian states	19.70	5.60

Source: Adapted from Centre for Accident Research and Road Safety – Queensland, Submission No. 93, 2010, p. 3; B Prideaux & H McClymont, 'The changing profile of caravanners in Australia, *International Journal of Tourism Research*, vol. 8, 2006, pp. 49 & 51.

³³ I Patterson, 'Growing Older: Tourism and Leisure Behaviour of Older Adults', Cromwell Press, 2006, Trowbridge, United Kingdom, p. 115.

³⁴ S Cridland, 'An analysis of the winter movement of grey nomads to northern Australia: planning for the increase senior visitation', PhD Thesis, James Cook University, 2008, p. 279.

³⁵ S Cridland, 'An analysis of the winter movement of grey nomads to northern Australia: planning for the increase senior visitation', PhD Thesis, James Cook University, 2008, p. 344.

³⁶ J Mallam, Director, Research and Government Relations, Tourism Queensland, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 44.

³⁷ J Mallam, Director, Research and Government Relations, Tourism Queensland, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 44.

32. These statistics show most grey nomads within Queensland are Australian, with a significant proportion of them Queenslanders.

Rural and regional areas

33. The economic benefits of tourism are not spread evenly across a jurisdiction, but tend to be concentrated in particular areas. Grey nomad tourism is especially important for rural and regional communities, as grey nomads are more likely to visit these areas and spend time exploring them than other tourists because they are motivated by the idea of 'seeing Australia'³⁸ and experiencing natural beauty and bush experiences.³⁹ One study of RV travellers found that only 12.2 per cent did not travel to rural and remote areas.⁴⁰
34. Visitors to rural and regional Australia are more likely to be caravan and camping visitors than other types of tourists.⁴¹ The *Tourism Australia Mature Age Visitor Snapshot in 2008* showed that mature age visitors, including international visitors (55 or older), spent 29 per cent of their holiday nights in regional areas of Australia, compared to younger visitors who spent 21 per cent.⁴² Domestic mature age visitors spent 66 per cent of their nights in regional areas in comparison to 62 per cent of younger visitors.⁴³
35. In 2009, domestic caravan or camping visitors spent more of their nights (87 per cent) in regional Australia than other visitors (59 per cent).⁴⁴ In 2003-04, domestic senior travellers (over 55 years) accounted for 24 per cent of total visitor nights in caravan and camping accommodation.⁴⁵
36. The McKinlay Shire Council indicated that grey nomads constitute a large proportion of their tourists, particularly during the peak winter season for grey nomads.⁴⁶ For some regions, councils state that grey nomads appear to constitute between 50 and 70 per cent of their tourism market.⁴⁷
37. Within Queensland, the largest tourism industries are in Brisbane, the Gold Coast, Tropical North Queensland and the Sunshine Coast. In Brisbane, the tourists are from overseas, interstate, other regions of Queensland and from Brisbane itself. The Gold and Sunshine Coasts receive more tourist dollars from domestic tourists than overseas tourists. In Tropical North Queensland,

³⁸ I Patterson, 'Growing Older: Tourism and Leisure Behaviour of Older Adults', Cromwell Press, 2006, Trowbridge, United Kingdom, p. 116.

³⁹ S Cridland, 'An analysis of the winter movements of grey nomads to northern Australia: planning for increase senior visitation', PhD Thesis, James Cook University, 2008, p. 327.

⁴⁰ Centre for Accident Research & Road Safety – Queensland, *Submission No. 93*, 2010, p. 5.

⁴¹ Tourism Research Australia, *Caravan or Camping in Australia 2007*, Tourism Australia, Canberra, June 2008, downloaded on 2 August 2010 from www.tourism.australia.com/Research, p. 2.

⁴² Tourism Research Australia, *Mature Age Visitors in Australia 2008*, Tourism Australia, Canberra, June 2009, downloaded on 2 August 2010 from www.tra.australia.com, p. 1.

⁴³ Tourism Research Australia, *Mature Age Visitors in Australia 2008*, Tourism Australia, Canberra, June 2009, downloaded on 2 August 2010 from www.tra.australia.com, p. 1.

⁴⁴ Tourism Research Australia, *Snapshots 2009, Caravan and camping in Australia*, August 2010, downloaded on 23 November 2010 from www.ret.gov.au, p. 2.

⁴⁵ C Ipalwate, P Carter, I Heaney & M Lubulwa, *A Profile of travellers who used caravan or camping accommodation in Australia 2003/04*, Niche Market Report No. 6, Tourism Research Australia, 2005, p. 2.

⁴⁶ McKinlay Shire Council, *Submission No. 42*, 2010, p. 1.

⁴⁷ McKinlay Shire Council, *Submission No. 42*, 2010, p. 1; Central Highlands Regional Council, *Submission No. 66*, 2010, p. 1.

international tourists are the biggest spenders. For other Queensland regions, the main groups spending on tourism are interstate and tourists from Queensland.⁴⁸

38. The economic benefits of tourism are unevenly spread throughout rural and regional Queensland. Tourism Research Australia divides tourism areas in Queensland into twelve destinations based on a region's tourist attractions or characteristics.⁴⁹ Data on tourism consumption, gross regional product and employment is presented in Table 4. This shows that considerable variation exists between Queensland's tourism regions with respect to these variables. For the purposes of the report, 'regional and rural Queensland' is defined as being outside south-east Queensland.

Table 4: Regional contribution of tourism, Queensland, 2007-08

	Tourism consumption (\$ million)	Gross regional product (\$ million)	Tourism employment (people)
<i>Regional</i>			
Hervey Bay/Maryborough	570	222	2,800
Darling Downs	602	270	3,000
Bundaberg	364	202	2,800
Fitzroy	957	343	4,100
Mackay	496	261	3,400
Whitsundays	842	253	3,400
Northern	793	336	4,000
Tropical North Queensland	3,493	1,304	18,700
Outback	455	147	1,600
Total for regional Qld	8,572	3,338	43,700
<i>South East Queensland</i>			
Gold Coast	5,026	1,948	28,100
Sunshine Coast	2,508	1,062	14,700
Brisbane	5,781	2,844	36,100
Total for south-east Qld	13,315	5,854	78,900
Total for Qld	21,887	9,192	122,600

Source: Adapted from TD Pham, L Dwyer & R Spurr, 'Regional economic contribution of tourism destinations in Queensland', Sustainable Tourism CRC, 2010, pp. 11, 15, & 39.

Lack of research

39. There are no definitive statistics available for the grey tourism segment of the caravan and camping market. In addition, current statistics attained from the National Visitor Surveys on caravan and camping tourists do not include grey nomads who stay in free camps and may not account for grey nomads travelling for longer than a year.⁵⁰

⁴⁸ TD Pham, L Dwyer & R Spurr, Regional economic contribution of tourism destinations in Queensland, Sustainable Tourism CRC, 2010, pp. 7 & 46.

⁴⁹ TD Pham, L Dwyer & R Spurr, Regional economic contribution of tourism destinations in Queensland, Sustainable Tourism CRC, 2010, p. 9.

⁵⁰ F Hamer, *Submission No. 57*, 2010, p. 4.

40. The committee notes the lack of current Australian empirical research into grey nomads. Several areas in grey nomad tourism that require further research include factors influencing grey nomad movement and differences in travel patterns and trip expenditure.⁵¹
41. The committee identifies two ways to remedy the lack of empirical research in the area of grey nomad tourism. Firstly, the committee recommends that the Queensland Government funds a comprehensive study of grey nomads, including their economic impact in Queensland. Secondly, the committee recommends that the Queensland Government evaluates the impact of existing and new policies that impact on grey nomads and that these evaluations are made public by tabling them in the Parliament within 12 months of the completion of the evaluation.

Recommendation 1:

The committee recommends that the Queensland Government funds a comprehensive evaluation of grey nomads, including their economic impact in Queensland.

Ministerial Responsibility: Minister for Tourism and Fair Trading

Recommendation 2:

The committee recommends that the Queensland Government evaluates the impact of existing and new policies that impact on grey nomads and that these evaluations are made public by tabling them in the Queensland Parliament within 12 months of the completion of the evaluation.

Ministerial Responsibility: Minister for Tourism and Fair Trading

⁵¹ S Cridland, 'An analysis of the winter movement of grey nomads to northern Australia: planning for the increase senior visitation', PhD Thesis, James Cook University, 2008, p. 78.

PART 3 – CONTRIBUTIONS OF GREY NOMADS

Measuring the economic benefits of grey nomad tourism

42. The economic contribution of tourism will depend not only on the amount visitors spend while travelling but the differing composition of their expenditure. Expenditure by visitors will not equate to economic contribution as the commodities consumed by tourists will differ in their ability to generate employment, and goods and services.⁵²
43. At present there is little independently verified data on the economic contribution that grey nomads make to rural and regional Queensland.⁵³ Some data on expenditure is available from a number of studies undertaken on grey nomad travel. These studies, however, tend to be limited to small subsets of grey nomads in particular regions.
44. In broad terms, the economic contribution of grey nomad tourism to rural and regional Queensland can be determined by:
 - the total number of grey nomads visiting these regions
 - the amount of money spent by grey nomads and the composition of this expenditure
 - the length of stay in these regions.
45. Anecdotal evidence provided by councils suggests that grey nomads make a valuable contribution to their region by purchasing goods and services from local businesses.⁵⁴ The Blackall-Tambo Council stated that shopkeepers, pharmacies, petrol stations and hoteliers in their local government area reported higher patronage in winter months when greater numbers of grey nomads travel through their region.⁵⁵
46. Grey nomad spending has the potential to generate employment, stimulate businesses and add value to rural and regional economies. The Central Highlands Regional Council estimated that grey nomads account for \$16.8 million, or 49 per cent, spent in the region by holiday leisure visitors and 18 per cent of the total \$94.9 million of visitor expenditure. This amounts to an economic contribution of approximately \$10 million in value adding and the generation of the equivalent of 136 full-time jobs.⁵⁶
47. Tourism Research Australia stated that the expenditure of international and domestic visitors who used caravan and camping accommodation in 2001-02 was \$6.2 billion. Importantly, this generated goods and services worth \$2.3 billion and contributed to the employment of an estimated 50,300 people.⁵⁷

⁵² U Salma, T Suridge & D Collins, Economic contribution by inbound market segments, Tourism Research Australia Tourism Research Report, vol. 16, no. 1, 2004, p. 84.

⁵³ Queensland Government, *Submission No. 87*, 2010, p. 6.

⁵⁴ Etheridge Shire Council, *Submission No. 45*, 2010, p. 1; South Burnett Regional Council, *Submission No. 54*, p. 1; Cooroy Chamber of Commerce, *Submission No. 75*, 2010, p. 1; Home Hill Chamber of Commerce, *Submission No. 82*, 2010, p. 1.

⁵⁵ Blackall-Tambo Regional Council, *Submission No. 71*, 2010, p. 3.

⁵⁶ Central Highlands Regional Council, *Submission No. 66*, 2010, p. 2.

⁵⁷ T C Ipalwate, P Carter, I Heaney & M Lubulwa, *A Profile of travellers who used caravan or camping accommodation in Australia 2003/04*, Niche Market Report No. 6, Tourism Research Australia, 2005, p. 27.

Expenditure of grey nomads

48. There is limited information available on the expenditure of grey nomads in Queensland.⁵⁸ The economic contribution of grey nomads will depend on what they spend and the type of goods and services purchased during the length of their trip. Table 5 provides a comparison of Australian domestic overnight tourists, mature age tourists and caravan and camping tourists.

Table 5: Comparison of domestic overnight tourists, mature age tourists and caravan and camping tourists, expenditure and trip length, Australia

	Expenditure (\$ million)	Average stay	Average trip expenditure (\$)	Average nightly expenditure (\$)
Domestic overnight (2010)	42,795	4 nights	644	165
Mature age (2008)	12,106	5 nights	615	123
Caravan and camping (2009)	5,527	5 nights	674	117

Source: Adapted from various sources. Refer to Appendix F for details.

49. Evidence provided to the committee and in research studies indicated considerable variation in the estimated average expenditure per night and total trip expenditure, depending on the source of data. Table 6 compares the daily and weekly estimated expenditure amounts provided to the committee in submissions and identified in other research. The expenditure numbers vary widely possibly due to the methods used to collect data and other issues, such as whether the expenditure amount is reported per person, per couple or per vehicle. The total trip expenditure varies due to differences in the weekly spend and the average length of stay.

Table 6: Comparison of grey nomad expenditure

Source	Weekly spend (\$)	Daily spend (\$)	Average length of stay (days)	Total spend per trip/year (\$)
Carter (2002)	469	67	7	442
Greiner, Stoeckl and Schweigert (2004)	424	61	76	4,618
CARRS-Q (2010)	589	84	67	5,646
CMCA (2003)	360	51	157	8,074
Cridland (2008)	840	120	126	15,120
CMCA (2010)	572	82	197	16,100
Submissions (2010)	420-960	60-140	-	-

Source: Adapted from various sources. Refer to Appendix F for details.

⁵⁸ Queensland Government, *Submission No. 87*, 2010, p. 6.

50. A visitor Profile and Satisfaction study in the Western Downs region in 2008 showed that approximately half of the visitors to the region were 'mature nomads' on a long haul driving holiday. The study showed that the average daily expenditure of visitors to the Western Downs was \$78, with a total expenditure in the region of \$307.⁵⁹ Other visitor survey research conducted in 2006 in the regional areas of Roma, Winton and Barcaldine showed that visitors spent on average between \$79 and \$91 per night in these towns.⁶⁰ During the committee public hearing, the Mayor of the McKinlay Shire Council noted that the average tourist in his area spends \$125 per day.⁶¹ The Moreton Bay Regional Council indicated grey nomad expenditure of \$80 per night.⁶²
51. The average daily spends identified in Table 6 indicate that grey nomads appear to have a lower than average daily expenditure than domestic tourists generally. However, grey nomads' expenditure pattern will generally have a wider geographical distribution and span a longer duration of time than an average domestic overnight tourist.⁶³ It is therefore reasonable to assume that their tourism dollars will have a considerable impact on the communities they visit and on Queensland as a whole.
52. For a number of small rural and regional communities, grey nomads are likely to be an important component of inbound tourism.⁶⁴ In these circumstances, the effect of grey nomad spending may represent a significant contribution and have a larger impact than for other host communities.⁶⁵ The Mayor of the McKinlay Shire Council stated at the public hearing that the average \$125 per person per day a grey tourist spends in Julia Creek is a significant amount for that town.⁶⁶
53. Assuming that the average grey nomad trip is approximately four months (or 120 days) and that grey nomads spend approximately \$500 a week, the average cost of a grey nomad trip around Australia is in the vicinity of \$7,000, if a grey nomad's weekly expenditure remains constant throughout the trip. Assuming that 200,000 trips are undertaken by grey nomads each year,⁶⁷ this market segment has the potential to provide \$1.4 billion to the Australian economy.
54. The committee believes that although grey nomad expenditure may be lower than the average daily expenditure of other tourists, this is offset to a certain degree by the longer stays in regional areas and their length of travel. On this basis, the committee concludes that grey nomad tourism is a valuable source of tourism expenditure for Queensland and, in particular, regional communities.

⁵⁹ Queensland Government, *Submission No. 87*, 2010, p. 8; Western Downs Regional Council, *Submission No. 85*, 2010, p. 1.

⁶⁰ Queensland Government Submission, *Submission No. 87*, 2010, p. 8.

⁶¹ P Woodhouse, Mayor, McKinlay Shire Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 5.

⁶² Moreton Bay Regional Council, *Submission No. 79*, 2010, p. 1.

⁶³ S Cridland, 'An analysis of the winter movement of grey nomads to northern Australia: planning for the increase senior visitation', PhD Thesis, James Cook University, 2008, p. 164.

⁶⁴ Queensland Government, *Submission No. 87*, 2010, p. 7.

⁶⁵ Centre for Accident Research & Road Safety – Queensland, *Submission No. 93*, 2010, p. 5.

⁶⁶ P Woodhouse, Mayor, McKinlay Shire Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 5.

⁶⁷ P Carter, 'Domestic caravanning and camping: results from the 2000 National Visitor Survey', *Journal of the Bureau of Tourism Research*, vol. 4, no. 2, 2002, p. 12.

Rural and regional expenditure patterns

55. Grey nomads, including those with limited financial resources, appear to be consistent spenders with most spending money when stopped in towns. The CMCA submission noted that 96 per cent of RV travellers make a purchase when stopped in a town.⁶⁸ A research study by Onyx and Leonard noted that grey nomads themselves were of the view that the towns they visited benefited significantly from the expenditure of grey nomads or the 'grey dollar'.⁶⁹
56. Grey nomads purchase a range of goods and services whilst on the road. Anecdotal evidence provided to the committee indicates that grey nomads commonly spend money on fuel, food, mechanical repairs, camping fees, laundry and tourist attractions.⁷⁰
57. The CMCA provided evidence to the committee that grey nomads spend on average \$572 a week when on the road on a range of goods and services.⁷¹ On average, their major purchases included \$235 on motoring needs including fuel and vehicle maintenance, \$160 on living expenses such as groceries and medical expenses, and \$51 on accommodation costs (calculated per week).⁷² TQ noted that there is some evidence that grey nomads pay for tourism experiences during their journey, but only if they see value in these experiences.⁷³
58. The level of expenditure by grey nomads will vary depending on the source and level of their household income. Research suggests that grey nomads who are reliant on a full pension have a lower daily expenditure compared to those travellers who are self-funded or on a part pension.⁷⁴ A study by the CMCA indicated that RV travellers with incomes of \$40,000 per year or less were most likely to have an average spend of between \$300 and \$600 a week.⁷⁵
59. Grey nomad spending also has flow-on effects to other businesses located in towns. In one study, interviews with local business owners revealed that grey nomads provided one third of business to the café and tyre repair service in one

⁶⁸ Campervan and Motorhome Club of Australia, *Additional information*, Balfour Consulting, Rest and Area Research, 2010, p. 24.

⁶⁹ J Onyx & R Leonard, 'Grey Nomads: The potential for volunteering in outback towns', paper presented to the *Inaugural Volunteering Research Symposium*, Melbourne, 7-8 March 2006, p. 101.

⁷⁰ W Dakin, *Submission No. 5*, 2010, p. 1; D Hare, *Submission No. 9*, 2010, p. 1; J Williams, *Submission No. 17*, 2010, p. 1; D & Y Coefield, *Submission No. 21*, 2010 p. 1; D Lyell, *Submission No. 25*, 2010, p. 1; R Robertson, *Submission No. 26*, 2010, p. 1; T Covill, *Submission No. 28*, 2010, p. 1; R Smith, *Submission No. 30*, 2010, p. 1; J Stroud, *Submission No. 33*, 2010, p. 1; L Gilbert, *Submission No. 40*, 2010, p. 1; N Roberts, *Submission No. 41*, 2010, p. 1; Auswide Motorhome Club Inc, *Submission No. 44*, 2010, p. 1; K Everton, *Submission No. 48*, 2010, p. 1; N Turner, *Submission No. 55*, 2010, p. 1; B Walker, *Submission No. 61*, 2010, p. 1; B Leslie, *Submission No. 63*, 2010, p. 1; S McGinley, Vialink, *Submission No. 67*, 2010, p. 1; B Staer, *Submission No. 70*, 2010, p. 1; A & M Fapani, *Submission No. 83*, 2010, p. 1.

⁷¹ Campervan and Motorhome Club of Australia, *Additional information*, Balfour Consulting, Rest Area Research, 2010, p. 4.

⁷² Campervan and Motorhome Club of Australia, *Additional information*, Balfour Consulting, Rest Area Research, 2010, p. 20.

⁷³ J Mallam, Director, Strategy, Research and Government Relations, Tourism Queensland, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 51.

⁷⁴ S Cridland, 'An analysis of the winter movement of grey nomads to northern Australia: planning for the increase senior visitation', PhD Thesis, James Cook University, 2008, p. 340.

⁷⁵ Campervan and Motorhome Club of Australia, *Additional information*, Balfour Consulting, Rest Area Research, 2010, p. 22.

- town (Norseman, Western Australia), and that they provided 50 per cent of all business in another town (Derby in Western Australia).⁷⁶
60. Although grey nomads generate positive economic, social and cultural benefits for communities, they can at times place additional demands on local services.⁷⁷ A study by the Bureau of Tourism Research found that visitor expenditure on accommodation creates more jobs than money spent on fuel, which generates few jobs. On average, \$1 million spent on accommodation directly generated 20 jobs in Australia where \$1 million on fuel generated four jobs.⁷⁸ This suggests that grey nomads may have less of an economic contribution, particularly in terms of job creation, than other travellers due to their high proportional spending on fuel and their propensity to camp.

Social and cultural considerations

61. Grey nomads not only provide economic benefits to rural and regional communities but they may also generate social and cultural benefits. Grey nomads have the potential to address skills shortages in rural and regional communities. Witnesses at the public hearing endorsed this view.⁷⁹ In some regions grey nomads actively sought out opportunities for utilising their skills to assist local towns.⁸⁰ Grey nomads also have the potential to be role models for communities and empower individuals to pursue their own goals and to continue projects started within the community.⁸¹
62. An increase in grey nomad tourism can create a sense of pride for local communities and the ensuing revenue can 'lift the spirit of the region'.⁸² In some instances, it was not unusual for grey nomads to stay for extended periods of time in towns adding to their social fabric.⁸³ Grey nomads also provide increased cultural opportunities in towns by supporting local museums, art galleries and other establishments.⁸⁴ Through increased use of services and facilities, grey nomads may enable local councils and tourist operators to invest funds in improving local infrastructure and attractions, which has flow-on effects for the whole community.⁸⁵ Grey nomads may also contribute through engaging in social activities whilst in towns, such as going to local pubs and clubs.⁸⁶

⁷⁶ J Onyx & R Leonard, 'Grey Nomads: The potential for volunteering in outback towns', paper presented to the *Inaugural Volunteering Research Symposium*, Melbourne, 7-8 March 2006, p. 99.

⁷⁷ Queensland Government, *Submission No. 87*, 2010, p. 4.

⁷⁸ L Johnson, LM Foo, I Buchanan & B Henrick, *Regional tourism employment, a case study approach*, Occasional paper No. 33, Bureau of Tourism Research Australia, 2001, p. 171.

⁷⁹ N Searle, Manager of Economic Development, Bundaberg Regional Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 4; P Woodhouse, Mayor, McKinlay Shire Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 4; J Hine, Economic Development Officer, Blackall-Tambo Regional Council, Economic Development Committee, Brisbane, 20 August 2010, p. 3.

⁸⁰ P Woodhouse, Mayor, McKinlay Shire Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 3.

⁸¹ K Leech, No Boundaries, *Submission No. 27*, 2010, p. 1.

⁸² Queensland Government, *Submission No. 87*, 2010, p. 4; R Butler, *Submission No 43*, 2010, p. 1.

⁸³ J Hine, Economic Development Officer, Blackall-Tambo Regional Council, *Public Hearing Transcript* Economic Development Committee, Brisbane, 20 August 2010, p. 7.

⁸⁴ B Leslie, *Submission No. 63*, 2010, p. 1.

⁸⁵ G Hoffman, Director, Policy and Representation, Local Government Association of Queensland, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 8.

⁸⁶ W Hillman, CQ University, *Submission No. 34*, 2010, p 8; S McGinley, Vialink, *Submission No. 67*, 2010, p. 1.

63. In some circumstances, the resources consumed by travellers, including grey nomads, may outweigh the benefits that these tourists bring to host communities. A study of tourists in the remote Carpentaria Shire in Queensland found that the cost of providing services to tourists was around \$14 million, but they only injected \$11 million into the local economy.⁸⁷ One submission suggested that it may be more equitable for grey nomads who stay in one location for an extended period to contribute to the provision of infrastructure in these communities.⁸⁸
64. Research indicates that grey nomads who camp have a lower daily expenditure than those staying in caravan parks due to lower accommodation costs.⁸⁹ In addition, free camping may also result in the degradation of the environment from inappropriate disposal of waste products.⁹⁰

Conclusions

65. The committee recognises that, although grey nomads may have positive impacts on host communities through their consistent spending whilst travelling, their net economic benefit may be lower than other types of visitors due to the self-sufficient nature of their travel.
66. However, an increase in tourism also has flow-on effects for host communities, such as economic diversification and improving social and cultural outcomes. The Queensland Government should have a role in supporting local governments to undertake cost-benefit studies to fully understand the impacts of grey nomads on rural and regional communities.
67. The main difficulty in assessing the impact of grey nomads is the lack of statistics on this niche tourism market. There is a need for more specific statistics for local communities on grey nomads staying in free camps that are not recognised in National Visitor Surveys. TQ has the expertise to advise local authorities on the best way to measure these tourists. These statistics could then be used to assess the benefits of these tourists against the costs of the resources and services they utilise in order to determine the impact of tourism in their region and to provide adequate services and infrastructure to support grey nomads.

Recommendation 3:

The committee recommends that Tourism Queensland provides advice to local governments on methods to measure the numbers and expenditure of grey nomads in their regions and how to undertake cost-benefit studies to determine the full impacts of grey nomads on their communities.

Ministerial Responsibility: Minister for Tourism and Fair Trading

⁸⁷ R Greiner, N Stoeckl, R Schweigert, 'Estimating community benefits from tourism: the case of Carpentaria', paper presented at the 48th Annual Conference of the Australian Agricultural and Resource Economics Society, Melbourne, 11-13 February 2004, pp. 24, 27.

⁸⁸ N Stoeckl, James Cook University, *Submission No. 35*, 2010, p. 1.

⁸⁹ S Cridland, 'An analysis of the winter movement of grey nomads to northern Australia: planning for the increase senior visitation', PhD Thesis, James Cook University, 2008, pp. 328, 339.

⁹⁰ S Cridland, 'An analysis of the winter movement of grey nomads to northern Australia: planning for the increase senior visitation', PhD Thesis, James Cook University, 2008, p. 331; N Searle, Manager of Economic Development, Bundaberg Regional Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 4; T & F Bischoff, *Submission No. 62*, 2010, p. 1; Blackall-Tambo Regional Council, *Submission No. 71*, 2010, p. 8.

PART 4 – INFRASTRUCTURE

68. The Queensland Government plays an important role in encouraging grey nomad tourism through the provision of appropriate infrastructure. Given that grey nomads travel by road most of the time, DTMR and local governments are responsible for providing much of the infrastructure.⁹¹
69. The Queensland Government developed the *Tourism Action Plan to 2012* in conjunction with the tourism industry. This plan provides a framework to guide the Queensland Government's contribution to tourism development. While the plan addresses tourism more generally, a number of elements are beneficial for grey nomad tourism.⁹²
70. The Queensland Government has made \$1.8 million available for a three-year Minor Tourism Infrastructure Grants Program for minor drive tourism infrastructure, such as road signage, roadside picnic areas with amenities and upgrades of existing facilities. The projects submitted for funding are required to have a drive tourism theme catering for holiday makers, overseas travellers and the campervan and motorhome market.⁹³
71. Tourism opportunity plans are being finalised for Queensland's 10 tourism regions. The need to provide services and infrastructure to improve the ability of the region to service the needs of current and future visitors, including drive tourists such as grey nomads, is a key priority in the tourism opportunity plans. The Tourism Projects Pre-feasibility Grants Scheme will support the delivery of tourism infrastructure projects identified in the tourism opportunity plans. This is a long-term contribution to growing grey nomad tourism.⁹⁴
72. The Queensland Government has an ecotourism initiative that will see low impact ecotourism infrastructure on demonstration sites in or adjacent to protected areas. This initiative focuses on providing environmentally sensitive accommodation and its results are likely to appeal to mature age tourists.⁹⁵
73. It is important to note that the size of Queensland and the tendency of grey nomads to explore regional areas means that it is not possible for the Queensland Government to guarantee the availability of a high standard of tourism-related infrastructure.⁹⁶ However, anecdotal evidence suggests that visitors from cities can have unrealistic expectations regarding the standards and range of infrastructure and services in rural areas.⁹⁷ While the committee supports the provision of high-quality infrastructure, it believes that travelling in areas that are not as well developed and resourced as cities is part of the grey nomad experience.

Dump points

74. A dump point is a properly designed facility that receives the discharge of waste from any holding tank or similar device and then disposes of the contents in an

⁹¹ Queensland Government, *Submission No. 87*, 2010, p. 11.

⁹² Queensland Government, *Submission No. 87*, 2010, p. 15.

⁹³ Queensland Government, *Submission No. 87*, 2010, p. 15.

⁹⁴ Queensland Government, *Submission No. 87*, 2010, p. 15.

⁹⁵ Queensland Government, *Submission No. 87*, 2010, p. 16.

⁹⁶ Queensland Government, *Submission No. 87*, 2010, p. 11.

⁹⁷ Central Highlands Regional Council, *Submission No. 66*, 2010, p. 3.

acceptable manner.⁹⁸ Many submitters and witnesses highlighted the importance of dump points.⁹⁹ Figure 1 shows a dump point installed on-site.

Figure 1: Dump point



Source: Department of Transport and Main Roads, Answer to question taken on notice, 2010, p. 1.

75. The CMCA states that there are 152 dump points in Queensland.¹⁰⁰ A significant number of dump points have been provided by councils or by the private sector, including caravan parks and the CMCA.¹⁰¹

⁹⁸ Dumpoints.com, *Motorhome Dump Points*, 2010, retrieved 23 November 2010 from www.dumpoints.com.au.

