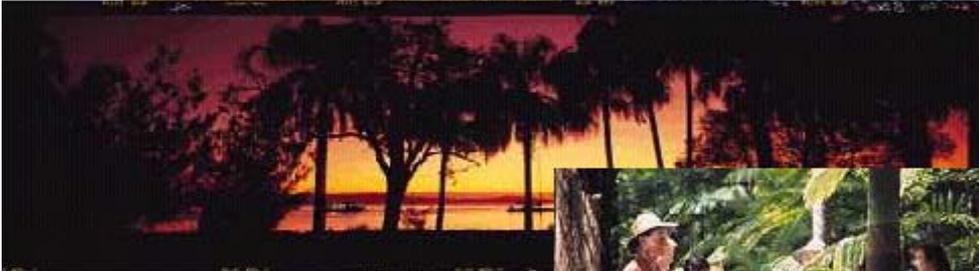


ATS GROUP PTY LTD

CONSULTING SOLUTIONS



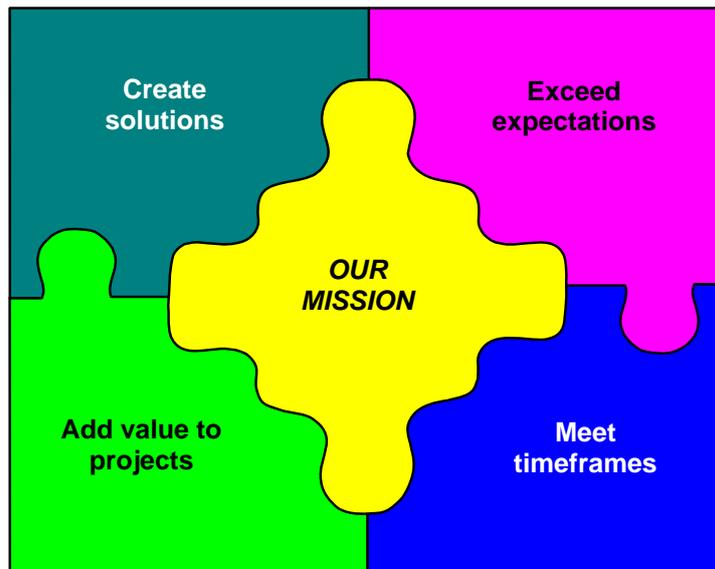
CORPORATE
PROFILE

ATS
CONSULTING SOLUTIONS



Mission Statement

Our mission is to work in partnership with our clients to provide solutions.



Corporate Objectives

ATS Group was founded on the principle that consultants should strive to provide **solutions** for their clients.

Our approach goes beyond traditional consultancy boundaries through our insistence on developing **optimal outcomes** that best suit our clients' requirements.

We never treat a project in isolation and always considers the **strategic context** to minimise project risk, identify further opportunities and ensure a sustainable approach is developed.

We have a strong track record of **value adding** to clients' concepts and projects to ensure they address the critical tourism and business criteria that improve their potential for achieving operational viability, a return on investment and/or funding.

Our strength extends beyond the skills of the Group's internal team and includes the frequent use of specialist providers drawn from an **extensive network of specialist partners** and alliance members.

We pride ourselves on the **timely delivery** of projects. In providing support for our clients, our focus is on the need for delivering a quality product within their deadlines.

We believe that the **quality** of our work is evidenced by the strong relationships we have built with our clients and the fact that they continue to seek our assistance.



ATS Group offers a *full range of tourism and hospitality planning services* incorporating:

STRATEGIC PLANNING / MASTERPLANNING

The strategic planning/masterplan process seeks to provide a planning framework for appropriate tourism and related business development. Our approach is based on ESD principles to ensure a balanced outcome in terms of economic, community and environmental objectives. Our process aims to develop a framework of marketing and development initiatives that preserve the unique qualities of a region yet facilitate the development of a sustainable tourism industry and destination profile for the region involved.

CONCEPT DEVELOPMENT / ENHANCEMENT

The concept development/enhancement process aims to develop a realistic approach to product development based on the requirements of visitor markets. Our process aims to maximise the likelihood of success of the proposal through the development of on-site and off-site components and linkages to stimulate visitors to stay longer, explore and spend more. Our financial expertise and background in commercial operations ensures that our recommendations are based on commercial reality.

DEMAND STUDIES

The demand study process seeks to assess the likely demand for and potential usage of a proposed development. Our experience in this area includes accommodation, retail, tour, activity and food and beverage operations. Assessing likely markets to be attracted and potential demand from those markets enables decisions to be made regarding potential configuration, size and componentry of proposed developments and activities.

