

[View this email in your browser](#)

The Whitsundays

THE HEART OF THE GREAT BARRIER REEF



In Review

Dear Members and Industry,

Without a doubt this week has been a terribly sad and trying week for all of our industry. As I'm sure everyone is aware there was a shark incident that took place in Hook Passage on Tuesday morning. Our first thoughts are with the two people involved in the incident and their welfare; as well as the other passengers and crew on the boat. On board the vessel were two passengers who are paramedics, they provided the immediate first aid. It should be noted that the team at Zig Zag did everything they needed in ensuring the fastest response for the injured people – special acknowledgement should be made to Ben, Nicole and their team during this difficult time.

We (the Mayor, Coral Sea Marina Resort, Shift and Tourism Whitsundays) arranged immediate counselling support for the passengers and crew as soon as they arrived back to the marina, their welfare was our number one priority. Queensland Ambulance Service were on hand prior to the vessel returning and saw to the injured passengers immediately. We would like to commend the lightning response of the crew, first responders and emergency services. Their efforts have ensured the two people have been able to receive expert medical treatment very quickly. Earlier today we were notified that the two gents are out of surgery and in good spirits.

The Board met today to discuss next steps. The team [Board and Staff] at Tourism

region and authorities are working closely with the industry regarding next steps.

A key priority for Tourism Whitsundays is supporting the safety of guests, crew and anyone that enjoys our beautiful region, we are taking steps to do this through advocating for what actions need to be taken based on the research reports released. As such the Board will make contact with researchers from James Cook University and Great Barrier Reef Marine Park Authority to convene an urgent working group.

The Board will also ask the Federal and Queensland Government for support to provide immediate funding for daily aerial surveillance in specific bays as an interim measure.

We would like to say thank you to the continued partnership and support from Whitsunday Regional Council, Tourism and Events Queensland, the Department of Tourism and Queensland Tourism Industry Council who have been working with the team at TW each day. We now need industry to assist us once again in compiling a document of impacts that the industry have experienced due to this week's incident. If you could please send [me](#) any impacts your business has experienced it would be greatly appreciated. The information we are collating includes:

- What was cancelled
- Anticipated loss of revenue
- Time-frame of lost revenue
- Impacts to employment decisions / staffing
- Any other information you'd like to add

Please find below some information that may be of use to you or your teams over the coming days.

Consumer Messaging: *Can be used by Whitsundays tourism operators and their crew/staff when speaking to guests pre/during their tours.*

- Today we are visiting the Great Barrier Reef Marine Park – a place where marine life is diverse and abundant.
- Visitor safety is our absolute priority as we take you to explore our marine wonderland.
- Yes, there has been some recent incidents in the region, and as an industry, all tourism operators are working tirelessly to ensure the best and safest steps are taken for visitors. This includes working collaboratively with government and experts to find a long-term solution by understanding why these incidents have occurred and how to mitigate further risks.
- The Whitsundays is a vast area including 74 islands, with almost one million visitors here in the past year.
- *Individual operators should then outline their company's specific safety measures (eg. snorkel watch, snorkel buddies, first aid on board, snorkelling in clear water, not snorkelling in locations where previous incidents have occurred)*
- While our focus today is exploring and enjoying the marine life, there are inherent risks with exploring the natural environment, but we are here to provide the safest possible experience as you do that.
- The Whitsundays is a spectacular destination blessed with a myriad of incredible nature experiences which you are about to discover.

Travel Trade Messaging: *Can be provided to trade partners to use when talking to customers/potential customers who are concerned about travelling to the Whitsundays.*

- year round.
- Incidents can occur in any destination, Australia has a very well set-up response infrastructure. A highlight of the Whitsundays is exploring and enjoying the picture perfect beaches and Great Barrier Reef, and while there are inherent risks with exploring this natural environment, tourism operators are focused on providing the safest experience possible as you do that.
- Yes, there has been some recent incidents in the region, and as an industry, all Whitsundays tourism operators are working tirelessly to ensure the best and safest steps are taken for visitors. This includes working collaboratively with government and experts to find a long-term solution by understanding why these incidents have occurred and how to mitigate further risks.
- Operators visit a number of different snorkelling sites around the region. *(if asked: previous incidents occurred in Cid Harbour, which is not a recognised snorkelling or swimming area.*
- The Whitsundays is a vast area, welcoming close to one million people over the past year and continues to be a world-class travel destination with perfect beaches and amazing reef experiences.

