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## AVIC News

Issue 153 21 January 2010

### Welcome Lyn

Happy New Year to management, staff and volunteers in all AVICs across NSW. We hope your Christmas celebrations were enjoyable and wish you all well for 2010.

2010 has got off to a flying start with many AVICs letting us know that they have had a very busy January so far. The rain throughout NSW during the Christmas period has left the countryside looking lush and green, something we have not seen for a while. We hope that your festivals and events have been/are well attended and please send in your success stories so we can publish them to let everyone know.

As many AVICs are the focal point of Australia Day activities, we hope that you attract large crowds and have a fantastic day.



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

### Industry News

#### AVIC Training

Aurora has a range of training courses on offer during 2010 which have been designed in response to feedback from AVICs during 2009.

##### Topics include:

##### **1. Your AVIC – Getting Right to the Core of Service Delivery**

Each AVIC has core operational aims and objectives. All have enormous responsibility to increase visitor length of stay and spend and work toward financial sustainability. AVICs also strive to enhance the visitor experience and exceed the visitor's expectations through continuous improvement in service quality.

This comprehensive training session covers the three quality elements that combine to make up the visitor experience whilst in your AVIC and region.

##### **2. Goods on Consignment/Commission**

An overview on Goods on Consignment/Commission and how AVICs in NSW are managing this area of their business.

##### **3. Best Practice in NSW AVICs**

Summary of the various Case Studies completed in 2009.

Visitor Information Centres have a considerable impact on regional economies by providing information to visitors which encourage them to stay longer, spend more money and experience more attractions. Fundamental to the success of this contribution is the operating model employed by the Visitor Information Centre (VIC) and the level of local government, community

and industry cooperation.

This session offers an insight into the specific challenges faced by different AVICs, but also the factors that lead to success, irrespective of the AVIC's circumstances – enthusiastic staff, willing volunteers and strong local community support.

#### 4. The Y Generation

What they want and how to plan to service our future AVIC users including methods to reach the Y Generation.

#### 5. Layout and Design (with NSW AVICs Snapshots)

A more intense session of presenting your region and promote the AVIC brand. Whatever floor space you may have, this Workshop will give you some hints on maximising attention and floor traffic to the areas most valuable to your AVIC's financial wellbeing.

This half day Workshop drills down to AVIC layout, floor traffic and displays. It also includes a brief album summary of images of various AVICs taken by Aurora during their 2009 AVIC Audits.

#### 6. Merchandising and Displays

This Workshop complements the above Session, showcasing displays that work and merchandising products with a local flavour/theme/brand.

#### 7. Customer Service in 10 Simple Steps

This is the Course for you if you need a quick refresh.

After completing this 10-step Course you will have learned skills to change circumstances from a totally unreasonable situation to a happily satisfied experience. This Course stresses the point - you need to listen to your customers. Giving great customer service is one of the best and cheapest marketing tools available. When you treat your customers well and deliver beyond their expectations, customers will come back again and again.

Throughout this Course, you will learn that it is easy to give great customer service. You simply have to be continuously aware and make it a priority. The 10-step Course can be presented over two half days for maximum effect or, if time is very limited, a 4 hour abridged version can be designed, ensuring that all key areas are covered.

#### 8. Tourism Industry Training – for Operators and Stakeholders

This Course looks at customer service from the community and customer perspective. It allows operators to see another view of the service they provide and how servicing the customer will change the economic value of tourism in their business and community. The Course is about bringing together the different groups of people who make up your local community so that they can understand each others strengths, needs and differences and work cooperatively to supply a tourism product that attracts lots of return visitation.

\* **More topics** - In development, we are happy to tailor Training to your specific needs. Just let us know what you want to cover and we will create the content. Aurora will work with you to deliver cost effective, enlightening and thought provoking training.

**Volunteer Training** - Aurora has also developed a **4 hour Workshop** specifically for **new Level 3 AVICs** where the AVIC service delivery expectations and standards are reviewed. Aurora will also talk with staff and volunteers so that they feel comfortable in their new roles and have a greater understanding of the AVIC Network and working within it.

Aurora will be in attendance at the LGSA Conference in Cowra, scheduled to be held from 10-12 March. We will be presenting as well as being available for you to discuss your training needs. Currently April-May-June is being planned for the delivery of Workshops in the regions.