⁹⁹ M Harvey, *Submission No. 1*, 2010, p. 1; T McTigue, *Submission No. 2*, 2010, p. 1; J Maddams, *Submission No. 6*, 2010, p. 1; J Lings, *Submission No. 7*, 2010, p. 1; C & T Edwards, *Submission No. 8*, 2010, p. 8; D Hare, *Submission No. 9*, 2010, p. 1; T Goodwin, *Submission No. 10*, 2010, p. 1; B Gary, *Submission No. 11*, 2010, p. 1; L Hoffman, *Submission No. 12*, 2010, p. 1; G Jenkins, *Submission No. 14*, 2010, p. 1; P Elbourne, *Submission No. 15*, 2010, p. 1; I Miller, *Submission No. 18*, 2010, p. 1; L Smith, *Submission No. 19*, 2010, p. 1; A Bugden, *Submission No. 22*, 2010, p. 1; A Schimmel, *Submission No. 23*, 2010, p. 1; A Tesch, *Submission No. 24*, 2010, p. 1; D Lyell, *Submission No. 25*, 2010, p. 1; R Robertson, *Submission No. 26*, 2010, p. 1; T Covill, *Submission No. 28*, 2010, p. 1; J Murrell, *Submission No. 29*, 2010, p. 1; N Roberts, *Submission No. 41*, 2010, p. 1; McKinlay Shire Council, *Submission No. 42*, 2010, p. 1; R Butler, *Submission No. 43*, 2010, p. 1; C Lapworth, *Submission No. 44*, 2010, p. 1; K Everton, *Submission No. 48*, 2010, p. 1; C Roberts, *Submission No. 49*, 2010, p. 1; S Adler, *Submission No. 50*, 2010, p. 1; South Burnett Regional Council, *Submission No. 54*, 2010, p. 1; N Turner, *Submission No. 55*, 2010, p. 1; P Wright, *Submission No. 56*, 2010, p. 1; F Hamer, *Submission No. 57*, 2010, pp. 7-8; A Lindsay, *Submission No. 58*, 2010, p. 1; B Walker, *Submission No. 61*, 2010, p. 1; B Leslie, *Submission No. 63*, 2010, p. 1; Queensland Tourism Industry Council, *Submission No. 65*, 2010, p. 1; Central Highlands Regional Council, *Submission No. 66*, 2010, p. 2; Blackall-Tambo Regional Council, *Submission No. 71*, 2010, p. 5; Mackay Tourism, *Submission No. 73*, 2010, p. 2; Cooroy Chamber of Commerce, *Submission No. 75*, 2010, p. 1; Redland City Council, *Submission No. 76*, 2010, p. 1; Moreton Bay Regional Council, *Submission No. 79*, 2010, p. 2; Home Hill Chamber of Commerce, *Submission No. 82*, 2010, p. 2; A & M Fapani, *Submission No. 83*, 2010, p. 1; Queensland Government, *Submission No. 87*, 2010, p. 13; Campervan and Motorhome Club of Australia, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 20; D Gschwind, Chief Executive Officer, Queensland Tourism Industry Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 30.

¹⁰⁰ Campervan and Motorhome Club of Australia, *Submission No. 72*, 2010, p. 8.

¹⁰¹ B Ollason, General Manager, Road Safety and System Management Division, Department of Transport and Main Roads, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August

76. A large proportion of caravan parks have dump points. Caravanning Queensland advised the committee that approximately 71 per cent of caravan parks that are members of its organisation have dump points.¹⁰² Some caravan parks may provide a service allowing grey nomads with self-contained vehicles to dump their waste. This service may be provided for a fee.¹⁰³
77. Although access to a dump point has been significantly improved, the CMCA state that there are still a number of large geographical areas that do not have access to an appropriate waste disposal site. Their current priority areas include:
- Airlie Beach
 - Alpha
 - Blackwater
 - Cairns
 - Camooweal
 - Collinsville
 - Croydon
 - Kynuna
 - Middleton
 - Moonie
 - Moranbah
 - Pentland
 - Sapphire
 - Seaforth
 - South Brisbane.¹⁰⁴
78. Several submitters expressed the need for more dump points.¹⁰⁵ As part of a two-year program commencing in 2008, DTMR in partnership with the CMCA and local government delivered 22 dump points throughout the state.¹⁰⁶ DTMR is currently providing a further \$50,000 each year for the next three financial years to extend this program resulting in an additional 34 dump points.¹⁰⁷

2010, p. 45; Campervan and Motorhome Club of Australia, *Dump Point Subsidy Scheme*, retrieved 4 January 2011 from <http://www.cmca.net.au/pages/about/government/index.php>.

¹⁰² Caravanning Queensland, *Submission No. 37, Supplementary Submission*, 2010, p. 4.

¹⁰³ T Benson, Government Liaison Officer, Caravanning Queensland, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 14.

¹⁰⁴ Campervan and Motorhome Club of Australia, *Submission No. 72*, 2010, p. 9.

¹⁰⁵ T McTigue, *Submission No. 2*, 2010, p. 1; W Dakin, *Submission No. 5*, 2010, p. 1; A Bugden, *Submission No. 22*, 2010, p. 1; A Tesch, *Submission No. 24*, 2010, p. 1; D Lyell, *Submission No. 25*, 2010, p. 1; R Robertson, *Submission No. 26*, 2010, p. 1; No Boundaries, *Submission No. 27*, 2010, p. 1; M Bridges, *Submission No. 31*, 2010, p. 1; J Stroud, *Submission No. 33*, 2010, p. 1; B Stone, *Submission No. 39*, 2010, p. 1; McKinlay Shire Council, *Submission No. 42*, 2010, p. 1; Bundaberg Regional Council, *Submission No. 47*, p. 1; Central Highlands Regional Council, *Submission No. 66*, 2010, p. 3; Home Hill Chamber of Commerce, *Submission No. 82*, 2010, p. 2.

¹⁰⁶ Queensland Government, *Submission No. 87*, 2010, p. 13; B Ollason, General Manager, Road Safety and System Management Division, Department of Transport and Main Roads, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, pp. 45-46.

¹⁰⁷ Queensland Government, *Submission No. 87*, 2010, p. 13; B Turner, Deputy Director-General, Agriculture, Food and Tourism, Department of Employment, Economic Development and Innovation, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 40; B Ollason, General Manager, Road Safety and System Management Division, Department of Transport and Main Roads, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 46.

79. The program allows DTMR to provide the dump point and funding to the council to install and connect the dump point. The dump point then becomes part of the council's infrastructure and it operates and maintains the dump point. The CMCA liaises with councils and DTMR regarding the location of dump points.¹⁰⁸
80. In many cases, councils connect dump points to their town sewerage system so that the waste enters the system directly and does not need to be transferred again.¹⁰⁹ However, ratepayers may bear a cost for the maintenance of dump points.¹¹⁰
81. In some places, the locations of dump points may not necessarily be well advertised. Therefore, there may be an opportunity to better promote their availability in rural and regional Queensland.¹¹¹
82. The installation of dump points is not always an easy decision for councils. The Ipswich City Council highlighted a number of issues regarding dump points in its submission. These concerns include:
- difficulties monitoring and managing dump points seven days a week to prevent illegal dumping
 - location of an advanced water treatment plant places additional conditions on the monitoring and testing of water flowing into the plant. The chemical composition of black water from motorhomes is generally unknown and presents further issues in regard to ensuring the quality of recycled water
 - the ongoing financial burden of removing and treating industrial waste by a licensed waste disposal company if a black water dump site is installed over a secured septic system
 - land and administration requirements.¹¹²
83. Despite this, other local councils have installed dump points. The Mackay Regional Council recently began the implementation of three new dump points.¹¹³
84. The committee believes, given the increasing number of self-contained vehicles travelling throughout regional and rural Queensland, that it is important to provide an adequate number of dump points. The committee believes that an adequate number incorporates both the dump points provided by the private sector, as well as by the public sector. The committee notes the DTMR program that has increased the number of public sector dump points available and that this program is continuing. The committee does not identify a need to undertake any further action in this area at this time.

Toilets, potable water and rubbish bins

85. Anecdotal evidence indicates that grey nomads, regardless of their vehicle's level of self-containment, require access to water, clean toilets and rubbish bins in rest

¹⁰⁸ B Ollason, General Manager, Road Safety and System Management Division, Department of Transport and Main Roads, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 46.

¹⁰⁹ B Ollason, General Manager, Road Safety and System Management Division, Department of Transport and Main Roads, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 46.

¹¹⁰ Caravanning Queensland, *Submission No. 37 Part 2*, 2010, p. 1.

¹¹¹ Queensland Government, *Submission No. 87*, 2010, p. 13.

¹¹² Ipswich City Council, *Submission No. 91*, 2010, p. 2.

¹¹³ Mackay Tourism, *Submission No. 73*, 2010, p. 2.

- or camping areas at some point.¹¹⁴ Several submitters state that this infrastructure is inadequate with some indication that more roadside rest areas with toilet facilities were needed.¹¹⁵
86. Submitters differ on whether grey nomads should pay to access this type of infrastructure with some grey nomads stating that they are willing to pay a minimal fee for access to basic facilities at overnight camping or rest areas.¹¹⁶ One grey nomad submitter stated that they would be willing to pay \$6 per kilolitre for water,¹¹⁷ while another said it was reasonable to pay a small fee for a roadside dump point and fresh water.¹¹⁸ However, in terms of access to water, toilets and bins while travelling on the road, some grey nomads indicate that these should be provided at little or no cost.¹¹⁹ It is important to note that the evidence suggests that the amount of water grey nomads can carry in their vehicles ranges from approximately 200 litres to 300 litres.¹²⁰
87. The Queensland Government acknowledges that grey nomads in campervans and motorhomes require specific infrastructure, including access to potable water and rubbish disposal points. The state government understands that, in partnership with local government, it has a significant role to play in ensuring this infrastructure is adequate so that grey nomads continue to travel to remote and regional areas of the state. However, this often places a burden on local governments which maintain these facilities. Of particular concern is the use of water. Some local government areas in Queensland have experienced drought for a number of years and the filling of grey nomads' onboard tanks is often seen as unreasonable.¹²¹

¹¹⁴ T McTigue, *Submission No. 2*, 2010, p. 1; K Court, *Submission No. 3*, 2010, p. 1; G Hardy, *Submission No. 4*, 2010, p. 1; J Maddams, *Submission No. 6*, 2010, p. 1; J Lings, *Submission No. 7*, 2010, p. 1; D Hare, *Submission No. 9*, 2010, p. 1; I Miller, *Submission No. 18*, 2010, p. 1; L Smith, *Submission No. 19*, 2010, p. 1; D & Y Coefield, *Submission No. 21*, 2010, p. 1; A Bugden, *Submission No. 22*, 2010, p. 1; A Schimmel, *Submission No. 23*, 2010, p. 1; T Covill, *Submission No. 28*, 2010, p. 1; J Murrell, *Submission No. 29*, 2010, p. 1; M Bridges, *Submission No. 31*, 2010, p. 1; N Roberts, *Submission No. 41*, 2010, p. 1; R Butler, *Submission No. 43*, 2010, p. 1; Auswide Motorhome Club Inc, *Submission No. 44*, 2010, p. 1; Etheridge Shire Council, *Submission No. 45*, 2010, p. 2; K Everton, *Submission No. 48*, 2010, p. 1; C Roberts, *Submission No. 49*, 2010, p. 1; A Lindsay, *Submission No. 58*, 2010, p. 1; B Walker, *Submission No. 61*, 2010, p. 1; B Leslie, *Submission No. 63*, 2010, p. 1; Queensland Tourism Industry Council, *Submission No. 65*, 2010, p. 2; Central Highlands Regional Council, *Submission No. 66*, 2010, p. 3; Vialink, *Submission No. 67*, 2010, p. 1; Gladstone Area Promotion and Development Limited, *Submission No. 68*, 2010, p. 2; B & E Staer, *Submission No. 70*, 2010, p. 2; Campervan and Motorhome Club of Australia, *Submission No. 72*, 2010, p. 7; Mackay Tourism, *Submission No. 73*, 2010, p. 2; North Burnett Regional Council, *Submission No. 74*, 2010, p. 2; Home Hill Chamber of Commerce, *Submission No. 82*, 2010, p. 3; Queensland Government, *Submission No. 87*, 2010, p. 11; N Searle, Manager of Economic Development, Bundaberg Regional Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 4.

¹¹⁵ A Bugden, *Submission No. 22*, 2010, p. 1; M Bridges, *Submission No. 31*, 2010, p. 1; R Butler, *Submission No. 43*, 2010, p. 1; B Leslie, *Submission No. 63*, 2010, p. 1.

¹¹⁶ J Maddams, *Submission No. 6*, 2010, p. 1; I Miller, *Submission No. 18*, 2010, p. 1; L Smith, *Submission No. 19*, 2010, p. 1; A Bugden, *Submission No. 22*, 2010, p. 1; J Murrell, *Submission No. 29*, 2010, p. 1.

¹¹⁷ I Miller, *Submission No. 18*, 2010, p. 1.

¹¹⁸ M Bridges, *Submission No. 31*, 2010, p. 1.

¹¹⁹ D & Y Coefield, *Submission No. 21*, 2010, p. 1; T Covill, *Submission No. 28*, 2010, p. 1.

¹²⁰ P Elbourne, *Submission No. 15*, 2010, p. 1; I Miller, *Submission No. 18*, 2010, p. 1.

¹²¹ Queensland Government, *Submission No. 87*, 2010, p. 11.

88. However, McKinlay Shire Council states that it is willing to carry the costs of providing these services if it increases its grey nomad tourist market.¹²² Several councils indicated that the impact of tourists on resources, including water, available in remote and regional communities is not a significant factor and that the economic benefits of attracting grey nomads outweighs any burden on the community.¹²³
89. Additionally, governments must weigh demand from travellers that potable water, rubbish bins and toilets be accessible close to shops and other facilities against the needs of residents who may be prevented from accessing these facilities on occasion because, for example, of travellers' vehicles. In this way, governments need to strategically consider future infrastructure planning requirements for the grey nomad market to adequately meet their needs, while considering the projected growth of this market, as well as the needs of the local community.
90. Governments also need to consider infrastructure requirements of people with a disability or special needs.¹²⁴ The CMCA has indicated that some caravan parks and other facilities still require improvement regarding disability or special needs access.¹²⁵
91. The committee concludes that decisions regarding the provision of toilets, potable water and rubbish bins are most appropriately made at the local government level. Local governments are able to consider local factors that impact upon these issues, such as drought conditions and the needs of the local community.

Signage

92. In general, submissions from grey nomads and other witnesses stated that signage needs to be improved to provide better directions to parking, attractions, dump points, potable water, rubbish bins, rest areas, camping, health facilities, pharmacies, hospitals and information centres.¹²⁶
93. Several submissions state that an issue is the use of signs to inform that a traveller cannot free camp within a certain number of kilometres from town. These grey nomads indicate that this is negative for the town because they travel

¹²² P Woodhouse, Mayor, McKinlay Shire Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 5.

¹²³ A Burgess, Manager, Economic Development Group, Redland City Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 7; P Woodhouse, Mayor, McKinlay Shire Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 7.

¹²⁴ Queensland Government, *Submission No. 87*, 2010, p. 11.

¹²⁵ Mr K Kipping, Director, Campervan and Motorhome Club of Australia, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, pp. 20-21.

¹²⁶ J Lings, *Submission No. 7*, 2010, p. 1; D Hare, *Submission No. 9*, 2010, p. 1; J Williams, *Submission 17*, 2010, p. 1; L Smith, *Submission No. 19*, 2010, p. 1; D & Y Coefield, *Submission No. 21*, 2010, p. 1; R Robertson, *Submission No. 26*, 2010, p. 1; T Covill, *Submission No. 28*, 2010, p. 1; L Gilbert, *Submission No. 40*, 2010, p. 1; R Butler, *Submission No. 43*, 2010, p. 1; Etheridge Shire Council, *Submission No. 45*, 2010, p. 2; Goodiwindi Regional Council, *Submission No. 64*, 2010, p. 1; Cooroy Chamber of Commerce, *Submission No. 75*, 2010, p. 1; Redland City Council, *Submission No. 76*, 2010, p. 1; Great Barrier Reef Marine Park Authority, *Submission No. 78*, 2010, p. 1; Home Hill Chamber of Commerce, *Submission No. 82*, 2010, p. 3; N Searle, Manager of Economic Development, Bundaberg Regional Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 4; D Gschwind, Chief Executive Officer, Queensland Tourism Industry Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 29.

- on to the next one in search of ‘friendly signs’ and therefore a ‘friendly’ town.¹²⁷ Some grey nomads also indicate that they believe signs directing travellers to caravan parks should be minimal¹²⁸ and that there should be more signs indicating directions to free camp sites.¹²⁹ Several submissions mention the CMCA’s RV Friendly Town Scheme in a positive way.¹³⁰
94. The South Burnett Regional Council states that its signage for travellers is adequate particularly given the council’s limited resources.¹³¹ The Bundaberg Regional Council states that demand for additional welcoming and directional signage has increased but that financial restraints have limited its ability to deliver on this.¹³²
 95. The Queensland Government submission recognised the importance of signage for road-based travellers. The challenge for both state and local governments, which share responsibility for signage, is to ensure signs show relevant information, as well as meet the standards for signage.¹³³
 96. The Queensland Government’s *Manual For Uniform Traffic Control Devices* provides procedures and policy on tourist signs, directions signs, information signs and route numbering. This ensures the safety, consistency and standard of road signage for drive tourists.¹³⁴
 97. The committee notes some concerns regarding DTMR signage policy regarding restrictions on highway promotional signage. The Goondiwindi Council believes that this impacts on the numbers of grey nomads visiting tourism attractions. In addition, evidence presented to the committee suggests that DTMR limits the posting of ‘RV Friendly Town’ signs on main roads at the entrance to these designated towns.¹³⁵
 98. The committee concludes that a review of directional signage to facilities, such as parking, attractions, dump points, potable water, rubbish bins, rest areas, camping areas, health facilities and information centres is not required at this time given the Queensland Government’s current and comprehensive signage policy.

¹²⁷ L Smith, *Submission No. 19*, 2010, p. 1; D & Y Coefield, *Submission No. 21*, 2010, p. 1; D Ribbans, *Submission No. 60*, 2010, p. 1.

¹²⁸ J Lings, *Submission No. 7*, 2010, p. 1; J Williams, *Submission No. 17*, 2010, p. 1.

¹²⁹ D Hare, *Submission No. 9*, 2010, p. 1.

¹³⁰ J Maddams, *Submission No. 6*, 2010, p. 1; D Ribbans, *Submission No. 60*, 2010, p. 1; North Burnett Regional Council, *Submission No. 74*, 2010, p. 2.

¹³¹ South Burnett Regional Council, *Submission No. 54*, 2010, p. 1.

¹³² N Searle, Manager of Economic Development, Bundaberg Regional Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 4.

¹³³ Queensland Government, *Submission No. 87*, 2010, p. 13; B Turner, Deputy Director-General, Agriculture, Food and Tourism, Department of Employment, Economic Development and Innovation; *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, pp. 39-40.

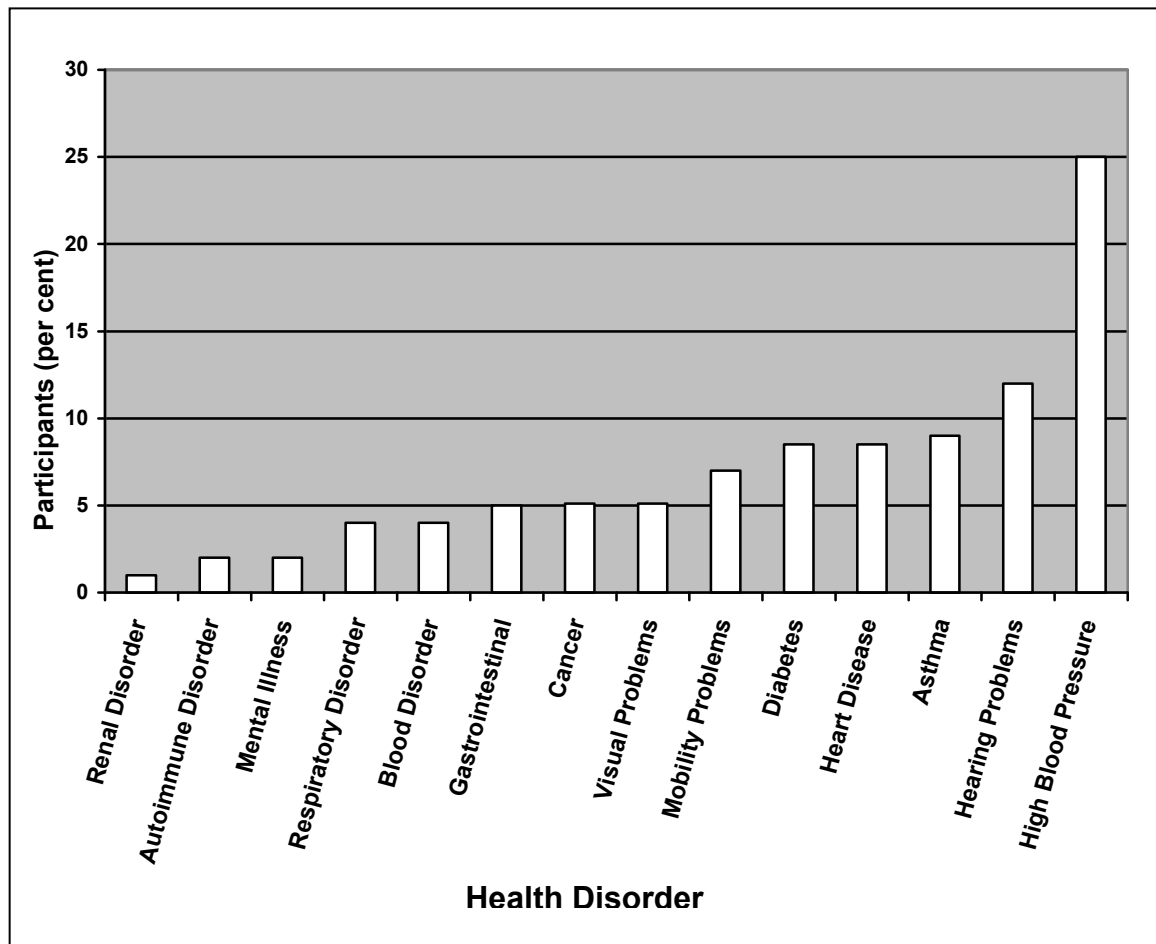
¹³⁴ Queensland Department of Transport and Main Roads, *Manual of Uniform Traffic Control Devices*, 2003 (2009 issue).

¹³⁵ Goondiwindi Council, *Submission No. 64*, 2010, p. 1.

Health

99. Research indicates that the health status of grey nomads is generally good.¹³⁶ Grey nomads, however, may suffer from the same age-related illnesses, such as osteoporosis, arthritis, heart disease, diabetes, high blood pressure and high cholesterol, as the rest of Australia's senior population.¹³⁷ Respondents in one research study identified hypertension as the most prevalent chronic disease (31.2 per cent).¹³⁸ This is supported by the Centre for Accident Research and Road Safety – Queensland (CARRS-Q), which indicated hypertension as the most significant health disorder in their study of grey nomads (see figure 2).¹³⁹

Figure 2: Proportion of grey nomads with various health disorders



Source: Centre for Accident Research and Road Safety – Queensland, Submission No. 93, 2010, p. 7.

¹³⁶ J Onyx & R Leonard, 'The Grey Nomad Phenomenon: Changing the Script of Aging', *The International Journal of Aging and Human Development*, vol. 64, no. 4, 2007, p. 382; T Tate, J Mein, H Freeman & G Maguire, 2006, 'Grey nomads: Health and health preparation of older travellers in remote Australia', *Australian Family Physician*, vol. 35 no. 1/2, January/February, 2006, pp. 70-72.

¹³⁷ S Cridland, 'An analysis of the winter movement of grey nomads to northern Australia: planning for increase senior visitation', PhD Thesis, James Cook University, 2008, p. 161.

¹³⁸ T Tate, J Mein, H Freeman, & G Maguire, 'Grey nomads: Health and health preparation of older travellers in remote Australia', *Australian Family Physician*, vol. 35 no. 1/2, January/February, 2006, pp. 71-72.

¹³⁹ P Obst & N Brayley, The Centre for Accident Research & Road Safety – Queensland, *Submission No. 93*, 2010, p. 6.

100. Mature age people may have a greater need for medical facilities when compared with younger age groups.¹⁴⁰ This is relevant for health planners when considering the infrastructure and service needs of grey nomads as their health requirements are similar to those of the rest of the older population¹⁴¹ and, therefore, they may also have a higher demand for health facilities, pharmacies, and health information than other travellers.¹⁴²
101. Queensland Health responds to this by stating that its extensive network of health facilities, including 164 hospitals, of which 123 are located in rural and remote areas, and a range of primary and other healthcare facilities, provide adequately for grey nomads. This may be one factor affecting their decision to travel to Queensland.¹⁴³

Seasonal fluctuations and provision of health services

102. Despite the extensiveness of health facilities in Queensland, some research and inquiry evidence indicates that grey nomads may place a burden on local health services.¹⁴⁴ For example, the census data does not take into account seasonal fluctuations, including when grey nomads travel to Queensland from the southern states in winter. At one tourist location, 13 per cent of visitors were aged 65 years or over and more than three-quarters came from other states within Australia. Evidence indicates the actual burden of grey nomads may not have been measured accurately and the impacts of these seasonal fluctuations on health facilities needs further research to ensure that host communities are prepared for any seasonal increase in the number of aged visitors.¹⁴⁵
103. However, Queensland Health states that the impact of grey nomads on Queensland's health system is minimal and that it considers the possible impact of increased tourism and seasonal fluctuations in its service planning activities. In 2008-09, 4.4 per cent of hospital admissions in remote or very remote areas of Queensland were of people aged over 65 years from interstate. A similar percentage of people aged over 65 years from interstate were accessing Queensland Health emergency departments. Given this low figure of less than 5 per cent of over 65 year olds from interstate using health services in hospitals and emergency departments in remote areas within Queensland, it is reasonable to support Queensland Health's conclusion that 'any increase in tourists would likely have only minimal impact on the demand placed on hospitals.'¹⁴⁶

¹⁴⁰ S Cridland, 'An analysis of the winter movement of grey nomads to northern Australia: planning for increase senior visitation', PhD Thesis, James Cook University, 2008, p. 4.

¹⁴¹ PFD Higgs & F Quirk, 'Grey Nomads in Australia. Are they a good model for successful aging and health?' *Annals of New York Academy of Sciences*, vol. 1114, p. 255.

¹⁴² S Cridland, 'An analysis of the winter movement of grey nomads to northern Australia: planning for increase senior visitation', PhD Thesis, James Cook University, 2008, p. 6.

¹⁴³ Queensland Government, *Submission No. 87*, 2010, p. 12.

¹⁴⁴ PFD Higgs & F Quirk, 'Grey Nomads in Australia. Are they a good model for successful aging and health?' *Annals of New York Academy of Sciences*, vol. 1114, p. 255; North Burnett Regional Council, *Submission No. 74*, 2010, pp. 2-3.

¹⁴⁵ S Cridland, 'An analysis of the winter movement of grey nomads to northern Australia: planning for increase senior visitation', PhD Thesis, James Cook University, 2008, p. 6; PFD Higgs & F Quirk, 'Grey Nomads in Australia. Are they a good model for successful aging and health?' *Annals of New York Academy of Sciences*, vol. 1114, p. 255; Auswide Motorhome Club Inc, *Submission No. 44*, p. 1.

¹⁴⁶ Queensland Government, *Submission No. 87*, 2010, p. 12; B Turner, Deputy Director-General, Agriculture, Food and Tourism, Department of Employment, Economic Development and Innovation, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 40.

104. Regarding the provision of health services in remote and regional Queensland, the committee notes that Queensland Health has stated that the collection of its data is not done in a way that specifically identifies grey nomads as a sub-population. The data refers to any over 65 year olds from interstate accessing health facilities regardless of whether they are travelling as a 'grey nomad' or not.¹⁴⁷ However, because of the low percentage of all over 65 year olds from interstate accessing Queensland's health facilities, the committee does not believe a review of Queensland Health's collection of data is required at this time.
105. Grey nomads have indicated that they believe the current health facilities in Queensland are adequate.¹⁴⁸ Anecdotal evidence does suggest, though, that this is dependent on time and staffing levels.¹⁴⁹ Queensland Health believes, however, that its growing workforce (an increase of 720 nurses, 180 doctors and 300 allied health professionals in 2010-11) will help offset any impact of visiting grey nomads on the state's health facilities and services.¹⁵⁰
106. Anecdotal evidence indicates that many grey nomads do not consider the availability of health services as a significant issue when determining where they travel because they feel they are generally in good health.¹⁵¹ One submitter stated that health services were only needed in emergencies¹⁵² and another, that grey nomads required only the same health services as those the locals required.¹⁵³ For those grey nomads who required more access to health facilities because of health issues, they indicated that they travel in areas closer to health facilities rather than more remote destinations.¹⁵⁴ The reason for this is that grey nomads are aware that remote and regional areas often have only limited health services and facilities.¹⁵⁵
107. However, a number of submissions, including from grey nomads and local councils, indicated that access to a doctor, pharmacy or pathology collection place was important when travelling through regional and remote Queensland. Several submissions indicated that 24 hour medical and pharmacy services may be needed.¹⁵⁶ One reason for this level of access was that grey nomads indicated that they may not carry enough medication with them for the duration of their trip.¹⁵⁷ Over half of respondents in one study were taking regular medication for a

¹⁴⁷ M Cleary, Deputy Director-General, Policy, Strategy and Resourcing, Queensland Health, *Public Hearing Transcript*, Economic Development committee, Brisbane, 20 August 2010, p. 44.

¹⁴⁸ A Bugden, *Submission No. 22*, 2010, p. 1; A Schimmel, *Submission No. 23*, 2010, p. 1; Blackall-Tambo Regional Council, *Submission No. 71*, 2010, p. 5.

¹⁴⁹ G Rebgetz, Queensland State Representative and Past Chairman, Campervan and Motorhome Club of Australia, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 22.

¹⁵⁰ Queensland Government, *Submission No. 87*, 2010, p. 12.

¹⁵¹ J Lings, *Submission No. 7*, 2010, p. 1; A Bugden, *Submission No. 22*, 2010, p. 1.

¹⁵² J Lings, *Submission No. 7*, 2010, p. 1.

¹⁵³ C & T Edwards, *Submission No. 8*, 2010, p. 1.

¹⁵⁴ F Hamer, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, pp. 22-23; F Hamer, *Submission No. 57*, 2010, pp. 6-7.

¹⁵⁵ I Miller, *Submission No. 18*, 2010, p. 1; R Butler, *Submission No. 43*, 2010, p. 1.

¹⁵⁶ Queensland Tourism Industry Council, *Submission No. 65*, 2010, p. 2; Central Highlands Regional Council, *Submission No. 66*, 2010, p. 3; Campervan and Motorhome Club of Australia, *Submission No. 72*, 2010, p. 5.

