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AVIC News

Issue 150 26 November 2009

Welcome Lyn

WOW - what a scorcher!!!!!!!!!!!!!! we have had for the last week with 40+ degree temperatures across many parts of NSW. We hope you managed to keep cool and trust that those who are in fire prone areas keep safe.

On a happier note, we congratulate all who were successful in reaching the Finals of the NSW Tourism Awards - see AVIC Connect section of this Newsletter for the details of the AVICs who were successful in the Visitor Information and Services section of the Awards.

Enjoy your Newsletter - Lesley, Lyn, John, Maryanne and Gordon

Industry News



Tourism e-kit

Written by experts but understood by everyone

The online tourism education e-kit is an initiative of the National Online Strategy Committee and is funded by all Australian State and Territory tourism offices.

The online marketing e-kit covers everything from the basics of developing a good website to advanced topics like search engine marketing and online product distribution.

Including:

- Step-by-step lessons on e-marketing
- What resources are available to you
- Gain a great understanding of the ATDW
- Find out what TXA is and its benefits

The e-kit is free of charge and can be downloaded from www.atdw.com.au

Environment

All AVICs are required to document policies and/or procedures regarding how your AVIC protects the local environment. These policies and procedures must be documented in your Operations Manual.

Your procedures might cover:

- ? Waste management
- ? Recycling
- ? Conserving energy and natural resources
- ? Protecting and sustaining the natural environment

An outline of requirements are:

Waste Management and Recycling

Describe your waste management procedures. For example, if waste is collected or you need to dispose of it yourself, or if your guests are required to take it away with them, etc. Describe your recycling procedures. For example, if you re-use containers, books or brochures, and if you recycle garden waste, bottles and plastics, etc.

Conservation of Water and / or Power

Describe whether you use devices such as timers, water flow reducers, recycling of waste water, power saving devices. For example, switch off non essential computers at the end of the day, only use essential lighting during the day, unplug your phone charger after your phone has finished recharging.

Minimisation of Damage to Environment and Wildlife

State here how you stop visitors and staff from causing damage to the local environment, eg. pathways, fencing, and signs advising not to feed the wildlife, handouts on caring for bushland, reducing emissions or harmful products. Add here if your business supports, or is a site for, any environment management program, eg. LandCare, Clean Up Australia, Greening Australia, local school or community program.

Source: AVIC Manual Module 3

Tourism Satellite Accounts

STCRC released the *Tourism Satellite Accounts 2007-08 Summary Spreadsheets* earlier this week (see link below) which measure tourism's contribution to the national economy and explore each state and territory's individual circumstance. If you missed your copy please use this link...

<http://www.crctourism.com.au/Page/News/Latest+News/November.aspx>

Marketing / PR

The Y Generation

Aurora has been researching methods to reach the "Y" generation, as future users of AVICs. A presentation was shown at the TMX (Tourism Managers Exchange) in Sydney following the NSW Tourism Awards. For a copy of the powerpoint presentation, please email lyn@auroraresearch.com.au

Merchandising Done Well

Over the past few weeks, Lyn has been out and about undertaking Audits, and she wanted to let you all know of some ideas which may work in your area that Murrurundi and Singleton are doing as far as merchandising initiatives are concerned.

Murrurundi has local produce for sale which is branded with their own Murru local produce ribbon and sticker. This adds so much to the customer's satisfaction with the product and can be kept as a keepsake in travel diaries, etc.

Singleton is always looking for things that locals and visitors can purchase and they have put together some delightful gift hampers, together with a special order form, so, wherever you find yourself in NSW, you can simply order your hamper and it will be ready for pick up prior to Christmas. (P.S. They also cater for other special dates throughout the year with their gift baskets)

And...there's more....Don't you love it when you drive into a place and there's something that sets it apart from other areas? Well, have a look at the photos below of the entrance to Murrurundi, plus the new silhouette that stands outside the Scone AVIC. These are things that visitors love to stop and take a photo to remember their visit.



Volunteers / OH&S

Volunteer Development

The ongoing development of volunteers can be a key to ensuring the longevity of volunteer involvement and the productiveness of the program. Sometimes development is required for volunteers to be able to successfully participate, and sometimes it is "an optional extra". However, without growth it's easy for volunteers to get bored with their involvement. Development is likely to be part of the ongoing management and support of volunteers.

