

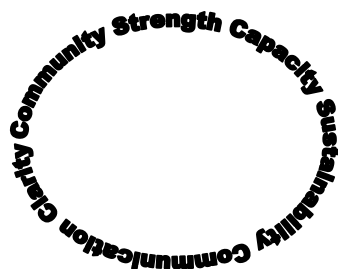
## Building Strength & Capacity

Recognising a need for Not for Profit Groups in the Cassowary Coast region to strengthen community capacity and resilience, Mission Beach Business and Tourism sort State Government funding to empower Community groups. This recognition became reality when the project called 'Strengthening Community Capacity' was proudly funded by the Queensland Government's Building Rural Communities Fund. Engaging Conus Business Consultancy to provide strategic planning workshops and mentoring for Community Groups, provision was made for three highly interactive half day strategic planning workshops in Tully, Innisfail and Mission Beach. The project incorporated explanation of strategic planning concepts and tools relevant for community groups. The next stage provided face to face mentoring for individual community groups over a period of six months.

The objectives included empowering community groups by supplying them with effective strategic planning knowledge that can be actively supplied to individual situations and to capitalise on information learnt in the workshops by supporting it with effective mentoring.

Strong positive customer feedback after all the workshops was received, supporting highly successful outcomes for the groups achieving the projects aim which was to build community resilience. In their feedback Tropical Frogger (Innisfail) thanked Conus for time spent mentoring/strategic planning and said that information gleaned had been invaluable giving the group new insight and encouragement to continue. They also thanked the State Government and Mission Beach Business and Tourism for their roles in providing these informative workshops.

We are collectively excited to see groups marching forward with determination, renewed energy and focus.



## Fruit Forest Farm

Aiming to begin their new farm tour on the 1<sup>st</sup> of May, MBBT members Alison and Peter Salleras' Fruit Forest Farm Tour will add a super new product to tourism in the Tropical North. The ex-banana trailer used to transport the visitors through the orchards and rainforest is so comfortable that it only requires low levels of fitness to participate.

Superlatives abounded during a recent famil with attendees from the Mission Beach Visitor Centre, Castaways Resort & Spa and The New Shrub. The Farm Tour along with the popular Mission Beach Visitor Centre Tropical Fruit Safari will help uncover some of the flavours and textures of North Queensland.



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Melbourne Caravan & Camping Show

## Melbourne Caravan & Camping Show

### High temperature, lower numbers

This year's event was hindered by unusually hot weather with the 6 day show conducted right in the middle of Melbourne's hottest March period (9 straight days of over 30 degrees). It was thought that the extreme heat caused many people who in the past attended in the afternoons, to stay away.

Day	2013	2012	2011	2010
1	8089	8969	6421	5328
2	6380	7655	8555	6125
3	10875	13917	13325	6147
4	12455	16488	14597	7384
5	8488	12688	13321	16581
6	3563	4618	5129	16857
<b>Total</b>	<b>49810</b>	<b>64355</b>	<b>60348</b>	<b>58422</b>

Mission Beach Business and Tourism spent 5 of the 6 days on the Drive North Queensland stand promoting our spectacular region. More than 1,000 Cassowary Coast brochures and maps were handed out along with many more thousands of TNQ brochures including Tablelands, Cape York Cooktown and Savannah Way.

### Call for Tenders

Great Green Way Tourism & Mission Beach Tourism invites tenders to scope and execute one or more of the following projects;

- 1.Regional website on the Great Green Way with smart phone optimised \$40,000
- 2.Develop journeys for the Australian Tourism Data Warehouse on the Great Green Way \$6,000
- 3.GPS Journeys, tracking drive routes throughout the Great Green Way \$5,000
- 4.Marketing campaign of Vignettes throughout the Cassowary Coast region \$10,000
- 5.Marketing campaign of Vignettes through various avenues \$8,000
- 6.Provision of Online Skills Training with Operators thought the Great Green Way \$15,000

Tender documentation available at;

[www.greatgreenwaytourism.com](http://www.greatgreenwaytourism.com) or  
[www.missionbeachtourism.com](http://www.missionbeachtourism.com)



## Mission Beach Charters – Something Wonderful for Everyone!

Locally owned and operated, Mission Beach Charters aim to offer you an eco-friendly, enjoyable boating experience. Based in Mission, they service the Family group of Islands in Rockingham Bay including Dunk Island and their surrounds. Whether you require a personalised charter or simply a transfer to your island destination or beach, they can cater for you!

Jason Shearer grew up in Mission Beach and started his maritime career locally over 20 years ago. Jason and his partner Bec live in Mission Beach, and would love to show you some of the local area's beauty.

Experience the marine park aboard a 6 metre custom built Stabicraft "Brahminy". They don't run to a strict time schedule, so they can deliver a 'no rush - no fuss' voyage. When cruising within the beautiful marine park waters, you will often see some of the abundant bird and aquatic life such as sea turtles, sea eagles, dugong and the annual migrating whales.

Several tropical islands off the coast have designated camp grounds for all to enjoy. QPWS impose a camping charge of \$5.45 pp per night (subject to change) and camping permits are required. To secure your booking they can arrange permits and payment on your behalf.

**PICNICS** Why not treat yourself and a special someone to a beautiful day on a tropical island or beach with a picnic in idyllic surrounds? They can arrange a sumptuous picnic for 2 or more people and take you to your chosen destination in paradise.

### SCENIC INTERPRETIVE TOURS & GUIDED WALKS

Jason Shearer is a certified Wet Tropics World Heritage Guide and is a wealth of local knowledge and history. Join him for an interpretive scenic island cruise with or without a guided island walk.

### SNORKELLING SAFARIS (available with half and full day charters only)

Mission Beach is one of the closest points to the reef along the Queensland coast. In the dry season, the water clarity around the outer Family islands (the triplets) is comparable to the inner Great Barrier Reef. You will be awestruck by the diversity of coral and fish life in such proximity to the mainland. **CAMPING** Do you want to go camping but don't have any camping gear? Jason and Bec can help you get up close and personal to this beautiful piece of paradise for a fraction of the price of hotel accommodation. Numbers are limited at each location, so bookings are essential.

### FISHING (available with half or full day charters only)

Jason can take you to a number of different fishing locations depending on the time of year and what species you are targeting - you can't beat local knowledge when it comes to fishing.

### WHALE WATCHING (available in season between end June through to end of August)

See the migrating humpback whales without hoards of other people in your way. This is a must do experience in winter off Mission Beach. Tours run for 3 to 3.5 hours in calm weather conditions, with a maximum of 6-8 people per tour. You will be awestruck by these gentle giants. For more information, please contact Jason & Bec on 4068 7009