Please see below links to other information shared over the past couple of days:

- [Media Statement Tuesday 29 October 2019](#)
- [Media Statement Wednesday 30 October 2019](#)
- [Press conference link Tuesday 29 October 2019](#)
- [Press conference link Wednesday 30 October 2019](#)

While this week we have had this unfortunate incident occur, it would be remis of us not to recognise the outstanding efforts from the weekend at the Whitsunday Tourism Awards. This year saw just shy of 400 people in attendance from right across the Whitsunday region when the industry descended upon the newly reopened Daydream Island Resort to celebrate. The awards aim to pay tribute to the tremendous contribution made by the regions' tourism operators and service providers. Congratulations to all the winners! It is important to remember it is a night of celebration, not just for those who take home awards, but for each and every one who works in or contributes to tourism, whom without, we would not have this dynamic and diverse destination. For the full media release on the awards including the recipients list, [click here](#).

Also this week, Tourism Whitsundays held the Annual General Meeting and delivered the annual report – to read the annual report [click here](#). At Monday's AGM the organisation welcomed new members to the Board and thanked outgoing members for their services to the organisation's. New members to the board include, Glenn Bourke, Chief Executive Officer of Hamilton Island Enterprises voted in as the representative for The Whitsundays Accommodation Sector; Shaun Cawood, General Manager of Cruise Whitsundays elected as a representative from the Marine Sector; as well as tourism veteran Craig Turner in the elected position of any Tourism Sector. Re-elected for a second term is Toni Ward owner of Whitsunday Jetski Tours, in the position of elected representative from the Youth Sector; and Trevor Rees Managing Director of Whitsunday Escape in the elected position of Any Tourism Sector. Jenn Honnery will be replacing Jonathan Freeman on the Tourism Whitsundays board this year as Invited representative for Bowen Tourism & Business. These new and re-elected members will be joining already sitting members, Jan Claxton, Matt Boileau, Andrew Telford, Judy Porter, Karen Vloedmans, Brett Kapernick and Mayor Andrew Willcox. During the first board meeting new positions were voted with Matt Boileau elected as new Chair, re-elected as Treasurer is Trevor Reese and Secretary will continue to be Andrew Telford. Congratulations to everyone welcomed to the Board, the team at TW are looking forward to working with the 19/20 Board to deliver strong outcomes for

Members in the Whitsundays.

Finally, to end on a strong point, today the Federal Court ruled that the tax on working holiday visa holders was invalid and said it was a form of discrimination. This tax has had significant impacts on visitation to the Whitsundays since its introduction and we are pleased to see a ruling come through today. For more information [click here](#).

Kind regards,

Tash Wheeler
CEO
Tourism Whitsundays

This fortnights favourite 3 Instagram Posts



📷 @reubennutt



📷 @prosail.whitsundays



📷 @bestplacesqld

An important friendly reminder; please make sure when tagging your social media posts to tag:

#lovewhitsundays #thisisqueensland #seeaustralia

We'd love to share your fantastic pics and help drive your brand awareness through our social media channels, please be sure to add the correct tags.

Please see our guide on [How to connect with Tourism Whitsundays on Social Media](#) to get the most out of your beautiful photos!

This fortnight we would like to welcome to the Tourism Whitsunday family our newest members.

Thank you for your partnership:

- [Boundless Marine](#)
- [Colonial Palms Motor Inn](#)
- [Cooks Bar & Grill](#)
- [Breeze Bar](#)
- [Airlie Beach Babysitting by Danielle](#)
- Deb Savvy
- Deborah Lewis

Making The Most Of Your Membership

Please find below a list of opportunities available for you to get involved with. If you're unsure if these are for you and want to know more, let us know.