In developing volunteers it is important to:

- * Identify developmental opportunities that are relevant
- * Provide developmental opportunities that are meaningful to volunteers
- * Provide opportunities that contribute to organisational needs
- * Get agreement and clarity about the process and the desired outcomes

If you are undertaking more formal development review systems, it is useful to integrate it into the agreement process when the volunteers first join the organisation.

Feedback

Feedback is a key component to development. It is often avoided for fear of hurting someone's feelings. However withholding feedback creates confusion. In all its forms, feedback is an essential element of a developmental program and, appropriately used, is a valuable experience for us all.

Monitor

Monitoring is keeping in touch with how the volunteer is managing and developing within the organisation. The initial interview covers a broad range of information about the individual volunteer. How do we know that information is still relevant a year down the track? If you have a small number of volunteers this may be relatively easy to monitor through conversations. However larger programs may require a more formal monitoring system.

Source: Volunteer Management Essentials

AVIC Connect

NSW Tourism Awards

Rod Murdoch Memorial Award Visitor Information and Services

Gold Award

Oberon Visitor Information Centre (Blue Mountains)

www.oberonaustralia.com

Silver Award

Clarence River Tourism - Clarence River and Clarence Coast Visitor Information Centres (Northern Rivers)

www.clarencetourism.com

Bronze Award

Lismore and Nimbin Visitor Information Centres (Northern Rivers)

www.visitlismore.com.au

Finalists

*Clarence Tourism – Clarence River & Clarence Coast Visitor Information Centres (Northern Rivers)

*Eurobodalla Coast Visitor Information Centres (South Coast)

*Griffith Visitors Centre (Riverina)

*Lismore and Nimbin Visitor Information Centres (Northern Rivers)

*Moree Visitor Information Centre (New England NW)

*Oberon Visitor Information Centre (Blue Mountains)

Congratulations to all



Get Connected

New look to help VICs manage their Get Connected listings

Tourism NSW is pleased to announce improvements to its *Get Connected* website membership program, to make it more user-friendly for Operators and Visitor Information Centres (VICs). The program remains free of charge.

In the coming weeks VICs will be able to edit their product listing in a "New View" format that is easier to use. It will have increased

features, greater flexibility and will help staff save time. This will not change how your listing appears on our websites.

VICs do not have to do anything to take advantage of the upgrade. Tourism NSW has moved all existing records into the new system and will continue to create records for new members. Current user names, passwords and product information are the same.

For more information keep an eye on our "updates" section on the Get Connected login page or call the Tourism NSW Get Connected Help Desk on 1300 655 077 or email [Tourism NSW](mailto:Tourism.NSW@nsw.gov.au)

[Get Connected](#) is Tourism NSW's free website membership program that gives tourism operators the opportunity to showcase their product or business free of charge to more than 310,000 potential customers each month on www.sydney.com and www.visitnsw.com. and has provided in a 12 month period to June 09 delivered 790,000 pre-qualified business leads to tourism operators.

Source: TNSW Get Connected

What's On

4 December - Dubbo - "Rotary Christmas Fair" The twilight fair will be a great family fun fair with lots to see and do. There will be rides for all the children with Santa in attendance and lots of stalls, arts, crafts, etc. plus a great range of food and refreshments available. For more information phone 68014450.

26 December - Newcastle- "Annual Boxing Day Races" "Girls and boys come out to play its NJC Boxing Day". They come to play on the horses, they come to socialise, and they come to party with their friends and meet new ones. The social event not to be missed. Gather your friends and family and head to beautiful Broadmeadow for a day of exhilaration For more information go to www.njc.com.au or phone 4961 1573

27 December - Kiama - "Le Carnaval Spirituel" Following on from the success of their 2007 and 2008 concert tours, Le Carnaval returns to Australia this summer to entertain us with their colourful "joie de vivre" performances. With spectacular flair they bring the stage to life, unveiling a rich tapestry of music, dance, tribal drumming, yoga, martial arts and surreal theatre, evoking the timeless wisdom of India's ancient spiritual culture. Free entry for all, starts 7.30 pm. Vegetarian cuisine available from 6 pm. For further information, phone 9361 3027

AVIC Staff Profile



Our Featured AVIC Staff Profile in this Issue is **Aileen Bell** from **Coonabarabran AVIC**

My current position is Team Leader Tourism & Economic Development for Warrumbungle Shire and that involves.... tourism is just a

part of my job and the economic development of our Shire is very dependant on tourism. I work closely with the Shire-wide tourism industry.. assisting and supporting them in developing their businesses and working with a team made up of Tourism Promotions Co-ordinator Kaitlyun Estens and Tourism Administration Officer, Karen Weatherall. A great team to work with. I direct the work of my team and support and assist wherever possible

The best thing about my position is the diversity that I encounter each day. No two days are the same. Some days its dealing with new ideas, while others are just supporting ongoing operations and plans; working with people who are committed to their business and wanting to progress.

