



... will take you there!

[Visit our Website](#) | [link to Facebook](#)

AVIC News

Issue 154 3 February 2010

Welcome Lyn

We hope all your Australia Day functions and events went well and the year ahead sees an increase in visitors to your AVIC.

Aurora welcomes your input into this Newsletter on any issue or topic you would like to discuss. As an example, we would like to feature upcoming festivals, major events, etc. (see Maitland Steamfest details in this issue). Therefore, please email us two or three paragraphs of detail plus an image that may reflect your event. Email to vic@auroraresearch.com.au.

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

Industry News

Attract Visitors with Signposting

The first Tourist Attraction Signposting Assessment Committee (TASAC) meeting for 2010 was held in Wellington last week. The meeting was attended by tourism operators from the Wellington area as well as representatives from Tourism NSW and the Roads and Traffic Authority. A highlight was attendance by people from the Gallangabang Aboriginal Corporation who came to discuss potential tourism projects in the area.

TASAC meetings are held in different NSW regions each month to consider applications for new tourist signs highlighting local attractions. The tourist signs which are used for attractions and touring routes are the familiar brown signs with white lettering. Signage is only approved once strict criteria is met and most signs are placed in the reserve area next to the road. Criteria includes minimum opening times; information and services for visitors; parking and other facilities.

Last year TASAC processed 21 applications for tourist signage. Upcoming TASAC meetings are scheduled for Castle Hill on 17 February, Bowral on 17 March, Port Macquarie on 21 April and Junee on 19 May. For more information on TASAC call Dean Long at Tourism NSW on (02) 9931 1152.

Source: *TNSW Insights*

Small Grants Available

THE MYER FOUNDATION – G4 FUND (SMALL GRANTS)

Environment Conservation and Heritage Grants

The G4 Small Grants Program aims to be responsive to community needs

\$5,000.00, Closing Friday 5 February. For details log onto www.myerfoundation.org.au

INDIGENOUS CULTURE SUPPORT (ICS)

Department of the Environment, Water, Heritage and the Arts

Indigenous Grants

To provide support for the maintenance and continued development of Indigenous culture at a community level

Applications can be made by individuals, groups or organisations meeting the eligibility criteria.

Closing Friday 5 February. For details log onto www.arts.gov.au/indigenous/Indigenous_Culture_Support

MAINTENANCE OF INDIGENOUS LANGUAGES AND RECORDS

Department of the Environment, Water, Heritage and the Arts

To assist the revival and maintenance of Indigenous languages as living systems of knowledge shared by communities and passed down from generation to generation

Applications can be made by individuals, groups or organisations meeting the eligibility criteria.

Closing Friday 5 February. For details log onto

www.arts.gov.au/indigenous/Maintenance_of_Indigenous_Languages_and_Records

NATIONAL ARTS AND CRAFT INDUSTRY SUPPORT

Department of the Environment, Water, Heritage and the Arts

Indigenous Grants

To provide funding support to Indigenous art centres and arts support organisations

Closing Friday 5 February. For details log onto www.arts.gov.au/indigenous/NACIS

COUNTRY ARTS SUPPORT PROGRAM (CASP) Regional Arts NSW

Arts and Culture Grants

To support community cultural development in regional and rural NSW

Applications can be made by not-for-profit organisations, local government authorities and other groups/ensembles and unincorporated associations meeting the eligibility criteria.

Closing Friday 12 February. For details log onto <http://www.regionalartsnsw.com.au/>

SCANLON FOUNDATION GRANTS

The Scanlon Foundation

Community Services and Development Grants

To support the creation of a more cohesive Australian Society that will draw strength and pride from its diversity. The Foundation supports creative and innovative projects with a focus on Cultural Diversity and Social Cohesion

Charitable organisations with Deductible Gift Recipient (DGR) status are eligible to apply.

Closing Sunday 28 February. For details log onto www.scanlonfoundation.org.au/grantapplications.html

Source: *Small Grants Calendar*

Aurora to Present at LGSA

No doubt you have marked 10-12 March in your Calendars as the LGSA Tourism Conference in Cowra.

Aurora will be presenting at the Tourism Conference as well as attending the Tourism Managers Exchange set for 10 March. We look forward to catching up with you there.

Marketing / PR**Y we are talking more about the Y Generation these days**

Millions of Baby Boomers (born between 1945-1965) are expected to retire by the year 2012 while equally millions of Generation Y (born between 1977-1990) will be the ones that fill their roles, roles they have held in corporations, government, education, business, and a variety of professional and non-professional circles.

This means is that the purchasing power is going to be largely transferred from the retiring Baby Boomers, down to their children and grandchildren. This explains why advertising by the cutting edge companies is targeting Generation Y with their messages . . . and AVICs need to consider this demographic in their marketing messages too. Gen Y are cashed up quick spenders, and the travel/experience market is high on their spend list.

But we can't forget that with the Baby Boomers retiring, AVICs still need to present a suite of offerings for the that market as well. Baby Boomers now have the time to travel, to experience the regions and they are keen to tell their friends of the great places they have visited.