PRE-FEASIBILITY / FEASIBILITY ASSESSMENTS

The feasibility assessment process tests the likely financial viability and sustainability of a proposed venture. Our financial expertise and background in commercial operations ensures that our assessment process is rigorous and thorough.

BUSINESS PLANNING

The business planning process seeks to ensure a strong platform for the operation, marketing, management and staffing of a business. We have undertaken this process for both the reviewing of existing businesses and the planning for proposed businesses. Our background in commercial operations provides a commercially astute basis for our business planning process.



Services offered to tourism and broader industry groups include:

WORKSHOPS AND SEMINARS

Gaining meaningful outcomes from community and stakeholder workshops is critical to the success and local ownership of projects. We have facilitated many workshops as part of our general planning services and also specifically to assist clients with obtaining community and agency commitment to projects.

CORPORATE ASSISTANCE

Our Directors have strong professional backgrounds in the corporate administration, marketing and finance fields. We offer clients the benefits of our broad experience base in:

- Reviewing operations to provide an analysis of operational, financial, marketing and management issues impeding the business and making recommendations for improving performance;
- Developing management information systems (MIS) to assist senior management in the accurate assessment of and timely decision making for their business;
- Accounting for subsidiaries and consolidated entities;
- All aspects of regulatory compliance with respect to the maintenance of Australian Financial Services Licences and Registrable Superannuation Entity Licences.
- Mergers, acquisitions and takeovers;
- Property development;
- Administration services for superannuation entities;
- Administering Managed Investment Schemes;
- Project management; and
- Trouble shooting.

DATABASE DEVELOPMENT

Clients often find the need to have a better storage and access system for their research and a better way of managing contact with their customers/stakeholders. ATS have developed a range of computerised database solutions for clients, covering such diverse fields as:

- Contact Management;
- Construction Cost Monitoring;
- Food and Beverage Cost Control;
- Inventory Management;
- Conference/Event Management; and
- Research/Statistical Storage.



Strategies and Masterplans

Strategies and Masterplans developed by ATS Group include:

GOLD COAST TOURIST PARKS MARKETING PLAN

Client: Gold Coast City Council

The Gold Coast City Council currently operates seven tourist parks on the Gold Coast region mainland and four campgrounds on South Stradbroke Island.

Council appointed ATS Group Pty Ltd to prepare a report that assessed the future marketing and development needs of the individual parks and the entire Group.

The Gold Coast Tourist Parks have strongly performed over the last 4 years under the management of ausTPM and represent an extremely valuable asset for Council. The Group currently generates approximately \$7M in revenue and \$3M in trading profit for Council.

Over 82 recommendations are made within this Plan that address Group and individual park marketing opportunities. The majority relates to ways to incrementally improve yield above existing high levels. Care has been taken in not recommending severe strategies such as major price increases across the parks that could compromise or jeopardise existing strong performance.

While many of the parks are considered by the consultants to be trading at optimal levels, some of the parks have the potential through recommendations made in the Plan to considerably value add to the performance of the entire Group.

This plan seeks to become a blueprint for the marketing of the parks and will also form part of the Group's overall business plan.



Main

Beach



South of Crescent Head, Macleay Valley Coast

MACLEAY VALLEY COAST TOURISM STRATEGIC PLAN

Client: Kempsey Shire Council, Tourism New South Wales, National Parks and Wildlife Service, Department of State and Regional Development

The Macleay Valley Coast (MVC) is the marketing brand for the Kempsey Shire and is located in the North Coast NSW tourism region of New South Wales.

A three year regional tourism plan for the North Coast NSW Region was launched in late March 2004. To maintain the momentum of the Regional Plan's implementation, the MVC Tourism Strategic Plan was identified as a logical next step in the implementation of the regional tourism plan at the local government level. In responding to the intent of the North Coast NSW Regional Tourism Plan, the MVC Tourism Strategic Plan seeks to:

- Apply the hub and spoke approach as a local solution that networks with the proposed wider regional tourism network. In this way, the MVC will be able to lead the way for the region and provide a model that can be applied by other local government areas;
- Adopt a proactive sustainable approach to tourism marketing and development that responds to local and wider regional tourism impacts and preserves and protects those core values that are primary drawcards for residents and sustainable visitor markets; and
- Lead the way in applying the proposed thematic district approach for the region by harnessing industry capabilities to respond to the authentic rural character, strong cultural heritage and remote and undeveloped nature of the natural settings in the Shire.

The MVC Tourism Strategic Plan complements the broader ten-year sustainable vision of the North Coast NSW Region and responds to the unique capabilities of the Shire. In this way, the MVC will be derive significant tourism benefits from becoming an integral part of a wider regional tourism network but at the same time provide another dimension to the regional tourism experience through its unique positioning within the regional context.