I have been working here since I began this position in February 09, and feel like I've come home. I began in tourism as Tourist Officer here in 1989 and left in 1998.

My previous position was Visitor Centre Manager for the Warrumbungle National Park for 10 years, a different type of role with a strong service responsibility, ensuring people enjoy their visit to the National Park, retailing product that enhanced their experience. In that position I also coordinated the Discovery Program for the area - a Guiding Program in National Parks and also coordinated the Warrumbungle Crooked Mountain Concert. I also managed the upgrade of the Visitor Centre in the Warrumbungle working with a team of designers to develop concepts, etc for the Centre.

My favourite sport / leisure activity is I'm a great reader and I enjoy bushwalking .. not a fast walker but like to be outside. I enjoy gardening and still enjoy a game of tennis when the busted knees allow it.

My favourite holiday destination is This is always a vexing question - in the end I think I just enjoy being where my family is. I have enjoyed holidays in Europe and particularly the Czech Republic, where we took some amazing walks and stayed in summer houses along the way and Prague is pretty special too; other times it has just been the beach with family and friends or even just out camping in a quiet space, but close to water and within sight of mountains is always nice.

People tell me I'm good at cooking and arranging functions. I like to entertain so it comes easy to me (and eating is so much fun). I am often told that I am good at working with others. I try to ensure that all aspects are considered and people feel valued.

My favourite colour is red or green - yes again it's a mood thing but I think I'm leaning towards red at the moment

My favourite singer/music is this is like your favourite colour or favourite food, it's about the time and mood. Music was a big part of my early life and so we were exposed to a huge variety of styles and performers but with Liza Minelli in Australia recently, I think I'm leaning that way again. I have always been a great fan of Barbra Streisand. Other times I enjoy good jazz and have been known to "veg" out on opera and the classics. When we visited Europe a couple of years ago, it was the anniversary of Mozart and we walked around looking for Mozart Concerts, and they were brilliant

If I could live my life over again I would possibly do it all again. I've met wonderful people, had the good fortune to have an incredibly supportive family, produced two amazing young women who are among my best friends, had a great variety of experiences, but perhaps I might like to have tried those early overseas trips in style instead of sucking on a peach seed for a day to stave off the hunger pangs.

Our thanks Aileen for participating in this section of the Newsletter

AVIC Showcase



Warragamba Dam Open to Visitors

The Sydney Catchment Authority welcomes back visitors to the Warragamba Dam Precinct from mid November. The upgraded precinct offers new picnic facilities and viewing platforms that provide views of Sydney's most important dam. Signage around the site provides information about water supply, drinking water catchments and the building and operation of Warragamba Dam.

A new Visitor Centre and Exhibition Centre will open in early 2010, in time for the dam's 50th anniversary year.

The dam wall is still under construction with no access for the public on the dam walls at this stage.

Wollondilly Visitor information Centre at Picton and the current Visitor Information Centre at Warragamba are looking forward to

interested visitors to the dam, calling on them to enquire about the attractions in the region.

The Wollondilly region is an ideal short break or day trip destination as it is only 80 minutes from Sydney. The life and liveliness of the area attracts visitors who come to participate in adventure and nature activities while relaxing from the stresses of everyday life.

The reopening of the Warragamba Dam precinct complements the other 4 catchment dam experiences at Avon, Nepean, Cordeaux and Cataract Dams in the Wollondilly Shire. Whilst having your "Dam Good Times", ensure you leave enough time to view the recently renovated Burragorang Valley Lookout which overlooks the spectacular Lake Burragorang storage area for Warragamba Dam.

For more information contact Lyn or Barbara at Wollondilly AVIC on 4677 8313 or go to www.visitwollondilly.com.au

Our thanks to Lyn and Barbara from Wollondilly AVIC for the information

AVIC Deadline for Contributions




Please email lesley@auroraresearch.com.au with any articles you wish to be included in the upcoming AVIC News, prior to 2 December, 2009.

We appreciate your contributions and input into the AVIC Network Program.

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