



**CAIRNS TOURISM INDUSTRY ASSOCIATION**

*Cairns, Gateway to the Great Barrier Reef*

## **Who we are**

The Cairns Tourism Industry Association Inc is a member driven organisation of individuals , businesses and like associations within the geographic boundaries of the Cairns Regional Council who are united behind the common desire to see Cairns become the international gateway to the Great Barrier Reef and Northern Australia and to grow and develop Cairn’s most important industry. As the Local Tourism Organisation (LTO) for the region encompassing the Cairns Regional Council area, we are committed to representing and assisting our members to grow the industry opportunities to contribute to the overall growth in tourism industry development, employment, population growth and general economic development opportunities. We have wonderful natural assets to work with and recognise that our rich environment is the envy of many. We understand that to be successful we need to have a clearly articulated purpose and hence we have these defined activities that will drive our growth and development:

- To market and promote the brand “Cairns, Gateway to the Great Barrier Reef”;
- To promote and engage in policy discussions for the membership with all levels of governments;
- To provide an enhanced emphasis on the destination brand marketing of Cairns;
- To provide apolitical advocacy to position Cairns as the tourism gateway to North Australia;
- To cooperate with like organisations in the enhancement of activities that contribute to the growth of the TNQ regional economies;
- To represent the membership at meetings, forums, symposiums, marketing and promotional activities and trade events as agreed by the Executive from time to time; and
- To proactively counter negative perceptions of the destination of Cairns and in particular, the world heritage listed Great Barrier Reef and the North Queensland tropical rainforests.

## **By way of background**

The State Government generally manages it’s funding commitments for tourism development and events through the thirteen established Regional Tourism Organisations (RTO) throughout Queensland. Tourism Tropical North Queensland, as the name suggests, is the Regional Tourism Organisation (RTO) for an area stretching from Mission Beach west to the Gulf of Carpentaria and north to the Papua New Guinea border. Their activities in practice are designed around regional tourism growth and development, product diversification, marketing collaboration, major regional events support, training programmes, industry liaison and other activities as directed by the Board. Currently there are four Local Tourism Organisations (LTOs) in the Tropical North Queensland region. They are Port Douglas and Daintree, Tropical Coast Tourism, Tropical Tablelands Tourism and Savannah Way Ltd. Each is recognised by TTNQ, enjoys member status and they work collaboratively together. Curiously **Cairns** is not represented on the list, so it is the intention of the Cairns Tourism Industry Association to be recognised as the LTO for the Cairns Regional Council area and become a member of TTNQ.

For some considerable time there has been an erosion of the influence of the legitimate interests of Cairns based businesses in the tourism industry in Far North Queensland. Whilst TTNQ prides itself as a regional member based organisation, in truth, the vast bulk of membership monies for their operations is provided by the Cairns based members who contribute 76% or \$455K . Additionally the Cairns Regional Council, being the largest single contributor provides, by separate agreement,

**Local Tourism Organisation for Cairns and the Northern Beaches**

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additional funding of some \$2.4M annually as well as additional one off support . You can see a full breakup here at: [www. tourism.tropicalnorthqueensland.org.au](http://www.tourism.tropicalnorthqueensland.org.au)

### **Our Structure.**

As an Incorporated Association the way we operate is by the adopted rules of the Association and you see that at [www.cairnstourism.com.au](http://www.cairnstourism.com.au) . We have opted for a flat, responsive, no frills structure that will drive member value. The inaugural management group is:

- President: Kevin Byrne;
- Secretary: Alan Wallish;
- Treasurer: Gary Low;
- Committee: Peppi Iovanella;
- Committee: Michael Trout; and
- Committee: Perry Jones.

### **Tourism is your business too....were all in this together.**

Each of us in our own way in the City is heavily invested in the success of the tourism industry and the investment and employment opportunities that the industry brings. The progress of the city and the livelihoods of many thousands of people is directly linked to our success in growing the industry. We are requesting your support in assisting us in our collective endeavours by becoming a member.

In line with our philosophy to have an uncomplicated, responsive organisation focussed on the key issues that are aligned with tourism industry growth, we have settled on a two tiered membership structure. This structure provides you an affordable opportunity to participate in supporting Cairns and to have some skin in the game. The categories are:

- **Tourism Sponsor ( \$2000 PA ):** This is our premier membership. In addition to member entitlements listed, this membership category entitles you to a link directing visitors direct to your website as well as the ability to advertise on our social media platforms; and
- **Tourism Ambassador ( \$500 PA):** This is the general business category of membership and is designed for businesses who are part of the wider tourism narrative and who are invested in the success of the industry and the growth and development of Cairns;

Each member category comes with the following entitlements:

- Event invitations at discounted prices;
- Monthly e-communications news broadsheet;
- Image library access (once established);
- Invitations and advice to tourism related events and opportunities;
- Listing on the CTIA website;
- Partnership opportunities to a series of events and tourism education programs; and
- Participation opportunities in any dedicated Cairns Tourism Industry Association regional, national and international events or road shows.

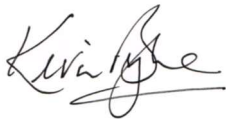
### **What we will do.**

We are committed to changing the discussion around what is important in growing and developing our industry. In addition to being fierce and active advocates for the biggest, most valuable and currently our most challenged industry in the city and region, much of our activities will be absorbed in representing our member interests around various policy settings to governments to include international airline access to Northern Australia, the implementation of a visitor contribution levy by the Cairns Regional Council, immigration and visa issues, industry investment incentives, regional taxation arrangements and incentives and infrastructure issues that impact on industry development such as reasonable access charges to airport and marine port infrastructure.

We have a wonderful message to get out to the world and we will ensure as best as possible that our marketing pitch is supported and appropriately resourced around positive messaging linking the tropical city of Cairns and it's connection as the gateway to the Great Barrier Reef. This cannot be done in isolation, so we will work collaboratively with other similar organisations and governments to ensure that our members are afforded the best opportunities to compete on a level playing field. The current status quo is no longer an option, so our efforts will be at changing gears to progressing the industry forward. In some instances people will not always agree with the message, but that will not deter or alter our resolve to represent our member's views. As our visitation figures reveal, it is time to reset the agenda and to challenge the status quo in a positive way.

Please contact me for any additional information.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Kevin Byrne', with a stylized flourish at the end.

Kevin Byrne  
President