Please look at your calendars and talk with your neighbouring AVICs to gauge interest in a Training Workshop day in your area. For further details contact [lyn@auroraresearch.com.au](mailto:lyn@auroraresearch.com.au)

### New Industry Flyer

Tourism NSW has developed a DL flyer for distribution to AVICs and key industry associations in NSW. You may find it useful for reference in reporting. Click on the link to view

[How Tourism Works for Everybody](#)

### Growth in Caravan and Camping Holidays

Tourism Research, Australia's latest National Visitor Survey, found that caravan and camping accommodation in NSW experienced an 11% increase in visitor nights for the year ended September 2009 compared with the previous year.

During the latest September year, 13.1 million of all visitor nights in NSW were spent in caravan and camping accommodation. This reflects an increase of 1.3 million visitor nights compared with the previous year.

Barry Baillie, Chief Executive of the Caravan and Camping Industry Association of NSW (CCIA), said that the value for money, camaraderie and quality experiences offered by caravan and camping holidays is what attracted many Australians to the lifestyle. The current summer holiday period is underway and most NSW coastal holiday parks are fully booked with operators predicting another strong holiday season this year. Visit the CCIA website - [www.caravan-camping.com.au](http://www.caravan-camping.com.au) – for further information.

Source: TNSW Insights

### Elsa Dixon Aboriginal Employment Program



- \* Make sure your caravan has a working smoke alarm, fire blanket and dry powder portable fire extinguisher stored near the exit.
- \* Exercise extreme caution when smoking. Extinguish all cigarettes in ashtrays and never smoke in bed.

#### **General tips for holidaymakers**

- \* Keep up-to-date with bushfire information and know what to do if a fire starts.
  - \* Familiarise yourself with the evacuation routes and meeting points at caravan parks and camping grounds.
- \* Ensure that all electrical and gas equipment, including barbeques and stoves, is tested and in good working order.

For the latest information on current bushfire incidents and warnings, visit <http://www.rfs.nsw.gov.au/>.

**This website has some excellent fact sheets that you may wish to download for your camping/holidaying customers.**

Source: <http://www.rfs.nsw.gov.au/>

## **AVIC Connect**

### **Penrith Visitor Information Centre**



Penrith Visitor Centre has had the best year since the Olympics. 2009 was the busiest year since 2000 for our Penrith Valley Visitor Information Centre (VIC), with 17,314 people using the Centre to enhance their visit to our area.

The Centre is part of Council's City Marketing Program which promotes Penrith Valley as a great place to live, work, visit and invest.

In 2000, the Olympics brought record visits to the AVIC while in 2009, the Ulysses AGM event in March and the Sydney World Masters Games boosted numbers. Numbers have been steadily increasing since 2005 when 14,842 people used the Centre and, since the move to a new location in the Panthers car park in 2006, we've gone from strength to strength.

Council's Acting City Marketing Manager, Paul Page said, "Our Centre is operated by staff and volunteers who are really proud of what we have to offer in Penrith Valley. Our surveys consistently rate close to 100% customer satisfaction. This is reflected in the growing use of the Centre, which is just as popular with locals as it is with visitors, and the service we provide is greatly valued."

No challenge is too great or too unusual for our dedicated and innovative AVIC team. For example, in October during the World Masters Games, two Russian canoeists without a word of English arrived in a taxi at the Centre without any accommodation bookings (and no kayaks, paddles or helmets to train or compete with)!

The taxi driver had generously driven them around Penrith for about two hours the night before looking for somewhere to stay – eventually the Chifley at Panthers agreed to put them up overnight. The only way Visitor Information Officer, Lesley Worthington, was able to communicate with them was by a phone hook up to some of the visitors' friends who spoke both Russian and English and, luckily for the phone bill, turned out to be in Brisbane, not Russia. Eventually, Lesley found them some accommodation and emailed the details to the friends. Another example of great customer service helped by modern technology!

Source: *Paul Page - Penrith City Council*

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### **What is Australia Day?**

Australia Day marks the anniversary of the day Captain Arthur Phillip first raised the British flag at Sydney Cove. It commemorates the arrival of Europeans to Australia on **26 January, 1788**.