Strategies and Masterplans (cont)

REDLAND SHIRE SUSTAINABLE TOURISM DEVELOPMENT STRATEGY

Client: Redland Shire Council

The development of a 5 year strategy for tourism in the Redland Shire that consolidates tourism planning activities for North Stradbroke Island, the Southern Moreton Bay Islands and the mainland. The Strategy addresses the need for tourism to integrate rather than inundate the social, economic and ecological landscape of the Shire and enable a sustainable industry to be developed that is consistent with the aspirations of local residents.

Underpinning the tourism strategy is the desire of the community and agencies to put into practice ecologically sustainable development principles. As a result an integrated planning approach has been developed that incorporates tourism within economic development considerations and across all levels of land use planning.

MATHOURA ECOTOURISM STRATEGY

Client: Murray Shire Council

The Mathoura Ecotourism Strategy identified and examined the tourism potential of the District and its capacity to become an ecotourism destination on the Murray River in New South Wales.

The Strategy's vision sought to position the Mathoura District as a unique ecotourism and nature based destination of best practice that showcases how the River Murray and its ecology binds us through its influence on our heritage and quality of life. The District will provide a setting to explore the majesty of Australia's 'icon' river and the world's largest red gum forest and unlock its hidden dimensions.



Brown Lake, North Stradbroke Island



Trial Bay Gaol, South West Rocks

CALOUNDRA RECREATIONAL LINKS AND TRAILS STRATEGY

Client: Caloundra City Council

The development of a network of multi-purpose trails and recreational links throughout the Shire that interconnects with important townships and provides a diverse range of recreational experiences along the way.

BACKPACKER INDUSTRY DEVELOPMENT PLAN – GOLD COAST

Client: Gold Coast City Council

While the backpacker industry has exhibited strong growth in Australia over the last decade, this growth has been restricted to a number of notable hotspots along the Eastern seaboard.

The Gold Coast City Council engaged ATS Group to identify how the City can capitalise on this strong growth potential, further develop its industry to address the needs of the backpacker sector and ultimately become recognised as a notable backpacker destination.

NORTH COAST NEW SOUTH WALES REGIONAL TOURISM PLAN

Client: Tourism New South Wales

The North Coast region of NSW comprises the local government areas of Port Stephens, Great Lakes, Greater Taree, Hastings, Kempsey, Nambucca, Bellingen and Coffs Harbour.

The three year regional tourism plan sought to pave the way for the development of a 10 year sustainable tourism vision for the entire Region by establishing a planning framework and identifying catalyst projects that established momentum towards this vision.

A number of initiatives were identified within the planning regimes of infrastructure development, product development, training and marketing.



Strategies and Masterplans (cont)

THURINGOWA TOURISM AND EVENT STRATEGY

Client: Thuringowa City Council

The development of a tourism and event strategy for Thuringowa City Council, which seeks to provide a planning framework for appropriate tourism development based on ESD principles. The strategy aims to develop a framework which preserves the unique qualities of the region yet facilitates the development of a sustainable tourism industry and destination profile for the region.



Ross Dam, Thuringowa

CHILLAGOE REGION PRODUCT ASSESSMENT

Client: Mareeba Shire Council

The development of a low impact regional interpretive and tourism development approach for the Chillagoe Region in Far North Queensland. The approach sought to target the experiential traveller, create business incubation and interpretive nodes through the region and develop a network of experiences that interconnected these nodes. The approach is regarded as a best practice regional development initiative that has wide application in a variety of sensitive natural and cultural settings.

INJUNE TOURISM AND BUSINESS DEVELOPMENT STRATEGY

Client: Bungil Shire Council

A multi-disciplinary team was appointed to formulate a strategy for the re-vitalisation of Injune by improving business and economic activity through appropriate beautification, signage, general theme development and focussed business development and employment creation initiatives.

MOUNT ISA TOURISM MASTERPLAN

Client: Mount Isa City Council

The development of a tourism masterplan for Mount Isa which sought to provide a planning framework for appropriate tourism development over the next decade. The masterplan aimed to develop a framework which preserves the unique and untamed qualities of the region yet facilitates the development of a sustainable tourism industry and destination profile for the region.

The aims of the Strategy being to capitalise on opportunities for increasing visitor expenditure within the township and to directly encourage new business development.

QUEENSLAND ECOTOURISM PLAN UPDATE

Client: Tourism Queensland

ATS Group were collaboratively involved with the Environmental Tourism Unit of Tourism Queensland in updating the Queensland Ecotourism Plan (QEP).