¹⁵⁷ M Harvey, *Submission No. 1*, 2010, p. 1; T McTigue, *Submission No. 2*, 2010, p. 1.; K Court, *Submission No. 3*, 2010, p. 1; T Covill, *Submission No. 28*, 2010, p. 1; Auswide Motorhome Club Inc, *Submission No. 44*, 2010, p. 1; Etheridge Shire Council, *Submission No. 45*, 2010, p. 2; K Everton, *Submission No. 48*, 2010, p. 1; South Burnett Regional Council, *Submission No. 54*, 2010, p. 1; B Walker, *Submission*

- health condition (61.9 per cent), while only about half of those grey nomads on regular medication had enough to last the duration of their trip.¹⁵⁸ This is important because when grey nomads travel, they may distance themselves from medical assistance at a time in their lives when they may need it most.¹⁵⁹ Other grey nomads, however, state that they do take responsibility for their health prior to travelling by ensuring they have enough medication for any ailments while they are travelling.¹⁶⁰
108. An important aspect relating to health emergencies was identified by CARRS-Q, which believes that grey nomads need to improve their first aid knowledge and skills. In its study, 87 of 631 respondents had experienced a major health scare while travelling and less than one third had more than basic knowledge of first aid. CARRS-Q suggests that remote and regional towns could provide first aid courses, advise on emergency strategies and supply health contact details for outback regions. In addition, these courses could be promoted through existing networks accessed by grey nomads, including RV clubs and caravan and camping shows.¹⁶¹
109. With the state's extensive network of health facilities, its growing health workforce and the small number of hospital admissions for people aged over 65 years from interstate in remote areas of Queensland, the committee concludes that grey nomads have adequate access to health services when travelling throughout Queensland and their impact on health facilities is minimal.

Grey nomads and their health

110. Medical emergencies are a consideration for grey nomads, although it does not stop them travelling. Four people out of 216 travelling groups interviewed in one study reported that they had experienced a medical emergency while travelling (pneumonia, which required an airlift to hospital; gallbladder removal; and two heart attacks). These four reported that they had continued their journeys when the health issue was resolved.¹⁶²
111. Health providers in remote and rural Australia identified the main issue for them when treating travellers was the lack of health information they carried. This is supported by evidence that showed only 9.1 per cent of respondents carried a

No. 61, 2010, p. 1; B Leslie, *Submission No. 63*, 2010, p. 1; Queensland Tourism Industry Council, *Submission No. 65*, 2010, p. 2; Central Highlands Regional Council, *Submission No. 66*, 2010, p. 3; Gladstone Area Promotion and Development Limited, *Submission No. 68*, 2010, p. 2; Blackall-Tambo Regional Council, *Submission No. 71*, 2010, p. 5; Campervan and Motorhome Club of Australia, *Submission No. 72*, 2010, p. 7; Mackay Tourism, *Submission No. 73*, 2010, p. 2; North Burnett Regional Council, *Submission No. 74*, 2010, p. 2; Home Hill Chamber of Commerce, *Submission No. 82*, 2010, p. 3; M Pitt, Chief Executive Officer, North Burnett Regional Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 4.

¹⁵⁸ T Tate, J Mein, H Freeman, & G Maguire, 'Grey nomads: Health and health preparation of older travellers in remote Australia', *Australian Family Physician*, vol. 35 no. 1/2, January/February, 2006, pp. 71-72.

¹⁵⁹ J Onyx & R Leonard, 'The Grey Nomad Phenomenon: Changing the Script of Aging', *The International Journal of Aging and Human Development*, vol. 64, no. 4, 2007, p. 385.

¹⁶⁰ G Rebgetz, Queensland State Representative and Past Chairman, Campervan and Motorhome Club of Australia, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 22.

¹⁶¹ The Centre for Accident Research & Road Safety – Queensland, *Submission No. 93*, 2010, pp. 5-6.

¹⁶² J Onyx & R Leonard, 'The Grey Nomad Phenomenon: Changing the Script of Aging', *The International Journal of Aging and Human Development*, vol. 64, no. 4, 2007, p. 389.

- health summary from their GP.¹⁶³ Health providers stated that travellers should carry a medication list, health summary letter from their GP, a list of allergies and an active problem list.¹⁶⁴ A study also highlighted the importance of grey nomads undertaking pre-trip health checks.¹⁶⁵
112. Queensland Health places great importance on annual health checks and encourages grey nomads to undertake them, as well as ensuring they carry enough medications for their trip, have details about any medical conditions from their local GP and a current list of medications.¹⁶⁶ Further, Queensland Health states that opportunities exist to develop strategies that educate travellers on the importance of these issues.¹⁶⁷
113. The committee believes that an education campaign run through Queensland Health, local health centres and with the help of GPs, has a role to play in educating grey nomads on the importance of pre-trip health checks, ensuring they carry enough medication and their health summaries, as well as considering undertaking a first aid course. Although Queensland Health is not in a position to educate grey nomads from interstate prior to them embarking on their trip, the committee notes that opportunities may exist to provide information to them on these issues if they visit a health facility or GP in Queensland.

Recommendation 4:

The committee recommends that Queensland Health investigates the merits of coordinating and delivering an education campaign delivered through local health centres and GPs to provide advice to people intending on travelling to or already visiting remote and regional Queensland on their responsibilities to:

- a) undertake a health assessment**
- b) ensure their medication supplies are adequate for the duration of their trip**
- c) ensure they carry written health summaries from their local GP**
- d) ensure their first aid knowledge is current and adequate**

Ministerial Responsibility: Minister for Health

Roads

Rest areas

114. The provision of appropriate roadside amenities forms one component of a range of initiatives that can reduce the effects of fatigue on drivers, improve the quality

¹⁶³ T Tate, J Mein, H Freeman, & G Maguire, 'Grey nomads: Health and health preparation of older travellers in remote Australia', *Australian Family Physician*, vol. 35 no. 1/2, January/February, 2006, p. 71.

¹⁶⁴ S Cridland, 'An analysis of the winter movement of grey nomads to northern Australia: planning for increase senior visitation, PhD Thesis, James Cook University, 2008, pp. 161, 163; T Tate, J Mein, H Freeman, & G Maguire, 'Grey nomads: Health and health preparation of older travellers in remote Australia', *Australian Family Physician*, vol. 35 no. 1/2, January/February, 2006, p. 71.

¹⁶⁵ T Tate, J Mein, H Freeman, & G Maguire, 'Grey nomads: Health and health preparation of older travellers in remote Australia', *Australian Family Physician*, vol. 35 no. 1/2, January/February, 2006, p. 70.

¹⁶⁶ M Cleary, Deputy Director-General, Policy, Strategy and Resourcing, Queensland Health, *Public Hearing Transcript*, Economic Development committee, Brisbane, 20 August 2010, pp. 44-45, 47.

¹⁶⁷ B Turner, Deputy Director-General, Agriculture, Food and Tourism, Department of Employment, Economic Development and Innovation, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 40.

- of the driving experience, and reduce fatigue related crashes. These initiatives form part of the Queensland Road Safety Strategy.¹⁶⁸ Rest area facilities should also be designed to enable access and utilisation by disabled motorists.¹⁶⁹
115. Some rest areas are managed by the Queensland Government while others are managed by local governments.¹⁷⁰ The primary purpose of rest areas is to manage fatigue.¹⁷¹
 116. Roadside rest areas can reduce fatigue related incidents in two ways. Firstly, stopping and resting between driving has been shown to reduce driver fatigue, with a subsequent impact on single vehicle and fatigue related incidents. Secondly, by providing facilities for travellers to stop clear of traffic, crashes involving collisions with stopped vehicles can be minimised.¹⁷² Rest areas provide travellers with an opportunity to stretch and have a break, as well as check their vehicle.¹⁷³
 117. Submitters to the inquiry supported the need for more rest areas.¹⁷⁴ As shown in Figure 3, marked rest areas are the most common place for making stops while travelling.¹⁷⁵
 118. While motorist rest areas provide opportunities to promote local tourism services, they are not intended to provide an alternative network of camping facilities in Queensland.¹⁷⁶ Some rest areas controlled by DTMR are unavailable for any overnight stops while others allow a 20-hour stop. In the 20-hour rest area facilities, it is possible for travellers to stay for one night. DTMR has a policy that states it is not possible to stay overnight in a rest area within 25 kilometres of a town that has a commercial caravan park or camping facility.¹⁷⁷ The enforcement of stopping limits at rest areas can be problematic.¹⁷⁸
 119. In addition to rest areas, stopping places are available as a place to pull over on the road shoulder, where shoulder width permits, to enable drivers to undertake

¹⁶⁸ Queensland Government, *Submission No. 87*, 2010, p. 14.

¹⁶⁹ Queensland Government, *Submission No. 87*, 2010, p. 14.

¹⁷⁰ Queensland Government, *Submission No. 87*, 2010, p. 11, 18; B Turner, Deputy Director-General, Agriculture, Food and Tourism, Department of Employment, Economic Development and Innovation, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 40.

¹⁷¹ B Ollason, General Manager, Road Safety and System Management Division, Department of Transport and Main Roads, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 42.

¹⁷² Queensland Government, *Submission No. 87*, 2010, p. 14.

¹⁷³ B Ollason, General Manager, Road Safety and System Management Division, Department of Transport and Main Roads, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 42.

¹⁷⁴ I Miller, *Submission No. 18*, 2010, p. 1; D Lyell, *Submission No. 25*, 2010, p. 1; R Robertson, *Submission No. 26*, 2010, p. 1; T Covill, *Submission No. 28*, 2010, p. 1; J Stroud, *Submission No. 33*, 2010, p. 1; K Everton, *Submission No. 48*, 2010, p. 1; C Roberts, *Submission No. 49*, 2010, p. 1; Campervan and Motorhome Club of Australia, *Submission No. 72*, 2010, p. 6.

¹⁷⁵ Centre for Accident Research and Road Safety – Queensland, *Submission No. 93*, 2010, p. 8.

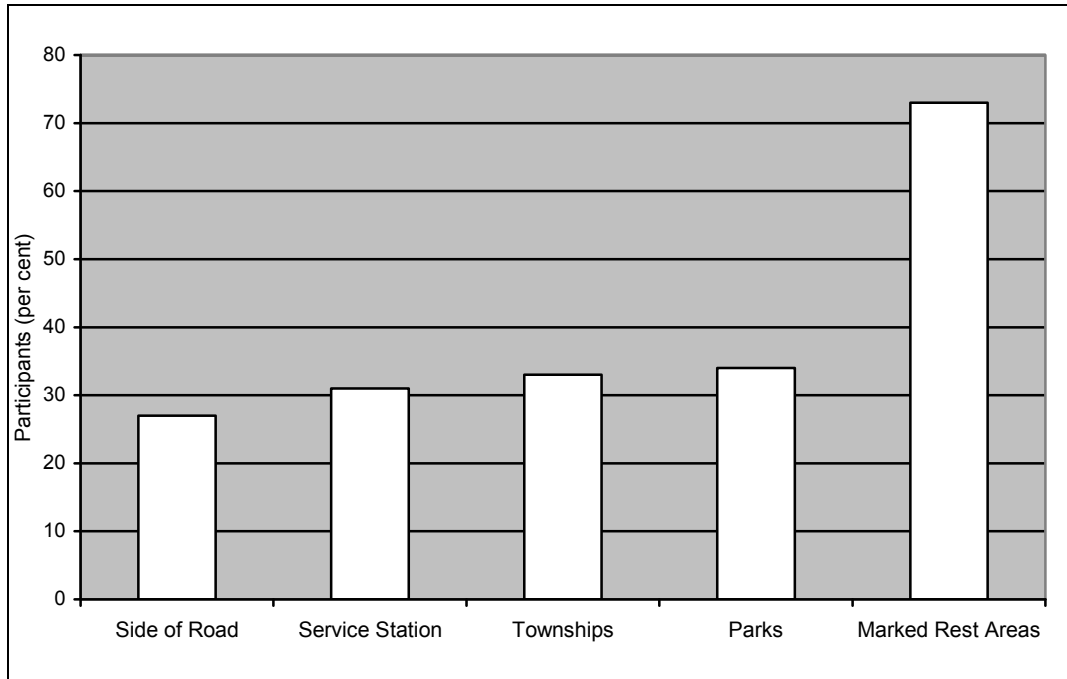
¹⁷⁶ B Ollason, General Manager, Road Safety and System Management Division, Department of Transport and Main Roads, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 42; Queensland Government, *Submission No. 87*, 2010, p. 14.

¹⁷⁷ B Ollason, General Manager, Road Safety and System Management Division, Department of Transport and Main Roads, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 42.

¹⁷⁸ B Ollason, General Manager, Road Safety and System Management Division, Department of Transport and Main Roads, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 42.

short stops for a variety of functions, such as checking loads or attending to a vehicle breakdown. They generally serve the purpose of providing a relatively safe location for immediate stopping needs at a safe distance from through traffic.¹⁷⁹

Figure 3: Use of various locations for road breaks



Source: Centre for Accident Research and Road Safety – Queensland, Submission No. 93, 2010, p. 8.

120. Camping is permitted at a number of DTMR rest areas under legislation. However, camping is expressly prohibited where it may adversely affect an amenity’s ability to achieve its primary purpose. For example, a rest area may become so congested with campers that there is inadequate space for drivers who genuinely want to rest along their journey. Camping is prohibited at all stopping places, as they are not configured to allow camping to safely occur there.¹⁸⁰

121. The upgrading of major routes is an opportunity to incorporate more rest stops.¹⁸¹ When deciding where to place new rest areas and stopping places, the locations of fatigue ‘black spots’ and other road safety issues receive primary consideration. It is not possible for financial reasons to upgrade all road areas at once, therefore, DTMR uses a staged approach. Priority is likely to be given to major routes in Queensland, such as the key strategic tourism routes. The 2010-11 program targets the following six touring routes in Queensland:

- Great Tropic Drive from Cooktown to Townsville
- The Adventure Way from St George to the South Australian border
- Great Inland Way from Charters Towers to Dirranbandi
- Capricorn Highway from Rockhampton to Barcaldine

¹⁷⁹ Queensland Government, Submission No. 87, 2010, p. 14.

¹⁸⁰ Queensland Government, Submission No. 87, 2010, p. 14.

¹⁸¹ B Stone, Submission No. 39, 2010, p. 1.

- Leichhardt Highway from Theodore to Goondiwindi
 - Warrego Highway from Dalby to Charleville.¹⁸²
122. Local governments, civic organisations and businesses may also wish to provide and maintain rest areas in order to encourage motorists to stop in their local area, use local businesses and attend the town's attractions.¹⁸³ Local tourism authorities can also place tourist information boards at rest areas to provide information about the region.¹⁸⁴ However, the provision of rest areas by local governments may involve a significant cost for them given that they bear the costs of maintaining rest areas, including cleaning the facilities, gardening and landscaping.¹⁸⁵
123. Other road users, such as heavy vehicle drivers, may also be affected by the use of rest areas by grey nomads. Some rest areas may become full with grey nomads towards the end of the afternoon, limiting the ability of other road users to stop.¹⁸⁶
124. Submissions to the inquiry indicate that grey nomads would prefer to be able to access a range of facilities at rest areas¹⁸⁷ including dump points,¹⁸⁸ good lighting,¹⁸⁹ potable water,¹⁹⁰ rubbish bins,¹⁹¹ toilets¹⁹² and shaded picnic areas.¹⁹³ They should be located away from the road¹⁹⁴ and have adequate entry and exit access points.¹⁹⁵ Additionally, grey nomads would prefer to be able to use rest areas legally for up to two nights.¹⁹⁶
125. The committee acknowledges the primary purpose of rest areas is to improve road safety for all road users and not to provide an alternative camping site network for grey nomads and other travellers. The committee supports the current policy of allowing 20-hour stopovers in appropriate rest areas. The committee supports the establishment and upgrading of rest areas as appropriate.

¹⁸² Queensland Government, *Submission No. 87*, 2010, p. 15.

¹⁸³ Queensland Government, *Submission No. 87*, 2010, p. 18.

¹⁸⁴ Queensland Government, *Submission No. 87*, 2010, p. 14.

¹⁸⁵ P Woodhouse, Mayor, McKinlay Shire Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 6; Queensland Government, *Submission No. 87*, 2010, p. 11.

¹⁸⁶ P Woodhouse, Mayor, McKinlay Shire Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 6.

¹⁸⁷ J Stroud, *Submission No. 33*, 2010, p. 1; B & E Staer, *Submission No. 70*, 2010, p. 2.

¹⁸⁸ B Leslie, *Submission No. 63*, 2010, p. 1; D Hare, *Submission No. 9*, 2010, p. 1.

¹⁸⁹ D Hare, *Submission No. 9*, 2010, p. 1.

¹⁹⁰ B Leslie, *Submission No. 63*, 2010, p. 1; D Hare, *Submission No. 9*, 2010, p. 1.

¹⁹¹ B Leslie, *Submission No. 63*, 2010, p. 1; Vialink, *Submission No. 67*, 2010, p. 1; Central Highlands Regional Council, *Submission No. 66*, 2010, p. 2.

¹⁹² D Lyell, *Submission No. 25*, 2010, p. 1; B Leslie, *Submission No. 63*, 2010, p. 1; Vialink, *Submission No. 67*, 2010, p. 1.

¹⁹³ Vialink, *Submission No. 67*, 2010, p. 1.

¹⁹⁴ A Schimmel, *Submission No. 23*, 2010, p. 1; N Roberts, *Submission No. 41*, 2010, p. 1; D Hare, *Submission No. 9*, 2010, p. 1.

¹⁹⁵ L Gilbert, *Submission No. 40*, 2010, p. 1.

¹⁹⁶ W Dakin, *Submission No. 5*, 2010, p. 1; L Hoffman, *Submission No. 12*, 2010, p. 1; J Williams, *Submission No. 17*, 2010, p. 1; I Miller, *Submission No. 18*, 2010, p. 1; L Smith, *Submission No. 19*, 2010, p. 1.

Parking

126. Given that many grey nomads drive or tow long vehicles, parking issues are a key area of concern for grey nomads in both small towns and rest areas.¹⁹⁷ Some grey nomads will not stop in an area if they are unable to find parking.¹⁹⁸
127. Ideally, this parking would be located near facilities in towns, such as restaurants, shopping centres, hotels, supermarkets and hospitals.¹⁹⁹ Some submitters to the inquiry also indicated the need for shaded parking²⁰⁰ and ensuring that the parking was signed.²⁰¹
128. However, there may be some concerns with providing parking designed for long vehicles in town areas. For instance, sometimes providing this type of parking in or near busy centres is not feasible or may be prohibitive.²⁰² There may also be concerns from residents regarding these parking spaces that local government must balance when making a decision about whether to offer this facility.²⁰³
129. The committee considers the provision of parking for long vehicles is an important factor in the decision of a grey nomad to stop in a regional or rural town. However, it acknowledges that local governments need to balance many factors when deciding how to best allocate parking space in their areas. Therefore, while the committee supports the provision of parking spaces for long vehicles, it believes that decisions regarding these parking spaces are best made by the local governments that control the town area.

Road crashes

130. Grey nomads spend a significant amount of time driving on the roads. However, only a small proportion of grey nomads reported being involved in a crash while travelling. Six per cent of participants in one study had experienced a road crash of some kind. There were no injuries reported as a result of these crashes, although there was some damage to property.²⁰⁴
131. Other road safety issues included 17 per cent of participants reported hitting animals such as kangaroos, emus, cows and birds with resulting property damage ranging from mild to needing to be towed. Eight per cent of the sample reported difficulties with road trains, including both difficulties passing and being passed and also having stones sprayed by road trains when they moved off-road.

¹⁹⁷ Centre for Accident Research and Road Safety – Queensland, *Submission No. 93*, 2010, p. 8.

¹⁹⁸ K Court, *Submission No. 3*, 2010, p. 1.

¹⁹⁹ M Harvey, *Submission No. 1*, 2010, p. 1; J Maddams, *Submission No. 6*, 2010, p. 1; N Turner, *Submission No. 55*, 2010, p. 1; B Walker, *Submission No. 61*, 2010, p. 1; B Leslie, *Submission No. 63*, 2010, p. 1; Queensland Tourism Industry Council, *Submission No. 65*, 2010, p. 2; Central Highlands Regional Council, *Submission No. 66*, 2010, p. 2; Gladstone Area Promotion and Development Limited, *Submission No. 68*, 2010, p. 2; Mackay Tourism, *Submission No. 73*, 2010, p. 2; Home Hill Chamber of Commerce, *Submission No. 82*, 2010, p. 4; Dalby Visitor Information Centre, *Submission No. 85*, 2010, p. 2; Queensland Government, *Submission No. 87*, 2010, p. 2; M Bridges, *Submission No. 31*, 2010, p. 1.

²⁰⁰ McKinlay Shire Council, *Submission No. 42*, 2010, p. 1.

²⁰¹ K Court, *Submission No. 3*, 2010, p. 1; J Maddams, *Submission No. 6*, 2010, p. 1; D Lyell, *Submission No. 25*, 2010, p. 1.

²⁰² Redland City Council, *Submission No. 76*, 2010, p. 1.

²⁰³ Queensland Government, *Submission No. 87*, 2010, p. 2.

²⁰⁴ P Obst, N Brayley & M King, *Grey nomads: Road safety impacts and risk management*, Road Safety Research, Policing and Education Conference, Adelaide, November 2008, p. 643.

- Thirty per cent had experienced flooding or severe weather conditions of some kind.²⁰⁵
132. However, almost 75 per cent of participants stated that they had a strong understanding of road safety issues.²⁰⁶ Over half of the participants felt that they had a high level of confidence to deal with road safety incidents.²⁰⁷
133. Grey nomads reported needing more knowledge and understanding relating to travel in outback regions, particularly in relation to:
- road train areas
 - safe travel times
 - native animals
 - key road safety incidents (such as flat tyres, shattered windscreens, parking problems).²⁰⁸
134. The committee notes that the current evidence suggests that there are limited crashes for grey nomads. However, it believes that there is a need for further research in this area.

Caravan and camping accommodation

135. Caravan parks play an important role in grey nomad tourism. In a review into travellers using caravan and camping accommodation, it was found that of the domestic visitors that used caravan or camping sites in Australia in 2003-04, those over 55 years accounted for 35 per cent of the nights and stayed for an average of eight nights, more than double that of visitors under 55.²⁰⁹ A study of the caravan industry in Western Australia found that grey nomads represented 40 per cent of caravanners who stayed at caravan parks for accommodation on a road trip.²¹⁰
136. Caravan parks and camping grounds form an important part of Queensland's tourism infrastructure. In 2009, 8.2 million domestic visitors in Australia spent a night in caravan or camping accommodation.²¹¹ It is expected that demand for camping and caravan accommodation will increase as the baby boomer generation continues to retire.²¹²
137. Queensland has around 600 caravan park sites.²¹³ Although there has been an increase in the demand for caravan and camping accommodation, the overall number of commercial and caravan parks has been declining, with a reduction of

²⁰⁵ P Obst, N Brayley & M King, *Grey nomads: Road safety impacts and risk management*, Road Safety Research, Policing and Education Conference, Adelaide, November 2008, p. 644.

²⁰⁶ P Obst, N Brayley & M King, *Grey nomads: Road safety impacts and risk management*, Road Safety Research, Policing and Education Conference, Adelaide, November 2008, p. 642.

²⁰⁷ P Obst, N Brayley & M King, *Grey nomads: Road safety impacts and risk management*, Road Safety Research, Policing and Education Conference, Adelaide, November 2008, p. 642.

²⁰⁸ Centre for Accident Research and Road Safety – Queensland, *Submission No. 93*, 2010, p. 7.

²⁰⁹ C Ipalawatte, P Carter, L Heaney & M Lubulwa, 'A profile of travellers who used caravan or camping accommodation in Australia in 2003/04', *Niche Market Report*, 6, Tourism Research Australia, 2005, pp. 15, 18.

²¹⁰ Tourism Australia and Tourism Western Australia, *Understanding the Caravan Park Industry in WA*, Research Report, May 2007, p. 2.

²¹¹ Tourism Research Australia, *Snapshots 2009, Caravan and camping in Australia*, August 2010, retrieved 23 November 2010 from www.ret.gov.au, p. 2.

²¹² Queensland Government, *Submission No. 87*, 2010, p. 6.

²¹³ Queensland Government, *Submission No. 87*, 2010, p. 6.

- 93 caravan parks in Australia between 2005 and 2009.²¹⁴ It has been estimated that 50 caravan parks have closed in Queensland over the last 10 years.²¹⁵ A large majority of these closures have occurred in coastal regions.²¹⁶ Mackay Tourism is aware of six caravan parks that have closed in the region.²¹⁷
138. Caravanning Queensland and QTIC indicated that the caravan park industry can cater for present demand for grey nomads, but noted to the committee that due to the decline in caravan parks, Queensland would need more parks in the future to cater for the expected increase in grey nomads.²¹⁸ Research suggests that the closure of caravan parks has the potential to alter the travel patterns of grey nomads.²¹⁹
139. Evidence provided to the committee by the CMCA indicated that there has been a growth in the use of rest areas by RV travellers due to a decline in caravan park numbers, a decline in casual space within caravan parks, limited growth in available rest areas, and growth in the number of self-contained RV vehicles.²²⁰

Where do grey nomads stay?

140. The National Visitor Survey collects statistics on domestic visitors who stay at commercial sites (caravan parks, camping, or cabins), or non-commercial (caravan and camping by the side of the road, private property, crown land or national park). Figure 4 provides an indication of what type of caravan and camping accommodation was utilised by domestic visitors between 2007 and 2009.
141. The greatest number of visitor nights (33 per cent) was contributed by visitors travelling with a caravan and staying in a caravan park, followed by those staying in a cabin (20 per cent). Other visitor nights were spread over a range of non-commercial sites, although these numbers remained flat or decreased.
142. A common theme in a number of submissions was that there were two types of grey nomads: those who prefer commercial caravan parks (with full amenities) and those who prefer to camp (with limited facilities).²²¹ However, both types of travellers would use the other type of accommodation at some time during their trip.
143. Research studies also indicate that this is the case.²²² Research conducted by the CMCA on rest areas indicated that on average campervan and motorhome travellers spend 2.15 nights in rest areas for every night spent in a caravan

²¹⁴ Tourism Research Australia, *Snapshots 2009, Caravan and Camping in Australia 2009*, August 2009, retrieved 24 November 2010 from www.tra.gov.au, p. 2

²¹⁵ Caravanning Queensland, *Submission No. 37*, 2010, p. 16.

²¹⁶ Campervan and Motorhome Club of Australia, *Submission No. 72*, 2010, p. 6.

²¹⁷ Mackay Tourism, *Submission No. 73*, 2010, p. 1

²¹⁸ Caravanning Queensland, *Submission No. 37*, 2010, p. 17; Queensland Tourism and Industry Council, *Submission No. 65*, 2010, p. 3.

²¹⁹ S Cridland, 'An analysis of the winter movement of grey nomads to northern Australia: planning for the increase senior visitation', PhD Thesis, James Cook University, 2008, p. 330.

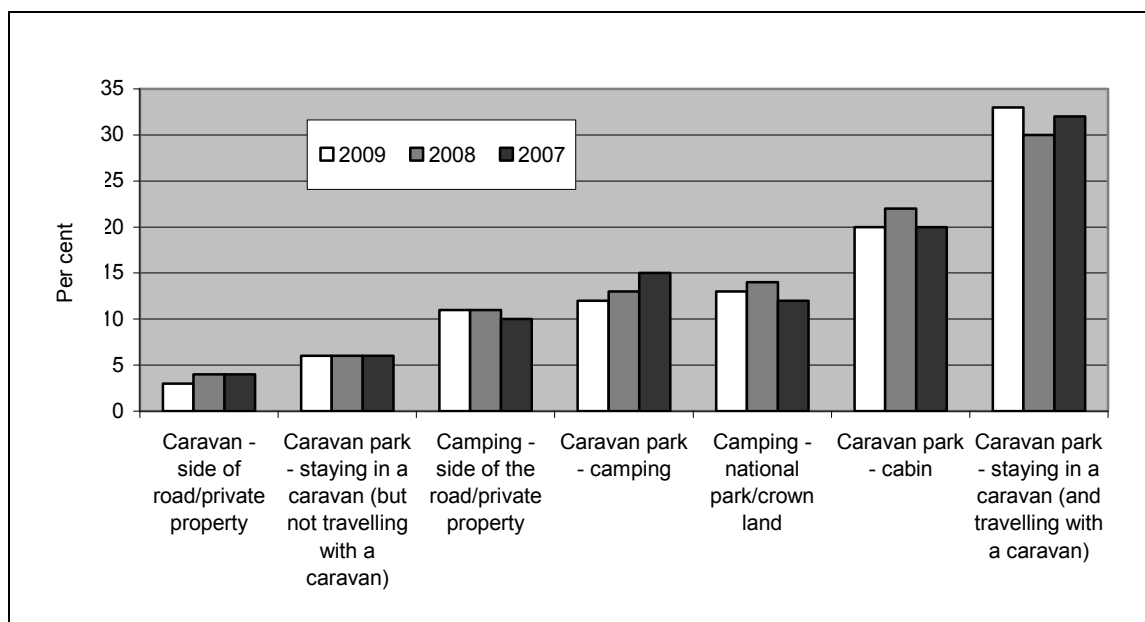
²²⁰ Campervan and Motorhome Club of Australia, *Additional information*, Balfour Consulting, Rest and Area Research, 2010, p. 2.

²²¹ Campervan and Motorhome Club of Australia, *Submission No. 72*, 2010, p. 6; Blackall-Tambo Regional Council, *Submission No. 71*, 2010, p. 7; P Elbourne, *Submission No. 15*, 2010, p. 1.

²²² S Cridland, 'An analysis of the winter movement of grey nomads to northern Australia: planning for the increase senior visitation', PhD Thesis, James Cook University, 2008, p. 166.

park.²²³ A CARRS-Q survey of RV travellers indicated that around 66 per cent of participants spent more than 50 per cent of nights in caravan parks, whilst around 34 per cent spent less than half of their stay at caravan parks.²²⁴ This suggests that the availability of both types of accommodation infrastructure is important for grey nomads.

Figure 4: Type of caravan or camping accommodation used by domestic Australian tourists



Source: Tourism Research Australia, *Snapshots 2009, Caravan and Camping in Australia 2009, August 2009*, p. 2.

Commercial caravan parks and camping grounds

144. Senior travellers are important for the caravan and camping industry.²²⁵ In 2006, visitors aged between 45 and 64 represented 36 per cent of the Queensland domestic caravan and camping market, and visitors over 65 represented 16 per cent.²²⁶
145. Caravan parks offer a wide range of accommodation, including cabins, on-site caravans, powered and unpowered sites for caravans, motorhomes and tents.²²⁷ As grey nomads travel with their own accommodation, the sites most typically used within caravan parks by these travellers are the powered and unpowered sites.²²⁸
146. A number of submissions suggested that due to the reduction in powered and unpowered sites and an increase in cabins, grey nomads may find it hard

²²³ Campervan and Motorhome Club of Australia, *Additional information*, Balfour Consulting, Rest Area Research, 2010, p. 12.