Australia Day is a designated public holiday and is a time for Australians of all backgrounds to celebrate national unity. It is also a time to appreciate heritage and history; to take an active part in the community

and remember colonial pioneers.

Australia Day usually begins with morning formalities; flags are hoisted, the national anthem is sung, cannons are fired, special community projects and individuals are recognised and ceremonies are held to welcome the country's new citizens. Many of the formal occasions are coordinated by the national Australia Day Council network.

Over the years many informal events have become so popular they are now considered an Australia Day tradition. There are free barbeque breakfasts and fun beach parties, corroborees and concerts, parades and pageants, sports, festivals and fireworks.

Source: *Tourism Australia*

## What's On

**26 January - Goulburn - "Australia Day Celebrations"** Celebrations will be held from 10.00 am - 3.00 pm at Victoria Park. Live entertainment, sausage sizzlers, market stalls and Awards and Citizenship presentations. Admission is free. For further information phone 4832 4462.

**5-6 February - Wee Waa - "Wetland Celebrations"** The unique wetlands of the Namoi Catchment will come alive for a celebration of the teeming wildlife that makes this ecologically rich area home. People attending can expect to see a wide range of wildlife including many native birds such as kookaburras and owls, also reptiles and kangaroos. For bookings and more information phone Narrabri Shire Visitor Information Centre on 6799 6760.

**5-7 February - Jerilderie "Jerilderie Letter Event"** A three day Festival celebrating all things relating to Ned Kelly's visit to Jerilderie in 1879. Attractions will include re-enactments, gala dinner, parade, blue light disco and much more. For details log onto [www.jerilderieletterevent.com.au](http://www.jerilderieletterevent.com.au)

**11-14 February - Goulburn "Australian Blues Music Festival"** The National Festival of Australian Blues Music will be held in a variety of venues throughout the historic CBD of Goulburn, NSW. Thanks to the Festival, Goulburn has come to be considered by many to be 'The Home of Australian Blues Music'. The events are primarily free with a few ticketed performances. For details log onto [www.australianbluesmusic.com.au](http://www.australianbluesmusic.com.au)

**13 February - Forbes "Bedgerabong Picnic Races"** Enjoy the best family picnic atmosphere set on lawns surrounded by gum trees along the Lachlan River. Features include on-course tote, fashions on the field, free kid's entertainment, live band, foot races, food stalls and the bar will operate until 10.00 pm. Buses will return to Forbes every 30 minutes from 6.00 pm. For further information phone 6857 1043.

**27-25 February - Tumbaramba - "Tumbafest"** Tumbafest transforms a small country town into a hub of festivity. In its 13th year, Tumbafest will deliver a dynamic program including musical entertainment, arts and crafts vendors, food stalls, wine tasting and farmers market. For further details visit [www.tumbafest.com.au](http://www.tumbafest.com.au)

## AVIC Staff Profile

### AVIC Staff Profile

In this issue we feature **Wendy Frazier**, the new Manager of **Jerilderie Visitor Information Centre**.

**My current position is:** Manager Jerilderie Visitor Information Centre, Manager Jerilderie Museum, Tourism Officer in conjunction with Jerilderie Shire Council .... and that involves:

a lease of the Willows Museum and Ned Kelly Post Office on the agreement that I manage the AVIC and Museum and operate a tourism related business - 'Oasis Pantry in the Willows', with refreshments, souvenirs and local products. We are doing this with my husband Lew (the Barrista and great right hand man), and with the assistance of the Jerilderie & District Historical Society, a Museums Advisor and the staff of Jerilderie Shire Council.

**The best thing about my position is:** The beautiful aspect of being in a serene location on the banks of the Billabong Creek and next to Jerilderie Lake. The challenge of the three jobs and working with the locals and promoting a beautiful quintessential Australian town dripping in history - Ned Kelly, Sir Samuel McCaughey, Sir John Monash, Michael Abney-Hastings, (the true King) as well as the childhood home of Billy Brownless, to name just a few.

**I have been working here since:** The lease began on 7 December, 2009 and is for 5 years with a 5 year extension option so, as I turn the magic 50 this year, we can see ourselves staying forever!