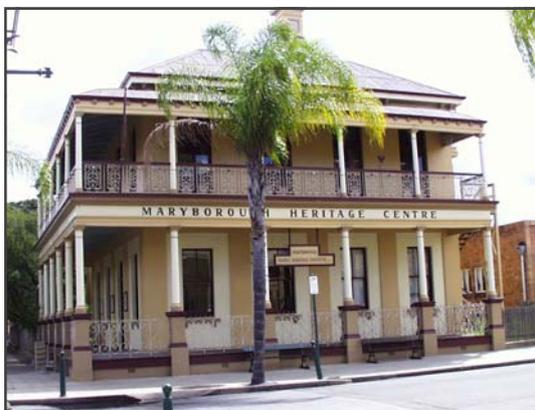
The update (2003 – 2007) follows on from the success of the QEP (1997-2002) which represents the State's directive planning document that guides the development of ecotourism in Queensland's protected areas.

MARYBOROUGH HERITAGE GATEWAY

Client: Maryborough City Council / Department of Premier and Cabinet (QHTN)

The development of a tourism masterplan and identification of a suitable concept that sought to integrate and interpret the heritage assets of Maryborough in a manner which would:

- allow for the ongoing conservation of the rich cultural heritage based upon a theme of "settlement and society";
- provide expressive and colourful interpretation of our rich heritage for residents, visitors and future generations; and
- stimulate the ongoing promotion and development of tourism in the Maryborough region linked to the diverse cultural heritage.



Maryborough Heritage Centre



Strategies and Masterplans (cont)

NATURE-BASED TOURISM OPPORTUNITIES IN SOUTH EAST QUEENSLAND – QUALITATIVE ASSESSMENT

Client: Tourism Queensland / Department of State Development

The concept development and qualitative assessment of 33 ecotourism and nature-based tourism initiatives in South East Queensland for the RFA process. These initiatives were developed on the basis that they possessed the potential to provide a stimulus for regional tourism growth. The concepts included public sector, private sector and public/private sector partnership developments. ATS Group worked closely with an Industry Consultative Committee comprising experts from a range of tourism fields.



Forest view

REDCLIFFE TOURISM DEVELOPMENT STRATEGY

Client: Redcliffe City Council

The preparation of a tourism strategy for the Redcliffe region which is intended to form part of the wider Economic Development Strategy. The strategy included a number of innovative approaches to tourism marketing and product development that will help to position Redcliffe as a major recreation and tourism destination of South East Queensland.

GOLD COAST AND BEAUDESERT INTEGRATED TRAILS STRATEGY

Client: Gold Coast City Council and Beaudesert Shire Council

The development of a network of multi-purpose trails and recreational links throughout the Region that interconnects with important townships and provides a diverse range of recreational experiences along the way.

SOUTH EAST QUEENSLAND REGION FOREST BASED TOURISM OPPORTUNITIES STUDY

Client: Tourism Queensland

The concept identification and prefeasibility assessment of a number of commercial tourism opportunities in and adjacent to forests within the South East Queensland region that may be affected by reduced timber allocations following the Regional Forest Agreement process.

CLONCURRY TOURISM ASSESSMENT AND CONCEPT DEVELOPMENT

Client: Tourism Queensland

The identification of options for maximising the tourism potential and employment opportunities for the Cloncurry Shire. This process involved profiling the region, conducting community consultation and developing a recommended option for the Shire. The concept involves the development of a small built facility to act as the starting point for the main focus of the concept which is a range of external experiences taking advantage of the region's indigenous, mining and cattle heritage.



Leichardt Falls
North Queensland

NORTH QUEENSLAND ENVIRONMENTAL TOURISM ASSESSMENT

Client: Tourism Queensland / Nasser Family

The environmental tourism assessment, concept development and prefeasibility assessment for a significant property in North Queensland. This project involves a joint partnership between the Centre for Tropical Rehabilitation, Tourism Queensland and the property owners to create a Queensland case example showcasing the potential for the public and private sector to work together to establish best practice conservation and presentation of natural values on private land.



Attraction development projects undertaken by ATS Group include:

MARY KATHLEEN MEMORIAL PARK AND MUSEUM

Location: Cloncurry, North West Queensland

Client: Cloncurry Shire Council

Capital Cost: \$3.6 million

ATS role: Conceptual development, feasibility assessment and preliminary business plan.

The concept development and business plan for a major regional interpretive platform for Cloncurry Shire. The proposal involves the enhancement of the existing Mary Kathleen Memorial Park Museum and Parklands into a significant recreational, visitor and community hub located on a strategic travel path through the Outback.

The project will showcase the strategic role that Cloncurry played in North Queensland's mining history, provide a heritage context to explain Cloncurry's connection with current mining operations at Mount Isa and interpret the contentious issues associated with uranium mining.

The project is intended to incubate local business, create employment, showcase and orientate the visitor to Cloncurry's spectacular mining heritage and provide a range of experiential devices that emanate into the Region and explore the Region.

