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AVIC News

Issue 155 17 February 2010

Welcome Lyn

It's mid-February already! We hope you all received some special treatment for Valentines Day and you're all enjoying some sunshine this week.

During Aurora's recent AVIC Audit visits, there were many comments on how much you all enjoy the AVIC Staff Profile section of the AVIC Newsletter, so we'd like to invite you to send us in some of your staff member profiles to continue our practice of getting to know the characters within your AVIC. Do you have a special person in your AVIC? Has a staff member achieved a milestone? Perhaps you have a special volunteer you would like to tell the Network about we'd like to put it in print! Email us at vic@auroraresearch.com.au and Aurora will forward the profile form to you. We can't wait to read your responses!

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

Industry News

Tourism NSW Get Connected Update – Mandatory Business Rules

As you are aware, the Australian Tourism Data Warehouse (ATDW), in agreement with all State and Territory Organisations, has implemented a number of business rules to improve the quality of product listings held in the database. The business rules are:

- At least one image per record
- Product descriptions to have a minimum of 50 and a maximum of 150 words
- Service descriptions to have a minimum of 10 and a maximum of 125 words

Over the past six months, Tourism NSW has seen a significant improvement in NSW product listings and would like to thank all Get Connected users for their hard work in implementing the business rules.

However, with Easter fast approaching and records still to be updated, ATDW has extended the deadline to the end of June 2010 (originally 31 January 2010). This means that from 1 July 2010, products that do not comply with the business rules will not be promoted via the ATDW, which distributes content to over 45 providers. There will be no further extension to this national deadline.

To assist you with your updates, the Get Connected team will email all AVICs an updated list of records that do not meet the business rules. Tourism NSW encourages all AVICs to update their records to ensure their products remain in the ATDW.

If you have any questions, please do not hesitate to contact the Get Connected team on 1300 655 077 or getconnected@tourism.nsw.gov.au.

Tourism NSW thanks you for your continual support in promoting tourism in NSW.

Get Connected team

Source: Tourism NSW

Marketing / PR

We continue from last issue on marketing to Gen Y...

When it comes to packaging or marketing to reach Gen Y, you will need to remember that Gen Y places an extremely high value on:

- Connection
- Diversity
- Living first
- Time with friends
- Civic activities
- Taking care of the environment
- Authenticity
- Quality
- Inspirational experiences
- Access to information
- Ongoing learning
- Career development
- Freedom to travel

So, who has been successful at marketing to Gen Y? US studies show that brands such as Apple, Virgin, Trader Joes, Coke, Mountain Dew and Red Bull, to name a few, are successfully reaching Gen Y. How do these companies speak to this demographic? They don't talk down to them. They don't push their brands into their faces. They allow their somewhat quirky, simple, high quality brands and their raving fan customers do the job for them.

Insights gained from Aurora's research shows that, to effectively market to Gen Y, we first have to understand the four areas Gen Y considers before purchasing a product or service. They are:

- Cheap cost
- Good quality
- Fast service
- An "experience"

US research also confirms that when Apple created the 99-cent download that took eight seconds to transact, they hit the nail on the head with Gen Y. Music is an experience. The quality is clear, the cost is low and the purchase happens instantly. What did Apple do right? They spoke directly to Gen Y and asked the question, 'What do you want'?

When thinking packages targeted at Gen Y, consider incorporating the 4 key areas above and the results should speak for themselves.

Source: Aurora Research

Making the Most of Your AVIC

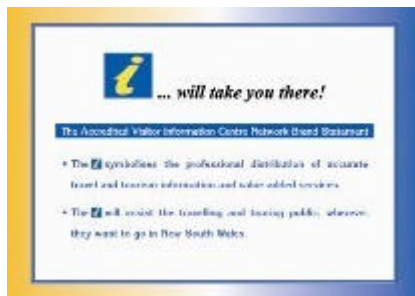
Accredited Visitor Information Centres are playing a central role in encouraging visitation to benefit the community and local economy.

Are you making the most of your AVIC?

In 177 locations across New South Wales, AVICs are working to bring the tourism dollar into communities by ensuring that information about local and state-wide tourist attractions is current and readily available.