**My previous position was:** Manager, Cootamundra Visitor Information Centre since 2002.

**My favourite sport / leisure activity is:** Gardening, family history and spending time with my children.

**My favourite holiday destination is:** Anywhere, as long as it is in Australia!

**People tell me I'm good at:** I needed to consult a couple of experts for this (my mother and my husband.) Their opinion was that I am an ideas person, creative and a good communicator and an expert at 'having a chat!!!'

**My favourite colour is:** Purple and Orange.

**My favourite singer/music is:** early Cat Stevens.

**If I could live my life over again:** I would learn life's lessons a bit faster, but why interfere with the grand plan!

Pictured below - Wendy and Lew Frazier



**Thanks Wendy and good luck in promoting your new region!**

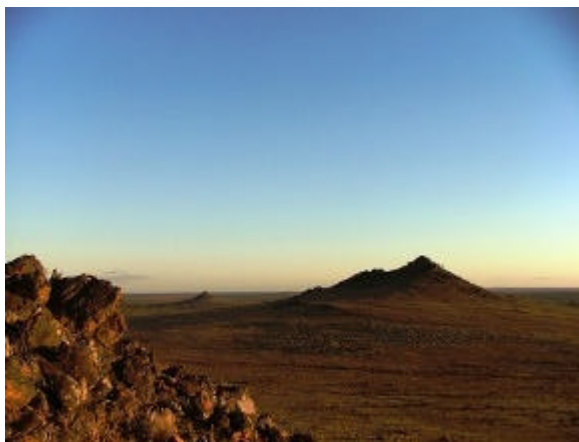
## AVIC Showcase

### Mad Max 4 - to be filmed in Broken Hill

When last we saw leather-clad road warrior 'Mad' Max he was heroically attempting to help give his friends enough runway for their plane to take off. Now, almost 20 years later, Max is back to help Broken Hill take off.

Shooting for the fourth instalment of George Miller's iconic Mad Max series in Broken Hill has been given the green light with the film called 'Fury Road' expected to pump up to \$10 million into the local community.

Broken Hill City Council's Community Development Manager, Fiona Ellis said, "We're ecstatic. It's a wonderful coup for Broken Hill. It was all very hush-hush for a while. They were looking at about five other locations but we're all really glad Broken Hill was selected. A lot of people have worked very hard to have Broken Hill involved in this film."



**The Pinnacles on the outskirts of Broken Hill - one of the locations for Mad Max 4**

The news is especially good for the Broken Hill Film and Tourism industries. The arrival of a film of this magnitude will be a massive shot in the arm for the region after what has been a particularly harsh period. There is a significant amount of income associated with a film of this magnitude and it's not something we have ever seen out here," Ellis said. "With about 30 weeks of filming, a crew of 300 people, many of whom will probably be locals; we would estimate anywhere up to about 10 million coming into the community."

Ms Ellis dismissed the suggestion that people were no longer interested in films like Mad Max, saying, "Miller's world and the stories within it still capture the imagination."  
 "I think Mad Max is still an incredible popular style of film," Ellis said. "Particularly Mad Max 2 which was filmed in Broken Hill. It still has fan websites in Japan for example. People are still selling model V8 - Interceptors and leather outfits like Max wore. It is still very popular. That's why we chose the film for our Movie Madness Festival in 2010 - the reason we picked Mad Max 2 was it will be 30 years since it was filmed out in the Mundi Mundi Plain." Ellis said you just have to look at the Silverton Hotel to see what an important part the film has played in the Broken Hill Tourism Industry.

"People still come from all over the place to see the Interceptor, which is out the front of that pub," Ellis said. "Having a film shot in your town can be a huge attraction, not just while it's being shot but many years after. Our Tourism Industry and Film industry have some very close ties, and we will be working to see if we can't get some memorabilia left in Broken Hill once the movie is finished."

Filming is expected to commence in the Broken Hill region in July 2010.

Source: ABC Radio - Story: Daniel Fraser - ABC Broken Hill

## AVIC Deadline for Contributions



Please email [lesley@auroraresearch.com.au](mailto:lesley@auroraresearch.com.au) with any articles you wish to be included in the upcoming AVIC News, prior to 28 January 2010.

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


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