



## Presidents Report for the 2021/2022 Year

Following on from the very successful 20/21 year, BAG has managed to maintain its momentum and record another pleasing result for the year ended June 30, 2022.

### **Highlights**

The following are just some of the achievements and highpoints for the year under review:

- Maintaining our **"Certificate of Excellence"** for the entire year with Trip Advisor
- Maintaining a **4.6 Star** rating (out of 5) on Google throughout the year.
- Continued administrative support for the Mitchell RSL & Combined Sports Club
- A complete relocation and upgrade of our café facilities and rebranding of the outlet to "Spa Java"
- The successful staging of our second "Fire & Water Festival"
- The successful staging of "Grazing on the Maranoa – Kenniff Capture Dinner"
- The establishment of a written history archive to compliment the great work of the Booringa Historical Group with its photographic archive
- Awarded a "Best of Queensland" tourism award by TEQ scoring 93.7 out of a possible 100 for "Consistent Delivery of an Exceptional Experience"
- Winning the NAB "Business of the Year" and the "NBN Local Tourism and Hospitality Business of the Year"
- Continued growth in visitation to the Great Artesian Spa.
- 65128 visitors to the Great Artesian Spa (previous best 53128)
- Purchase of a Community Bus

Please take the time to read through the attached Awards and Reviews page/s.

### **Overall Financial Performance**

As expected, given the statistics above, BAG's overall financial performance has remained firmly in positive territory. As you will read in the audited statements, BAG achieved a net profit for the 21/22 year of \$82965. Although this was down in quantum on the \$126569 recorded in the prior year, it should be remembered that the 20/21 result included some \$60,500 from Job Keeper and Cash Flow Boost supplements. Adjusted for those extraordinary items, the 21/22 result was actually an improvement in real terms.

### **Other Highlights**

- **Bottle Tree Bulletin** –BAG continues the publication of the BTB which is a steady (if small) earner for the organization and well read by the community.
- **Digital Media** –BAG continues to maintain its portfolio of digital media with an active presence on Facebook (BAG & Spa), Instagram, Google, Trip Advisor and constantly maintained web sites for both Mitchell and the Great Artesian Spa. The reach of these sites is vital to BAG's ability to both engage and inform the community and successfully market its product.

- **Partnerships** – Good business is built on good relationships and BAG strives to maintain good working relationships with other community groups and organisations. These relationships (like those with RESQ+, the Mitchell RSL & Combined Sports Club and the Maranoa Regional Council), bring together complimentary skills and resources and create a situation where so much more can be achieved together than would be possible on a stand-alone basis.
- **Tourism Promotion** – Promoting our tourist potential continues to be of critical importance to the economy of the town and the success of BAG. Continued membership of and participation in all local, regional and state tourism bodies is consequently essential and something BAG pays close attention to. It is pleasing to note that our participation and input is now being actively sought by groups such as the OQTA.

Of course, our two great tourism ambassadors Darryl and Ross continue to play a vital role as well with the Community Bus being kept very busy throughout the year. Hopefully, they are enjoying the new bus although they still claim to miss the rattles of old faithful.

**Community Assistance & Functions** – BAG continues to provide support to other groups and community members. As in past years these included the Mitchell RSL & Combined Sports Club and working with Rotary to stage Christmas in the Park.

### **Looking Ahead**

Moving forward, there is still much to do. We are currently developing costing for the installation of a third pool at the Spa as we are well and truly at capacity. Hopefully, we will also, in the current year, find a very useful home for the Sleeping car as well.

Perhaps the biggest challenge we face, is the relatively low community involvement in BAG and an absence of younger faces at our meetings. While BAG seems to be the first port of call in a community crisis or emergency, regular involvement remains quite low which does not auger well for the longevity of the organisation nor the community aspiration to grow and build. Perhaps this is because there is still a very limited understanding of BAG's role, achievements and activities so I encourage all members to promote the organization as widely as possible in the hope that people will be incentivized to play a role, no matter how small.