Visitors have to eat, sleep, shop, buy the paper, clothes, gifts, groceries, petrol and go to the movies. Visitors frequently spend their dollars on the advice of a 'local' expert. AVICs are a trusted source of this local advice and are key to the prosperity of the community and region.

Do not underestimate the importance of your AVIC. It's an important source of sustainable economic development that can reap rewards that benefit your entire community.



Volunteers / OH&S

Code of Practice for Volunteer Staff

The following points identify policy considerations for organisations who employ volunteers.

- ✗ Interview and employ volunteer staff in accordance with anti discrimination and equal opportunity legislation.
- ✗ Provide volunteer staff with orientation and training.
- ✗ Provide volunteer staff with a healthy, safe workplace.
- ✗ Provide appropriate and adequate insurance coverage for volunteer staff.
- ✗ Do not place volunteers in roles that were previously held by paid staff or have been identified as paid jobs.
- ✗ Differentiate between paid and unpaid roles.
- ✗ Define volunteer roles and develop clear job descriptions.
- ✗ Provide appropriate levels of support and management for volunteer staff.
- ✗ Ensure that volunteers are not required to take up additional work during industrial disputes or paid staff shortage.
- ✗ Provide volunteer staff with information on grievance and disciplinary policies and procedures.
- ✗ Offer volunteer staff the opportunity for professional development.
- ✗ Reimburse volunteer staff for out of pocket expenses incurred on behalf of the organisation.
- ✗ Treat volunteer staff as valuable team members.
- ✗ Acknowledge the contributions of volunteer staff.

Source: *Volunteering Australia Inc.*

AVIC Connect

AVIC Management Skills

Below we have noted just some of the skills, knowledge and attitude that is required to run an effective AVIC in 2010. We are sure that you can add to our list but, in a nutshell, AVIC management and operation requires personnel with the management, know-how and communication skills to steer the AVIC to excel in service delivery.

1. Multi-level Skills Set - You need to be a good writer, good event organiser, good with graphics and creatives for all your AVIC Marketing needs, as well as being 'tech savvy', with a bit of finance and business acumen, in order to understand the bottom-line well and add your spin to it.
2. Nose for News - When writing press releases and editorials, ensure that your pitch has a high news value for both the target audience and the vehicle you want to see it carried in, otherwise you will just end up wasting paper and the journalist's time (who then would subject your release to the waste basket treatment).
3. The Face - Since you are the face of your organisation which interfaces with a wide range of businesses, operators and individuals - from Mayors to the celebrities to the media - you need to have well-honed social skills, be charming in your demeanour and engaging in your conversations. At the same time, since you are also the worker who carries out the 'nitty gritty' of the PR functions, you need to be always on the ball to keep the PR machinery well-oiled and running seemingly, effortlessly.
4. Know It All - You must have a thorough understanding of the various operations of your AVIC business. Definitely you need to know what keeps it ticking, but you must also be in a good bargaining position with everyone from GMs, to the cleaners - in order to keep all your ten fingers on the various pulses and be well equipped to develop interesting, story angles aimed at a plethora of tourism publications and local media (newspapers/radio/TV).

5. Be Locally Sound and Globally Positioned - Since you work in an industry with local, intrastate, interstate and international clients and are also driven to market your specific decision, being international in your approach at the same time being a great cultural ambassador is a major plus.

If you have more to add to our list we welcome your contributions. It would be advantageous for all involved in AVIC management to have a comprehensive profile of all the required attributes for the smooth transition between the complex roles involved in the Management/ Coordination/ Marketing/ PR activities.

Welcome to Our Newly Accredited AVICs

We are pleased to welcome four new Level 3 AVICs to the AVIC Network.

1. Bungendore AVIC
2. Cafe Continental AVIC (Nowra)
3. Jervis Bay AVIC
4. Junee AVIC

These new Centres brings the number of AVICs in New South Wales to 177.