Member Opportunities

- Whitsundays East Coast Roadshow – Individual Mentoring. There are limited spaces so register now! For more info click [here](#).
- Individual Trade Mentoring Program – Limited Spaces. Click [here](#) for more info.
- Expressions of Interest now open to attend [Australian Tourism Exchange 2020](#).
- Sponsorship Opportunities – Whitsundays Clipper Race Carnival – January 2020. [Click here](#) for more information.
- Are you able to host a student for 20 days work placement, 1 day a week throughout 2020 and give them an insight into your tourism field? Expression of interest for the [VAK8 2020 Tourism Program](#) are now open.
- Sponsor a networking night by donating stubby coolers for us to give away. Reach out the [membership team](#) for more information.
- Start to take online bookings or integrate an affiliate booking engine on your website for commissionable sales. Contact the [membership team](#) for more information.
- Have you listed your business on the [Australian Tourism Data Warehouse \(ATDW\)](#)? A 12 month subscription to the ATDW is included in Platinum, Gold, Silver, Bronze, Restaurant and Retail memberships. Contact the [membership team](#) for your unique code to be able to list your product on [tourismwhitsundays.com.au](#), [Queensland.com](#), and [Australia.com](#).
- Opportunity to Sponsor the biggest event on North Queensland's sporting calendar, the NQ Games. Click [here](#) for more information.
- Members of the community are invited and encouraged to volunteer for The Whitsundays Volunteer Program, supporting cruise ship visits and regional events! [Click here](#) to sign up today!
- Free opportunity to get your event noticed, no matter how big, small or unique. List your event for free through our media partners at [Star FM](#) and [4mk Mackay](#).
- 12 x \$5,000 scholarships are available for North, Far North and Western Queenslanders to study at TAFE Queensland, [click here](#).

Member Advertising Opportunities

- [Half price LIVE On-Site Broadcast](#).
- [Create your own, unique business jingle](#).
- Feature a member to member special within the fortnightly E-News, contact the [membership team](#) for more information.
- Opportunity to feature in in-flight magazines True Blue, Alliance and AirNorth. [Click here](#) for more info.
- Opportunity to feature in the December edition of Jetstar inflight magazine. [Click here](#) for more info.

Other Opportunities

- You are invited to participate in research being conducted by a [JCU student](#) on tourism risks in destination planning. [Click here](#) for more information.
- Make a difference to a Whitsundays Students' Education by taking part in the Whitsunday Neighbourhood Centre's [Adopt-a-student appeal](#).

Camping Expo) Mackay Showgrounds 22nd - 24th May 2020 for more info [click here](#).

- How would you like a digital marketing consultation? [Click Here](#) to find out more.
- [The Business Growth Fund](#) is now open for applications. Funding of up to \$50,000 (excluding GST) may be provided for eligible business.
- [Register now](#) and be a part of the conversation at this year's Global Eco Conference!
- Is your tourism product included in the [Best of Queensland Experiences Program](#)? If not, you could be eligible for a [free business review](#) by marketing consultants [Susan Maynard](#) and [Julie Cullen](#).
- Mate2Manager – stepping up from 'team-mate to managing your team-mates'. 6 November @ Lure, \$245 08:30am-12:30pm. [Register here](#).
- Manager2Leader – monthly training modules for managers, supervisors & team leaders. \$139.50/mth. [Register here](#).
- Celebrate Christmas with Mantra Club Croc! Bookings are essential for [corporate](#) and [individual](#) bookings.
- Donate a raffle prize for the Bowen Athletics Club to get new flood lights on the field! For more information contact Simon Miller on 0408 447 131 or smillerplace@gmail.com
- Can you trust your numbers? Join us for a Financial Health Check! 13 November @ Lure, \$25 5pm - 7pm. [Register here](#).
- The Great Barrier Reef Marine Park Authority has opened the 2019 [Reef Guardian Sea Country Grants](#).

Non-members

Every membership counts, and goes into marketing and publicity activity to drive visitation, expenditure, dispersal and length of stay. We all benefit from a thriving tourism industry, so help us promote this beautiful destination by becoming a member of Tourism Whitsundays; please see our [2019/20 membership prospectus](#) or contact the [membership team](#) for more information.

[Find out more - Member Opportunities](#)

Important Updates

- Have you heard of the CrisisReady App? If not watch this [video](#) for more information. Tourism businesses are likely to face a crisis every four years. Being prepared means that your business can be up and running quicker. CrisisReady is a disaster management headquarters that gives you access to your plans and documents wherever and whenever disaster may strike. Download the app and start planning today!