Funding is currently being sought for Stage 1 of the project.



Mary Kathleen Uranium Mine
Cloncurry



Rollingstone Creek, Thuringowa

GREAT ARTESIAN BASIN INTERPRETIVE CENTRE

Location: Julia Creek, McKinlay Shire

Client: McKinlay Shire Council

Capital Cost: \$4.1 million

ATS role: Concept development, business plan, implementation strategy, prospectus preparation.

A major interpretive platform that seeks to interpret the Great Artesian Basin and its association with the lives of Outback residents who seek to carve a lifestyle in a hostile setting.

THURINGOWA DIVISION ONE INTERPRETIVE FACILITIES

Location: Thuringowa, Queensland

Client: Thuringowa City Council

An assessment of the most effective and efficient mechanisms to interpret the natural and cultural values of Division 1 in Thuringowa. The report assessed whether a centralised or de-centralised interpretive approach should be engaged.

The recommendations concluded that three interpretive platforms should be developed at Balgal Beach, Rollingstone and Paluma and interconnected with multi-purpose trails. User pay interpretive mechanisms would be used for enhanced interpretation throughout the network.

ATS

CONSULTING SOLUTIONS

Attraction Development (cont)

NATIONAL RIVER DISCOVERY CENTRE

Location: Albury Wodonga, VIC/NSW border

Client: Wodonga Rural City Council

Capital Cost: \$24 million

ATS role: Proof of concept, feasibility assessment, preliminary business plan, implementation plan and an investor attraction strategy.

Part of the Gateway Island tourist development on the Murray River between the cities of Wodonga and Albury on the Victorian and New South Wales border. The attraction will showcase Australia's National icon, the Murray River, and the role that Ecologically Sustainable Development (ESD) has to play in restoring the Murray Darling Basin's health.



Dinosaur Trackway Building
Lark Quarry

LARK QUARRY INTERPRETIVE CENTRE

Location: Lark Quarry Conservation Park, Central West Queensland

Client: Winton Shire Council / Queensland Heritage Trails Network

Capital Cost: \$2.5 million

ATS role: Concept development, pre-feasibility assessment, business plan, project management.

A preservation and interpretation centre at Lark Quarry Conservation Park in Outback Queensland, approximately 111 kilometres south-west of Winton. The core underlying emphasis is on resource protection of the world's only fossilised imprints of a dinosaur stampede. The project is a scientific experiment at the cutting edge of world's best practice.

QUEENSLAND RURAL EXHIBITION CENTRE

Location: Dalby, South East Queensland

Client: Dalby Chamber of Commerce

Capital Cost: \$18 million

ATS role: Concept development, business plan, implementation strategy, funding strategy.

As well as being a major attraction for tourists and environment centre for students, it is planned that the Rural Exhibition centre would hold events and provide rural training with a Multi-Media and Computer Training Centre. The main tourism display will feature modern agriculture and the agricultural environment, presented, not as a museum, but in a series of interactive multi-media presentation, using the latest technology.



Gem mining equipment
Rubyvale

CENTRAL QUEENSLAND DISCOVERY CENTRE

Location: Emerald, Central Queensland

Client: Emerald Shire Council

Capital Cost: \$13 million

ATS role: Concept review, feasibility assessment, funding strategy and business planning template.

Designed to be the central awareness point to stimulate visitors to explore the natural, cultural and heritage attractions of the Central Highlands region of Queensland. The attraction will comprise visitor, community and education facilities that ensure its year round use as a focal point for the region.

ATS

CONSULTING SOLUTIONS

Attraction Development (cont)

JONDARYAN WOOLSHED

Location: Jondaryan, South East Queensland

Client: Department of State Development/
Queensland Heritage Trails Network

Capital Cost: \$2 million

ATS role: Concept / business review, business plan.

The Jondaryan Woolshed, built in 1859-60, is the oldest extant woolshed in Queensland. The Jondaryan Woolshed Historical Museum and Park Association owns and operates it as part of an open air working museum of rural life on the Darling Downs. This project was initiated to principally ensure the long term viability of the site and protect the culturally significant woolshed.



Jondaryan Woolshed

MOUNT ISA UNDERGROUND MINING WORLD

Location: Mount Isa, North West Queensland

Client: Mount Isa City Council / Queensland
Heritage Trails Network

Capital Cost: \$7.1 million

ATS role: Concept development, business plan.

One of the most sought after experiences for tourists in north west Queensland is access to the world famous Mount Isa underground mine. However, access is heavily restricted. This project involved the assessment and development of concepts for replicating the experience and the preparation of a business plan for its operation in conjunction with the Riversleigh tourism precinct in the township of Mount Isa.