- ✂ Level 1 - 62
- ✂ Level 2 - 52
- ✂ Level 3 - 63

Customer Service

Aurora has performed some random Customer Service secret shopping exercises over the past three months, both to gauge the AVIC from a consumer's perspective on the services provided on any given day, and also assist us in tailoring content for our upcoming AVIC Training Workshops. We cannot stress enough how much the welcome you give your customer impacts on the recall of experience at your location. Customer Service is something we all need to be on top of within every aspect of our service delivery. We all know how important it is to make a good first impression.

What's On

28 February - Illawarra - Wings Over Illawarra 2010 An annual showcase of the capabilities of the Illawarra Regional Airport and its major tenants, especially the historical Aircraft Restoration Society. The showcase provides an amazing display of historical aircraft, defence aircraft, major classic car & bike rally, steam trains and an opportunity for regional clubs to display and present. For details log onto <http://www.woi.org.au/>

6 March - Wentworth - Music Under The Stars The event has grown from a choir on the back of a truck with a few hundred people, into a major concert featuring some of the stars of Australian music. 2010 will see the introduction of a more engaging arts element to the age groups who attend. For more details, phone 03 5027 3624.

7 March - Forbes - International Women's Day An afternoon event featuring inspirational women's speaker forum, health talk, life coach and much more. Food, entertainment and free gift for all attendees. For more information phone 6850 2300.

20 March - Broken Hill - St Patrick's Race Meeting The feature event of the calendar is the huge St Patrick's Race Day where Broken Hill heads to the track (Broken Hill Racecourse) for the biggest day of the year. St Pat's races attract locals and visitors from near and far as people flock to this acclaimed Australian event to enjoy a superb day of outback racing. For more information log onto www.stpatricks.org.au

20 March - Mudgee - Mudfest - Mudgee International Short Film Festival Mudfest takes place under the stars amongst the vineyards at Elliot Rocke Estate. The Festival commences with live music and complimentary canapes and a glass of wine on arrival. After sunset, the audience settles down to view short films whilst enjoying regional wines and local foods. For details log onto <http://www.mudfest.com.au/>

AVIC Staff Profile

AVIC Staff Profile

In this issue we profile **Peta Jackson** from **Hunter Valley Wine Country Visitor Information Centre** in Pokolbin.

My current position is: Membership & Visitors Services Manager and that involves maintaining and recruiting new members to Hunter Valley Wine Country Tourism; managing the operation of the Visitors Centre and maximising membership benefits. The not so pleasant part of my role is the business administration and human resources. Invoices and timesheets don't talk to me!

The best thing about my position is: 50% of every day is different to the previous.

I have been working here since: 1994.

My previous position was: Secretary, Cessnock City Council.

My favourite sport / leisure activity is: Swimming.

My favourite holiday destination is: the Great Barrier Reef.

People tell me I'm good at: Eating!

My favourite colour is: Green.

My favourite singer/music is: Beyonce and Rod Stewart.

If I could live my life over again, I would: Take school seriously and not try to please everyone.



Many thanks Peta for sharing your profile with the AVIC Network.

AVIC Showcase

Thirlmere Festival of Steam

On Sunday, 7th March the ever popular Thirlmere Festival of Steam, NSW's premier steam event, will be an extravaganza of activity, entertainment, amusement rides, fun, food and fabulous market stalls.

Commencing at 9.30am, you will be able to put your five senses into action as you stroll around the Festival streets with stalls showcasing a fantastic line-up of the region's best product in every imaginable category.

With the inclusion of adrenalin pumping rides for teens, interactive rides for the little ones, animal farm, face painting, airbrush tattooing, hair braiding, roving entertainment, helicopter flights, carnival foods,

community BBQ and non-stop live entertainment, the Festival offers something for everyone.

At the Rail Heritage Centre, kids of all ages will love exploring Australia's largest display of historic locomotives, carriages and rail memorabilia and see the spectacular of four magnificent locomotives in steam.

It will be full steam ahead on the Thirlmere Heritage Railway with vintage locos 2705, 3016, 3526 and 3642 operating throughout the day.

For more details about the Thirlmere Festival of Steam visit www.thirlmerfestivalofsteam.com.au

To make the steam experience complete, visitors can travel to the event on the Thirlmere Flyer from Sydney, Padstow and Campbelltown. For bookings and information visit www.heritageexpress.com.au.



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 26 February 2010.

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


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