²²⁴ Centre for Accident Research & Road Safety – Queensland, *Submission No. 93*, 2010, p. 8.

²²⁵ Blackall-Tambo Regional Council, *Submission No. 71*, 2010, p. 3.

²²⁶ Tourism Queensland, *Caravan Parks and Commercial Camping Industry*, December 2006, retrieved 23 November, from www.tq.com.au, p. 2.

²²⁷ Tourism Queensland, *Caravan Parks and Commercial Camping Industry*, December 2006, retrieved 23 November from www.tq.com.au, p. 1.

²²⁸ Tourism Australia and Tourism Western Australia, *Understanding the Caravan Park Industry in WA*, Research Report, May 2007, p. 2.

- sometimes to access caravan park accommodation.²²⁹ Between 2005 and 2009 there has been a reduction of 14,000 powered and unpowered sites available for RV vehicles in Australia, and an increase of 4,000 cabins.²³⁰ Grey nomads also stay at parks during their trip around Australia to access facilities, such as power, dump points, potable water, and washing machines.²³¹ Caravan parks also provide a secure place to park RVs overnight.²³²
147. The increasing demand for sites may mean that caravan and camping grounds have to make changes to the type of accommodation offered in parks.²³³ Caravanning Queensland, however, provided evidence to the committee that a number of caravan park operators had tried to provide space for cheap camping for RVs; however, there was a low take-up rate, even at rates as low as \$5 a night.²³⁴ The CMCA also encourages caravan parks to offer reduced rates for self-sufficient travellers.²³⁵
 148. Despite a decrease in capacity, the caravan industry believes that it can adequately cater for all RV travellers. Low average occupancy rates indicate that significant capacity exists within caravan parks to accommodate the existing and anticipated demand.²³⁶ Caravanning Queensland indicated that the average annual occupancy rate was 44 per cent.²³⁷
 149. In the peak winter season, however, shortages of sites may occur within caravan parks.²³⁸ A number of submitters noted that at times they were unable to access caravan park accommodation in peak times.²³⁹ Research in Western Australia indicated around 40 per cent of visitors were unable to secure a caravan site due to the caravan parks being full, especially in the peak season from May to September.²⁴⁰
 150. Significant variation exists in caravan parks regarding the services, facilities and type of accommodation offered. Generally parks are either destinational (the region or park has a feature that attracts visitors) or transit (used as a stop en-route by long distance travellers).²⁴¹ A study of grey nomads in Western

²²⁹ Campervan and Motorhome Club of Australia, *Submission No. 72*, 2010, p. 6; F Hamer, *Submission No. 57*, 2010, p. 13; W Dakin, *Submission No. 3*, 2010, p. 1.

²³⁰ Tourism Research Australia, *Snapshots 2009, Caravan and Camping in Australia 2009*, August 2009, retrieved 24 November 2010 from www.tra.gov.au, p. 2.

²³¹ Campervan and Motorhome Club of Australia, *Additional Information*, Balfour Consulting, Rest Area Research, 2010, p. 15.

²³² D Hare, *Submission No. 9*, 2010, p. 1.

²³³ J Breen, S Bergin-Seers, L Roberts, E Frew & J Carlsen, *Innovation and change management for small and medium enterprises in the tourists park sector*, CRC for Sustainable Tourism, 2006, p. 3.

²³⁴ Caravanning Queensland, *Submission No. 37*, 2010, pp. 12, 27; T Benson, Government Liaison Officer, Caravanning Queensland, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 11.

²³⁵ Campervan and Motorhome Club of Australia, *Submission No. 72*, 2010, p. 7.

²³⁶ Caravan & Camping Industry Association NSW, *Submission No. 77*, 2010, p. 2.

²³⁷ Caravanning Queensland, *Submission No. 37*, 2010, p. 12.

²³⁸ Caravanning Queensland, *Submission No. 37*, 2010, p. 11; Campervan and Motorhome Club of Australia, *Submission No. 72*, 2010, p. 6; D Lyell, *Submission No. 25*, 2010, p. 1.

²³⁹ M Harvey, *Submission No. 1*, 2010, p. 1, P Elbourne, *Submission No. 15*, 2010, p. 1; S Lyell, *Submission No. 25*, 2010, p. 1; N Roberts, *Submission No. 41*, 2010, p. 1; A & M Fapani, *Submission No. 83*, 2010, p. 1.

²⁴⁰ Tourism Australia and Tourism Western Australia, *Understanding the Caravan Park Industry in WA*, Research Report, May 2007, p. 14.

²⁴¹ J Breen, S Bergin-Seers, L Roberts, E Frew & J Carlsen, *Innovation and change management for small and medium enterprises in the tourists park sector*, CRC for Sustainable Tourism, 2006, p. 3.

Australian caravan parks indicated that the main reasons they stayed in parks were to be part of the travelling 'experience' and their affordability, which meant they could enjoy a longer holiday than if staying in other, more expensive accommodation.²⁴² Caravanning Queensland indicated caravan parks were important for seasonal grey nomads, many of whom had permanent bookings at member parks in Queensland.²⁴³

Non-commercial accommodation

151. Grey nomads also utilise non-commercial accommodation markets, including bush camping, free camps, rest areas and national parks.²⁴⁴ These facilities are often provided free or at low cost and have limited public facilities. Typically, time limits are also imposed on the length of stay, which is usually a maximum of 48 hours. However, some travellers have been known to spend weeks in the one campsite.²⁴⁵
152. The location of these sites usually becomes known through word of mouth²⁴⁶ or through specialised publications such as *Camps Australia Wide*, which lists over 3,500 free and low cost campsites in Australia.²⁴⁷
153. It is difficult to obtain statistics on the number of domestic visitors staying in this form of accommodation, especially at a regional level. The National Visitor Survey for the year ended 30 June 2010 indicated that seven per cent of overnight visitors to Queensland stayed in a caravan park or commercial camping ground, and four per cent stayed in a caravan or camped on private property.²⁴⁸ CARRS-Q identified, as part of their study, that RV travellers staying in rest areas comprised around 20 per cent of participants.²⁴⁹ A study of caravanners in Western Australia indicated that 10 per cent of grey nomads like to free camp, with bush camping and roadside rest areas being the most common types of freecamping. Only four per cent of travellers in this study had camped in town.²⁵⁰
154. Grey nomads travelling in motorhomes tend to favour camping style accommodation over commercial caravan parks due to their vehicles being their mode of transport and accommodation.²⁵¹ Vehicles that are self-contained tend to

²⁴² Tourism Australia and Tourism Western Australia, *Understanding the Caravan Park Industry in WA*, Research Report, May 2007, p. 39.

²⁴³ Caravanning Queensland, *Submission No. 37*, 2010, p. 10

²⁴⁴ Centre for Accident Research and Road Safety - Queensland, *Submission No. 93*, 2010, p. 8.

²⁴⁵ P Woodhouse, Mayor, McKinlay Shire Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 5; Blackall-Tambo Regional Council, *Submission No. 71*, 2010, p. 3.

²⁴⁶ Caravan and Motorhome Club of Australia, *Additional Information*, Balfour Consulting, Rest Area Research, 2010, p. 4.

²⁴⁷ F Hamer, *Submission No. 57*, 2010, p. 23.

²⁴⁸ Tourism Research Australia, *Travel by Australians – June 2010 quarterly results of the national visitor survey*, 2010, p. 18.

²⁴⁹ P Obst, N Brayley & M King, 'Grey Nomads: Road Safety Impacts and Risk Management', paper presented to the 2008 Australasian Road Safety Research, Policing and Education Conference, Adelaide, 10-12 November 2008, p. 8.

²⁵⁰ Tourism Australia and Tourism Western Australia, *Understanding the Caravan Park Industry in WA*, Research Report, May 2007, pp. 60-61.

²⁵¹ S Cridland, 'An analysis of the winter movement of grey nomads to northern Australia: planning for increase senior visitation', PhD Thesis, James Cook University, 2008, p. 344; G Anderson, Queensland Representative, Auswide Motorhome Club, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 17.

- spend more nights in rest areas than those without self-containment.²⁵² Grey nomads who are on extended trips or are living a permanent nomadic lifestyle may also favour freecamping.²⁵³
155. A key consideration for grey nomads seeking out free camps was to reduce travel costs.²⁵⁴ A number of submissions indicated that grey nomads cannot afford to stay in caravan parks every night and without free camps they would not be able to afford to travel or spend money on tourist attractions.²⁵⁵ Grey nomads may also use free camps for convenience: due to there being no alternative commercial accommodation available in the area,²⁵⁶ or the distance between towns being too great.²⁵⁷
 156. A number of submissions expressed the view that due to the self-contained nature of their motorhomes they did not need the facilities provided by a caravan park (children's playgrounds, swimming pools, camp kitchen) and therefore were unwilling to pay for them.²⁵⁸ In addition, a number of submissions noted that caravan parks could not accommodate their rigs or pets.²⁵⁹
 157. Staying in bush camps was also perceived by many to be part of the grey nomad travel experience, with a number of submitters noting that they preferred the freedom of camping in rural settings.²⁶⁰ A submission by one council noted that grey nomads in motorhomes are seeking a different experience from staying in a caravan park and are achieving this 'river experience' by camping on the river bank.²⁶¹
 158. In addition to free camps, grey nomads may also choose to stay at national parks. In Western Australia, 45 per cent of grey nomads in caravan parks had stayed at

²⁵² Campervan and Motorhome Club of Australia, *Additional information*, Balfour Consulting, Rest Area Research, 2010, p. 3.

²⁵³ Campervan and Motorhome Club of Australia, *Additional information*, Balfour Consulting, Rest Area Research, 2010, p. 8.

²⁵⁴ Centre for Accident Research & Road Safety - Queensland, *Submission No. 93*, 2010, p. 8; S Adler, *Submission No. 50*, 2010, p. 1.

²⁵⁵ T Goodwin, *Submission No. 10*, 2010, p.1; G & M Clifton, *Submission No. 20*, 2010, p. 1; B & E Staer, *Submission No. 70*, 2010, p. 1; J Murell, *Submission No. 29*, 2010, p. 1; Etheridge Shire Council, *Submission No. 45*, 2010, p. 1.

²⁵⁶ D Gschwind, Queensland Tourism Industry Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 26.

²⁵⁷ Etheridge Shire Council, *Submission No. 45*, 2010, p. 1.

²⁵⁸ K Court, *Submission No. 3*, 2010, p. 1; T Goodwin, *Submission No. 10*, 2010, p. 1; A Budgen, *Submission No. 22*, 2010, p. 1; Auswide Motorhome Club Inc, *Submission No. 44*, p. 1; N Turner, *Submission No. 55*, 2010, p. 1; F Hamer, *Submission No. 57*, 2010, p. 9; B Leslie, *Submission No. 63*, 2010, p. 1; Campervan and Motorhome Club of Australia, *Submission No. 72*, 2010, p. 6.

²⁵⁹ K Court, *Submission No. 3*, 2010, p. 1; A Tesch, *Submission No 24*, 2010, p. 1; N Roberts, *Submission No.41*, 2010, p. 1; K Everton, *Submission No. 48*, 2010, p. 1.

²⁶⁰ K Court, *Submission No. 3*, 2010, p. 1; T Goodwin, *Submission No. 10*, 2010, p. 1; P Elbourne, *Submission No. 15*, 2010, p. 1; B Powell, *Submission No. 16*, 2010, p. 1; S Adler, *Submission No. 50*, 2010, p. 1; B Leslie, *Submission No. 63*, 2010, p. 1; Auswide Motorhome Club Inc, *Submission No. 44*, 2010, p. 1.

²⁶¹ P Woodhouse, Mayor, McKinlay Shire Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 5.

- national parks.²⁶² A number of submissions noted that national parks were becoming more expensive,²⁶³ and difficult to book whilst travelling.²⁶⁴
159. Some towns expressed concerns regarding free camping. The Bundaberg Shire Council indicated it had issues relating to free camping, including the management of sewerage and waste disposal, toilet facilities, risk management, public safety, fire control and safety, and the commercial viability of existing caravan parks.²⁶⁵

Use of showgrounds

160. In recognition that some grey nomads prefer to camp, and to encourage grey nomads in self-contained vehicles to stop in their towns and spend money, some local governments have opened up their showgrounds.²⁶⁶ In addition, a number of local councils indicated to the committee that they had RV friendly towns in their region.²⁶⁷
161. The increasing use of free camps has created competitive tensions between free camping sites and the commercial park operators.²⁶⁸ This is because at times council approved showgrounds were charging less than the commercial operator, albeit for facilities that were less extensive than a caravan park.
162. Caravanning Queensland expressed concerns regarding local governments not abiding by requirements under state law in relation to their responsibilities as trustees of reserves.²⁶⁹ In particular, Caravanning Queensland was concerned that local governments were operating 'unregistered and unlicensed' caravan and camping grounds in direct competition with commercial caravan parks that were regulated by the same local council.²⁷⁰ In addition, Caravanning Queensland noted that the inappropriate use of reserve land by some local councils and the lack of enforcement of 'illegal practices' were directly impacting on licensed caravan and camping parks.²⁷¹
163. Caravanning Queensland has an independent camping policy that supports independent camping if it is not to the detriment of established commercial caravan and tourist parks.²⁷² This policy also expects that local authorities not allow pricing schemes or business practices that could undermine the viability of

²⁶² Tourism Australia and Tourism Western Australia, *Understanding the Caravan Park Industry in WA*, Research Report, May 2007, p. 60.

²⁶³ B Powell, *Submission No. 16*, 2010, p. 1; W Dakin, *Submission No. 5*, 2010, p. 1; L Smith, *Submission No. 19*, 2010, p. 1.

²⁶⁴ K Everton, *Submission No. 48*, 2010 p. 1; P Wright, *Submission No. 56*, 2010, p. 1, F Hamer, *Submission No. 57*, 2010, p. 23.

²⁶⁵ Bundaberg Regional Council, *Submission No. 47*, 2010, p. 4.

²⁶⁶ Queensland Government, *Submission No. 87*, 2010, p. 16.

²⁶⁷ Central Highlands Regional Council, *Submission No. 66*, 2010, p. 3; Ipswich City Council, *Submission No. 90*, 2010, p. 3.

²⁶⁸ Queensland Government, *Submission No. 87*, 2010, p. 16; Caravanning Queensland, *Submission No. 37*, 2010, p. 6.

²⁶⁹ Caravanning Queensland, *Submission No. 37*, 2010, p. 6.

²⁷⁰ Caravanning Queensland, *Submission No. 37*, 2010, p. 6.

²⁷¹ Caravanning Queensland, *Submission No. 37*, 2010, p. 7.

²⁷² Caravanning Queensland, *Submission No. 37*, Attachment CPAQ Policy – Independent Camping/Rest areas. Use of Community and Government facilities for RV parking, 2010, p. 3.

- commercial caravan parks, which each local government regulates within its own jurisdiction.²⁷³
164. Although Caravanning Queensland acknowledges the need for free camping in certain circumstances, Caravanning Queensland also indicated that it did not support the use of showground accommodation in towns with an existing caravan park due to concerns that it would impact on their commercial viability.²⁷⁴ Under the Caravanning Queensland overflow policy, if both a caravan park and showground exist then the additional use of showgrounds is conditional upon the local authority entering into agreement with local parks to implement overflow policy.²⁷⁵
 165. The Bundaberg Regional Council indicated that it did not support free camping and would prefer grey nomads to stay in commercial caravan parks due to concerns over the commercial viability of local operators.²⁷⁶ The committee notes that Bundaberg Regional Council operates four caravan parks within its region.²⁷⁷

Caravan and camping on trust land

166. The Queensland Government acknowledges the need for a balance between not undermining commercial park operators and accommodating travellers who may wish to enjoy the freedom of staying at roadside rest stops and other non-commercial sites.²⁷⁸
167. The Queensland Government acknowledges that councils are an important provider of campgrounds and overflow areas.²⁷⁹ In 2007, the Queensland Government made amendments to the *Land Act 1994* to make provision for local governments wanting to offer camping on Reserves for Recreation. The amendments allowed for local governments, as trustees of reserve land, to use the land for a secondary use.²⁸⁰ This meant that local governments could offer camping with limited facilities if there was no local caravan park or the existing caravan park did not have the capacity to meet the needs of the customers.²⁸¹ Camping is limited to three nights or seven nights if it does not affect the local licensed caravan or tourist park operator.²⁸²

²⁷³ Caravanning Queensland, *Submission No. 37*, Attachment CPAQ Policy – Independent Camping/Rest areas. Use of Community and Government facilities for RV parking, 2010, p. 2.

²⁷⁴ Caravanning Queensland, *Submission No. 37*, 2010, Attachment CPAQ Policy – Independent Camping/Rest areas. Use of Community and Government facilities for RV parking, 2010, p. 3.

²⁷⁵ Caravanning Queensland, *Submission No. 37*, 2010, Attachment CPAQ Policy – Use of Showgrounds and Community Facilities – Overflow Policy, p. 3

²⁷⁶ N Searle, Bundaberg Regional Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 5; Bundaberg Regional Council, *Submission No. 47*, 2010, p. 4.

²⁷⁷ Bundaberg Regional Council, *Bundaberg Holiday Parks*, retrieved 4 January 2011 from <http://bundaberg.qld.gov.au/discover/holidayparks>.

²⁷⁸ Queensland Government, *Submission No. 87*, 2010, p. 21.

²⁷⁹ G Nicholas, Manager, State Land Asset Management, Department of Environment and Resource Management, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 41.

²⁸⁰ G Nicholas, Manager, State Land Asset Management, Department of Environment and Resource Management, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 41.

²⁸¹ Department of the Environment and Resource Management, *Caravan Park Policy PUX/901/102*, May 2009, p. 1

²⁸² Department of the Environment and Resource Management, *Caravan Park Policy PUX/901/102*, May 2009, p. 1.

168. In order to provide showgrounds for camping, the council must obtain ministerial approval that its use for camping does not diminish the purpose for which the land was dedicated or adversely affect any business in the area surrounding the trust land.²⁸³ The use of reserves is subject to the council submitting a land management plan, which is authorised by the Minister for Natural Resources, Mines and Energy and Minister for Trade.²⁸⁴ The local government is required to undertake a community consultation process to gain an understanding of the community issues and how the introduction of the plan will affect businesses in the area.²⁸⁵
169. In relation to competitive neutrality concerns, the Queensland Government noted that the *Land Act 1994* did not require competitive neutrality. This is because the role of trustees is to manage the land on behalf of the state to benefit the whole community.²⁸⁶ Instead of applying a competitive neutrality test, the minister looks at the type of arrangements the council is putting in place and how those arrangements are provided by commercial operators.²⁸⁷ The Queensland Government noted that the secondary use of showgrounds was to supplement existing facilities rather than to compete.²⁸⁸
170. Although the development of land management plans is not difficult, the Queensland Government acknowledged that local governments may have difficulties in interpreting how to gauge the impact of the viability of existing parks and the capacity of these parks to accommodate some grey nomads. In the case of Barcaldine, DERM provided support and assistance to the local council in the development of the land management plan and the regional office was involved in the community consultation process.²⁸⁹ The Queensland Government noted that their current policy is to consider any conflicts between caravan park operators and local governments on a case-by-case basis.²⁹⁰

²⁸³ Department of the Environment and Resource Management, *Secondary Use of Trust Land - Land Act PUX/901/209* Version 5, February 2010, p. 6.

²⁸⁴ G Nicholas, Manager, State Land Asset Management, Department of Environment and Resource Management, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 41.

²⁸⁵ G Nicholas, Manager, State Land Asset Management, Department of Environment and Resource Management, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 41.

²⁸⁶ G Nicholas, Manager, State Land Asset Management, Department of Environment and Resource Management, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 44.

²⁸⁷ G Nicholas, Manager, State Land Asset Management, Department of Environment and Resource Management, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 43.

²⁸⁸ G Nicholas, Manager, State Land Asset Management, Department of Environment and Resource Management, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 44.

²⁸⁹ G Nicholas, Manager, State Land Asset Management, Department of Environment and Resource Management, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 43.

²⁹⁰ M Papageorgiou, Executive Director, Planning Policy Division, Department of Infrastructure and Planning, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 41.

171. However, the Queensland Government acknowledges the need for the development of tools and practical templates to assist all local governments in the development of land management plans for trust lands.²⁹¹
172. Caravanning Queensland indicated that they would prefer a uniform overflow policy, as different jurisdictions can have different interpretations and the *Land Act 1994* does not include enforcement provisions.²⁹² In addition, a number of submissions suggested that there was a need for more consistent regulation of camping on showground reserves and/or trust land.²⁹³

Conclusions

173. The committee believes that a variety of accommodation types should be available to meet the different needs of grey nomads. The committee suggests that there is a need to provide accommodation for grey nomads who would prefer to free camp, but that this should not be at the expense of commercial operators, given that they also are important providers of accommodation for grey nomads.
174. The committee notes that in some circumstances it may be difficult for local governments to assess the impact of free camping on commercial operations. The committee therefore supports DERM's suggestion for its development of tools and practical templates to assist local governments with land management plans when offering trust land for caravan parks and camping.

Recommendation 5:

The committee recommends that the Queensland Government develops tools and practical templates to assist local governments to develop land management plans when offering trust land for caravan parks and camping.

Ministerial Responsibility: Minister for Natural Resources, Mines and Energy and Minister for Trade

Cost recovery for local councils

175. A number of submissions indicated that if local councils provided basic camping facilities for grey nomads, councils needed to appropriately cost these facilities to determine the potential to charge a fee for usage.²⁹⁴ This would be similar to charges imposed in protected areas, such as national parks.²⁹⁵ The imposition of such a fee would allow councils to better regulate demand for facilities and allow councils to service the areas on a regular basis.²⁹⁶

²⁹¹ Queensland Government, *Submission No. 87*, 2010, p. 21.

²⁹² T Benson, Government Liaison Officer, Caravanning Queensland, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, pp. 11, 16.

²⁹³ Etheridge Shire Council, *Submission No. 45*, 2010, p. 1; Cooroy Chamber of Commerce Inc, *Submission No 75*, 2010, p. 1; South Burnett Regional Council, *Submission No. 54*, p.1; Queensland Tourism Industry Council, *Submission No. 65*, 2010, p. 3; Mackay Tourism, *Submission No. 73*, 2010, p. 3; McKinlay Shire Council, *Submission No. 42*, 2010, p. 2.

²⁹⁴ D Gschwind, Chief Executive Officer, Queensland Tourism Industry Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 26; North Burnett Regional Council, *Submission No. 74*, 2010, p. 3.

²⁹⁵ Campervan and Motorhome Club of Australia, *Additional Information*, Balfour Consulting, Rest Area Research, 2010, p. 14;

²⁹⁶ Campervan and Motorhome Club of Australia, *Additional Information*, Balfour Consulting, Rest Area Research, 2010, p. 14.

176. Evidence provided to the committee indicated that grey nomads are prepared to pay a base rate for camping with limited facilities.²⁹⁷ A study of travellers in rest areas by the CMCA indicated that 77 per cent of travellers were willing to pay on average around \$6 to use rest areas and up to \$10 depending on the location of the rest area and the facilities provided.²⁹⁸ Other evidence provided to the committee supported this and indicated that grey nomads have a willingness to pay at least a small fee for accommodation.²⁹⁹
177. The willingness of grey nomads to pay a fee is likely, however, to depend on whether other free alternatives exist in other areas. For example, some grey nomads who free camp indicated to the committee that they would bypass towns where this accommodation was not available.³⁰⁰

Conclusions

178. The committee considers another important reason for cost recovery is that it promotes choice on its merits between commercial and non-commercial accommodation. Otherwise, many grey nomads may choose particular types of accommodation simply because one is essentially subsidised while the other is supplied on a full cost recovery basis or via the private sector. The committee is of the view that councils also need to be cognisant of how regulatory requirements impact on the cost base of different accommodation types.
179. Therefore, while grey nomads may make a significant contribution to local towns, local governments should be cautious about providing free or subsidised accommodation services. If councils do consider charging below full cost recovery, they should consider not only the impacts on existing commercial operators, including regulatory requirements, but also whether the subsidy is the best use of public funds to attract particular tourists to the area. It may be that the supply of other amenities or attractions has a greater net economic impact.
180. The committee considers that all local governments should apply cost recovery principles to the accommodation services they provide where practicable and be cautious about supplying free accommodation. This reduces the problem of other members of the community effectively having to subsidise the service and promoting choice 'on its merits' between commercial and non-commercial accommodation. The committee is not advocating that the councils should stop providing free or low cost accommodation to grey nomads, but rather that the decision to provide this accommodation is based on a careful consideration of the benefits and costs to their ratepayers of doing so.

²⁹⁷ G Nicholas, Manager, State Land Asset Management, Department of Environment and Resource Management, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 41.

²⁹⁸ Campervan and Motorhome Club of Australia, *Additional Information*, Balfour Consulting, Rest Area Research, 2010, p. 3.

²⁹⁹ L Smith, *Submission No. 19*, 2010, p. 1; L Hoffman, *Submission No. 12*, 2010, p.1; T Covell, *Submission No. 28*, 2010, p. 1; P Wright, *Submission No. 56*, 2010, p. 1; A Lindsay, *Submission No. 58*, 2010, p. 1.

³⁰⁰ F Hamer, *Submission No. 57*, 2010, p. 10.

Recommendation 6:

The committee recommends that the Queensland Government provides support to local governments to assist with the application of cost recovery on the accommodation services they provide.

Ministerial Responsibility: Minister for Natural Resources, Mines and Energy and Minister for Trade

PART 5 – MARKETING AND PROMOTION

Role of government

181. Tourism Australia is the Australian Government agency responsible for marketing Australia as a destination to international and domestic travellers.³⁰¹ TQ promotes Queensland as a holiday destination to interstate and overseas travellers.³⁰² Local government and regional tourism organisations (RTOs), civic associations and businesses also play their part in marketing and promoting rural and regional Queensland.

Queensland Government

182. TQ is the state's leading tourism organisation and is a statutory body under the *Statutory Bodies Financial Arrangements Act 1982* and the *Financial Accountability Act 2009*. TQ's primary responsibility is to facilitate the promotion, marketing and development of tourism to and within Queensland.³⁰³ DEEDI also plays a role in marketing Queensland as a place to invest, conduct business and travel on holiday.³⁰⁴

Tourism plans

183. TQ prepares the state's tourist and industry strategic marketing plan in consultation with the tourism industry, community and state government departments.³⁰⁵ TQ's *Tourism Action Plan to 2012* has five goals to improve tourism in Queensland, all of which relate to increasing grey tourist numbers in rural and regional Queensland:

- increasing visitor numbers and expenditure through sales and marketing campaigns
- developing the events industry in Queensland by attracting new, and promoting current, major events
- identifying and developing new tourism infrastructure opportunities, including ecotourism and regional infrastructure investment
- improving access to Queensland and tourist destinations by working on airline route development, drive tourism and cruise shipping opportunities
- protecting and creating tourism jobs and industry development.³⁰⁶

184. TQ is also finalising tourism opportunity plans for 10 tourism regions in Queensland. These plans are specific to individual regions and identify new tourism products to meet future visitor expectations and demand, infrastructure

³⁰¹ Tourism Australia, *About Tourism Australia*, 2010, retrieved 7 October 2010 from <http://www.tourism.australia.com/en-au/aboutus/default.aspx>.

³⁰² Tourism Queensland, *About TQ*, 2010, retrieved 25 October 2010 from http://www.tq.com.au/about-tq/profile/profile_home.cfm.

³⁰³ Tourism Queensland, *About TQ*, 2010, retrieved 25 October 2010 from http://www.tq.com.au/about-tq/profile/profile_home.cfm.

³⁰⁴ The Queensland Department of Employment, Economic Development and Innovation, *About Us*, 2010, retrieved 27 October 2010 from <http://www.deedi.qld.gov.au/about-us/default.htm>.

³⁰⁵ Tourism Queensland, *About TQ*, 2010, retrieved 25 October 2010 from http://www.tq.com.au/about-tq/profile/profile_home.cfm.

³⁰⁶ Tourism Queensland, *Tourism Action Plan to 2012*, retrieved 29 October 2010 from <http://203.210.126.185/dsdweb/v4/apps/web/secure/docs/4116.pdf>, p. 3.

requirements and investment opportunities to support ongoing sustainable tourism development.³⁰⁷ For each region, TQ has identified specific development goals, the core target markets and projects for each council area, including long-term projects.³⁰⁸ The committee supports the development of these plans and believes regular reviews of them would be beneficial to regional and rural Queensland tourism communities. Some examples of projects that TQ has identified in the tourism opportunity plans to support drive tourism, and therefore grey nomad tourism, include:

- day use and camping areas and walking trails into the northern section of White Mountains National Park in tropical North Queensland
- improved road access and camping accommodation facilities at the Kroombit Tops National Park in Central Queensland
- development of a hinterland touring route around the Bundaberg-Fraser Coast area.³⁰⁹

185. TQ's marketing strategy has several elements, including:

- destination and international marketing, including online marketing, which aims to promote the different regions of Queensland to domestic and international tourists³¹⁰
- market activation which aims to provide tourism development opportunities to increase visitor expenditure, regional dispersal and length of stay³¹¹
- domestic market segmentation, which targets different groups of tourists based on the experiences they are seeking when travelling to Queensland.³¹²

186. The two most relevant strategies for increasing grey tourism in rural and regional Queensland are the destination marketing and domestic market segmentation strategies.

³⁰⁷ Mr B Turner, Deputy Director-General, Agriculture, Food and Tourism, Department of Employment, Economic Development and Innovation, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 39; Tourism Queensland, *Tourism Action Plan to 2012 – List of actions*, retrieved 8 November 2010 from http://www.derm.qld.gov.au/parks_and_forests/activities_in_parks_and_forests/nature-tourism/pdf/tourism-action-plan-2012.pdf, p. 4.

³⁰⁸ Tourism Queensland, *Central Queensland Tourism Opportunity Plan 2009-2019*, 2009, retrieved 9 November 2010 from http://www.tq.com.au/fms/tq_corporate/destinations/central_queensland/plans_and_strategies/Central%20Queensland%20Tourism%20Opportunity%20Plan%20-%20Final%20version%2026th%20October%202009.pdf.