CHILLAGOE ORIENTATION POINT

Location: Chillagoe, Far North Queensland

Client: Mareeba Shire Council / Queensland
Heritage Trails Network

Capital Cost: \$2 million

ATS role: Concept development, pre-feasibility
assessment.

The project presents the natural heritage of the Chillagoe locality through both on site and off site facilities. A key part of the project will be a multi-purpose building in the township of Chillagoe that will serve as a business incubation catalyst and interpretive platform for the Region. A variety of experiential opportunities have been developed that emanate from the Centre into the surrounding locale.

GLADSTONE SHOWCASE

Location: Gladstone, South East Queensland

Client: Gladstone Area Promotion and
Development Limited

Capital Cost: \$10 million

ATS role: Concept development, feasibility
assessment, business plan.



Yachts in Harbour, Gladstone

The development of a waterfront pavilion adjacent to the city's Central Business District that utilises best practice interpretive techniques and guided tour networks to showcase the Calliope, Miriam Vale and Gladstone region's historic, environmental, cultural and industry attractions. The theme addresses the region's industrial and technological capability, the port history and the natural environment and further incorporates themes such as the evolution of resource exploitation in the region, the development of industry and the emergence of sustainable practices, dealing with green and brown issues.



RYLSTONE ECO-CENTRE AND TRAINING NURSERY

Location: Rylstone, Central New South Wales
Client: Rylstone Shire Council
Capital Cost: \$1 million
ATS role: Concept development, feasibility assessment

A proposed Eco-centre and training nursery on the Rylstone Common. The goal being to establish a community resource for environmental education and tourism, supported by a training nursery for native plants.

CENTRAL HIGHLANDS TOURIST TRAIN PROJECT

Location: Central Highlands, Central Queensland
Client: Central Highland Development Corporation
Capital Cost: \$1.1 million
ATS role: Concept development, feasibility assessment, operational plan

The proposed development of railmotor tours within the Capricorn region. The project's intent is to develop a themed interpretive travel mechanism that links the diversity of tourism product in the region, which includes natural, cultural, agricultural, mining and historic attractions. This led to ATS Group identifying the need for alterations to and an upgrade of the Spirit of the Outback Traveltrain service.



Spirit of the Outback

GLENGALLAN HOMESTEAD

Location: Warwick, South East Queensland
Client: Glengallan Homestead Trust / Queensland Heritage Trails Network
Capital Cost: \$2 million
ATS role: Commercial strategy

A heritage conservation and restoration project to develop and implement sustainable visitor experiences for the cultural heritage attraction.



Glengallan Homestead

THE BIG RIG – AUSTRALIA'S LIVING HISTORY OF OIL AND GAS

Location: Roma, Western Queensland
Client: Tourism Queensland / Roma Town Council
Capital Cost: \$1.7 million
ATS role: Concept enhancement, feasibility assessment

A proposal to display and preserve the heritage of the oil and gas industry and Roma Shire. The concept developed by ATS Group evolved the project from a static museum to incorporating themed static and "hands on" displays, a night time show of State significance, tours, merchandising and food and beverage. ATS was not involved with the final product built.

ATS

CONSULTING SOLUTIONS

Hospitality and Tourism Ventures

Hospitality and tourism ventures assessed by ATS Group include:

MOUNT TAMBORINE ACCOMMODATION

Location: Mount Tambourine, South East Queensland

Client: Veda Appreciation Trust

Capital Cost: \$1-2 million

Stage 1: market research to investigate the potential for the development of the backpacker market on Tamborine Mountain. Resulting in the identification of strategic issues for the development of a backpacker accommodation facility and associated activities and transport requirements.

Stage 2: market research and feasibility assessment for the development of an upmarket Bed & Breakfast / Guesthouse accommodation product in a rainforest setting on Tamborine Mountain. The product has been designed to be unique on the Mountain, both in design and quality of food and services.

RUBYVALE ROCKPOOLS RESORT

Location: Rubyvale, The Gemfields, Central Queensland

Client: Rubyvale Gem Gallery

Capital Cost: \$2 million

The market assessment and demand study for a proposed accommodation and activity product in the Gemfields of Central Queensland. The aim of the study being to identify the most viable markets to be attracted to the area to enable the most appropriate design of facilities.



Forest Drive
Sunshine Coast Hinterland



Rubyvale Gem Gallery
Gemfields

NATIONAL BACKPACKER CHAIN PRODUCT

Location: Eastern Seaboard, Australia

Client: Private

Capital Cost: \$45 million

The first stage of a project to establish an integrated backpacker product (transport, tour and accommodation) along the eastern seaboard of Australia. ATS Group directors were responsible for the concept development, demand assessment, feasibility study and business plan for use in attracting institutional and private investors to the project.

