

Visit South Burnett

Welcome to Wakka Wakka Country

SPONSORSHIP PROSPECTUS QICA Conference 2024

QUEENSLAND INFORMATION CENTRES ASSOCIATION (QICA)

Presents

**The Annual QICA Conference
and QICA VIC of the Year Awards
in South Burnett, Queensland.**

25-28 November 2024





ABOUT QICA

Queensland Information Centre's Association (QICA) is the key industry body for Visitor and Tourist Information Centres in Queensland. It is a young and progressive organisation keen to establish a strong network through Visitor Information Centres in Queensland. QICA is a membership-based organisation consisting of over 100 accredited and non-accredited Visitor Information Centre's throughout Queensland. QICA also offers Associate Memberships to tourism-based businesses that work with VICs and or have an interest in working with the VICs in the network.

The Annual VIC of the Year Awards recognises the initiatives and developments of individual VICs throughout the year. This is their opportunity to shine amongst their peers. QICA coordinates an annual conference for the VIC network, connecting staff and volunteers encouraging the sharing of achievements, challenges, and learnings. The conference attracts approximately 60 to 80 delegates each year including those from Local Government, Councilor's and their Economic Development staff, Tourism and Events

Queensland, Regional and Local Tourism Organisations, Visitor Information Centre Managers, staff, and Volunteers, and Tourism related businesses who see the benefit of networking with Queensland's largest dedicated visitor economy network.

***The Queensland Information Centre's Association
aims to bring information centres together, for the
benefit of visitors and stakeholders.***



2024 Host Town: Welcome to the South Burnett region

Queensland's South Burnett region offers a smorgasbord of produce, adventures, and wonderful landscapes.

Welcome to the South Burnett Where warm country hospitality meets picturesque destinations in the heart of the Great Southeast. Home to the ancient Bunya Pines, some of Queensland's newest wineries, recreational dams, world-class rail trails and over a century of progressive agriculture - this regional pocket is brimming with rich history, delicious local produce, and unrivalled scenery.

Whether you're looking for adrenaline-pumping action or a tranquil getaway, there's a perfect spot just waiting for you. You can relax and unwind, knowing we've done all the research, taste testing - and pedaling - for you, to ensure our friendly team has the tools to be your personal chaperone, showcasing everything the region has to offer, our Visitor Information Centre's and online site is jam-packed with insider knowledge to ensure you have a one-of-a-kind experience. So, get ready to visit the South Burnett - where there are no strangers, just friends you haven't met yet!

For more information on the 2024 QICA Conference in the South Burnett, please contact QICA Conference Coordinator:

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2024 QICA Conference Highlights

Monday 27th November

Registration and Welcome Arrival

Kingaroy RSL, 4 Markwell Street

Silver Corporate Sponsor Opportunity – Welcome Soft Opening (Presentation within the main Conference if required).

Tuesday 26 November

Overall **Platinum Sponsor** Opportunity – Conference Naming Rights (Presentation within the main Conference).

QICA Conference Day 1

Kingaroy Council Forecourt 45 Glendon Street

Kingaroy Visitor Information Centre, Museum and Art Gallery 128 Haly Street

Bronze Sponsor Opportunity x2– Lunch Presentation if required.

Wondai Heritage Museum 80 MacKenzie Street, Wondai Wondai VIC & Timber Museum 80 Haly Street, Wondai

Silver Sponsor Opportunity - Op Shop Scavenger Hunt – supporting local businesses (Presentation within the main Conference if required).

Glamping – Country and Western Theme
Bjelke Petersen Dam

Gold Corporate Sponsor Opportunity – Glamping Evening (Presentation within the main Conference if required)

Wednesday 27 November

QICA Conference Day 2

Bjelke Petersen Dam

Bronze Sponsor Opportunity – Breakfast Presentation if required.

Roy Emerson Museum 31 Bowman Road, Blackbutt

Bronze Sponsor Opportunity – Morning Tea Presentation if required.

Ringsfield House 41-45 Alfred Street, Nanango

Bronze Sponsor Opportunity x2 – Lunch Presentation if required.

Nanango Visitor Information Centre 41 Henry Street, Nanango

<p><u>Bronze Sponsor</u> Opportunity – Afternoon Tea Presentation if required.</p>
<p>Thursday 28 November</p> <p>QICA Conference Day 3 Kingaroy Forecourt 45 Glendon Street, Kingaroy</p> <p>55 Million Years Ago 73 MacAlister Street, Murgon</p> <p>Dairy And Heritage Museum 2 Sommerville Street, Murgon</p> <p><u>Bronze Sponsor</u> Opportunity – Morning Tea Presentation if required.</p> <p>Murgon RSL Subbranch 44 Stephens Street West, Murgon</p> <p><u>Bronze Sponsor</u> Opportunity x2– Lunch Presentation if required.</p>
<p>Thursday evening 28 November</p> <p>QICA Gala Evening and Awards Kingaroy Town Hall 45 Glendon Street, Kingaroy</p> <p><u>Gold Sponsor</u> Opportunity – Gala Awards Evening (Presentation a within the main Conference if required.</p>
<p>Friday 29 November</p> <p>Departure / Travel</p>