Also, as a word of caution, we should be aware that as Covid restrictions dissipate, the touring demographic may well swing back towards overseas travel which could impact our visitation numbers and profitability. This, along with pricing and wages pressure, could easily result in diminishing returns going forward so we will need to be at our very best to continue successfully operating the Spa and VIC to ensure a positive result for the Mitchell community.

*In closing, I would like to thank the*

- *Management Committee and BAG members for their support, insights, and enthusiasm,*
- *Jeff, Bree and the staff at the Spa for their dedication and commitment and*
- *All those groups, individuals and Councillors who work with us and share our vision and commitment to build a better future for our community*

*Rob Cornish*

## Reviews and awards

"A bit crowded the day we went but still ok. Had breakfast at the cafe which was really nice. Picked a quieter time in the afternoon. So relaxing. The museum right next door is well worth a look."



"The staff were all so friendly and helpful, even stashing our meat from the butcher in the fridge during our stay. Yes, the water took a while to come up to temp, and it'd be great if there were some spa jets around the seated areas in the hot pool, but in all it was lovely. Special mention must be made of the cafe. Absolutely delicious food at very reasonable prices, and that's how they get the crowds in. We don't often attend cafes as they are generally overpriced for what you get, but this was the exception. Thank you, ladies, you all did a great job!"



2021 MARANOA BUSINESS AWARDS

CONGRATULATIONS TO

*Great Artesian Spa*

**2021 WINNER**

**NBN LOCAL  
TOURISM & HOSPITALITY  
BUSINESS OF THE YEAR**

**RCAT.**  
REGIONAL COMMERCE AND TOURISM

CHARLIE EAMES - PRESIDENT

16 October 2021



2021 MARANOA BUSINESS AWARDS

CONGRATULATIONS TO

*Great Artesian Spa*

**2021 WINNER**

**NAB REGIONAL & AGRIBUSINESS  
MEDIUM BUSINESS OF THE YEAR**

**RCAT.**  
REGIONAL COMMERCE AND TOURISM

CHARLIE EAMES - PRESIDENT

16 October 2021

"Such a relaxing experience. Entry fee is minimal. The place has both hot and normal temperature pools. Food is great too. They have an after-shower place as well. You can also grab a towel from their shop in case you have an unplanned trip to the artisan spa! Worth every penny. I have visited this place 2 times in a year!"



"This was my 2nd visit in the past 12 months and all I can say is there is no way I would ever pass-through Mitchell now without stopping to indulge in this fantastic facility. Clean, fresh with fantastic staff plus a great cafe and ice cream bar. A must do for any traveller. The best artisan spa I have ever visited. Keep up the great work."





**Australia Day**

Reflect. Respect. Celebrate.

# Community Organisation Award

PRESENTED TO Booringa Action Group

BY Mayor Tyson Golder  
Maranoa Regional Council

SIGNED 

DATE 26 January 2022

We're all part of the story.



"Wow! Was going for an hour which ended up being 5 hours. Loveliest staff, very very nice and inexpensive menu. The pools are incredible. I went from hot to cold pools... so good!"



"I loved this place, a lovely stop on our travels. We left Roma on our way to Charleville and stopped off after told about this place by a neighbour.

The pools were lovely, plenty of changing room area and the Cafe was great!

Delicious coffee and great value food menu, I had the Thai fish cakes which were lovely, husband a toasted sandwich and kids banana bread and pikelets. All delicious and I can't believe how cheap!

Lovely vibes and friendly staff!! Worth popping in if you're passing by."



