



Ross Contarino

Advance Cairns recently partnered with the Cairns Chamber of Commerce for a short visit to Mt Isa, thanks to the assistance of Skytrans Airlines. A small delegation of eight business people from Cairns took part in the mini trade mission, which included a series of pre-arranged meetings

Dealing With The Deep West

with the Mt Isa Chamber of Commerce, our sister organization MITEZ (Mt Isa to Townsville Economic Zone) and Xstrata Mines.

The purpose of the visit was to offer an alternative to the traditional visitation spots of Townsville and Brisbane. The direct Cairns to Mt Isa flights being offered by Skytrans mean that it is very easy to now factor Cairns into both the holiday and business equation.

We made it clear to the business community that we weren't there to muscle-in on their turf, but were keen to look at ways we could partner with our western neighbours and value-add to the activities they were undertaking. It was very clear that Cairns

was a long way off their usual radar, and in the past it has been a difficult place for them to get to or do business with.

The delegation was eager to demonstrate to the Mt Isa business community that the Cairns region was not only a great R'n'R destination, but could also offer a large range of business and mining related services that were equal to those available anywhere else.

I was quite amazed at the number of people we met there that had never been to the Tropical North Queensland region and we were quick to invite them over to see what we have to offer first hand. Several very reasonably priced R'n'R packages were on offer to the Mt Isa locals as part

of the visit, and we encouraged those we met to take up these opportunities. Several members of the delegation got to sample some of the attractions that were on offer to visitors with many vowing to return with their families to sample the outback attractions, thus providing an economic boost to their local economy, which we hope will be reciprocated.

With the expansion currently being experienced by the mining industry it makes good sense for TNQ businesses to look towards this small but lucrative market, which the Cairns Chamber of Commerce will encourage as part of their plans to arrange a reply visit by the Mt Isa Business community.

Phase Two of the New Deal

The New Deal team will follow up on State and Federal Government economic stimulus commitments to the Cairns region during lobbying trips to Canberra and Brisbane this month.

Phase Two of the New Deal Plan for the Cairns region will focus on ensuring that the State and Federal Government response and subsequent initiatives to ensuring the economic viability of the region into the future, are adhered to.

The New Deal team, comprising Advance Cairns, Cairns Chamber of Commerce, Tourism Tropical North Queensland and Cairns Regional Council, plans to maintain a watching brief on the promises made by the State and Federal governments to the asks in Phase One of the New Deal plan for the Cairns region.

New Deal Co-ordinator Russell Beer said that the plan for 2010 was to maintain a united front and to continually be in the face of the decision makers at the top two levels of government, which the New Deal team will do on follow-up lobbying trips to Canberra and Brisbane this month.

"We have achieved a lot in a short time since the New Deal was enacted, but we need to achieve a lot more to ensure the region can survive the traditional peaks and troughs of its economy, into the future. I think this region is still in for a hard time and if we do take our foot off the pedal we could be in for trouble," Mr Beer said. "Having said that, we are very pleased with the outcomes delivered by the two tiers of government so far."



Plans are underway for a third Chef's tour of the region's food bowl areas following the success of the recent Cassowary Coast trip.

Sixteen chefs from Palm Cove to Cairns took in the tastes of the Cassowary Coast visiting producers of tea, exotic fruits, organic eggs, pasta and wines to source local produce for their restaurants' menus. Talks are progressing between some of the chefs and growers to have their produce feature in Far Northern restaurants.

The next Chef's tour will take in the southern Tableland including Millaa Millaa, Yungaburra, Atherton and Malanda on Tuesday, March 30.

Building Strategic Linkages

Advance Cairns and the Cairns Chamber of Commerce are targeting Papua New Guinea business by building networks and partnerships, as part of a strategy to tap into the PNG market.

Advance Cairns' Tropical North Queensland's Strategy for Trade with Papua New Guinea project, coupled with the results of the Chamber's recent relationship-building trade mission to PNG will help position the Cairns

region as a hub for the goods and services requirements expected to come out of PNG as it moves into a heightened state of mining activity.

Plans are now underway to develop a capability statement for the Cairns region, for the information of PNG businesses looking to source services from the region. Local businesses keen to tap into the market are urged to contact Jeremy Blockey on 0438 382 020.

Date Claimer

Advance Cairns, as part of its Department of Employment, Economic Development and Innovation funded food tourism project, will hold a commercialisation workshop for local food producers later this month.

The 'Commercialising Your Food Produce' workshop will be held over two days from Monday, March 22 in Cairns. It will be aimed at existing and potential food producers, and will feature a range of expert guest speakers from Brisbane.

DATE: Monday 22nd and Tuesday 23rd
March 2010

TIME: Monday 9:00am – 5:00pm Tuesday
9:00 – 2:00pm

VENUE: Serbian Club - Greenslopes Street,
Edge Hill

RSVP: COB – Friday, March 12.

Registrations will be accepted on the Advance Cairns website later this week. For immediate inquiries contact admin@advancecairns.com

Call for Patrons

Prospective and existing Patrons of Advance Cairns will benefit from a new range of Patrons' incentives recently adopted by the organisation's Board of Directors.

The new-look Patrons' Program features a staggered entitlement package with increasing benefits through four main levels of annual Patronage, which include:

• Bronze • Silver • Gold • Platinum

A range of new events, entitlements and promotional opportunities have been added to the program, such as the opportunity to become involved in Advance Cairns projects; the ability to co-brand all Advance Cairns events; an invitation to all VIP functions and events arranged by Advance Cairns;

and private one-on-one briefings pre and post all lobbying trips and ministerial visits undertaken by Advance Cairns.

The Patron's Program currently includes more than 25 businesses from across the Cairns Region, in all levels of Patronage. Annual Patronage fees range from \$5500 for Bronze, to \$22,000 for Platinum.

Being a Patron of Advance Cairns demonstrates a commitment to the future of Cairns and the Tropical North Queensland region, and contributes to the successful activities of the organisation. As opposed to sponsorship, Patronage is an active way of contributing to the economic development of the region, which in turn captures opportunities for each Patron.