Aurora suggests that reviewing and reinventing your regional brand and experiences in order to reach both demographics of consumers is a priority. AVICs have been servicing the Baby Boomers and Grey Nomads well for a number of years now.

And . . . in order to know how to reach Generation Y as consumers, its time to start by understanding their values and what really makes them tick. Anyone with connections to Gen Y knows that this is the most optimistic generation to ever walk the face of the planet.

They absolutely believe that miracles are possible.
They refuse to work a job that does not bring them a sense of joy.
They care about the earth and servicing their community.

In Gen Y, we have created the possibility for everything that we wanted for the world, so let's embrace the power of this Generation. Many AVICs now employ Gen Y staff, who have their own quirky ways of communicating to fellow Gen Ys. Now is the time to take a closer look at who they are, what makes them tick, and what they can do and what they want from AVICs. we need to work out how to deliver to them, our future customers.

Aurora is continuing its research into reaching Gen Y. we will continue to provide insights regularly through this area of the AVIC News.

AVIC Flags

Remember to contact Aurora for your AVIC flag requirements. Aurora will bring a supply of both style of flags with us to the LGSA tourism conference.

You can pick them up when you visit our stand, together with some sticky notes, pocket guides and stickers. (oh ...and we will have everyone's favourites pens with us too)

See you in Cowra!



Volunteers / OH&S

Access for Life Campaign

The 'Access for Life' workplace awareness campaign has been rolled out across the state. The campaign informs NSW workplaces of the appropriate steps to take when faced with a medical emergency at work.

Preparation is vital when responding to an emergency. Preparation can significantly assist in the event of a workplace medical emergency, such as being aware of your exact workplace location when dialling triple zero (000) and familiarising all employees with questions likely to be asked by Ambulance Call Takers.

In recognising these key variables, the NSW Ambulance Service has devised a unique campaign to inform employees across NSW as to the most appropriate emergency response for their particular workplace.

The campaign, which includes a Medical Emergency Plan Poster, is now available to workplaces across NSW and outlines key information to adhere to in the event of a medical emergency. The campaign seeks to:

- a) Prepare employees for a triple zero (000) phone call, citing questions that Ambulance Call Takers are likely to ask in the event of a medical emergency
- b) Encourage employees to call triple zero (000) and request an ambulance when confronted with a medical emergency at work
- c) Inform employees of key steps that can be taken prior to the arrival of an ambulance which will assist Paramedics to safely access and treat the patient in the shortest timeframe possible

WorkCover website at <http://www.workcover.nsw.gov.au/> (free download)

Ambulance website at <http://www.ambulance.nsw.gov.au/> (free download)

Ambulance Service of NSW Chief Executive, Greg Rochford, urged organisations to adopt a proactive stance in preparation of an adverse workplace incident.

"If workplace's can streamline their emergency response procedures and adopt recommendations suggested in our Medical Emergency Plan, lives can potentially be saved and the severity of workplace injuries can be significantly lessened.

The introduction of this important resource will encourage a high standard of workplace safety across NSW. Preparation is of paramount importance when responding to a medical emergency at work," Mr Rochford said.

To download the Medical Emergency Plan Poster log onto http://www.workcover.nsw.gov.au/Documents/Publications/OHS/Safety%20Guides/medical_emergency_plan_2108.pdf

Source: WorkCover NSW

AVIC Connect

Outback Tourism Now Worth \$254M

The Outback Regional Tourism Organisation says visitors to far west NSW have injected an estimated \$254 million into the region's economy during the past year.

The Organisation launched an official tour route along the Darling River from Walgett to Wentworth last March to encourage more people to visit the western region. Executive Manager, Lori Modde, says people are also spending more time in the far west. "Our domestic visitor nights, which is how long people stay in the region, is also on the increase and that's really important," she said. "It's great having increased visitors but, if they stay longer, that means there's more money being injected into the local economy, and it's great news for outback NSW."

The Organisation says the number of tourists coming to the district increased by 18 per cent between September 2008 and 2009. Ms Modde says more than 650,000 tourists came to the district in that time, meaning the initiative has been a great success considering domestic travel within NSW has fallen. "On average, NSW is on a decline of about 7 per cent so to have such a big increase in that sort of market is a testament to the collaboration that's started to occur in the outback," she said.

"All the marketing and all the efforts that everyone is doing together is making a louder noise."

Source: Lori Modde, *Outback Regional Tourism*

Aurora Offers all NSW AVICs Access to its Email Alert Service

If you have something that you want to get out to all AVICs 'in a flash', just email it to us and we will send it out to everyone for you.

Also remember, if you have a matter that you want to discuss, we are happy to talk with you and action it further if required/appropriate. Just drop an email to vic@auroraresearch.com.au or give us a call on 02 6885 5558.