1. [Download the app](#) - Access Code: RiskWhitMack

2. Click on "Register Now" to create a Profile

3. Start using the app and get prepared

- See the latest updates on the [upgrade of the Proserpine Main Street](#).
- Find out the latest news on the [underwater sculptures and the reef restoration](#)!
- [Subscribe](#) to Tourism and Events Queensland's industry newsletters and find out what TEQ can do for you.

Stories from around the World

Tourism Whitsundays works closely with Tourism and Events Queensland and Tourism Australia on a range of journalist and digital influencer famils. The aim of these famils is to showcase to the world the beautiful Whitsundays. These couldn't be done without the fantastic support from our members. Here is a snapshot of some of the stories that were generated over the past couple of weeks.

Articles

- ["We need to make sure they're ok" Says Mayor and Tourism CEO](#)
- [Nurses made tourniquet to save mans life](#)
- [Quick thinking that saved shark victims lives](#)
- [A British tourist was snorkeling in Australia when a shark bit off his foot](#)
- [Shark takes tourist's foot, injures another man while pair were thrashing about in waters off Airlie Beach](#)
- [Smiling Briton poses after shark attack that claimed his friend's foot as Australian medics reveal the pair joked about England beating the Aussie rugby team as they were flown to hospital](#)
- [Two men bitten on legs by shark off Airlie Beach in Queensland](#)
- [Whitsundays shark attack victim was cracking jokes as Swedish nurses saved his life](#)
- [Tourism Whitsundays CEO and the off-duty paramedics who assisted two British backpackers when they were mauled by a shark, address the media.](#)
- [The off-duty paramedics who assisted two British backpackers when they were mauled by a shark, address the media.](#)
- [Two British tourists attacked by shark in the Whitsundays](#)
- [Swedish paramedics save the life of backpacker attacked by shark](#)
- [Tourists attacked by shark in Whitsundays recovering in hospital](#)
- [Whitsundays Experiences Golden Time](#)
- [Cruise Ships Maiden Visit Brings 1200 People to Airlie Beach](#)
- [Farmer Turning Aquatic Weed into Compost](#)
- [Why 35 Tourist Information teams landed in Bowen](#)
- [Winners Top Gongs at The Whitsundays Tourism Awards](#)
- [Bowen business secrets to separate from the crowd](#)

Media Releases

- [30th - Media Statement from Tourism Whitsundays CEO, Tash Wheeler](#)
- [29th - Media Statement from Tourism Whitsundays and the Whitsunday Regional Council](#)
- [28th - New Board Members Welcomed At Tourism Whitsundays Annual General Meeting](#)
- [26th - Operators honoured at Whitsunday tourism industries 'Night of Nights'](#)
- [24th - QICA 2019 Conference speaks to Visitor Information Centres in all regions of QLD](#)
- [21st - Australia's Top Travel Writers Head To The Whitsundays For 2020](#)
- [17th - Win a meet and greet with John Williamson](#)
- [14th - Tourism Organisations Partner to Deliver Leadership Program](#)

- 8th - Update from Tourism Whitsundays regarding weddings in the Whitsundays
- 8th - Tune in to the Whitsundays' premier live music event - Invitation to the Airlie Beach Festival of Music launch

Member Market Place

Welcome to Member Marketplace. As a member of Tourism Whitsundays please find below opportunities from other members and stakeholders within the Tourism Whitsundays family. If you would like to include something here, please send to our Membership Team.

Here are some great member to member special offers:

Skydive Airlie Beach

Receive 20% off for all locals residing in Airlie Beach!

- Valid on tandem skydives from up to 15,000 ft only.
- Participants would need to provide proof of residency upon arrival
- Valid until 31st of July 2020

Cruise Whitsundays

- Camira Twilight Sailing Charter All-Inclusive From \$6,500 (Normally \$11,000)
- Whitehaven Beach Half Day Charter All-Inclusive From \$15,400 (Normally \$22,500)
- Great Barrier Reef \$200 Per Person – Groups Of 30+ (Normally \$269 pp)

For more information and bookings please contact Cruise Whitsundays.

groups@cruisewhitsundays.com or 07 4846 7036

*Pricing Includes GST

Hamilton Island

Travel on either the 15th or 16th of November 2019, to receive our Regional Standby rates in advance. PLUS, if you stay both nights, you'll receive a complimentary room upgrade!*

For more info click [here](#).

Aquaduck Airlie Beach

Adults at kids prices! Save \$10

Aquaduck combines the best sights of Airlie Beach into one fun tour.