³⁰⁹ Mr B Turner, Deputy Director-General, Agriculture, Food and Tourism, Department of Employment, Economic Development and Innovation, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 39; Tourism Queensland, *Tourism Action Plan to 2012 – List of actions*, retrieved 8 November 2010 from http://www.derm.qld.gov.au/parks_and_forests/activities_in_parks_and_forests/nature-tourism/pdf/tourism-action-plan-2012.pdf, p. 4.

³¹⁰ Tourism Queensland, *Destination Marketing*, 2010, retrieved 25 October 2010 from http://www.tq.com.au/marketing/destination-marketing/destination-marketing_home.cfm.

³¹¹ Tourism Queensland, *Marketing*, 2010, retrieved 25 October 2010 from <http://www.tq.com.au/marketing/index.cfm>; Tourism Queensland, *New ideas*, 2010, retrieved 25 October 2010 from <http://www.tq.com.au/marketing/market-activation/new-ideas.cfm>.

³¹² Tourism Queensland, *Marketing*, 2010, retrieved 25 October 2010 from <http://www.tq.com.au/marketing/index.cfm>; Tourism Queensland, *New ideas*, 2010, retrieved 25 October 2010 from <http://www.tq.com.au/marketing/market-activation/new-ideas.cfm>.

Destination marketing strategy

187. While TQ acknowledges that each region in Queensland is different, regions are promoted to tourists under the one 'Queensland Brand Umbrella'. This is the global marketing strategy the Queensland Government launched in September 2010 that emphasises the variety of tourism experiences that can be found in Queensland. TQ divides these experiences into four themes: Natural Encounters, Queensland Lifestyle, Islands and Beaches, and Adventure.³¹³
188. Research supports this strategy as the appeal of rural areas includes their unique cultural and geographic characteristics, as well as their history. Any marketing strategy needs to focus on this appeal.³¹⁴ The development of a hinterland touring route around the Bundaberg-Fraser Coast, for example, as well as other current tourism-themed routes, indicates TQ understands the marketing strength of appealing to tourists based on the experiences available in different areas of Queensland.

Domestic market segmentation strategy

189. Academic research supports marketing strategies that are based on the experiences tourists seek rather than on their demographic profile. This acknowledges that not everyone within the same age and income bracket will act the same way, or want the same things from their holiday.³¹⁵ In addition, tourism marketing should reflect the feelings that these tourists will experience as part of their travels, such as fun, excitement and the joy of meeting new friends.³¹⁶
190. TQ's approach to marketing and promoting Queensland to domestic tourists is based on this. Through the Domestic Market Segmentation Strategy, TQ divides the tourism market into six segments based on the consumers' core motivations for holidaying in Queensland (see Table 7). TQ believes that this will help to gain a deeper understanding of how travellers want to feel and what they expect from a holiday. From this, TQ determines what types of tourists Queensland attracts, the types of products and services the Queensland tourism industry needs to offer, and how to sell those experiences to consumers.³¹⁷ TQ's overall goal is to

³¹³ Tourism Queensland, *Campaigns*, 2010, retrieved 25 October 2010 from http://www.tq.com.au/destinations/queensland/marketing/campaigns/campaigns_home.cfm; B Turner, Deputy Director-General, Agriculture, Food and Tourism, Department of Employment, Economic Development and Innovation, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 39.

³¹⁴ DL Edgell & L Harbaugh, 'Tourism Development: an Economic Stimulus in the Heart of America', *Business America*, vol. 114, no. 2, pp. 17-18.

³¹⁵ Tourism Queensland, *Understanding our Consumers - TQ domestic market segmentation*, 2010, retrieved 25 October 2010 from http://www.tq.com.au/fms/tq_corporate/domestic%20market%20segmentation/TQ%20Domestic%20Market%20Segmentation%20Fact%20Sheet.pdf, p. 1; B Turner, Deputy Director-General, Agriculture, Food and Tourism, Department of Employment, Economic Development and Innovation, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 39; I Patterson & S Pegg, 'Marketing the Leisure Experience to Baby Boomers and Older Tourists', *Journal of Hospitality Marketing & Management*, vol. 18, no. 2, p. 254.

³¹⁶ I Patterson & S Pegg, 'Marketing the Leisure Experience to Baby Boomers and Older Tourists', *Journal of Hospitality Marketing & Management*, vol. 18, no. 2, p. 263.

³¹⁷ Tourism Queensland, *Understanding our Consumers - TQ domestic market segmentation*, 2010, retrieved 25 October 2010 from http://www.tq.com.au/marketing/understanding-our-consumer---tq-domestic-market-segmentation/understanding-our-consumers---tq-domestic-market-segmentation_home.cfm; and Queensland Government, *Submission No. 87*, 2010, p. 22.

understand the needs and wants of tourists in order to provide the right tourism products for them.³¹⁸

Table 7: Tourism Queensland’s domestic market segmentation strategy

Segment	Characteristic
Active Explorers	Explorers want to be challenged and feel alive (physical activity)
Stylish Travellers	Travellers want to stand out from the crowd and enjoy the finer things in life
Self-Discoverers	Discoverers want to enrich their mind and nourish their body
Unwinders	Unwinders want to reflect and recharge
Connectors	Connectors want to bond with family and friends
Social Fun Seekers	Fun seekers want to share good times with new and old friends

Source: Tourism Queensland, *Understanding our Consumers - TQ domestic market segmentation, 2010*, retrieved 25 October 2010 from http://www.tq.com.au/marketing/understanding-our-consumer---tq-domestic-market-segmentation/understanding-our-consumers---tq-domestic-market-segmentation_home.cfm.

Tourism Queensland’s marketing strategy for grey nomads

191. TQ markets rural and regional Queensland to grey nomads through its domestic segmentation strategy and places grey nomads into one of three of the six segments outlined previously: Mature Connectors, Mature Social Fun Seekers or Mature Active Explorers.³¹⁹ Rather than marketing based on the age of the tourists or their mode of travel (driving), TQ believes its experienced-based marketing strategy for grey nomads understands their needs and wants, maximises the impact of the marketing dollar, and guides and informs the development of infrastructure and facilities for this market.³²⁰
192. Industry and academic research supports TQ’s marketing approach based on what grey nomads want to experience in Queensland.³²¹ This marketing approach appears to help TQ understand why grey nomads travel to Queensland.³²²

³¹⁸ J Mallam, Director, Strategy, Research and Government Relations, Tourism Queensland, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 43.

³¹⁹ Queensland Government, *Submission No. 87*, 2010, pp. 3, 22.

³²⁰ Tourism Queensland, *Understanding our Consumers - TQ domestic market segmentation, 2010*, retrieved 25 October 2010 from http://www.tq.com.au/fms/tq_corporate/domestic%20market%20segmentation/TQ%20Domestic%20Market%20Segmentation%20Fact%20Sheet.pdf, p. 1; and Queensland Government, *Submission No. 87*, 2010, pp. 3, 22; Queensland Government, *Submission No. 87, Attachment 1*, 2010, p. 2.

³²¹ D Gschwind, Chief Executive Officer, Queensland Tourism Industry Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 28; I Patterson, ‘Information sources used by older adults for decision making about tourist and travel destinations’, *International Journal of Consumer Studies*, vol. 31, 2007, p. 529; and I Patterson & S Pegg, ‘Marketing the Leisure Experience to Baby Boomers and Older Tourists’, *Journal of Hospitality Marketing and Management*, vol. 18, no. 2, 2009, p. 263.

³²² J Onyx & R Leonard, ‘Australian Grey Nomads and American Snowbirds: Similarities and differences’, *The Journal of Tourism Studies*, vol. 16, no. 1, May 2005, pp. 64-65; I Patterson & S Pegg, ‘Marketing the Leisure Experience to Baby Boomers and Older Tourists’, *Journal of Hospitality Marketing and Management*, vol. 18, no. 2, 2009, p. 263; I Patterson, S Pegg & J Litster, ‘Grey Nomads on tour: a revolution in travel and tourism for older adults’, unpublished paper, July 2010.

193. Grey nomad tourism is important for regional Queensland, as 'mature nomads' make up a significant proportion of visitors to regional Queensland. For example, in the Western Downs region of Queensland, tourists visiting this region were divided into two groups: mature nomads and other travellers. Mature nomads made up 55 per cent of all visitors to this area.³²³ Although over half of all tourists to this region are grey nomads and their numbers are likely to increase, TQ does not have a specific marketing strategy for targeting grey nomads. Instead, attracting this niche market and growing their numbers is incorporated into TQ's global brand strategy, segmentation models and minimal drive tourism projects identified in TQ's tourism opportunity plans.
194. The committee notes that there is potential to improve the specific marketing strategy for grey nomads. However, given the fact tourism opportunity plans are still being finalised, the committee will not make a recommendation at this time.

Identifying the grey nomad for marketing

195. Marketing strategies targeting grey nomads must consider the experiences they are seeking, the infrastructure they use, the information sources they access and the reasons why they travel.³²⁴ At this time, it is difficult to gain a complete picture of these factors as research into the grey nomad market in Queensland is limited. However, anecdotal evidence and other research does provide some information.
196. Different motivations for travelling exist within the grey nomad tourism market. For example, some grey nomads enjoy touring and extended moving. Others focus on travelling to nature-oriented areas to engage in activities, such as in national parks, and seek challenges and adventure, while another group travel to one specific destination and remain for an extended period to engage in such activities as boating or fishing.³²⁵
197. A common experience grey nomads are seeking, though, is to develop or rekindle social networks.³²⁶ CARRS-Q notes the importance of community to those identifying as grey nomads. Research shows that marketing aimed at grey nomads needs to portray the social cohesion amongst members of the grey

pp. 20-21; P Glover & B Prideaux, 'Implications of population ageing for the development of tourism products and destinations', *Journal of Vacation Marketing*, vol. 15, no. 25, 2009, pp. 27, 29, 30.

³²³ Australian Government Department of Resources, Energy and Tourism, *Western Downs Region Visitor Profile and Satisfaction Report: Summary of results*, December 2008, retrieved 25 October 2010 from http://www.ret.gov.au/tourism/Documents/tra/Destination%20Visitor%20Survey/Western_Downs_Final.pdf, p. 1.

³²⁴ J Onyx & R Leonard, 'Australian Grey Nomads and American Snowbirds: Similarities and differences', *The Journal of Tourism Studies*, vol. 16, no. 1, May 2005, pp. 64-65; I Patterson & S Pegg, 'Marketing the Leisure Experience to Baby Boomers and Older Tourists', *Journal of Hospitality Marketing and Management*, vol. 18, no. 2, 2009, p. 263; and I Patterson, S Pegg & J Litster, 'Grey Nomads on tour: a revolution in travel and tourism for older adults', unpublished paper, July 2010, pp. 20-21.

³²⁵ J Onyx & R Leonard, 'Australian Grey Nomads and American Snowbirds: Similarities and differences', *The Journal of Tourism Studies*, vol. 16, no. 1, May 2005, pp. 62, 64-65; Blackall-Tambo Regional Council, *Submission No. 71*, 2010, p. 3; I Patterson & S Pegg, 'Marketing the Leisure Experience to Baby Boomers and Older Tourists', *Journal of Hospitality Marketing and Management*, vol. 18, no. 2, 2009, p. 263; I Patterson, S Pegg & J Litster, 'Grey Nomads on tour: a revolution in travel and tourism for older adults', unpublished paper, July 2010, pp. 20-21; and Queensland Government, *Submission No. 87*, 2010, pp. 3, 22.

³²⁶ J Onyx & R Leonard, 'Australian Grey Nomads and American Snowbirds: Similarities and differences', *The Journal of Tourism Studies*, vol. 16, no. 1, May 2005, pp. 64-65.

- nomad population in media campaigns to encourage people to visit new places and participate in the grey nomad adventure.³²⁷
198. According to CARRS-Q research, grey nomad participants related more strongly to individual identities, such as an individual or a couple, than with group identities. When asked to categorise themselves as either grey nomads or RV travellers, 64.3 per cent responded that they saw themselves more as RV travellers. CARRS-Q suggests that generic messages for these two groups should be avoided, as well as one message targeting caravan and motorhome owners as a combined group.³²⁸
 199. In addition, for brochures and print materials to be highly effective in marketing destinations and experiences to grey nomads, the use of photographs and images of older people is essential in order to capture this target group.³²⁹ Marketing strategies should feature images of mature age tourists engaging in adventure activities to promote the idea that they can ‘feel younger and healthier’ by travelling to these destinations.³³⁰
 200. Anecdotal evidence from Caravanning Queensland also supports this. Recently, TQ provided some backdrops to Caravanning Queensland for their caravan show stands around Australia. However, the proofs of the artwork predominantly featured water and none featured families or mature age travellers, the prime market for Caravanning Queensland’s caravanning and camping expos. TQ altered its backdrops to better reflect the target market. However, the final backdrops contained one picture of a family but none of mature age travellers.³³¹
 201. Although older self-drive tourists have different motivations for travelling and come from different life experiences and backgrounds, marketing strategies should target travelling couples and acknowledge different identities, such as the grey nomad and RV traveller identities. These findings are important in order to promote and market Queensland’s rural and regional destinations to this niche group of travellers.
 202. As TQ did not provide specific evidence on the types of marketing messages they use to capture the grey nomad tourism market, the committee believes that a review of TQ’s marketing strategy aimed at Mature Connectors, Mature Social Fun Seekers and Mature Active Explorers is needed to ensure images target the different identities of grey nomads.

³²⁷ The Centre for Accident Research & Road Safety – Queensland, *Submission No. 93*, 2010, p. 12.

³²⁸ The Centre for Accident Research & Road Safety – Queensland, *Submission No. 93*, 2010, pp. 10, 12.

³²⁹ I Patterson, ‘Information sources used by older adults for decision making about tourist and travel destinations’, *International Journal of Consumer Studies*, vol. 31, 2007, p. 530.

³³⁰ I Patterson & S Pegg, ‘Marketing the Leisure Experience to Baby Boomers and Older Tourists’, *Journal of Hospitality Marketing and Management*, vol. 18, no. 2, pp. 263-264.

³³¹ Caravanning Queensland, *Submission No. 37*, 2010, p. 10.

Recommendation 7:

The committee recommends that Tourism Queensland reviews its grey nomad tourism marketing messages to ensure the messages:

- a) include images of grey nomads engaging in different activities that reflect the socialising and adventurous aspects of grey tourism in rural and regional Queensland**
- b) portray grey nomads as individuals, couples and/or recreational vehicle travellers**
- c) are specific to the different groups within the grey nomad tourism market (i.e. recreational vehicle traveller, drive tourist and caravanner).**

Ministerial Responsibility: Minister for Tourism and Fair Trading

Travel information sources for grey nomads

- 203. In order to promote and market Queensland's rural and regional destinations to the grey nomad market, the Queensland Government must have a thorough understanding of how and where grey nomads obtain their travel information. According to Tourism Australia, the most common information sources for mature age travellers are the internet and experience from previous visits to the area.³³²
- 204. Academic research and submissions also support the marketing of destinations on the internet, as well as the importance of the level of interactivity of the website, including the ability to email contacts, reserve accommodation online and make use of interactive maps and travel planners.³³³
- 205. However, while travel agents, brochures, guidebooks and the Seniors Card business discount directory also provide information sources for grey nomads,³³⁴ the majority of research and anecdotal evidence from submissions indicates that the primary source of information for grey nomads is word-of-mouth, followed by magazine and newspaper feature articles, television feature stories and the internet (see Table 8).³³⁵

³³² Tourism Australia, *Mature Age Visitors in Australia 2008*, June 2009, http://www.ret.gov.au/tourism/Documents/tra/Snapshots%20and%20Factsheets/Mature_age_snapshot_08_FINAL.pdf, p. 1.

³³³ PJ Benckendorff & NL Black, 'Destination marketing on the Internet: A case study of Australian Regional Tourism Authorities', *The Journal of Tourism Studies*, vol. 11, 2000, pp. 14-15; I Patterson, 'Information sources used by older adults for decision making about tourist and travel destinations', *International Journal of Consumer Studies*, vol. 31, 2007, pp. 529-530; M Harvey, *Submission No. 1*, 2010, p. 1; G Hardy, *Submission No. 4*, 2010, p. 1; W Dakin, *Submission No. 5*, 2010, p. 1; J Maddams, *Submission No. 6*, 2010, p. 1; K Leech, No Boundaries, *Submission No. 27*, 2010, p. 2; T Covill, *Submission No. 28*, 2010, p. 2; W Hillman, Central Queensland University, *Submission No. 34*, 2010, p. 13; McKinlay Shire Council, *Submission No. 42*, 2010, pp. 1, 2; N Turner, *Submission No. 55*, 2010, p. 1; F Hamer, *Submission No. 57*, 2010, pp. 23, 24; A Lindsay, *Submission No. 58*, 2010, p. 1; T & F Bischoff, *Submission No. 62*, 2010, p. 1; B Leslie, *Submission No. 63*, 2010, p. 1; Vialink, *Submission No. 67*, 2010, p. 2; Blackall-Tambo Regional Council, *Submission No. 71*, p. 8; Cooroy Chamber of Commerce, *Submission No. 75*, 2010, p. 1; Redland City Council, *Submission No. 76*, 2010, p. 2; Home Hill Chamber of Commerce, *Submission No. 82*, pp. 6-7; Western Downs Regional Council, *Submission No. 85*, 2010, p. 3.

³³⁴ I Patterson, 'Information sources used by older adults for decision making about tourist and travel destinations', *International Journal of Consumer Studies*, vol. 31, 2007, p. 528; B Prideaux, S Wei & H Ruys, 'The senior drive tour market in Australia', *Journal of Vacation Marketing*, vol. 7, 2001, p. 217.

³³⁵ I Patterson, 'Information sources used by older adults for decision making about tourist and travel destinations', *International Journal of Consumer Studies*, vol. 31, 2007, pp. 528-530; J Onyx & R Leonard, 'Australian grey nomads and American snowbirds: Similarities and differences', *The Journal of Tourism Studies*, vol. 16, no. 1, May 2005, p. 66; B Prideaux, S Wei & H Ruys, 'The senior drive tour

Table 8: Information sources useful for older travellers, United States

Source	Useful (per cent)
Word of mouth (friend or relative)	66.2
Mass Media	
Magazine feature article	31.3
Newspaper feature article	32.6
TV feature story	35.2
TV advertisement	18.1
Newspaper advertisement	12.9
Magazine advertisement	10.7
Radio advertisement	9.9
New media	
Internet website	26.6
CD-ROM	9.9
Tourism-specific media	
Highway Welcome Centre	42.7
Chamber of Commerce	43.3
State travel publication	33.5
Brochures/direct mail	34.2
Automobile club	30.9
Travel channel	21.5
Travel agent	18.5
Trade show	12.0

Source: Adapted from Fall and Knutson (2001), cited in I. Patterson, *Information sources used by older adults for decision making about tourist and travel destinations*, *International Journal of Consumer Studies*, vol. 31, 2007, p. 528.

206. As grey nomad tourism in some regions of Queensland provides over half of the tourists in the area, and as mature age travellers in the caravan and camping sector have been identified as the largest growing group of tourists in Australia, the committee concludes that the Queensland Government should review its current marketing strategy for the grey nomad tourism market. This should occur by marketing to grey nomads online. The review should also consider opportunities for expanding its marketing to grey nomads based on the primary

market in Australia, *Journal of Vacation Marketing*, vol. 7, 2001, p. 217; T McTigue, *Submission No. 2*, 2010, p. 1; J Maddams, *Submission No. 6*, 2010, p. 1; L Smith, *Submission No. 19*, 2010, p. 1; G & M Clifton, *Submission No. 20*, 2010, p. 1; A Bugden, *Submission No. 22*, 2010, p. 2; R Robertson, *Submission No. 26*, p. 2; K Leech, *No Boundaries, Submission No. 27*, p. 1; M Bridges, *Submission No. 31*, 2010, p. 1; L Gilbert, *Submission No. 40*, 2010, p. 1; McKinlay Shire Council, *Submission No. 42*, 2010, pp. 1-2; Auswide Motorhome Club Inc, *Submission No. 44*, 2010, p. 1; C Roberts, *Submission No. 49*, 2010, p. 1; S Adler, *Submission No. 50*, 2010, p. 1; South Burnett Regional Council, *Submission No. 54*, 2010, p. 1; N Turner, *Submission No. 55*, 2010, p. 1; Vialink, *Submission No. 67*, 2010, p. 2; Moreton Bay Regional Council, *Submission No. 79*, 2010, p. 2; Home Hill Chamber of Commerce, *Submission No. 82*, 2010, pp. 6-7; and Queensland Government, *Submission No. 87*, 2010, p. 5.

sources of travel information they access, including the internet, such as forums and blogs.

Recommendation 8:

The committee recommends that Tourism Queensland investigates the opportunities for expanding its marketing to grey nomads based on the primary sources of travel information, including the internet, such as forums and blogs.

Ministerial Responsibility: Minister for Tourism and Fair Trading

Queensland Events Corporation

207. One of the goals of TQ's *Tourism Action Plan to 2012* is to develop Queensland's events industry by attracting new, and promoting current, major events.³³⁶ The Queensland Events Corporation, a state government initiative, aims to attract, support, grow and promote successful events in Queensland in order to contribute to the social and economic prosperity of the state. Approximately \$1 billion has been injected into the state's economy from events sponsored by the Queensland Events Corporation.³³⁷
208. The Queensland Events Corporation established the Queensland Events Regional Development Program in 2001 to extend the social and economic benefits into regional areas throughout the state. \$15.3 million has been spent on 705 regional events since the program began, including on music, food and art festivals, camel races, and cultural celebrations. This is relevant for tourists and grey nomads as the program helps to:
- increase local economic activity and development
 - enhance the profile and appeal of the destination
 - enhance the visitor experience
 - demonstrate future growth and sustainability.³³⁸
209. The committee notes that Caravanning Queensland criticises the promotional activities of the Queensland Events Corporation. Every year, Caravanning Queensland holds the Caravan and Camping Show in Brisbane that attracts approximately 70,000 people, making it the largest exhibition show in Australia. According to Caravanning Queensland, over half of the attendees are either grey nomads or budding grey nomads. While Caravanning Queensland does not seek any funding from the Queensland Events Corporation, it suggests that the Queensland Events Corporation is missing one of the largest promotional opportunities aimed at targeting the grey nomad market by not taking part in the Brisbane Caravan and Camping Show.³³⁹ Mackay Tourism and QTIC also believe that this would be an effective way to target this market.³⁴⁰

³³⁶ Tourism Queensland, *Tourism Action Plan to 2012*, retrieved 29 October 2010 from <http://203.210.126.185/dsdweb/v4/apps/web/secure/docs/4116.pdf>, p. 3.

³³⁷ Queensland Events, *Queensland Events Corporation*, 2009, retrieved 26 October 2010 from <http://www.qldevents.com.au/about/>.

³³⁸ Queensland Events, *Queensland Events Corporation*, 2009, retrieved 26 October 2010 from <http://www.qldevents.com.au/about/>.

³³⁹ Caravanning Queensland, *Submission No. 37*, 2010, pp. 4, 14-15.

³⁴⁰ Mackay Tourism, *Submission No. 73*, 2010, p. 3; Queensland Tourism Industry Council, *Submission No. 65*, 2010, pp. 3-4.

210. The Queensland Government acknowledges that while grey nomads can be targeted through distributions centres, including visitor information centres and caravan and camping shows, its primary marketing consideration for grey nomads 'must be understanding their holiday needs and ensuring appropriate holiday experiences are incorporated into the marketing message'.³⁴¹
211. The committee concludes that while it is important to provide marketing messages to grey nomads based on an understanding of what they are seeking to experience, it is also important to review and implement effective ways to reach them. With the numbers of visitors who attend the Brisbane Caravan and Camping Show, the committee concludes that this will provide an opportunity for TQ to market effectively to the grey nomad tourism market.
212. The committee concludes that the Brisbane Caravan and Camping Show also provides an opportunity for local governments and RTOs to promote tourism in their regions to grey nomads.

Recommendation 9:

The committee recommends that Tourism Queensland explores the potential for targeting grey nomads and promoting rural and regional Queensland at the annual Brisbane Caravan and Camping Show.

Ministerial Responsibility: Minister for Tourism and Fair Trading

Recommendation 10:

The committee recommends that Tourism Queensland encourages and provides assistance to local governments and regional tourism organisations to promote their regions to grey nomads at the annual Brisbane Caravan and Camping Show.

Ministerial Responsibility: Minister for Tourism and Fair Trading

Local government

213. TQ believes that all marketing for Queensland's rural and regional communities should be a collaboration between TQ, DEEDI, local governments, RTOs and tourism businesses using TQ's marketing strategies and systems.³⁴² The distances that have to be travelled in Queensland are often an obstacle in marketing communities that are far apart. TQ believes that working with local governments in order to promote their products and communities is one way that this issue can be overcome.³⁴³
214. Establishing and promoting tourism in regional and rural areas is often less costly than other economic development strategies, such as manufacturing. However, a successful tourism industry in these areas requires a coordinated approach to promoting and marketing events, attractions (natural and constructed) and destinations, in coordination with the delivery of infrastructure and services, the

³⁴¹ Queensland Government, *Submission No. 87*, p. 22.

³⁴² Queensland Government, *Submission No. 87*, 2010, p. 22.

³⁴³ B Turner, Deputy Director-General, Agriculture, Food and Tourism, Department of Employment, Economic Development and Innovation, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 43.

- involvement of tourism entrepreneurs to develop tourism products and the development of the hospitality industry.³⁴⁴
215. Evidence from local governments indicates that more could be done to increase the numbers of grey nomads visiting rural and regional communities. The two primary obstacles for local governments in developing grey nomad tourism in rural and regional Queensland are the lack of funding and tourism expertise on the ground.³⁴⁵ Suggestions to improve local government promotion to grey nomads include:
- developing a centralised website designed specifically for grey nomads who want to travel to rural and remote Queensland³⁴⁶
 - providing hard copy promotional material at travel and trade expos, visitor information centres and by post³⁴⁷
 - TQ assisting in identifying the way that key target markets, including grey nomads, look for information and why they choose to travel to different locations. This would assist local governments to understand their target markets, and make use of marketing opportunities more efficiently³⁴⁸
 - Both CMCA and QTIC support a coordinated approach with the involvement of all stakeholders in the delivery of marketing strategies for regional and rural Queensland³⁴⁹
 - QTIC suggests that these strategies would be more effective if ground-level networks and information sources were used in their planning, development and delivery.³⁵⁰
216. While a successful and coordinated approach to developing tourism requires community members, leaders and businesses to take ownership of their own tourism industry, local governments require tourism marketing expertise and leadership to achieve this.

Regional tourism organisations

217. RTOs provide a link between the Queensland Government and regional and rural communities. RTOs focus on specific areas of Queensland and develop marketing strategies that best promote their region to tourists. Each RTO has its own website that provides details about the region, accommodation available, places to visit, things to do and see, travel information, such as maps, weather,

³⁴⁴ S Wilson, DR Fesenmaier, J Fesenmaier & JC Van Es, 'Factors for the Success in Rural Tourism Development', *Journal of Travel Research*, vol. 40, November 2001, pp. 132-133.

³⁴⁵ P Woodhouse, Mayor, McKinlay Shire Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 3; N Searle, Manager of Economic Development, Bundaberg Regional Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, pp. 4, 8; Bundaberg Regional Council, *Submission No. 47*, 2010, p. 2; and Blackall-Tambo Regional Council, *Submission No. 71*, 2010, p. 8.

³⁴⁶ McKinlay Shire Council, *Submission No. 42*, 2010, pp. 1-2.

³⁴⁷ McKinlay Shire Council, *Submission No. 42*, 2010, pp. 1-2.

³⁴⁸ Blackall-Tambo Regional Council, *Submission No. 71*, 2010, p. 8.

³⁴⁹ Campervan and Motorhome Club of Australia, *Submission No. 72*, 2010, p. 9; D Gschwind, Chief Executive Officer, Queensland Tourism Industry Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 28.

³⁵⁰ D Gschwind, Chief Executive Officer, Queensland Tourism Industry Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 28.

travel brochures and contacts for local visitor information centres, and holiday deals that the consumer can purchase through the website.³⁵¹

218. The RTOs in Queensland are:
- Brisbane Marketing
 - Bundaberg North Burnett Tourism
 - Capricorn Tourism and Economic Development Organisation
 - Fraser Coast South Burnett Tourism
 - Gladstone Area Promotion and Development
 - Gold Coast Tourism
 - Mackay Tourism
 - Outback Queensland Tourism Association
 - Southern Downs and Granite Belt Regional Tourism
 - Toowoomba and Golden West Tourism
 - Sunshine Coast Destination
 - Tourism Tropical North Queensland
 - Tourism Whitsundays
 - Townsville Enterprise.³⁵²
219. The committee notes evidence from the Blackall-Tambo Regional Council that identified how the Outback Queensland Tourism Association, responsible for marketing the Western Queensland region, faced difficulty as few of its private sector members are large enough businesses to take an active part in the association. The Outback Queensland Tourism Association members are often too busy running their own businesses to be effective members of the association. Blackall-Tambo Regional Council acknowledged that in those circumstances, councils have to step up to play a larger role. This highlights the main issue for local governments in promoting tourism: councils in these regional areas often have fewer resources allocated to tourism.³⁵³
220. Based on this, the committee believes that a joint marketing strategy between councils in regions will ensure the efficient and effective use of resources and funds. The committee supports the continued leadership role of TQ in marketing and promoting rural and regional Queensland, as it demonstrates through its tourism opportunity plans, and the work of RTOs. However, the committee suggests that TQ and RTOs have a significant role in assisting local governments with developing joint marketing strategies for their regions. This will also mean collaboration between various RTOs in regions.
221. The committee concludes that developing a growing and sustainable tourism industry in regional and rural areas of Queensland needs to be based on collaboration between TQ, local governments and RTOs. Tourism products and services need to be developed at a local level, as business owners, tourism entrepreneurs, and council and regional tourism officers are best placed to understand the unique strengths of their communities and what infrastructure and resources they need to build tourism.

³⁵¹ Tourism Queensland, *Queensland's Outback*, 2010, retrieved 25 October 2010 from http://www.queenslandholidays.com.au/destinations/outback/outback_home.cfm.

³⁵² Tourism Queensland, *Regional Tourism Organisations*, 2010, retrieved 25 October 2010 from <http://www.tq.com.au/resource-centre/industry-directory/regional-tourist-organisations/regional-tourist-organisations.cfm>.