SUNSHINE COAST TOURISM OPPORTUNITIES ASSESSMENT

Location: Sunshine Coast, South East Queensland

Client: Tourism Queensland

Capital Cost: \$3.3 million (stage 1)
\$3.5 million (stage 2)

Stage 1: The concept development and prefeasibility assessment of Eco Cabins, food & beverage facilities and associated tours and activities in the Sunshine Coast region.

Stage 2: The concept development and prefeasibility assessment of conference facilities, accommodation and an arts precinct with related markets and festivals in the Sunshine Coast hinterland.

Conducting community and stakeholder workshops aimed at maximising participation in and ownership of projects is a standard practice in our methodology for undertaking any tourism planning project.

We also facilitate workshops and seminars with a variety of aims that are unrelated to specific development projects.

Workshops and seminars (unrelated to development projects) facilitated by ATS Group include:

BOONAH ECOTOURISM OPPORTUNITIES WORKSHOP

Hosted by Boonah Shire Council, ATS facilitated the workshop for local operators to explore the development of ecotourism opportunities in the Shire.



MAID OF SKER – VISITOR INFORMATION SERVICES

Nerang community workshops hosted by Council to determine the requirement for visitor information facilities as part of the proposed Bischoff Park redevelopment. ATS undertook research, presented a background paper and facilitated group discussion that led to the community deciding against building a dedicated visitor information centre.



DALBY TOURISM SUMMIT

Hosted by Ray Hopper (State Minister), the summit was attended by representatives of Tourism Queensland, Department of State Development and local government, operators and marketing bodies from the shires of Dalby, Wambo, Rosalie, Crows Nest and Jondaryan. ATS undertook research, presented a background paper and facilitated the final outcomes session of the summit which determined the need for the development of a tourism marketing and development strategy for the region.



CAPRICORN ATTRACTIONS DEVELOPMENT

The first stage of a study aimed at developing a united framework for the development of natural and built attractions in the Capricorn region. ATS conducted a series of community workshops in conjunction with Tourism Queensland, which resulted in the development of a regional "vision", identification of constraining issues and preparation of a SWOT assessment.

SUSTAINABLE ECONOMIC GROWTH FOR REGIONAL AUSTRALIA (SEGRA) CONFERENCE

ATS prepared and presented a paper on their strategic approach to conducting feasibility assessments for development projects.



NATIONAL TOURISM FUTURES CONFERENCE

ATS prepared and presented a paper on an alternative approach to Regional revitalisation and interpretation using the 'hub and spokes' approach.

AUSTRALIAN PROPERTY INSTITUTE CONFERENCE

ATS prepared and presented a paper on developing successful ecotourism and environmental tourism projects to the Institute's South East Queensland conference.



Corporate Assistance

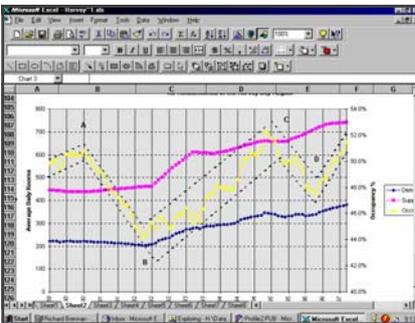
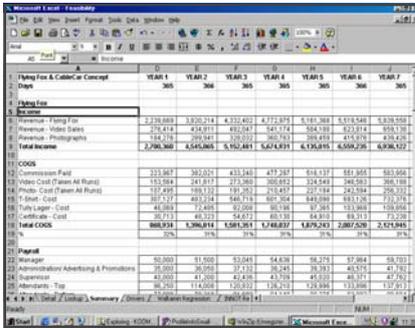
Corporate assistance projects that ATS Group have been involved in include:

MANAGEMENT INFORMATION SYSTEMS (MIS)

Client: Sarina Russo Group of Companies

Stage 1: ATS undertook a review of financial management systems for the education arm of the business. The result was a practical design for developing a computerised management information system to assist senior management in the accurate assessment of the business and to facilitate timely decision making processes.

Stage 2: A review and redesign of accounting processes for the group of companies delivered a greater than 90% reduction in month end reporting timeframes.



FINANCIAL MANAGEMENT AND COMPLIANCE SERVICES

Client: Queensland Trustees and Investment Limited

ATS was contracted to provide the following financial management services to the public company and its subsidiaries:

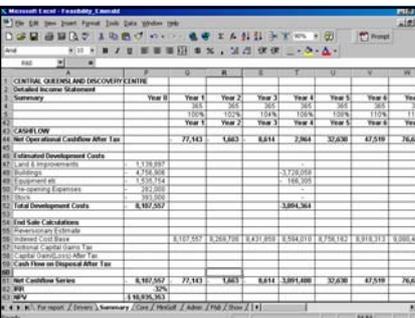
- Compliance services in maintaining AFS Licences and RSE Licences held by subsidiaries;
- Accounting services for subsidiaries and consolidated entities;
- Capital raising assistance;
- Administrative services for corporate superannuation funds of the Group;
- Investment advisory services for the Group.