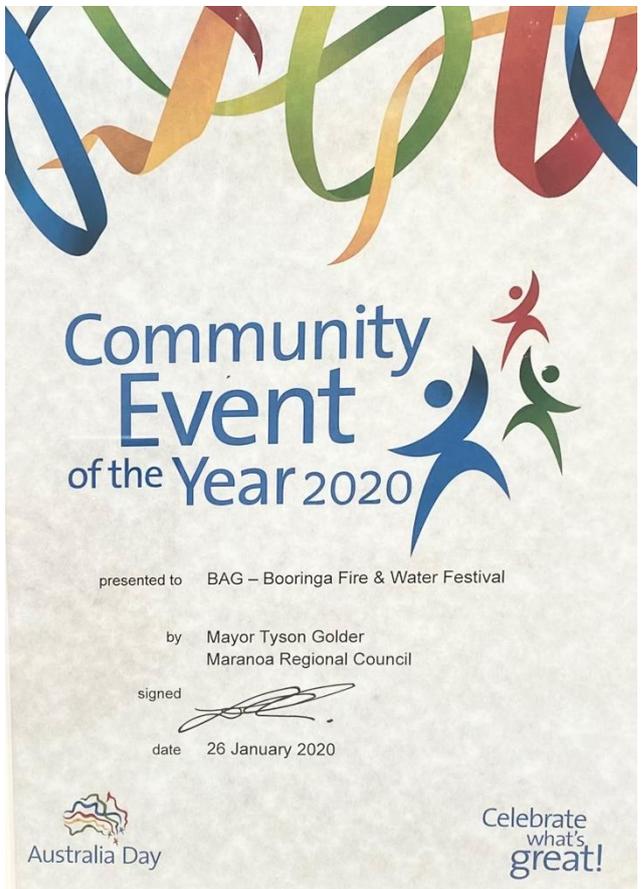
"Fabulous place lovely pool although problems with water temperature at the moment. Still lovely, just a bit cold at the moment. Went to Wednesday night roast and desert. What a good value was served on time. What lovely staff. 6 veges plus roast lamb with gravy and Mint sauce. Pavlova and Berry composite plus small amount of cream.

Keep up the great work 🍷"



"We love this place - friendly staff, showers, hot spa, cool pool, coffee & goodies, plus ice-creams. They are brilliant being open all day plus Golden Oldies concessions!"

Jenny & Bruce – Kiwis

**Community Event of the Year 2020**

presented to BAG – Booringa Fire & Water Festival

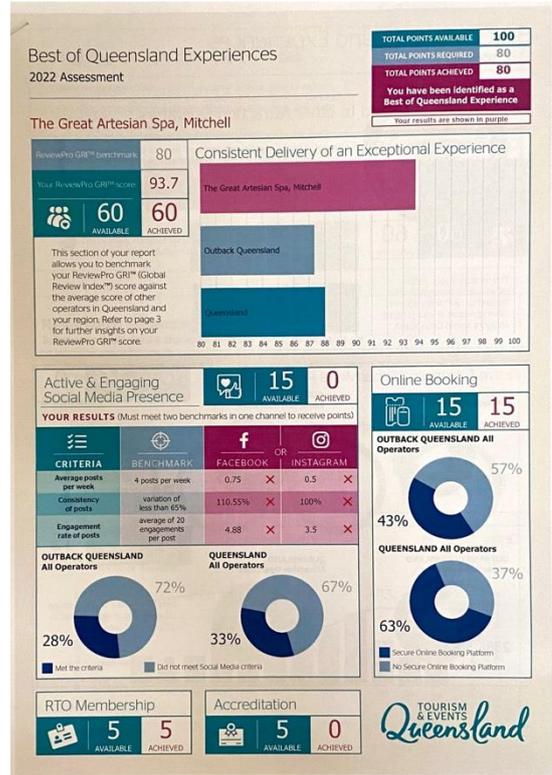
by Mayor Tyson Golder  
Maranoa Regional Council

signed 

date 26 January 2020

 Australia Day

Celebrate what's great!



“Wow, this place was an oasis in the middle of a long hot dry drive. Has two pools/tub one at 40c and other a bit cooler. So relaxing and good pricing. Really can't beat the ability to have a hot soak. I wish I could have stayed for longer. Bring a hat and sunnies. They have water by the pools and a small cafe for food and coffee. Staff was very nice and welcoming, and the info centre is in the same building. Definitely worth a stop along the way to wherever you are going. I stayed in the free camp outside town and then came into the baths in the morning and had breakfast at the local café”