³⁵³ Blackall-Tambo Regional Council, *Submission No. 71*, 2010, p. 8.

222. Working at ground level in developing tourism products and marketing regional and rural communities to domestic and international travellers will result in a collaboration where knowledge is gathered and shared, tourist product ideas are developed and transformed into successful tourism attractions, events or experiences and funding for regional tourism management and marketing can be monitored and provided at an appropriate level. Looking at tourism from a regional level will also help to connect economic development, tourism and other industry sectors.
223. The committee also believes RTOs have a role to play in implementing these marketing strategies for grey nomads. The committee therefore recommends that the Queensland Government make funding available to RTOs located outside south-east Queensland for the purpose of marketing the attractions of their local area directly to the grey nomad market.

Recommendation 11:

The committee recommends that Tourism Queensland:

- a) takes a leadership role, through its Directors of regions, in coordinating the collaboration between local councils and regional tourism organisations in a region to develop a joint regional marketing strategy of their own to build on the work undertaken in Tourism Queensland's tourism opportunities plans and ensure the efficient and effective use of resources and funds for marketing to grey nomads
- b) provides marketing expertise to local councils which are resource-poor so that council officers develop their skills and build on their first-hand knowledge of their communities and the status of their tourism industries
- c) conducts research that identifies how grey nomads source their travel information and why they choose to travel to different areas of Queensland.

Ministerial Responsibility: Minister for Tourism and Fair Trading

Recommendation 12:

The committee recommends that the Queensland Government makes available a grant funding round to regional tourism organisations located outside south-east Queensland for the purpose of marketing the attractions of their local area directly to the grey nomad market.

Ministerial Responsibility: Minister for Tourism and Fair Trading

Stakeholder organisations

224. The QTIC is a not-for-profit membership organisation and peak body for tourism in Queensland. Its aim is to work closely with government, promote industry development and experiences for visitors, and undertake tourism research in order to contribute to the economic and social prosperity of the state.³⁵⁴
225. Various stakeholder organisations support the interests of specific businesses or tourists. Two stakeholder organisations relevant to grey nomad tourism are Caravanning Queensland and the CMCA. Caravanning Queensland is the peak

³⁵⁴ Queensland Tourism Industry Council, 2006, *About*, retrieved 26 October 2010 from http://www.qtic.com.au/index.php?option=com_content&task=view&id=37&Itemid=76.

- industry body for caravan dealers, manufacturers, camping suppliers, service providers and caravan park operators throughout the state.³⁵⁵ CMCA is the peak representative body for the RV tourist market in Australia.³⁵⁶
226. Caravanning Queensland contributes to tourism marketing through its television segments featuring the 'little big', which plays on the term 'the big one' referring to an extended road trip around Australia. The 'little big' incorporates Brisbane, Gladstone, Mount Morgan, the Burnett Highway, Cania Gorge and back to Brisbane. Additionally, within the caravan park industry, there is a referral tourism program that helps to direct drive tourists to the next caravan park facility along their trip.³⁵⁷ Caravanning Queensland also produces its annual *Caravan Parks Directory (Queensland)*, which promotes destinations and caravan parks to its members.³⁵⁸
227. CMCA's 'RV Friendly Town Scheme' aims to attract RV tourists to regional communities. Thirty-eight RV Friendly Towns have been named in Queensland. CMCA believes that this low-cost scheme benefits regional communities by attracting greater numbers of RV tourists. An RV Friendly Town has to meet certain guidelines, including providing a range of amenities and services for RV tourists. Often these are already in place and the town needs only to apply. An RV Friendly Town is identified by a sign and RV tourists can expect certain services will be provided and that they will have a safe place to stay overnight or for a longer period. CMCA promotes the scheme through its website and by publishing an article on every RV friendly town at some time in its monthly magazine, *The Wanderer*.³⁵⁹ Several submissions also noted this scheme assisted with identifying whether a town was welcoming to RV travellers and could provide basic facilities, which contributed to their decision to visit the town.³⁶⁰
228. The Australian Regional Tourism Network is the peak national body representing regional tourism practitioners and aims to promote collaboration, share knowledge and advocate on behalf of members to foster sustainable regional development. Membership is widespread and includes all levels of government and tourism organisations, tourism industry councils and chambers of commerce, tourism operators, visitor information centres and research institutions.³⁶¹ The Australian Regional Tourism Network is in the process of developing its *Regional Tourism Action Plan for 2011*. The committee notes that this plan will address regional tourism issues and opportunities in research, product supply, advocacy and marketing.³⁶²

³⁵⁵ Caravanning Queensland, *Caravanning Queensland*, 2007, retrieved 26 October 2010 from <http://www.caravangld.com.au/about-us.aspx>.

³⁵⁶ Campervan and Motorhome Club of Australia, *Submission No. 72*, 2010, p. 1.

³⁵⁷ Caravanning Queensland, *Submission No. 37*, 2010, p. 15.

³⁵⁸ Caravanning Queensland, *Submission No. 37*, 2010, p. 13.

³⁵⁹ Campervan and Motorhome Club of Australia, *Submission No.72*, 2010, pp. 9, 10.

³⁶⁰ K Court, *Submission No. 3*, 2010, p. 1; L Smith, *Submission No. 19*, 2010, p. 1; A Bugden, *Submission No. 22*, 2010, p. 2; N Roberts, *Submission No 41*, 2010, p. 1; R Smith, *Submission No. 30*, 2010, p. 1; and P Wright, *Submission No. 56*, 2010, p. 1.

³⁶¹ Australian Regional Tourism Network, *Australia's premier regional tourism network*, 2010, retrieved 25 October 2010 from <http://www.regionaltourism.com.au/ARTN/index.html> and <http://www.regionaltourism.com.au/ARTN/subscribe.html>.

³⁶² Australian Regional Tourism Network, *Regional Tourism Action Plan*, 2010, retrieved 25 October 2010 from <http://www.regionaltourism.com.au/ARTN/news.html>.

229. The release of the Australian Regional Tourism Network *Regional Tourism Action Plan 2011* will provide an opportunity for TQ to review its *Tourism Action Plan to 2012* with a focus on developing and sustaining drive tourism in rural and regional Queensland. The committee concludes that through this process, TQ could also review its grey nomad tourism strategy.

Tourism-themed routes and drive tourism

230. One strategy for attracting more grey nomads and other members of the self-drive tourism market to an area is the use of tourism-themed routes, which combine marketing and development initiatives that direct tourists through a 'corridor-style' driving experience.³⁶³
231. Part of the grey nomad travelling experience often includes the opportunity to visit rural and regional areas to experience unique adventure opportunities and landscapes, cultural attractions or the peace and quiet of the area. Tourism-themed routes support these travel opportunities, as well as other key motivations for self-drive travel, which include the flexibility to change itineraries and maintain individuality. They also provide an opportunity for rural and regional tourism operators, particularly along tourism-themed routes, to develop tourism products to attract tourists to the different experiences available in the region.³⁶⁴
232. Successful drive tourism routes require a partnership between government, community and private stakeholders.³⁶⁵ It is important to ensure, in attempting to cater for the grey nomad drive market, that the remainder of the drive market is not alienated or excluded. Drive tourism in Queensland represented a \$3.1 billion industry in 2000 and is essential for local regional areas.³⁶⁶
233. Essential to the sustainability and growth of this market is the clustering of activities and attractions that meet the desires and retain the interest of grey nomads, and the effective use of signage and accessible information offices.³⁶⁷ Signage is essential in order to direct and benefit from the flow of tourists between and within tourist destinations.³⁶⁸ Both local governments and the Queensland Government have invested in signage along major routes between and within tourist destinations in order to derive benefit from these routes.³⁶⁹
234. As the self-drive tourism market accounts for around 70 per cent of all trips taken within and into Queensland, marketing strategies aimed specifically at this market are important, as regional areas have a significant opportunity to benefit from

³⁶³ M Olsen, 'Tourism themed routes: A Queensland perspective', *Journal of Vacation Marketing*, vol. 9, no. 331, 2003, p. 334.

³⁶⁴ B Prideaux & D Carson, 'A framework for increasing understanding of self-drive tourism markets', *Journal of Vacation Marketing*, vol. 9, no. 307, 2003, p. 309.

³⁶⁵ M Olsen, 'Tourism themed routes: A Queensland perspective', *Journal of Vacation Marketing*, vol. 9, 2003, p. 339.

³⁶⁶ M Olsen, 'Tourism themed routes: A Queensland perspective', *Journal of Vacation Marketing*, vol. 9, 2003, p. 332.

³⁶⁷ J Briedenhann & E Wickens, 'Tourism routes as a tool for the economic development of rural areas-vibrant hope or impossible dream?', *Tourism Management*, vol. 25, 2004, p. 72.

³⁶⁸ B Prideaux, S Wei & H Ruys, 'The senior drive tour market in Australia', *Journal of Vacation Marketing*, vol. 7, no. 209, 2001, p. 212.

³⁶⁹ A Hardy, 'An investigation into the key factors necessary for the development of iconic touring routes', *Journal of Vacation Marketing*, 2003, vol. 9, no. 314, p. 317.

- their tourism dollars.³⁷⁰ In addition, regional and rural areas of Queensland rely heavily on the self-drive market where it represents up to 85 per cent of the total tourism market.³⁷¹
235. Tourism-themed routes have been used to attract tourists to areas outside of the main centres in Europe and the United States for several decades.³⁷² In Australia, there are approximately 20 major tourism-themed routes and hundreds of tourist drives that vary in scale and length, as well as the level and type of information and tourist services available. TQ markets nine major tourism-themed routes throughout Queensland and these are:
- Australia's Country Way between Wallangarra and Rockhampton
 - Capricorn Highway between Rockhampton and Barcaldine
 - Great Inland Way between Hebel and Cairns
 - Leichhardt Highway between Goondiwindi and Yeppoon
 - Matilda Highway between Barrington and Karumba via Barcaldine and Cloncurry
 - Overlander's Way between Townsville and the Northern Territory border
 - Pacific Coast Touring Route between Brisbane and Cairns
 - Savannah Way between Cairns and the Northern Territory border via Georgetown and Normanton
 - Warrego Highway between Brisbane and Charleville.³⁷³
236. The effectiveness of this marketing strategy is unclear, as these routes are often reliant on motorways, such as the Matilda Highway or Warrego Highway. It may be necessary to apply route development and tourism strategies to the rural and bush areas that grey nomads want to visit as opposed to the busier coastal centres. This would require cooperation across local governments, the support of the community and the involvement of the Queensland Government.
237. In Queensland, under the 2000-02 Cultural Tourism Incentive Program, the Queensland Government, in partnership with the Commonwealth Government, local governments and regional communities, also introduced the \$110 million Queensland Heritage Trails Network. Funding for 43 projects was provided to upgrade or conserve existing cultural facilities or build new ones. The network encompasses 27 communities and links 43 authentic heritage experiences across Queensland and its aim was to revitalise rural and regional economies. It is unclear to what extent the program achieved its goals to create jobs and sustainable tourism infrastructure, empower communities to take ownership of the project, diversify the economic base of regions, and develop and retain specialist trade/skills in regional areas.³⁷⁴

³⁷⁰ M Olsen, 'Tourism themed routes: A Queensland perspective', *Journal of Vacation Marketing*, vol. 9, no. 331, 2003, pp. 332-333.

³⁷¹ Bureau of Tourism Research, 'Travel by Australians – Results of the National Visitor Survey', Bureau of Tourism Research, 2001, Canberra.

³⁷² J Briedenhann & E Wickens, 'Tourism routes as a tool for the economic development of rural areas-vibrant hope or impossible dream?', *Tourism Management*, vol. 25, 2004, p. 72.

³⁷³ Tourism Queensland, *Highways*, retrieved 20 September 2010 from <http://www.queenslandholidays.com.au/travel-info/driving-journeys/highways/>.

³⁷⁴ Queensland Heritage Trails Network, 2010, *The Network Story*, retrieved 3 November 2010 from http://www.heritagetrails.qld.gov.au/network_benefits.html; J Briedenhann & E Wickens, 'Tourism routes as a tool for the economic development of rural areas-vibrant hope or impossible dream?', *Tourism Management*, vol. 25, 2004, p. 73.

238. The five trails that comprise the Queensland Heritage Trails Network overlap the tourism-themed routes and include:
- Matilda Highway between Barringun and Karumba via Barcaldine and Cloncurry
 - Overlander's Way between Townsville and the Northern Territory border
 - South East Queensland along the Warrego Highway between Brisbane and Charleville
 - Pacific Coast Way traces the coastline from Maryborough to Cardwell in the north
 - Tropical North Queensland.³⁷⁵
239. The committee notes that the Queensland Government, in partnership with the Queensland Heritage Trails Network, Department of Main Roads and TQ, developed the *Drive Tourism Program 2000-02* to enhance the experience of self-drive tourists in rural and regional Queensland. One of the aims of this initiative was for local governments and RTOs to make use of the professional marketing framework provided by the *Drive Tourism Program 2000-02* to develop tourism in their own regions.³⁷⁶ It is unclear how effective this has been.
240. However, although the Queensland Government's *Tourism Action Plan to 2012* considers drive tourism as an important element of tourism in Queensland, inquiry evidence and other research suggests that TQ needs to review its 'drive tourism' promotional activities. This is because the benefits seem to be narrowly defined for those communities located along the major tourism-themed routes, rather than alternative routes created by networks of communities.³⁷⁷
241. Further, a specific program looking at drive tourism has not been updated since the *Drive Tourism Program 2000-02*. The committee believes that the Queensland Government should review and update its drive tourism program and incorporate factors that are specific to the grey nomad market. This program should also consider the best methods of delivering marketing strategies to grey nomad tourism based on the information sources they access and their motivations for travelling. Part of this review and update should focus on the four key elements for developing and sustaining effective tourism-themed routes:
- marketing and advertising of the routes
 - pre-trip planning information
 - signage along the route
 - network of attractions along the route.³⁷⁸
242. While the committee believes that TQ has been effective in developing tourism products along the major tourism-theme routes, opportunities exist for the Queensland Government, local governments and RTOs to expand on these

³⁷⁵ Queensland Heritage Trails Network, 2010, *Discover More Queensland*, retrieved 3 November 2010 from <http://www.heritagetrails.qld.gov.au/attractions/index.html>.

³⁷⁶ Queensland Heritage Trails Network, 2010, *Drive Tourism Program 2000-2002*, retrieved 3 November 2010 from <http://www.heritagetrails.qld.gov.au/drive.html>.

³⁷⁷ Goondiwindi Council, *Submission No. 64*, 2010, p. 1; M Olsen, 'Tourism themed routes: A Queensland perspective', *Journal of Vacation Marketing*, vol. 9, no. 331, 2003, p. 334; Tourism Queensland, *Tourism Action Plan to 2012*, retrieved 3 November 2010 from <http://203.210.126.185/dsdweb/v4/apps/web/secure/docs/4116.pdf>, p. 6.

³⁷⁸ A Hardy, 'An investigation into the key factors necessary for the development of iconic touring routes', *Journal of Vacation Marketing*, vol. 9, no. 314, 2003, pp. 317-318.

foundations to offer grey nomads other experiences along the route or just off the route.

Recommendation 13:

The committee recommends that Tourism Queensland reviews its Drive Tourism Program and includes a section that specifically targets the grey nomad market.

Ministerial Responsibility: Minister for Tourism and Fair Trading

Recommendation 14:

The committee recommends that Tourism Queensland provides guidance to regional tourism organisations and local governments on how to build on the foundation of the well-established tourism-themed routes to offer drive tourists other experiences off the main routes.

Ministerial Responsibility: Minister for Tourism and Fair Trading

PART 6 – GREY NOMAD SKILLS AND EMPLOYMENT

Skills shortages in rural and regional Queensland

243. Many regional and remote towns in Queensland are experiencing severe skill shortages as employers struggle to attract workers to regional areas.³⁷⁹ In Queensland, skills shortages exist for both professional, including social work, nursing and engineering, and other roles.³⁸⁰ Skills shortages also remain a significant issue for the tourism industry.³⁸¹ Severe skills shortages act as a brake on the potential for economic growth and prosperity in regional Queensland.³⁸²
244. While many small rural communities with ageing populations and limited opportunities for young people are not attracting skilled workers, they have a flow of skilled people through the community as locums, seasonal workers or contractors.³⁸³ One of the strategies identified by Queensland businesses to assist them in meeting their labour and skilling requirements, particularly in regional areas, is increasing the workforce participation of mature age people and tapping into the skills of temporary visitors, such as grey nomads.³⁸⁴ Grey nomads are interested in spending time in rural and remote areas of the country.³⁸⁵
245. Grey nomads potentially bring extensive economic, social and human capital to the outback that addresses skills shortages.³⁸⁶ Benefits include providing services for regional communities, as well as utilising the skills of grey nomads.³⁸⁷

Grey nomads and work

246. In order to supplement their income, some grey nomads become involved with either voluntary or paid work during their travel. This enables them to supplement their income or to travel more extensively.³⁸⁸ Many grey nomads volunteer in

³⁷⁹ Chamber of Commerce and Industry Queensland, *Submission No. 69*, 2010, p. 2; P Woodhouse, Mayor, McKinlay Shire Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 3; N Searle, Manager of Economic Development, Bundaberg Regional Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 4.

³⁸⁰ Department of Education, Employment and Workplace Relations, nd, *State and Territory Skill Shortage List – Queensland*, Department of Education, Employment and Workplace Relations, Canberra, downloaded on 7 April 2010 from www.workplace.gov.au.

³⁸¹ Queensland Government, *Submission No. 87*, 2010, p. 25.

³⁸² Chamber of Commerce and Industry Queensland, *Submission No. 69*, 2010, p. 2.

³⁸³ S Kilpatrick, P Vitartas, M Homisan & S Johns, *The mobile skilled workforce: Optimising benefits for rural communities*, Australian Government Rural Industries Research and Development Corporation, Canberra, June 2010, p. 2.

³⁸⁴ Chamber of Commerce and Industry Queensland, *Submission No. 69*, 2010, p. 2.

³⁸⁵ Campervan and Motorhome Club of Australia, *Submission No. 72*, 2010, p. 11.

³⁸⁶ R Leonard & J Onyx, Constructing short episodic volunteering experiences: Matching grey nomads and the needs of small country towns, *Third Sector Review*, vol. 13 no. 2, p. 125; Queensland Tourism Industry Council, *Submission No. 65*, 2010, p. 4; B Powell, *Submission No. 16*, 2010, p. 2; T Covill, *Submission No. 28*, 2010, p. 2.

³⁸⁷ Queensland Government, *Submission No. 87*, 2010, p. 25; Queensland Tourism Industry Council, *Submission No. 65*, 2010, p. 4; D Gschwind, Chief Executive Officer, Queensland Tourism Industry Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 25.

³⁸⁸ P Vitartas, S Kilpatrick, S Johns & M Homisan, 'Attracting and retaining mobile skilled workers: Benefits for rural communities', paper presented to the *Sustainable Economic Growth for Regional Australia*

- order to stay active or to seek new ideas.³⁸⁹ They also contribute to community development in remote and regional areas that lack skilled and unskilled workers, trainers and volunteers.³⁹⁰ Evidence presented to the committee suggests that some grey nomads are willing to participate in employment, either in a paid or volunteer capacity.³⁹¹
247. One study identified that 60 per cent of participants would be interested in undertaking paid work in some form and that almost 50 per cent of participants would be interested in undertaking voluntary work during their trip.³⁹² However, more recent research suggests that only 22 per cent of participants would be interested in voluntary work during their travel.³⁹³ One trial of linking grey nomads with employment or volunteering opportunities in Townsville found that there were more positions available than grey nomads participating.³⁹⁴ This suggests that not all grey nomads or travellers are interested in volunteering in rural areas, although some may be if the various opportunities were available and known,³⁹⁵ and that grey nomads are not actively looking for work opportunities.³⁹⁶
248. Submissions supported the idea that not all grey nomads are interested in either voluntary or paid work with some submitters indicating that grey nomads were not seeking work or were not seeking work in a particular region.³⁹⁷ One reason for not working was the effect on the pension and other income sources.³⁹⁸ However, other sources indicated that grey nomads were either looking for work or had engaged in work.³⁹⁹ Grey nomads appear to be more open to employment opportunities that offer lifestyle benefits rather than high income or career

2009 National Conference, 2009, p. 3; Campervan and Motorhome Club of Australia, *Submission No. 72*, 2010, p. 11; D Lyell, *Submission No. 25*, 2010, p. 1.

³⁸⁹ P Vitartas, S Kilpatrick, S Johns & M Homisan, 'Attracting and retaining mobile skilled workers: Benefits for rural communities', paper presented to the *Sustainable Economic Growth for Regional Australia 2009 National Conference*, 2009, p. 3.

³⁹⁰ Campervan and Motorhome Club of Australia, *Submission No. 72*, 2010, p. 11.

³⁹¹ J Osborne, Chief Executive Officer, Campervan and Motorhome Club of Australia, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 18; J Maddams, *Submission No. 6*, 2010, p. 2; Tony Charters and Associates, *Grey Nomads: A Potential Mobile Workforce*, Department of Employment and Training and Tourism Queensland, Brisbane, October 2006, pp. 3-4.

³⁹² Tony Charters and Associates, *Grey Nomads: A Potential Mobile Workforce*, Department of Employment and Training and Tourism Queensland, Brisbane, October 2006, pp. 3-4.

³⁹³ Centre for Accident Research and Road Safety - Queensland, *Submission No. 93*, 2010, pp. 13-14.

³⁹⁴ Tony Charters and Associates, *Engaging grey nomads as a mobile workforce: Final report*, Department of Education, Employment and Workplace Relations, Brisbane, June 2008, p. 8.

³⁹⁵ Centre for Accident Research and Road Safety - Queensland, *Submission No. 93*, 2010, p. 14.

³⁹⁶ Tony Charters and Associates, *Engaging grey nomads as a mobile workforce: Final report*, Department of Education, Employment and Workplace Relations, Brisbane, June 2008, p. 20.

³⁹⁷ Moreton Bay Regional Council, *Submission No. 79*, 2010, p. 3; B Powell, *Submission No. 16*, 2010, p. 2; J Stroud, *Submission No. 33*, 2010, p. 1; J Lings, *Submission No. 7*, 2010, p. 1.

³⁹⁸ J Stroud, *Submission No. 33*, 2010, p. 1; Tony Charters and Associates, *Grey Nomads: A Potential Mobile Workforce*, Department of Employment and Training and Tourism Queensland, Brisbane, October 2006, p. 3.

³⁹⁹ J Maddams, *Submission No. 6*, 2010, p. 2; Tony Charters and Associates, *Engaging grey nomads as a mobile workforce: Final report*, Department of Education, Employment and Workplace Relations, Brisbane, June 2008, p. 20; C Lapworth, *Submission No. 44*, 2010, p. 2; F Hamer, *Submission No. 57*, 2010, p. 24; T & F Bischoff, *Submission No. 62*, 2010, p. 1.

- opportunities.⁴⁰⁰ Some submissions stated that they were not aware that there were grey nomad employment or volunteering opportunities.⁴⁰¹
249. Individuals who were interested in voluntary work tended to be on longer trips. The type of work that they were most attracted to was environmental work, working on stations or remote areas, working with communities in areas, such as aged care or child care, as well as manual labour, such as building or gardening.⁴⁰²
250. The committee notes that not all grey nomads are interested in undertaking either paid or volunteer work while travelling. However, it believes that for those interested in working, there are potential economic and social benefits in doing so.

Volunteering

251. Volunteering Queensland suggests that volunteering offers a very efficient, mutually rewarding and sustainable path leading to increased social and economic benefits.⁴⁰³ If volunteers have their needs met through volunteering, they will be more committed and likely to continue volunteering, if not in the same position then in other positions within the same organisation, and they will be more likely to take up volunteering positions in the future.⁴⁰⁴ In 2006, volunteering contributed approximately \$13.4 billion to Queensland.⁴⁰⁵
252. A major concern in the field of volunteering research has been the matching of the motivations of volunteers with the needs of the organisations and communities they can help.⁴⁰⁶ Without a match between the motivations of volunteers and the needs of organisations and communities, volunteer programs may be seen as being solely for the benefit of volunteers without much value to the community or alternatively programs may be unable to attract volunteers.⁴⁰⁷
253. Practical steps to facilitate a good match between organisations and volunteers include involving volunteers in the design and review of volunteer positions, ensuring that if training is needed for specific tasks then it is provided and that the proper equipment for the work is provided. If a position that takes advantage of an individual's skills and experience is not currently available then the organisation may need to think of working with the potential volunteer to design a new position.⁴⁰⁸

⁴⁰⁰ Campervan and Motorhome Club of Australia, *Submission No. 72*, 2010, p. 11.

⁴⁰¹ J Murrell, *Submission No. 29*, 2010, p. 1; S Adler, *Submission No. 50*, 2010, p. 1; D Ribbans, *Submission No. 60*, 2010, p. 1; B Walker, *Submission No. 61*, 2010, p. 1; C Roberts, *Submission No. 49*, 2010, p. 1.

⁴⁰² Centre for Accident Research and Road Safety - Queensland, *Submission No. 93*, 2010, pp. 13-14.

⁴⁰³ Volunteering Queensland, *Submission No. 81*, 2010, p. 1.

⁴⁰⁴ R Leonard & J Onyx, 'Constructing short episodic volunteering experiences: Matching grey nomads and the needs of small country towns', *Third Sector Review*, vol. 13 no. 2, pp. 121-122.

⁴⁰⁵ B Turner, Deputy Director-General, Agriculture, Food and Tourism, Department of Employment, Economic Development and Innovation, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 40.

⁴⁰⁶ J Onyx & R Leonard, 'Grey nomads: The potential for volunteering in outback towns', paper presented to the *Inaugural Volunteering Research Symposium*, Melbourne, 7-8 March 2006, p. 91.

⁴⁰⁷ J Onyx & R Leonard, Grey nomads: The potential for volunteering in outback towns, paper presented to the *Inaugural Volunteering Research Symposium*, Melbourne, 7-8 March 2006, p. 91.

⁴⁰⁸ J Onyx, R Leonard & H Hayward-Brown, A Maher, *Grey Nomad Volunteers: New partnerships between grey nomads and rural towns in Australia*, University of Technology, Sydney, January 2010, p. 10.

254. The most direct way of matching volunteers to the needs of the organisation may be to follow the approach of paid work and using a job description to advertise for volunteers to fit requirements. However, without financial incentives, volunteer motivations need to be stated in the position description.⁴⁰⁹
255. Volunteers are increasingly requesting more flexibility in their volunteering. As a result, non-profit organisations are considering more creative options when designing volunteer roles. This includes job-sharing, virtual volunteering and short-term volunteering options.⁴¹⁰

Volunteering and grey nomads

256. The skills and experiences of grey nomads could be effectively used in rural and regional communities through an active volunteering program. Community service and non-profit groups would appreciate the opportunity to work with, and utilise, the skills of visiting grey nomads to further develop and implement their respective services. Grey nomads may also be provided with a greater sense of worth and belonging.⁴¹¹
257. The grey nomad age group is an attractive volunteer group for many non-profit organisations across Queensland.⁴¹² Older volunteers offer several benefits including maturity, skills, availability, loyalty and numbers.⁴¹³ Grey nomads have a very diverse range of skills.⁴¹⁴ As shown in Figure 5, retirees were the largest volunteering group when compared with other employment groups.⁴¹⁵

⁴⁰⁹ R Leonard & J Onyx, 'Constructing short episodic volunteering experiences: Matching grey nomads and the needs of small country towns', *Third Sector Review*, vol. 13 no. 2, p. 122.

⁴¹⁰ R Leonard & J Onyx, 'Constructing short episodic volunteering experiences: Matching grey nomads and the needs of small country towns', *Third Sector Review*, vol. 13 no. 2, p. 122.

⁴¹¹ Bundaberg Regional Council, *Submission No. 47*, 2010, p. 2.

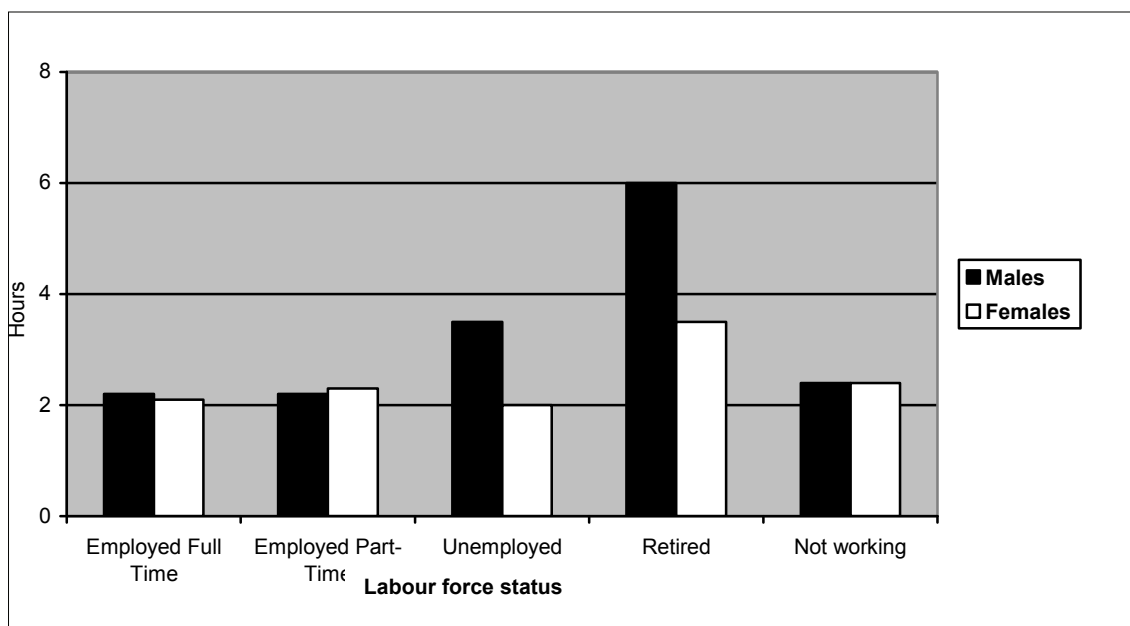
⁴¹² Volunteering Queensland, *Submission No. 81*, 2010, p. 1.

⁴¹³ A Dingle, *Involving older volunteers: A good practice guide*, Institute for Volunteering Research, United Kingdom, 2001, pp. 1-2.