A 1 hour tour on the amphibious Aquaduck Croc Bus, combining an informative tour and boat cruise in one exciting ride.

Book online at www.aquaduck.com.au enter the promo code TWMEMBER at checkout or call 0438 477 157.

Camp Island

Pay for two nights stay for three \$1500.00 per night (\$3,000.00)

Available to book any nights between 1 September and 30th November 2019.

Maximum 8 people. Complimentary transfers are offered from the boat ramp at Elliott River, Guthalungra. Access at Elliott River is tidal. Full prepayment required at time of booking.

Compass Business Advisory

The modern workforce is here to help grow your business! Receive a FREE non-obligation consultation with one of our HR specialists and free report valued at \$286 if you're a TW member.

Working with Eco Tourism Australia we can help you achieve the right program for your organisation. Call today and receive 10% discount for the month of October.

For more information contact Kathleen at kathleen@compass-businessadvisory.com or on 0401 453 244.



It is the member's responsibility to provide sufficient proof of TW membership upon contact. We suggest emailing from the business email address or supplying a business card; all current memberships can be viewed in the Business Directory on the Tourism Whitsundays website to provide a screen shot. *Terms & Conditions Apply. Contact member directly for details.

Workshop Noticeboard

Here is a list of workshops available in the Whitsundays for you and your teams. If you have a workshop you would like to promote, please send through to us.

- 4 November - China Payment Masterclass
- 6 November - Destination IQ (formerly the QTIC Tourism Indigenous Employment Forum) on the Sunshine Coast.
- 28 November - Applying Facebook to your business - Airlie Beach
- 3 December - Applying Facebook to your business - Bowen
- 25 February - Whitsundays Trade Ready Workshop - Advanced - Airlie Beach
- 27 May - Using Digital To Maximise Your Business

What's coming up in The Whitsundays

The Whitsundays as a destination has a multitude of events and activities at any one time. Below is a list of events that are coming up over the next two months from regional consumer, cruise ships and Tourism Whitsundays corporate events. If you have an event that you would like added, please load to ATDW or contact us on how to do it.

- Every Saturday 7am - 1.30pm - [Lions Airlie Beach Community Markets](#)
- Every Saturday 3pm - 6pm - [Saturday Sessions at The Garden Bar Bistro](#)
- Every Saturday 7am - [Bowen Parkrun](#)
- Every Saturday 7am - [Airlie Beach Parkrun](#)
- Every Sunday 8am - 12pm - [Bowen Lions Community Markets](#)
- Every Sunday 2pm - 6pm - [Sunday Sessions at "The Pub"](#)

October

- [31 - Cruise Whitsundays Camira Halloween Cruise](#)
- [31 - Northerlies Spooktacular](#)

November

- [3 - Julian James "Looking for a Light" Tour @ Northerlies](#)
- [5 - Melbourne Cup Luncheon at The Palm House](#)
- [5 - Melbourne Cup @ Northerlies](#)
- [5 - Melbourne Cup Garden Party at Airlie Beach Hotel!](#)
- [8 - 10 - Airlie Beach Festival of Music](#)
- [9 - 10 - Cars at Conway Beach Tourist Park](#)
- [14 - Cruise Ship Arrival Day - Pacific Dawn](#)
- [17 - Cruise Ship Arrival Day - Pacific Aria](#)
- [18 - 23 - Elysian Retreat - SoulScape Wellness Retreat](#)
- [21 - Cruise Ship Arrival Day - Pacific Dawn](#)
- [22 - Cruise Ship Arrival Day - Sea Princess](#)
- [23 - The Australian Eagles Show Live at The Pub](#)
- [23 - Hamilton Island Endurance Series - Hamilton Island Triathlon](#)
- [24 - Little Steely Brothers show Live at The Pub](#)
- [24 - Hamilton Island Whitehaven Beach Ocean Swim](#)
- [26 - Cruise Ship Arrival Day - Voyager of the Seas](#)
- [29 - Cruise Ship Arrival Day - MS Maasdam](#)

Tourism Whitsundays

Destination Marketing | Industry Development | Visitor Services

[Membership](#)

[Media Centre](#)

[Trade Centre](#)

[Business Events](#)

[Members Portal](#)



E: reception@tourismwhitsundays.com.au

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).