MANAGEMENT ACCOUNTING SERVICES

Client: EDSCO – Educational Supply Company P/L

ATS provides assistance with the review of monthly management accounts, analysis of cashflows and preparation of year end financial accounting packages for retail and wholesale operations.



ATS

CONSULTING SOLUTIONS

Database Development



Databases developed by ATS Group include:

Business Manager– Client and project management system for service professionals and small business.

Consultant Register – Register of consultants and search engine for State Government agencies.

SPM Pest Management – Client management database for a National pest control franchise.

Aviation Research Database – Passenger analysis database for State Government agencies

ResTrak – Front office reservation system for backpacker/budget resorts and flats/units

ProTrak – Project / client management software for government departments, small to medium business and franchise operations

SuperCost – Cost monitoring software for construction professionals

EcoSys – Research management database for environmental tourism

Contact – Contact management software

FastFind – Library search engine

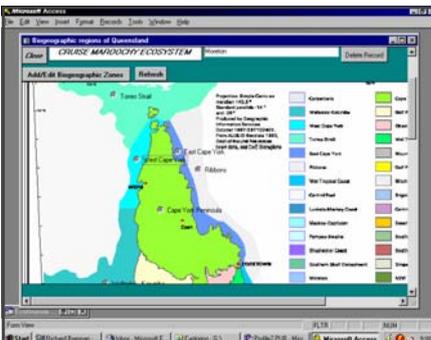
StaffTrak – Human resource management database

MenuManager – Food preparation and menu pricing Program

StockManager – Inventory management and asset tracking software

EventManager – Conference and event management software

BestFriend – Competitor tracking and research software



Client Quotes

".....congratulations ...on a fantastic report - it is a great document that allows your enthusiasm and belief in the project to shine through....."

Terry Hearne
National River Discovery Centre

".....congratulations to ATS on a great plan. It really draws out the region's potential without ruining the character and appeal of the place....."

Phillip Charlier
Chillagoe Regional Assessment

".....very pleased with the outcomes....have created an exciting and unique vision of what can be achieved....."

Noel Wootton
Gladstone Showcase

".....really pleased with the end product – we have a great plan that will provide Council with a strategic direction for developing our tourism industry....."

Megan Dixon
Thuringowa Tourism and Event Strategy

In undertaking projects we aim to develop successful partnerships with our clients to maximise the effectiveness of outcomes.

Our success in this endeavor is evidenced by the repeat business and referrals we regularly receive.

We would therefore be pleased to provide contact details for past and present clients from any of our projects detailed in this profile.

Clients who have agreed to provide references include:

Tony Charters

Director
Planning and Destination Development
Tourism Queensland
Phone: 07 3406 5493
Projects: Various, including Nature-Based Tourism Opportunities in South East Queensland

Keith Baker

Project Manager, Regional Planning
Tourism New South Wales
Phone: 02 9931 1485
Projects: North Coast NSW Regional Plan

Leon Love

Chief Executive Officer
Bungil Shire Council
Phone: 07 4622 1144
Project: Injune Town Revitalisation Strategy

Dennis Beeley

Project Manager
City of Wodonga
Phone: 02 6055 9308
Project: National River Discovery Centre

Steve Read

Tourism Manager
Macleay Valley Coast
Phone: 02 6563 1555
Projects: Macleay Valley Coast Tourism Strategy

ATS

CONSULTING SOLUTIONS

Professional Alliances



ATS Group can build tailored teams that respond to a variety of Client requirements.

The Group has forged strong alliances with a number of specialist professionals in the following fields:

- Interpretation and Display
- Architecture
- Community Capacity Building and Training
- Landscape Architecture
- Project Management
- Quantity Surveying
- Engineering
- Fund Raising (planning studies and capital)
- Valuation
- Environmental Research
- Environmental Planning
- Economic Research
- Finance Broking
- Insurance Broking
- Marketing
- Graphic Design & Multimedia
- Property Law
- Computer Programming
- Community Consultation
- Taxation

These alliances have been selectively nurtured and are constantly monitored to ensure the provision of a consistently high quality product and service.

Contact Details

ATS Group Pty Ltd
ACN 083 946 310
GPO Box 742
Brisbane QLD 4001

Tel: 07 3366 4833
Fax: 07 3366 3944
Email: richard.brennan@atsgroup.com.au