⁴¹⁴ J Onyx, R Leonard, H Hayward-Brown & A Maher, *Grey Nomad Volunteers: New partnerships between grey nomads and rural towns in Australia*, University of Technology, Sydney, January 2010, p. 16.

⁴¹⁵ Australian Bureau of Statistics, *Voluntary Work: Australia*, Catalogue number 4441.0, Australian Government, Canberra, 2006, p. 5.

Figure 5: Average hours of volunteering by gender and participation in paid employment, Australia, 2006



Source: Australian Bureau of Statistics, *Voluntary Work, Australia, No. 4441.0*, Australian Bureau of Statistics, Canberra, 2007, p. 5.

258. It appears that grey nomads are more likely to engage in volunteering if appropriate projects are available.⁴¹⁶ They are likely to do this because of their interest in having more substantial contact with local people, active sociability, motivation to learn and have new experiences and the fact that volunteering is part of their past lives and future plans.⁴¹⁷ They are unlikely to volunteer if they are 'volunteered out'.⁴¹⁸ A survey of 314 grey nomads identified, as shown in Table 8, several motivations for volunteering.

Table 9: Grey nomads' motivations for volunteering, Australia

Type of Motivation	Per cent for whom important or very important
1. Getting to know some of the locals	77
2. Learning something new	72
3. Using your skills	69
4. Helping the local town and its surrounds	67

Source: J Onyx, R Leonard, H Hayward-Brown & A Maher, *Grey Nomad Volunteers: New partnerships between grey nomads and rural towns in Australia*, University of Technology, Sydney, January 2010, p. 14.

⁴¹⁶ J Onyx & R Leonard, 'Grey nomads: The potential for volunteering in outback towns', paper presented to the *Inaugural Volunteering Research Symposium*, Melbourne, 7-8 March 2006, pp. 100-101; K Kipping, Director, Campervan and Motorhome Club of Australia, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 23.

⁴¹⁷ J Onyx & R Leonard, 'Grey nomads: The potential for volunteering in outback towns', paper presented to the *Inaugural Volunteering Research Symposium*, Melbourne, 7-8 March 2006, pp. 100-101.

⁴¹⁸ J Onyx & R Leonard, 'Grey nomads: The potential for volunteering in outback towns', paper presented to the *Inaugural Volunteering Research Symposium*, Melbourne, 7-8 March 2006, p. 101.

259. Many grey nomads are willing to undertake volunteer work in areas where they are prepared to spend some time.⁴¹⁹ Grey nomad volunteering programs need to be geared to the grey nomad's desire for learning and new experiences, their health and their desire for a minimum of red tape.⁴²⁰
260. Opportunities to participate in paid and volunteer positions in regional and rural areas should also be made available to people with a disability. Further, the capacity for people with a disability to contribute in both paid and volunteer positions should be made clear to potential employers in regional and rural areas.⁴²¹

Volunteering and towns

261. Isolated towns appreciate grey nomads but the towns tend to focus on the economic benefits rather than the social capital.⁴²² A well planned volunteer program can help increase the amount of money spent in a town because the number of grey nomads visiting increases or the amount of time that they stay is lengthened.⁴²³
262. Efforts to attract grey nomad volunteers will need to consider their interests, especially their desire to meet the townspeople. There is diversity amongst the grey nomads in their interest and ability to volunteer.⁴²⁴
263. Local communities willing to benefit from engaging grey nomads as volunteers need to be supported in their efforts to ensure the proper infrastructure necessary for volunteering engagement exists.⁴²⁵ This includes processes in terms of recruitment and support of potential volunteers in accordance with national standards and the existing regulatory framework, such as insurance and workplace health and safety.⁴²⁶
264. Strategies to improve grey nomad volunteering should incorporate existing infrastructure for specialist support to community non-profit organisations and volunteers.⁴²⁷ Grey nomad volunteers could be used to maintain community owned and run tourist attractions.⁴²⁸

Elements of a successful grey nomad volunteering program

265. A successful volunteering program requires a number of elements, including suitable projects or programs, good relationships, infrastructure, recruitment processes, accommodation and preparation.⁴²⁹ Volunteering projects should

⁴¹⁹ F Hamer, *Submission No. 57*, 2010, p. 24.

⁴²⁰ J Onyx & R Leonard, 'Grey nomads: The potential for volunteering in outback towns', paper presented to the *Inaugural Volunteering Research Symposium*, Melbourne, 7-8 March 2006, p. 101.

⁴²¹ Queensland Government, *Submission No. 87*, 2010, p. 26.

⁴²² J Onyx & R Leonard, 'Grey nomads: The potential for volunteering in outback towns', paper presented to the *Inaugural Volunteering Research Symposium*, Melbourne, 7-8 March 2006, p. 102.

⁴²³ J Onyx & R Leonard, 'Grey nomads: The potential for volunteering in outback towns', paper presented to the *Inaugural Volunteering Research Symposium*, Melbourne, 7-8 March 2006, p. 101.

⁴²⁴ J Onyx, R Leonard, H Hayward-Brown & A Maher, *Grey Nomad Volunteers: New partnerships between grey nomads and rural towns in Australia*, University of Technology, Sydney, January 2010, p. 16.

⁴²⁵ Volunteering Queensland, *Submission No. 81*, 2010, p. 1.

⁴²⁶ Volunteering Queensland, *Submission No. 81*, 2010, p. 2.

⁴²⁷ Volunteering Queensland, *Submission No. 81*, 2010, p. 2.

⁴²⁸ Blackall-Tambo Regional Council, *Submission No. 71*, 2010, p. 9.

⁴²⁹ J Onyx, R Leonard, H Hayward-Brown, A Maher, *Grey Nomad Volunteers: New partnerships between grey nomads and rural towns in Australia*, University of Technology, Sydney, January 2010, pp. 61-63.

- benefit the entire town rather than a small group within the town. Given that grey nomads prefer flexibility in their work, a number of projects should be offered simultaneously in order to provide grey nomads with a number of options. Each project should have a nominated contact person who works with the grey nomads, provides required equipment, meets and socialises with the grey nomads and can answer their questions.⁴³⁰
266. Strong volunteering programs should develop good relationships between the townspeople and grey nomads. There are a number of proactive strategies that can be used to achieve this. For instance, local newspapers and council newsletters can print positive stories about grey nomads and their social contributions, printing information about specific projects to ensure that all participants are well informed and developing informal community events where grey nomads and local people can meet.⁴³¹
 267. Volunteering projects require a small group to develop the project and coordinate the other stakeholders. A paid or unpaid coordinator is needed to ensure that allocated tasks are completed and communication occurs. An auspicing body, such as the local council, should provide support in the form of office facilities, insurance, web access, assistance with legal issues, occupational health and safety requirements and working with children checks. A procedure manual for the volunteering program is useful.⁴³² The committee acknowledges that this would impose a cost on councils.
 268. A local registration point is the key link between grey nomads and the volunteer program. The local registration point should be convenient, accessible and welcoming for the grey nomads. It will need registration forms, background information on the various projects and contact details for the organising committee. A central register for all grey nomad volunteers, including the details of the project they have been allocated, is also useful.⁴³³
 269. All promotional material that aims to recruit grey nomad volunteers should have email and telephone contacts that direct the grey nomad to the registration point. This promotional material could include signs and flyers that are distributed to petrol stations, pubs, cafes, caravan parks, visitor information centres and along grey nomad travelling routes. Websites, grey nomad blogs and magazines can also be used to promote volunteer programs.⁴³⁴
 270. Researchers investigating grey nomad volunteers programs have suggested that such programs can assist in providing accommodation for grey nomads by adapting the local showground or racecourse, subsidising costs for staying at existing caravan parks and providing free camping beyond the town limits.

⁴³⁰ J Onyx, R Leonard, H Hayward-Brown & A Maher, *Grey Nomad Volunteers: New partnerships between grey nomads and rural towns in Australia*, University of Technology, Sydney, January 2010, pp. 61-63.

⁴³¹ J Onyx, R Leonard, H Hayward-Brown & A Maher, *Grey Nomad Volunteers: New partnerships between grey nomads and rural towns in Australia*, University of Technology, Sydney, January 2010, pp. 61-63.

⁴³² J Onyx, R Leonard, H Hayward-Brown & A Maher, *Grey Nomad Volunteers: New partnerships between grey nomads and rural towns in Australia*, University of Technology, Sydney, January 2010, pp. 61-63.

⁴³³ J Onyx, R Leonard, H Hayward-Brown & A Maher, *Grey Nomad Volunteers: New partnerships between grey nomads and rural towns in Australia*, University of Technology, Sydney, January 2010, pp. 61-63.

⁴³⁴ J Onyx, R Leonard, H Hayward-Brown & A Maher, *Grey Nomad Volunteers: New partnerships between grey nomads and rural towns in Australia*, University of Technology, Sydney, January 2010, pp. 61-63.

- Although many grey nomads are self-contained, providing facilities, such as a dump point, water, toilets, showers and a power source, would be beneficial.⁴³⁵
271. A key requirement of grey nomad volunteer programs is that detailed preparation occurs. All stakeholders should know their roles and formalities, such as ensuring the availability of necessary materials or equipment, including an information pack, a clear outline of the work to be done and orientation for the volunteers.⁴³⁶

Paid employment and grey nomads

272. Many employers are now concluding that grey nomads represent a rich resource that can be used to promote tourism and help solve employment shortages in regional areas.⁴³⁷ Many grey nomads are highly skilled and hold qualifications in areas where skill shortages are prominent in regional Queensland.⁴³⁸
273. However, mechanisms and support tools do not currently exist to facilitate the linkages between employers seeking skilled people and the grey nomads and mature age people located in other regions.⁴³⁹ Furthermore, current employment and industrial laws, as well as superannuation and pension payment conditions, present a barrier to greater utilisation of grey nomads and create a disincentive for mature age people to seek short-term and flexible employment.⁴⁴⁰ These laws and provisions need to be reviewed in order to encourage and facilitate employment models for grey nomads in regional areas.⁴⁴¹
274. A trial project identified a number of benefits for grey nomads of employment programs, including meeting people, undertaking a variety of enjoyable work and having a break from travel. In some cases, free accommodation is also a benefit for grey nomads. High fuel prices may also provide grey nomads with a motive to stay and work in various locations.⁴⁴²
275. As well as benefits for grey nomads, benefits for their employers include the added value provided by life experience, the self-sufficiency of the grey nomads, and their strong work ethic. Employers noted that grey nomads required little assistance because they were independent and had their own accommodation. Additionally, there were no competing demands on the grey nomad's time, which meant that they were very reliable and available.⁴⁴³
276. There are a number of difficulties associated with programs that link grey nomads with paid employment opportunities. These include difficulties in contacting grey nomads using an appropriate method and timeframe to advise them of positions that suit their nomadic lifestyle and trip planning. There are also difficulties in developing a low-cost method of applicant profiling, screening and skills

⁴³⁵ J Onyx, R Leonard, H Hayward-Brown & A Maher, *Grey Nomad Volunteers: New partnerships between grey nomads and rural towns in Australia*, University of Technology, Sydney, January 2010, pp. 61-63.

⁴³⁶ J Onyx, R Leonard, H Hayward-Brown & A Maher, *Grey Nomad Volunteers: New partnerships between grey nomads and rural towns in Australia*, University of Technology, Sydney, January 2010, pp. 61-63.

⁴³⁷ Grey Nomads Employment, *Submission No. 46*, 2010, p. 2.

⁴³⁸ Chamber for Commerce and Industry Queensland, *Submission No. 69*, 2010, p. 2.

⁴³⁹ Chamber for Commerce and Industry Queensland, *Submission No. 69*, 2010, p. 2.

⁴⁴⁰ Chamber for Commerce and Industry Queensland, *Submission No. 69*, 2010, p. 2; Central Highlands Regional Council, *Submission No. 66*, 2010, p. 4.

⁴⁴¹ Chamber for Commerce and Industry Queensland, *Submission No. 69*, 2010, p. 2.

⁴⁴² Tony Charters and Associates, *Engaging grey nomads as a mobile workforce: Final report*, Department of Education, Employment and Workplace Relations, Brisbane, June 2008, p. 11.

⁴⁴³ Tony Charters and Associates, *Engaging grey nomads as a mobile workforce: Final report*, Department of Education, Employment and Workplace Relations, Brisbane, June 2008, p. 8.

- assessment. Additionally, employers can find it difficult to maintain regular contact with grey nomads. This means that it may be necessary to make a significant investment of time in communication to facilitate firm commitments. The shorter stays preferred by grey nomads can also limit the training options that an employer can provide.⁴⁴⁴ Additionally, there may be difficulties in interstate qualifications being accepted in Queensland. The cost of requalifying may be prohibitive to many travellers.⁴⁴⁵ Resolving these difficulties may be costly. In some towns, there may be concerns that grey nomads would take jobs away from local people.⁴⁴⁶
277. Grey nomads also identified a need for a central contact point to find out about positions in the region and a need for information on the tax position of using volunteers and doing barter deals.⁴⁴⁷ As a result, a program to link grey nomads with employment opportunities would require a process that enables grey nomads to describe their skills, interests, availability and contact details and enables employers to provide details of jobs available, payment options and contact details. Ideally, the program would include a reminder/notification system for grey nomads that would advise them by SMS or email alerts if a job met certain criteria. A human contact to answer questions should also be available for consultation.⁴⁴⁸
278. Evidence presented to the committee suggested that grey nomads would be well suited to particular industries, such as tourism and the type of work opportunities that this sector may be able to provide. Given that many grey nomads are retired and travelling, they are interested in casual, seasonal and part-time employment opportunities, which are readily available in the tourism industry. Some grey nomads are also able to fill supervisory roles in order to allow tourism operators the opportunity to attend training programs that they would otherwise be unable to attend because of work commitments.⁴⁴⁹ It appears that the private sector is providing a range of ways to promote the paid work available.⁴⁵⁰

Existing volunteering and employment programs

279. A number of formal volunteering and employment programs exist within Queensland. Volunteering Queensland is developing a portal called www.tourismvolunteering.com.au that will be operated as a sister site for Volunteering Queensland's main website. The tourism portal is a joint partnership with the Queensland Government and Volunteering Queensland and will enable tourism volunteers, such as grey nomads, to volunteer their time at regional tourism events. An overall benefit for tourism is the aggregate capacity for agencies to seek and promote volunteering as a great tourist experience and,

⁴⁴⁴ Tony Charters and Associates, *Engaging grey nomads as a mobile workforce: Final report*, Department of Education, Employment and Workplace Relations, Brisbane, June 2008, p. 19.

⁴⁴⁵ K Leech, No Boundaries, *Submission No. 27*, 2010, p. 2.

⁴⁴⁶ J Onyx, R Leonard, H Hayward-Brown & A Maher, *Grey Nomad Volunteers: New partnerships between grey nomads and rural towns in Australia*, University of Technology, Sydney, January 2010, p. 25.

⁴⁴⁷ Tony Charters and Associates, *Engaging grey nomads as a mobile workforce: Final report*, Department of Education, Employment and Workplace Relations, Brisbane, June 2008, p. 11.

⁴⁴⁸ Tony Charters and Associates, *Engaging grey nomads as a mobile workforce: Final report*, Department of Education, Employment and Workplace Relations, Brisbane, June 2008, p. 16.

⁴⁴⁹ Campervan and Motorhome Club of Australia, *Submission No. 72*, 2010, p. 11.

⁴⁵⁰ Blackall-Tambo Regional Council, *Submission No. 71*, 2010, p. 10.

- additionally, for many people, including grey nomads, to find relevant voluntary work in regional places across Queensland.⁴⁵¹
280. The Barcaldine Grey Nomads Volunteer project is funded through the Queensland Government's Blueprint for the Bush program.⁴⁵² This project has seen several community projects completed that may not have been achieved without the skills of grey nomads.⁴⁵³ The visiting grey nomad volunteers allow community groups to access skills that are not often available within the communities.⁴⁵⁴ The project allows grey nomads to meet local people and remain within the community for a longer period of time.⁴⁵⁵ Evidence presented to the committee suggests that this program is successful.⁴⁵⁶
 281. The Volunteers for Isolated Students Education 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 school teachers who are able to commit six weeks to a family in an isolated area to act as tutor and assist the children with their school work and assignments.⁴⁵⁷
 282. The Indigenous Community Volunteers is a non-government registered charity that works in partnership with Aboriginal and Torres Strait Islander people to promote their wellbeing. Volunteers work with Aboriginal and Torres Strait Islander individuals, families and communities on community and human development projects. The communities control the projects, nominate the type of volunteers required and then select the volunteers. The program develops the communities that the Aboriginal and Torres Strait Islander people live in and provides volunteers the chance to live and work with Aboriginal and Torres Strait Islander people in order to learn about their issues and cultures.⁴⁵⁸
 283. The Indigenous Skills Transfer and Exchange Partnership managed by the National Seniors Community Foundation links volunteers to specific projects that Indigenous communities believe will benefit their members. In exchange, the volunteers have an opportunity to learn about Indigenous culture and experience Australia's outback.⁴⁵⁹
 284. The Outback Links program aims to reduce isolation in Outback Australia by linking appropriately skilled volunteers with outback residents. Possible projects include providing administrative assistance, early reading support, handy person skills, cooks, gardeners, heavy vehicle drivers and computer skills. All applicants

⁴⁵¹ Volunteering Queensland, *Submission No. 81*, 2010, p. 2; Queensland Government, *Submission No. 87*, 2010, p. 27; B Turner, Deputy Director-General, Agriculture, Food and Tourism, Department of Employment, Economic Development and Innovation, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 40.

⁴⁵² McKinlay Shire Council, *Submission No. 42*, p. 2; Queensland Government, *Submission No. 87*, 2010, p. 25.

⁴⁵³ McKinlay Shire Council, *Submission No. 42*, p. 2.

⁴⁵⁴ Queensland Government, *Submission No. 87*, 2010, p. 25.

⁴⁵⁵ McKinlay Shire Council, *Submission No. 42*, p. 2; Queensland Government, *Submission No. 87*, 2010, p. 25.

⁴⁵⁶ R Butler, *Submission No. 43*, 2010, p. 1.

⁴⁵⁷ McKinlay Shire Council, *Submission No. 42*, p. 2.

⁴⁵⁸ Indigenous Community Volunteers, *ICV*, Indigenous Community Volunteers, Canberra, nd, retrieved 25 October 2010 from <http://www.icv.com.au/about-icv/>, p. 1.

⁴⁵⁹ National Seniors Australia, nd, *INSTEP*, National Seniors Australia, Brisbane, retrieved 6 April 2010 from www.nationalseniors.com.au, p. 1.

- are interviewed, referees are contacted and police checks undertaken. As a general rule, most placements are for four weeks.⁴⁶⁰
285. Local areas may also have volunteering programs that are successful. For instance, evidence presented to the committee states that volunteering at the visitor information centres in the Central Highlands region has generally been successful.⁴⁶¹
286. Additionally, a number of websites available assist grey nomads to connect with job opportunities in the regional areas they are travelling to.⁴⁶² These include:
- www.greynomadsemployment.com
 - www.jobsearch.gov.au/harvesttrail
 - www.benext.com.au.⁴⁶³
287. Grey Nomads Employment supports the employment of mature age workers primarily in regional areas of Australia.⁴⁶⁴ The organisation is specifically directed at forming a link between employers in regional areas and travelling grey nomads. Grey Nomads Employment has approximately 2,000 members and between January and mid-August 2010 their website received slightly more than 31,000 hits. The majority of hits were from Australians (over 30,000), although there was also interest from New Zealand, United States of America, Ireland and the United Kingdom.⁴⁶⁵ Evidence presented to the committee suggests that the types of positions currently available from Grey Nomads Employment are non-professional positions. The positions related more to relief positions at caravan parks, art galleries and stores.⁴⁶⁶
288. The CMCA has established a section on its website dedicated to employment on the road, including paid and volunteer work. It includes links to established organisations that offer paid and unpaid work around the country, as well as one-off vacancies.⁴⁶⁷
289. QTIC suggests the government expand its 'harvest trail' initiative and map out a seasonal trail for grey nomads that encompasses tourism and hospitality occupations in regional areas. The development of such an initiative for the tourism and hospitality industry in Queensland would provide grey nomads with a clearer understanding of work opportunities while travelling and also respond to seasonal peaks in the tourism industry, including festivals, events and times of

⁴⁶⁰ J Onyx, R Leonard, H Hayward-Brown, A Maher, *Grey Nomad Volunteers: New partnerships between grey nomads and rural towns in Australia*, University of Technology, Sydney, January 2010, p. 11.

⁴⁶¹ Central Highlands Regional Council, *Submission No. 66*, 2010, p. 4.

⁴⁶² Queensland Government, *Submission No. 87*, 2010, p. 26; Moreton Bay Regional Council, *Submission No. 79*, 2010, p. 3.

⁴⁶³ Queensland Government, *Submission No. 87*, 2010, p. 26.

⁴⁶⁴ Grey Nomads Employment, *Submission No. 46*, 2010, p. 1.

⁴⁶⁵ K Magoffin, Director, Grey Nomads Employment, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 32.

⁴⁶⁶ K Magoffin, Director, Grey Nomads Employment, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 33.

⁴⁶⁷ Campervan and Motorhome Club of Australia, *Submission No. 72*, 2010, p. 11.

- high tourism demand.⁴⁶⁸ Currently, the 'harvest trail' initiative relates directly to the horticulture industry.⁴⁶⁹
290. DET runs the Grey Nomad Teacher Employment Strategy. This strategy encourages registered and retired teachers to undertake short-term teaching opportunities in rural and regional locations throughout Queensland.⁴⁷⁰ Partners of teachers participating in the program may be able to work in a paid or volunteer position in the school community while their partner is teaching.⁴⁷¹ TAFE Queensland also offers short- to medium-term teaching employment opportunities for grey nomads with relevant industry experience and qualifications in their chosen field.⁴⁷² The Bundaberg Regional Council suggests that this model could be used to enhance healthcare, social service, such as child protection and community corrections, and land management sectors throughout regional Queensland.⁴⁷³
291. Skilling Solutions Queensland can assist grey nomads to identify training and career options, as well as opportunities to obtain formal qualifications through recognition of prior learning. Skilling Solutions Queensland has 16 customer service centres throughout Queensland and has provided training and career information to over 8,500 Queenslanders who are of retirement age since its inception.⁴⁷⁴
292. There are a number of other possible programs, including a campground host program and a park volunteer program. DERM is looking at the feasibility of establishing a campground host program, especially for western and more remote areas of Queensland. This program would utilise the skills of grey nomads to provide significant support to DERM and enhance the grey nomads' tourism experience through longer stays and more intensive experience with the local area. This program could enhance the presentation, upkeep and maintenance of campgrounds and generally provide more extensive campground support services for other tourists. These could be especially valuable in those large, remote parks where DERM are unable to provide a regular presence due

⁴⁶⁸ Queensland Tourism Industry Council, *Submission No. 65*, 2010, p. 4.

⁴⁶⁹ Blackall-Tambo Regional Council, *Submission No. 71*, 2010, p. 9; D Gschwind, Chief Executive Officer, Queensland Tourism Industry Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 29.

⁴⁷⁰ Department of Education and Training. 2010, *Grey Nomad Teacher Employment Strategy – 2010: Fact Sheet*, Department of Education and Training, Brisbane, retrieved 6 April 2010 from www.det.qld.gov.au, p. 1; B Turner, Deputy Director-General, Agriculture, Food and Tourism, Department of Employment, Economic Development and Innovation, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 39.

⁴⁷¹ Department of Education and Training. 2010, *Grey Nomad Teacher Employment Strategy – 2010: Fact Sheet*, Department of Education and Training, Brisbane, retrieved 6 April 2010 from www.det.qld.gov.au, p. 2.

⁴⁷² Department of Education and Training. 2010, *Grey Nomad Teacher Employment Strategy – 2010: Fact Sheet*, Department of Education and Training, Brisbane, retrieved 6 April 2010 from www.det.qld.gov.au, p. 2; B Turner, Deputy Director-General, Agriculture, Food and Tourism, Department of Employment, Economic Development and Innovation, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 40.

⁴⁷³ Bundaberg Regional Council, *Submission No. 47*, 2010, p. 2; N Searle, Manager of Economic Development, Bundaberg Regional Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 4.

⁴⁷⁴ B Turner, Deputy Director-General, Agriculture, Food and Tourism, Department of Employment, Economic Development and Innovation, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 39.

- to relatively low staffing levels.⁴⁷⁵ Currently, most volunteer arrangements are undertaken on a casual, ad hoc basis. However, a more structured program would enable grey nomads to actively engage in wildlife conservation, cultural heritage, rehabilitation, environmental monitoring and asset maintenance work.⁴⁷⁶
293. The grey nomad population may include highly trained health professionals whose skills could be beneficial to the communities they visit. For example, Queensland Health is currently examining the feasibility of establishing an internal, state-wide nursing/midwifery locum management service that would provide support to Queensland Health's rural and remote facilities.⁴⁷⁷
 294. Other workforce models include the Allied Health Professional Enhancement Program, which is focused on providing professional development opportunities in the bush, as well as locum programs for doctors. Persons who are travelling through Queensland with appropriate skills and registration may be able to participate in such programs and therefore become a viable workforce alternative. Queensland Health is continuing to examine innovative workforce solutions for rural and remote areas.⁴⁷⁸
 295. Under the Skilling Queenslanders for Work initiative, DEEDI funds an Industry Liaison Officer with QTIC whose role is to promote mature age strategies in the tourism and retail sectors across Queensland. This officer has done some work in promoting the workforce utilisation of grey nomads.⁴⁷⁹ As well as promoting the benefits of employing mature age individuals to employers, the program also seeks to provide mature age people with the confidence to re-engage with the workforce. QTIC is currently seeking funding to extend this program.⁴⁸⁰
 296. Some submissions suggest that volunteering and employment programs are successful⁴⁸¹ while others indicate that they have had limited success.⁴⁸²
 297. The committee concludes that there are several existing or proposed grey nomad employment and volunteering programs. The committee does not see the need to introduce a further generic state-wide program. However, the committee supports the development and establishment of Queensland-wide programs for specific skills sets. It supports the Queensland Government's investigation of the need for programs in the specific areas of campground hosting, environmental management, as well as nursing and midwifery.
 298. The committee recommends that the Queensland Government investigate the benefits of a program in social service areas, such as child protection and community corrections, that operates in a similar manner to the Grey Nomad Teacher Employment Strategy.
 299. Many of the volunteer and employment programs are recently established and there is little available data on their success or otherwise. The committee also recommends a process and content evaluation of all Queensland Government

⁴⁷⁵ Queensland Government, *Submission No. 87*, 2010, p. 27.

⁴⁷⁶ Queensland Government, *Submission No. 87*, 2010, p. 27; F Hamer, *Submission No. 57*, 2010, p. 24.

⁴⁷⁷ Queensland Government, *Submission No. 87*, 2010, p. 26.

⁴⁷⁸ Queensland Government, *Submission No. 87*, 2010, p. 26.

⁴⁷⁹ Queensland Government, *Submission No. 87*, 2010, p. 26.

⁴⁸⁰ D Gschwind, Chief Executive Officer, Queensland Tourism Industry Council, *Public Hearing Transcript*, Economic Development Committee, Brisbane, 20 August 2010, p. 28.

⁴⁸¹ R Butler, *Submission No. 43*, 2010, p. 1; Vialink, *Submission No. 67*, 2010, p. 2.

⁴⁸² P Wright, *Submission No. 56*, 2010, p. 1; B Leslie, *Submission No. 63*, 2010, p. 1.

run or funded employment and volunteer programs targeted at grey nomads with the evaluation to be tabled in Parliament.

300. The committee notes that there may be many benefits to communities of local volunteering programs. However, the committee believes that, if these programs are going to meet local needs, they should be run at a local level. The committee recognises that local communities may require support to achieve this. Therefore, the committee recommends the Queensland Government support local communities to develop local employment and volunteer programs. Part of this support could include the development of a best practice guide.

Recommendation 15:

The committee recommends that the Queensland Government investigates the benefits of a grey nomad employment program in social service areas, such as child protection and community corrections, that operates in a similar manner to the Grey Nomad Teacher Employment Strategy.

Ministerial Responsibility: Treasurer, Minister for Employment and Economic Development

Recommendation 16:

The committee recommends that the Queensland Government conducts a process and content evaluation of all Queensland Government run or funded employment and volunteer programs targeted at grey nomads with the evaluation to be tabled in Parliament.

Ministerial Responsibility: Treasurer, Minister for Employment and Economic Development

Recommendation 17:

The committee recommends that the Queensland Government supports local governments and communities to develop local employment and volunteer programs. Part of this support could include the development of a best practice guide.

Ministerial Responsibility: Treasurer, Minister for Employment and Economic Development

Timeframes

301. Grey nomads that participated in a trial employment project indicated that they would like more notice of upcoming positions, start dates and details of what the positions would involve and whether motorhomes could be housed close to or on-site. This was important to allow better trip planning and to juggle other holiday objectives and priorities, such as visiting family in the region. Timeframes of one to three months notice were indicated as ideal.⁴⁸³
302. Grey nomads are quite likely to change their plans en-route for various reasons and as such can require ongoing liaison to ensure realisation of the employment opportunity. Flexibility from the employer may be required in the lead up to commencing the work placement. However, once they have commenced

⁴⁸³ Tony Charters and Associates, *Engaging grey nomads as a mobile workforce: Final report*, Department of Education, Employment and Workplace Relations, Brisbane, June 2008, p. 11.

employment they would seem to be highly dependable and very keen to contribute to the organisation for which they are working.⁴⁸⁴

Communicating with grey nomads

303. Given the range of programs that currently exist for grey nomads who are interested in either volunteer or paid work, there may be an issue with publicising these opportunities effectively.⁴⁸⁵ The committee received a number of suggestions on how to communicate appropriately with grey nomads regarding volunteer and paid work opportunities. These suggestions included using websites,⁴⁸⁶ magazines,⁴⁸⁷ the CMCA⁴⁸⁸ and other clubs,⁴⁸⁹ TV⁴⁹⁰ and radio.⁴⁹¹ Another suggestion was to advertise via the state motoring body, in this case the RACQ,⁴⁹² to send out promotional material with RV registration renewals⁴⁹³ or to publish a seasonal work calendar for grey nomads.⁴⁹⁴
304. A common suggestion was to use visitor information centres.⁴⁹⁵ Given that visitor information centres are normally the first point of call for grey nomads, this may be one way of providing a central contact point for grey nomads interested in undertaking either paid or volunteer work opportunities.⁴⁹⁶ This could be complemented by providing signage placed near tourist information signs that indicates that volunteers were required in the community.⁴⁹⁷
305. The committee heard evidence that the lack of a consistent approach across Queensland created difficulties when grey nomads were attempting to find paid

⁴⁸⁴ Tony Charters and Associates, *Engaging grey nomads as a mobile workforce: Final report*, Department of Education, Employment and Workplace Relations, Brisbane, June 2008, p. 9.