What's On

6-14 March - Goulburn "Heritage and Roses Festival"

This Festival is set to compliment the Annual Rose Show and Goulburn's Birthday on March 14. Featured events include heritage tours, attractions and events plus roses, handicrafts and other special events and performances. For details go to <http://www.igoulburn.com/>

10-12 March - Cowra "LGSA Tourism Conference"

Registrations are now open for NSW's only Local Government focused Tourism Conference! The 2010 Conference Program will discuss and examine The Business of Tourism. For information go to <http://www.tourismconference.lgsa.org.au/>

22-23 March - Lightning Ridge "Outback Tourism Symposium"

Just \$70.00 per person for the two days for Outback NSW Tourism members. It's the best value Conference in regional Australia. Special guests include MC, Frankie J Holden, Keynote Speaker, Catherine deVrye and Chairman of the World National Trust Foundation, Simon Molesworth. Topics will include Indigenous Tourism, International Changes, latest research and data, Electronic Marketing and lots more. To register go to <http://corporate.visitoutbacknsw.com.au/>

An optional Aussie Host Course will be conducted on March 24 at the same venue.

AVIC Staff Profile

AVIC Staff Profile

In this issue we feature **Matthew van Kerk Oerle**, the new Manager of **Cootamundra Visitor Information Centre**.

My current position is: Manager, Cootamundra Visitor Information Centre and Coffee Shop. My new position involves me learning new and exciting things about my town and our region, being the friendly place of Cootamundra, and providing some refreshments for weary travellers.

The best thing about my position is: The many characters I meet everyday.

I have been working here since: I took over the role of Manager in November of 2009.

My previous position was: I am a self employed caterer. Before I started here I was contracted to cater at the Cootamundra Ex-Services Club for 3 years.

My favourite sport / leisure activity is: I don't play many sports. A little touch football during the season and Gym once or twice a week to keep fit.

My favourite holiday destination is: 'Holiday' what's that? Anywhere with sunshine, good weather and a place to relax.

People tell me I'm good at: Keeping people entertained.

My favourite colour is: I'd probably say blue.

My favourite singer/music is: I don't really have a favourite. I'm into anything that has a good beat.

If I could live my life over again: I always think about choices I've made and think maybe I would have liked to do things differently just to see what it would be like, but I'd hope that those changes would mean that I could still have the people around me that I have now.



Thanks Matthew for sharing your profile with the AVIC Network.

AVIC Showcase

Steamfest 25th Anniversary Celebration

In April 2010, Maitland's most famous event will be celebrating the significant milestone of 25 years of operation on 17 and 18 April and organisers are planning an extra special program of activities to ensure the occasion is marked in style. There'll be all the old favourites including market stalls, amusement rides, traction and portable steam engines, vintage farm machinery, the ever popular 'show 'n' shine', as well as new initiatives including a stage area in the Maitland Railway Station precinct with all day entertainment, guided walking tours, interactive kids steam adventure land, guided historic tram tours, coal shovelling competitions and a speaker's program on the Rally Ground. A highlight of the event for children will be the presence of the Powerhouse Museum, with their model displays and mascots, Zoe and Cogs, performing throughout the weekend.

In addition, 2010 will see the return of specialty trains, with a range of excursions being considered. These include a Princess & Pirates Kids Party Train, a Time Warp Dinner Train (revisiting 1985 when the Steamfest began), a Silver Service Dinner Train and the immensely popular Barrington Bullet Lunch Train. There will be shuttle excursions on steam and "tin hare" vintage diesels to Newcastle, Branxton and Paterson plus a special "spectacular" rail excursion, which will provide visitors with a unique opportunity for participation.



For further information on the 25th anniversary celebrations of Steamfest and tickets visit <http://www.steamfest.com.au/> or call the Maitland Visitor Information Centre on (02) 4931 2877.

Source: Rochelle McLennan, Maitland Visitor Information Centre

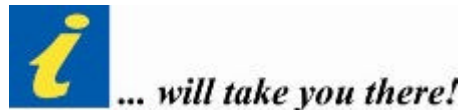
AVIC Deadline for Contributions




Please email lesley@auroraresearch.com.au with any articles you wish to be included in the upcoming AVIC News, prior to 12 February 2010.

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

While every effort has been made to ensure the accuracy of the information in this Newsletter, the Editor assumes no responsibility for errors or omissions or any consequences of reliance on this Newsletter. Information reprinted here is done in good faith for accuracy and currency. The opinions expressed in this publication do not necessarily represent the views of the Publisher, Editor or the Newsletter.



Published by
Aurora Research
37 Erskine St / PO Box 1000 Dubbo NSW 2830
p: 02 6885 5558 f: 02 6885 5556 e: vic@auroraresearch.com.au
www.auroraresearch.com.au

To send to a Friend, use this link  [Send to a Friend](#)

To subscribe use this link [Confirm Subscription](#)

If you wish to opt out from future messages please click the Unsubscribe link below.

[Unsubscribe](#)

If your name has not displayed correctly on this e newsletter please update your details via this link [Update your profile](#)

This email was sent by Lesley Johnson, Aurora Research, 37 Erskine St DUBBO NSW 2830 Australia, p: 02 6885 5558, e: vic@auroraresearch.com.au; lesley@auroraresearch.com.au to lyn@auroraresearch.com.au

[Unsubscribe](#)

powered by
duckmail

