



Joanna Burnet

Dear QTIC Members,

In 1991 my husband and I emigrated to Queensland from the UK and established the agritourism enterprise, Visitoz, based on our farm in the South Burnett. Visitoz is a youth tourism organisation which brings young people with Working Holiday, Work and Holiday, Special Programme Internships and Occupational Traineeship Visas into Australia, the latter two visas by special arrangement with DIAC. I have a BA degree from the UK and I offer my services to the local community as a JP (Qual) Queensland.

To support the Visitoz programme we have been regular participants in the World Youth and Student Travel Conference (WYSTC) and the Work Exchange Travel Mart (WETM). We have worked with TA on campaigns in Australia and overseas, including South Africa, and with TQ in Europe. Prior to WYSTC we toured South America and carried material for other Queensland tourism operators and following WYSTC we took brochures and marketing material from TA, TQ and other operators to Expos in Canada.

After taking part in DestinationQ where we were inspired by a TTNQ booklet and so produced another, by cooperative marketing, "Adventure Queensland". Of the 30,000 print run, 15,000 have so far been distributed in Argentina, Brazil, Canada, Chile, Uruguay and the USA. Most of the balance will be taken to Europe and Scandinavia for distribution during our November marketing trip.

The Visitoz one year programme starts with a nine day introduction. The participants are met at Brisbane Airport and given a four day period to get over jet lag and acclimatise, mostly at Rainbow Beach. They then come to our farm or an associate farm and are given a five day introduction to Australian rural life. During that period they are offered a choice of properly paid work, on their ninth day in Australia they go to the jobs they have chosen. Visitoz facilitates the connection between the participants and the employers. **It is our firm belief that young people who have a good time here when they are young will return to Australia as tourists for their honeymoons, with their families and as senior business people for conferences and purchasing for their companies; this represents a long term many-faceted tourism marketing opportunity.**

Prior to emigrating to Australia I founded and ran an ABTA travel agency and a ski charter company in the UK. I worked for an IATA travel agency in Cyprus and for a BA travel office in Germany. In Scotland I worked for the Oban, Mull & District Tourist Board and conducted coach tours for German tourists in the Scottish Highlands. Other jobs were in teaching, local radio, alpine ski racing and horse riding.

We joined QBITIA, more recently Backpacking Queensland and now, Adventure Queensland, on foundation and I served on the Board from 2000 to 2012, with five years as Treasurer. Visitoz has been a member of ATEC for many years and I am an elected member of the BYTAP Board. We are members of Tourism Fraser Coast.

Through Visitoz I have an international and State-wide involvement in a sector which is assuming ever greater importance in the tourism industry and which seems to be under represented on Queensland Boards. With my lifelong experience of tourism in different countries and my commitment to international youth marketing I believe I have a great deal to offer the QTIC Board.

Yours sincerely,

Joanna Burnet

8921 Burnett Hwy, Goomeri, Queensland 4601; Phone: 07 4168 6185; Email: joanna@visitoz.org