⁴⁸⁵ J Williams, *Submission No. 17*, 2010, p. 1.

⁴⁸⁶ M Harvey, *Submission No. 1*, 2010, p. 1; G Hardy, *Submission No. 4*, 2010, p. 1; G & M Clifton, *Submission No. 20*, 2010, p. 1; K Leech, No Boundaries, *Submission No. 27*, 2010, p. 2; S Adler, *Submission No. 50*, 2010, p. 1; Blackall-Tambo Regional Council, *Submission No. 71*, 2010, p. 10; F Hamer, *Submission No. 57*, 2010, p. 24; North Burnett Regional Council, *Submission No. 74*, 2010, p. 4.

⁴⁸⁷ M Harvey, *Submission No. 1*, 2010, p. 1; A Schimmel, *Submission No. 23*, 2010, p. 1; G & M Clifton, *Submission No. 20*, 2010, p. 1; D Lyell, *Submission No. 25*, 2010, p. 1; M Bridges, *Submission No. 31*, 2010, p. 1; K Everton, *Submission No. 48*, 2010, p. 1; B & E Staer, *Submission No. 70*, 2010, p. 2; North Burnett Regional Council, *Submission No. 74*, 2010, p. 4.

⁴⁸⁸ M Harvey, *Submission No. 1*, 2010, p. 1; A Schimmel, *Submission No. 23*, 2010, p. 1.

⁴⁸⁹ Tony Charters and Associates, *Engaging grey nomads as a mobile workforce: Final report*, Department of Education, Employment and Workplace Relations, Brisbane, June 2008, p. 21; B Powell, *Submission No. 16*, 2010, p. 2; B Leslie, *Submission No. 63*, 2010, p. 1.

⁴⁹⁰ D Lyell, *Submission No. 25*, 2010, p. 1; K Everton, *Submission No. 48*, 2010, p. 1.

⁴⁹¹ Tony Charters and Associates, *Engaging grey nomads as a mobile workforce: Final report*, Department of Education, Employment and Workplace Relations, Brisbane, June 2008, p. 21; D Lyell, *Submission No. 25*, 2010, p. 1; K Everton, *Submission No. 48*, 2010, p. 1.

⁴⁹² D Lyell, *Submission No. 25*, 2010, p. 1.

⁴⁹³ K Everton, *Submission No. 48*, 2010, p. 1.

⁴⁹⁴ Mackay Tourism, *Submission No. 73*, 2010, p. 4; North Burnett Regional Council, *Submission No. 74*, 2010, p. 4.

⁴⁹⁵ D Hare, *Submission No. 9*, 2010, p. 1; I Miller, *Submission No. 18*, 2010, p. 2; G & M Clifton, *Submission No. 20*, 2010, p. 1; D Lyell, *Submission No. 25*, 2010, p. 1; R Robertson, *Submission No. 26*, 2010, p. 2; R Robertson, *Submission No. 26*, 2010, p. 2; Blackall-Tambo Regional Council, *Submission No. 71*, 2010, p. 10; B Leslie, *Submission No. 63*, 2010, p. 1; Vialink, *Submission No. 67*, 2010, p. 2.

⁴⁹⁶ D Hare, *Submission No. 9*, 2010, p. 1.

⁴⁹⁷ R Robertson, *Submission No. 26*, 2010, p. 2;

or voluntary work.⁴⁹⁸ This meant that individuals ceased looking for volunteering work.⁴⁹⁹ This could be resolved by providing jobs at a central point.⁵⁰⁰

306. The committee concludes that there are a range of methods that can be used to communicate volunteering and paid employment opportunities to grey nomads in a cost-effective manner. Given that many of the positions are available in local areas, the committee recommends that the Queensland Government include information about methods of communicating with potential grey nomad volunteers in a booklet regarding developing best practice grey nomad employment and volunteering programs (refer to Recommendation 17).

Recommendation 18:

The committee recommends that the Queensland Government includes information about the various methods by which local councils and other volunteer and employing organisations can communicate opportunities for employment to grey nomads in a booklet regarding developing best practice grey nomad employment and volunteering programs.

Ministerial Responsibility: Treasurer, Minister for Employment and Economic Development

Incentives

307. Several submissions suggested that grey nomads should be encouraged to use their skills by undertaking paid work or volunteering opportunities in rural and regional areas. The range of possible incentives was broad and included the provision of free or subsidised accommodation for the grey nomad's caravan or motorhome,⁵⁰¹ access to local attractions,⁵⁰² cheaper fuel,⁵⁰³ reducing registration fees,⁵⁰⁴ and waiving maximum stay restrictions.⁵⁰⁵
308. Additionally, several submissions suggested that any financial encouragement to participate in employment or volunteering opportunities would have to be in the form that does not impact on grey nomads' pension entitlements⁵⁰⁶ or provide a tax incentive.⁵⁰⁷ In some cases, grey nomads would need to complete a certain number of hours of volunteering in order to qualify for the incentive.⁵⁰⁸
309. As well as providing tangible incentives, some evidence provided to the committee suggested that grey nomads would respond well to volunteering and

⁴⁹⁸ F Hamer, *Submission No. 57*, 2010, p. 24; Vialink, *Submission No. 67*, 2010, p. 2.

⁴⁹⁹ F Hamer, *Submission No. 57*, 2010, p. 24.

⁵⁰⁰ Dalby Visitor Information Centre, *Submission No. 85*, 2010, p. 3.

⁵⁰¹ T McTigue, *Submission No. 2*, 2010, p. 1; K Court, *Submission No. 3*, 2010, p. 1; W Dakin, *Submission No. 5*, 2010, p. 1; J Maddams, *Submission No. 6*, 2010, p. 2; T Covill, *Submission No. 28*, 2010, p. 2; Etheridge Shire Council, *Submission No. 45*, 2010, p. 2; N Turner, *Submission No. 55*, 2010, p. 1; A Lindsay, *Submission No. 58*, 2010, p. 1; Dalby Visitor Information Centre, *Submission No. 85*, 2010, p. 3; P Wright, *Submission No. 56*, 2010, pp. 1-2; A Tesch, *Submission No. 24*, 2010, p. 24; L Smith, *Submission No. 19*, 2010, p. 2.

⁵⁰² T McTigue, *Submission No. 2*, 2010, p. 1; N Turner, *Submission No. 55*, 2010, p. 1.

⁵⁰³ K Court, *Submission No. 3*, 2010, p. 1; B Stone, *Submission No. 39*, 2010, p. 1; N Turner, *Submission No. 55*, 2010, p. 1; P Elbourne, *Submission No. 15*, 2010, p. 1.

⁵⁰⁴ B Stone, *Submission No. 39*, 2010, p. 1.

⁵⁰⁵ T Covill, *Submission No. 28*, 2010, p. 2.

⁵⁰⁶ J Murrell, *Submission No. 29*, 2010, p. 2; Home Hill Chamber of Commerce, *Submission No. 82*, 2010, p. 6; A Lindsay, *Submission No. 58*, 2010, p. 1.

⁵⁰⁷ Etheridge Shire Council, *Submission No. 45*, 2010, p. 2; Home Hill Chamber of Commerce, *Submission No. 82*, 2010, p. 6.

⁵⁰⁸ B Stone, *Submission No. 39*, 2010, p. 1.

employment opportunities by being reminded of psychological benefits and personal satisfaction that could result from participating in volunteering and employment opportunities.⁵⁰⁹

310. The committee concludes that incentives are an important component of grey nomad employment and volunteering programs. It recommends that information about incentives be included in the Queensland Government's booklet regarding developing best practice grey nomad employment and volunteering programs (refer to Recommendation 17). This information should also provide some guidance on the costs of providing incentives to grey nomads, such as fringe benefits tax.

Recommendation 19:

The committee recommends that the Queensland Government includes information about the various incentives available for grey nomad employment and volunteering programs in its booklet regarding developing best practice grey nomad employment and volunteering programs.

Ministerial Responsibility: Treasurer, Minister for Employment and Economic Development

⁵⁰⁹ C Roberts, *Submission No. 49*, 2010, p. 1.

PART 7 – SUMMARY

Characteristics of grey nomad tourism

311. Tourism plays an important role in the Queensland economy, creating demand and generating employment across a range of different industries, including hospitality, retail trade and transport. Tourism is important for regional areas. In 2009, domestic overnight visitors spent an estimated \$15.7 billion in Queensland, with over half this expenditure (58 per cent) in regional areas of Queensland.
312. Tourism, however, can also have negative impacts for communities that host visitors, including environmental (litter, pollution, overfishing) and overuse of local services (water and waste disposal). It is important that a balanced assessment of tourism occurs to ensure the net benefits of tourism are maximised.
313. If population trends can predict the size of the grey tourism market, it is likely to continue to grow. The over 65 age group in Australia is likely to increase from 2.6 million (13 per cent) in 2004 to 5.2 million (26 per cent) by 2050. Based on existing trends, this suggests that the grey tourism market in general may also continue to grow as the number of older Australians increases.
314. The seniors travel market is not homogenous and has many sub-groups. Characteristics of grey nomads that can vary include their level of income, age, preferred activities, previous 'nomadic' travel experience, health and preferred locations and destinations.
315. Grey nomads differ from other tourists in that they tend to take longer trips. Australian grey nomads do not stay at a single destination for long periods but instead travel through many locations.
316. The economic benefits of tourism are not spread evenly across a jurisdiction, but tend to be concentrated in particular areas. Grey nomad tourism is especially important for rural and regional communities, as grey nomads are more likely to visit these areas and spend time exploring them than other tourists.

Contributions of grey nomads

317. The economic contribution of tourism will depend not only on the amount visitors spend while travelling but the differing composition of their expenditure. Expenditure by visitors will not equate to economic contribution as the commodities consumed by tourists will differ in their ability to generate employment, and goods and services.
318. The average daily spends indicate that grey nomads appear to have a lower than average daily expenditure than domestic tourists generally. However, grey nomads' expenditure pattern will generally have a wider geographical distribution and span a longer duration of time than an average domestic overnight tourist. It is therefore reasonable to assume that their tourism dollars will have a considerable impact on the communities they visit and on Queensland as a whole.
319. For a number of small rural and regional communities, grey nomads are likely to be an important component of inbound tourism. In these circumstances, the effect of grey nomad spending may represent a significant contribution and have a larger impact than for other host communities.

320. Although grey nomads may have positive impacts on host communities through their consistent spending whilst travelling, their net economic benefit may be lower than for other types of visitors due to the self-sufficient nature of their travel. However, an increase in tourism also has flow-on effects for host communities, such as economic diversification and improving social and cultural outcomes.
321. Grey nomads not only provide economic benefits to rural and regional communities but they may also generate social and cultural benefits. Through increased use of services and facilities, grey nomads may also enable local councils and tourist operators to invest funds in improving local infrastructure and attractions, which has flow-on effects for the whole community.
322. The main difficulty in assessing the impact of grey nomads is the lack of statistics on this niche tourism market.

Infrastructure

323. The Queensland Government plays an important role in encouraging grey nomad tourism through the provision of appropriate infrastructure. The Queensland Government developed the *Tourism Action Plan to 2012* in conjunction with the tourism industry. This plan provides a framework to guide the Queensland Government's contribution to tourism development.
324. Tourism opportunity plans are being finalised for Queensland's 10 tourism regions. The need to provide services and infrastructure to improve the ability of the region to service the needs of current and future visitors, including drive tourists such as grey nomads, is a key priority in the tourism opportunity plans.
325. The Queensland Government acknowledges that grey nomads in campervans and motorhomes require specific infrastructure, including access to potable water and rubbish disposal points. The state government understands that, in partnership with local government, it has a significant role to play in ensuring this infrastructure is adequate so that grey nomads continue to travel to remote and regional areas of the state. However, this often places a burden on local governments which maintain these facilities.
326. Mature age people may have a greater need for medical facilities when compared with younger age groups. This is relevant for health planners when considering the infrastructure and service needs of grey nomads as their health requirements are similar to those of the rest of the older population and, therefore, they may also have a higher demand for health facilities, pharmacies, and health information than other travellers.
327. Queensland Health states that its extensive network of health facilities, including 164 hospitals, of which 123 are located in rural and remote areas, and a range of primary and other healthcare facilities, provide adequately for grey nomads.
328. The committee believes that an education campaign run through Queensland Health, local health centres and with the help of GPs, has a role to play in educating grey nomads on the importance of pre-trip health checks, ensuring they carry enough medication and their health summaries, as well as considering undertaking a first aid course.
329. Caravan parks play an important role in grey nomad tourism and form an important part of Queensland's tourism infrastructure. The committee believes

- that a variety of accommodation types should be available to meet the different needs of grey nomads. The committee suggests that there is a need to provide accommodation for grey nomads who would prefer to free camp, but that this should not be at the expense of commercial operators, given that they also are important providers of accommodation for grey nomads.
330. The committee notes that in some circumstances it may be difficult for local governments to assess the impact of free camping on commercial operations. The committee therefore supports DERM's suggestion for its development of tools and practical templates to assist local governments with land management plans when offering trust land for caravan parks and camping.
 331. If local councils provide basic camping facilities for grey nomads, councils need to appropriately cost these facilities to determine the potential to charge a fee for usage. The imposition of such a fee would allow councils to better regulate demand for facilities and allow councils to service the areas on a regular basis.

Marketing and promotion

332. TQ promotes Queensland as a holiday destination to interstate and overseas travellers. TQ's marketing strategy emphasises the variety of tourism experiences that can be found in Queensland and markets to all tourists based on the experiences they are looking for rather than their demographic profile.
333. Marketing strategies targeting grey nomads must consider the experiences they are seeking, the infrastructure they use, the information sources they access and the reasons why they travel. Marketing messages targeting grey nomads should identify the different grey nomad identities and also portray grey nomads engaging in a variety of activities that reflect the socialising and adventurous aspects of grey tourism in rural and regional Queensland.
334. With the numbers of visitors who attend the Brisbane Caravan and Camping Show, the committee concludes that this provides an opportunity for TQ, as well as local governments and RTOs, to market effectively to the grey nomad tourism market.
335. In order to promote and market Queensland's rural and regional destinations to the grey nomad market, the Queensland Government must have a thorough understanding of how and where grey nomads obtain their travel information.
336. The committee believes that a joint marketing strategy between councils in regions will ensure the efficient and effective use of resources and funds. However, local governments may require tourism marketing expertise and leadership to achieve this. The committee supports the continued leadership role of TQ in marketing and promoting rural and regional Queensland, as it demonstrates through its tourism opportunity plans, and the work of RTOs.
337. One strategy for attracting more grey nomads and other members of the self-drive tourism market to an area is the use of tourism-themed routes, which combine marketing and development initiatives that direct tourists through a 'corridor-style' driving experience. TQ markets nine major tourism-themed routes throughout Queensland. The effectiveness of this marketing strategy is unclear, as these routes are often reliant on motorways.

Grey nomad skills and employment

338. Many regional and remote towns in Queensland are experiencing severe skill shortages as employers struggle to attract workers to regional areas. Severe skill shortages act as a brake on the potential for economic growth and prosperity in regional Queensland.
339. One of the strategies identified by Queensland businesses to assist them in meeting their labour and skilling requirements, particularly in regional areas, is increasing the workforce participation of mature age people and tapping into the skills of temporary visitors, such as grey nomads. Grey nomads potentially bring extensive economic, social and human capital to the outback that addresses skills shortages. In order to supplement their income, some grey nomads become involved in either voluntary or paid work during their travel.
340. If volunteering programs are going to meet local needs, they should be run at a local level. The committee recognises that local communities may require support to achieve this. Therefore, the committee recommends the Queensland Government support local communities to develop local employment and volunteer programs. Part of this support could include the development of a best practice guide.
341. The committee concludes that there are a range of methods that can be used to communicate volunteering and paid employment opportunities to grey nomads in a cost-effective manner. Given that many of the positions are available in local areas, the committee recommends that the Queensland Government include information about methods of communicating with potential grey nomad volunteers in a booklet regarding developing best practice grey nomad employment and volunteering programs.
342. Incentives are an important component of grey nomad employment and volunteering programs. The committee recommends that information about incentives be included in the Queensland Government's booklet regarding developing best practice grey nomad employment and volunteering programs. This information should also provide some guidance on the costs of providing incentives to grey nomads, such as fringe benefits tax.

APPENDIX A – ADVERTISEMENT CALLING FOR SUBMISSIONS



**ECONOMIC DEVELOPMENT COMMITTEE
CALL FOR SUBMISSIONS**

**INQUIRY INTO DEVELOPING QUEENSLAND'S
RURAL AND REGIONAL COMMUNITIES
THROUGH GREY NOMAD TOURISM**

The Economic Development Committee, an all-party committee of the Queensland Parliament, is calling for submissions to its inquiry into developing Queensland's rural and regional communities through grey nomad tourism.

Further information is available in the committee's issues paper available from www.parliament.qld.gov.au/edc or 1800 504 022.

Please send your submissions by **28 May 2010** to:
The Research Director, Economic Development Committee
Parliament House, George Street
Brisbane Qld 4000

Evan Moorhead MP
Chair

CM 170410

APPENDIX B – LIST OF SUBMITTERS

Submission 1	Mr Merv Harvey, Aussie Local Directories	Submission 25	Mr David Lyell
Submission 2	Mr Terry McTigue Parts 1 and 2	Submission 26	Mr Ross Robertson
Submission 3	Mr Kesley Court	Submission 27	Mr Kym Leech, No Boundaries
Submission 4	Mr Geoff Hardy	Submission 28	Mr Terry Covill
Submission 5	Mr Warren Dakin	Submission 29	Mr John Murrell
Submission 6	Ms Judith Maddams	Submission 30	Mr Rob Smith
Submission 7	Mr John Lings	Submission 31	Ms Maureen Bridges
Submission 8	Mr and Mrs Terry and Christine Edwards	Submission 32	Mr Clive Granger
Submission 9	Mr Denis Hare	Submission 33	Mr John Stroud
Submission 10	Ms Therese Goodwin	Submission 34	Dr Wendy Hillman, Institute for Health and Social Science Research, CQ University
Submission 11	Mr Brad Gary	Submission 35	Associate Professor Natalie Stoeckl, School of Business, James Cook University
Submission 12	Ms Laurie Hoffman	Submission 36	Ms Stephanie Buckland, Tourism Western Australia
Submission 13	Mr Rodney Fiddeman	Submission 37	Mr Tony Benson, Caravanning Queensland
Submission 14	Mr George Jenkins	Submission 38	Ms Kathryn Beacham, Older People's Health and Extended Care Unit, Queensland Health
Submission 15	Mr Paul Elbourne	Submission 39	Ms Barbara Stone MP, Member for Springwood
Submission 16	Mr Barry Powell Parts 1 & 2	Submission 40	Ms Loraine Gilbert
Submission 17	Mr John Williams	Submission 41	Mr Noel Roberts
Submission 18	Mr Ian Miller	Submission 42	Mayor Paul Woodhouse, McKinlay Shire Council
Submission 19	Ms Lorraine Smith Parts 1 & 2	Submission 43	Mr Robert Butler
Submission 20	Mr and Mrs Geoff and Margaret Clifton	Submission 44	Ms Carol Lapworth, Auswide Motorhome Club
Submission 21	Mr and Mrs David and Yvonne Coefield	Submission 45	Ms Jo Evans, Etheridge Shire Council
Submission 22	Mr Arthur Bugden Parts 1 & 2	Submission 46	Mr Ken Magoffin, Grey Nomads Employment
Submission 23	Mr Albert Schimmel	Submission 47	Mayor Lorraine Pyefinch, Bundaberg Regional Council
Submission 24	Mr Alan Tesch	Submission 48	Mr Keith Everton

Submission 49	Mr Colin Roberts	Submission 72	Ms Diana Worner, Campervan & Motorhome Club of Australia
Submission 50	Ms Sooz Adler	Submission 73	Mr David Phillips, Mackay Tourism
Submission 51	Mr Greg Hoffman, Local Government Association of Queensland	Submission 74	Mr Mark Pitt, North Burnett Regional Council
Submission 52	Mr Bob Robinson	Submission 75	Ms Danielle Taylor, Cooroy Chamber of Commerce
Submission 53	Ms Fay Hicks	Submission 76	Mr Greg Underwood, Redland City Council
Submission 54	Ms Carolyn Knudson, South Burnett Regional Council	Submission 77	Mr Barry Baillie, Caravan & Camping Industry Association NSW
Submission 55	Mr Noel Turner	Submission 78	Mr Andrew Skeat, Great Barrier Reef Marine Park Authority
Submission 56	Mr Peter Wright	Submission 79	Mr John Rauber, Moreton Bay Regional Council
Submission 57	Mr Frans Hamer Parts 1 & 2	Submission 80	Hon Martin Ferguson AM MP, Minister for Resources and Energy and Minister for Tourism
Submission 58	Ms Anne Lindsay	Submission 81	Mr Richard Williams and Ms Jelenko Dragisic, Volunteering Queensland
Submission 59	Ms Gaye Luck, Junee Pastoral Company	Submission 82	Ms Marie Finn, Home Hill Chamber of Commerce
Submission 60	Mr David Ribbans	Submission 83	Mr and Mrs Anthony and Marlene Fapani
Submission 61	Ms Barbara Walker	Submission 84	Mr Dennis Berzinski, Far North Queensland Division of Caravan Parks Association of Queensland
Submission 62	Mr and Mrs Tony and Fay Bischoff	Submission 85	Ms Merry Higgins, Dalby Visitor Information Centre, Western Downs Regional Council
Submission 63	Mr Bernard Leslie	Submission 86	Ms Laurens Wildeboer
Submission 64	Mr Carl Manton, Goondiwindi Regional Council	Submission 87	Queensland Government
Submission 65	Mr Daniel Gschwind, Queensland Tourism Industry Council	Submission 88	Mr Mike Kenavan
Submission 66	Mr Phil Brumley, Central Highlands Regional Council	Submission 89	Mr Ken Proud
Submission 67	Mr Stephen McGinley, Vialink	Submission 90	Mr Julian Lawrence
Submission 68	Mr Glenn Churchill, Gladstone Area Promotion and Development Limited	Submission 91	Mr Carl Wulff, Ipswich City Council
Submission 69	Mr Nick Behrens, Chamber of Commerce & Industry Queensland	Submission 92	Mr John Malcolm Shepherd
Submission 70	Mr and Mrs Barry and Elaine Staer	Submission 93	Dr Patricia Obst and Ms Nadine Brayley, Centre for Accident Research and Road Safety - Queensland
Submission 71	Mr John Hine, Blackall-Tambo Regional Council		

APPENDIX C – LIST OF WITNESSES AT HEARING

Mr Graham Anderson	Queensland Representative, Auswide Motorhome Club
Mr Tony Benson	Government Liaison Officer, Caravanning Queensland
Mr Alan Burgess	Manager, Economic Development Group, Redland City Council
Dr Michael Cleary	Deputy Director-General, Policy, Strategy and Resourcing, Queensland Health
Mr Clive Cook	Senior Director, Conservation, Strategy and Planning, Department of Environment and Resource Management
Mr Vern Di Salvo	Director, State Valuation Service, Department of Environment and Resource Management
Mr Daniel Gschwind	Chief Executive Officer, Queensland Tourism Industry Council
Mr Bill Hastie	Principal Advisor, Office of Local Government, Department of Infrastructure and Planning
Mr Frans Hamer	Private capacity
Mr John Hine	Economic Development Officer, Blackall-Tambo Regional Council
Mr Greg Hoffman	Director, Policy and Representation, Local Government Association of Queensland
Mr Ken Kipping AM	Director, Campervan and Motorhome Club of Australia
Mr Ken Magoffin	Director, Grey Nomads Employment
Mr Steven Maguire	Executive Director, Department of Communities
Ms Jane Mallam	Director, Strategy, Research and Government Relations, Tourism Queensland
Mr Tim Maloney	Director, Industry Development, Department of Education and Training
Mr Neal Muller	General Manager, Tourism Division, Department of Employment, Economic Development and Innovation
Mr Graham Nicholas	Manager, State Land Asset Management, Department of Environment and Resource Management
Ms Elisa Nichols	Director, Environment Regulation, Department of Environment and Resource Management
Ms Beth Norman	Executive Officer/Project Coordinator, Local Government Association of Queensland
Mr Bruce Ollason	General Manager, Road Safety and System Management Division, Department of Transport and Main Roads
Mr John Osborne	Chief Executive Officer, Campervan and Motorhome Club of Australia
Mr Michael Papageorgiou	Executive Director, Planning Policy Division, Department of Infrastructure and Planning

Mr Mark Pitt	Chief Executive Officer, North Burnett Regional Council
Mr Gary Rebgetz	Queensland State Representative and Past Chairman, Campervan and Motorhome Club of Australia
Mr Drew Sansness	Marketing and Sales Manager, Grey Nomads Employment
Ms Naomi Searle	Manager of Economic Development, Bundaberg Regional Council
Mr Bruce Turner	Deputy Director-General, Agriculture, Food and Tourism, Department of Employment, Economic Development and Innovation
Mayor Paul Woodhouse	McKinlay Shire Council

APPENDIX D – ADVERTISEMENT FOR PUBLIC HEARING



ECONOMIC DEVELOPMENT COMMITTEE

NOTICE OF PUBLIC HEARING

The Queensland Parliament's Economic Development Committee invites the public to observe the proceedings at a hearing for its inquiry into developing Queensland's rural and regional areas through grey nomad tourism at:

Time 8.30am to 3.30pm

Date Friday, 20 August 2010

Place Parliamentary Annexe,
Undumbi Room, Alice St.

RSVP by 16 August on (07) 3406 7486

CM 140810

APPENDIX E – S.107 OF THE PARLIAMENT OF QUEENSLAND ACT

s. 107 Ministerial response to committee report

- (1) This section applies if—
- (a) a report of a committee, other than the Scrutiny of Legislation Committee, recommends the Government or a Minister should take particular action, or not take particular action, about an issue; or
 - (b) a report of the Members' Ethics and Parliamentary Privileges Committee recommends a motion be moved in the Assembly to implement a recommendation of the committee.
- (2) The following Minister must provide the Assembly with a response—
- (a) for a report mentioned in subsection (1)(a)—the Minister who is responsible for the issue that is the subject of the report;
 - (b) for a report mentioned in subsection (1)(b)—the Premier or a Minister nominated by the Premier.
- (3) The response must set out—
- (a) any recommendations to be adopted, and the way and time within which they will be carried out; and
 - (b) any recommendations not to be adopted and the reasons for not adopting them.
- (4) The Minister must table the response within 3 months after the report is tabled.
- (5) If a Minister can not comply with subsection (4), the Minister must—
- (a) within 3 months after the report is tabled, table an interim response and the Minister's reasons for not complying within 3 months; and
 - (b) within 6 months after the report is tabled, table the response.
- (6) If the Assembly is not sitting, the Minister must give the response, or interim response and reasons, to the Clerk.
- (7) The response, or interim response and reasons, is taken to have been tabled on the day they are received by the Clerk.
- (8) The receipt of the response, or interim response and reasons, by the Clerk, and the day of the receipt, must be recorded in the Assembly's Votes and Proceedings for the next sitting day after the day of receipt.
- (9) The response, or interim response and reasons, is a response, or interim response and reasons, tabled in the Assembly.
- (10) Subsection (1) does not prevent a Minister providing a response to a recommendation in a report of the Scrutiny of Legislation Committee if it is practicable for the Minister to provide the response having regard to the nature of the recommendation and the time when the report is made.
- Example—*
- If the committee recommends that a Bill be amended because, in the committee's opinion, it does not have sufficient regard to fundamental legislative principles and the Bill has not been passed by the Assembly, it may be practicable for the Minister to provide a response.
- (11) Subsection (6) does not limit the Assembly's power by resolution or order to provide for the tabling of a response, or interim response and reasons, when the Assembly is not sitting.
- (12) This section does not apply to an annual report of a committee.

APPENDIX F – REFERENCES REFERRED TO IN TABLES 5 AND 6

Table 5: Comparison of domestic overnight tourists, mature age tourists and caravan and camping tourists, expenditure and trip length, Australia (page 12)

Tourism Research Australia, *Travel by Australians – June 2010 quarterly results of the National Visitor Survey*, 2010, p. 33.

Tourism Research Australia, *Snapshots 2009, Caravan and camping in Australia*, August 2010, retrieved 23 November 2010 from www.ret.gov.au, p. 1.

Tourism Research Australia, *Mature Age Visitors in Australia 2008*, Tourism Australia, Canberra, June 2009, retrieved on 23 November 2010 from www.tra.australia.com, p. 1.

Table 6: Comparison of grey nomad expenditure (page 12)

A Bugden, *Submission No. 22*, 2010, p. 1.

Campervan Motorhome Club of Australia, *Submission No. 72*, 2010, p. 4.

Campervan Motorhome Club of Australia, *Additional information*, 2010, pp. 2-4.

P Carter, 'Domestic caravanning and camping: results from the 2000 National Visitor Survey', *Journal of the Bureau of Tourism Research*, vol. 4, no. 2, 2002, p. 11.

Centre for Accident Research & Road Safety – Queensland, *Submission No. 93*, 2010, pp. 4, 5.

G & M Clifton, *Submission No. 20*, 2010, p. 1.

S Cridland, 'An analysis of the winter movement of grey nomads to northern Australia: planning for the increase senior visitation', PhD Thesis, James Cook University, 2008, p. 164.

P Elbourne, *Submission No. 15*, 2010, p. 1.

K Everton, *Submission No. 48*, 2010, p. 1.

R Greiner, N Stoeckl, & R Schweigert, 'Estimating community benefits from tourism: The case of Carpentaria Shire', Paper presented to the 48th Annual Conference of the Australian Agricultural and Resource Economics Society, Melbourne, 11-13 February 2004, p. 23.

Aussie Local Directories, *Submission No. 1*, 2010, p. 1.

A Lindsay, *Submission No. 58*, 2010, p. 1.

I Miller, *Submission No. 18*, 2010, p. 1.

B & E Staer, *Submission No. 70*, 2010, p. 1.

A Tesch, *Submission No. 24*, 2010, p. 1.