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AVIC News

Issue 157 17 March 2010

Welcome Lyn

It was great to catch up with so many AVIC staff during the LGSA Tourism Conference in Cowra last week. As you may have noticed, Lesley drew the short straw this year and competently manned the office for us while John and Lyn attended the Conference and Trade Stand. Thanks for your feedback on matters you would like covered in this AVIC News Newsletter. Unanimously the Staff Profiles are enjoyed by all!

The presentations Aurora delivered during the TMX and the Tourism Conference are available via email request. Please send a quick email to vic@auroraresearch.com.au for your copy.

There is so much happening in NSW over the coming weeks. We hope that all your events are well attended and succesful for your region.

Coming up later this month will be Tourism Workshops, conducted by Aurora, which will cover tailored training for service delivery and/or volunteer training. To book a Workshop in your area on a date that suits, please contact Aurora.

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

Industry News

Regional Flagship Events Program

To be funded under the Regional Flagship Events Program, events must have tourism potential and reflect the character and culture of an area. The events act as a 'flagship' for your region.

Since 1996, Tourism NSW has provided more than \$4.4 million to support more than 196 events in regional NSW. Tourism NSW provides funding in \$10,000 one-off grants or triennial funding of \$20,000 per year to event organisers to support the marketing and advertising of events.

For more information on the Program and application process, contact David Moretti, Regional Flagship Events Program Coordinator, Tourism NSW, on Tel: (02) 9931 1466 or email david.moretti@tourism.nsw.gov.au.

Source: Tourism NSW

New Public Transport Ticketing System for Greater Sydney

From 18 April, the NSW Government will introduce MyZone across the CityRail, State Transit, Sydney Ferries and private bus network in the greater Sydney region, including the Blue Mountains, Southern Highlands, Illawarra, Central Coast and the Hunter.

MyZone is based on how far you travel and includes:

MyTrain: Five train fare bands instead of the current 20+

MyFerry: Two ferry fare bands instead of the current 5

MyBus: Three bus fare bands instead of 5, with the standard tickets that can be used on both private and State Transit Authority buses; and

MyMulti: Three new 'all you can travel' multi-modal passes that cover all three modes of public transport. The passes are available as a Day Pass, weekly, monthly, quarterly or yearly ticket and allow unlimited travel on buses and ferries, plus travel in up to three train zones.

More than nine out of ten MyZone journeys across the entire public transport network will be cheaper or remain the same price.

The NSW Government will also put a maximum cap on your travel costs across the the MyZone area. By purchasing a MyMulti3 ticket, the most anyone will pay for their travel will **be** \$57 per week regardless of where or how often they travel on the entire network (excludes AirportLink Station Access Fee).

A MyMulti Day Pass for \$20 will replace the current DayTripper and provide unlimited access to the entire public transport network for 24 hours. Visitors to Sydney staying three days or longer will find the Weekly MyMulti3 the best value and will be able to visit the Blue Mountains, Newcastle, Hunter Valley, Wollongong and other areas of interest.

MyZone will still let you choose single, return and concession tickets, longer-term passes as well as many discounted tickets including the popular Sunday Funday. School passes and **the** \$2.50 Pensioner Excursion Tickets will also remain the same as part of the reformed fare structure.

MyZone tickets go on sale at selected resellers on 3 April and from CityRail ticket offices and vending machines on 18 April.

To find out more about MyZone and the best ticket for your travel, visit www.myzone.nsw.gov.au or call 131500.

Source: *Public Transport Ticketing Corporation*

AVIC Annual Reports

Our thanks to the fifty plus AVICs who have submitted their AVIC Annual Reports. The Reports received have been excellent - very detailed, giving a great snapshot of the activities which have taken place in the AVICs during the past year.

Please remember your AVIC Annual Report is due by 31 March - If you would like us to email the proforma to you again please email us at: vic@auroraresearch.com.au

@auroraresearch.com.au.

Marketing / PR



Thinking outside the square for AVIC Service Delivery

Aurora looks at two innovative "satellite" concepts

1 - Wollongong - Any Where, Any Time – Tourism Wollongong Goes on the Road to Spread its 'Welcome to the Gong' Mantra

Tourism Wollongong has launched an industry first – a brightly painted (Mobile Information Service (MIS)) van to take their tourism message to the people.

Crammed with travel brochures and crewed by Visitor Information Centre staff armed with laptops capable of pulling information and images in from a central data base, the Hyundai Imax will travel to wherever people gather – at lookouts, sporting events, on any of the city's 17 patrolled beaches.

Tourism Wollongong's Mobile Information Service (**MIS**) will provide visitors with an experience similar to one they would obtain when visiting an Accredited fixed address Visitor Information Centre. Research by Aurora indicates that these are the main reasons customers visit Visitor Information Centres. A range of information services will be available from **MIS** including:

* Experienced Visitor Information Centre staff – *face to face local knowledge and advice*

* Wireless Computer based Internet access, with print capabilities – *including 'Wotif' accommodation booking service, SMS information on 'Eat, Play and Stay', restaurant reservations, etc.*

- ⌘ A selection of local printed materials including –
 - o Wollongong Pocket Guides
 - o Grand Pacific Drive
 - o Wollongong Map
 - o Assortment of TW Partner materials
 - o Sydney, South Coast and other regional brochures

* Give-away Promotional Items – *Grand Pacific Drive Caps, drink bottles, etc. Other items as provided by interested Tourism Partners (promotion specific).*

* Survey and Customer Feedback - *MIS staff will undertake customer feedback and survey work to better understand the demographic and destination requirements for the region.*

From all reports, the MIS is a hit with visitors and Aurora will continue to liaise with Wollongong and advise its progress and outcomes, after several months "on the streets".

2 - Wellington and Marlborough in New Zealand have launched their floating i-SITE (i-SITE is the name given to New Zealand's Accredited Visitor Information Centres). See the below article Tuesday, 16 March, 2010 -

"Passengers on the Interislander's Kaitaki Ferry have welcomed the services of the country's first floating i-SITE Visitor Centre. The satellite i-SITE opened on Monday, with an estimated 300 customers on the first day. New Zealand's 90th i-SITE gives 400,000 travellers per year the opportunity to make accommodation and activity bookings and seek expert advice while crossing the Cook Strait on Interislander's largest ferry.

Positively, Wellington Tourism Chief Executive, David Perks, joined the i-SITE team on board for their first sailing. Visitor feedback on day one was positive and sales had been well above target, he says. "What's pivotal for us is that there were a number of passengers who, after talking to our staff, booked accommodation and stayed in Wellington when they had initially been planning to jump in a rental car and hit the road. The one gap we had in spreading Wellington's story to visitors was that vital time when people are actually entering the city; we've now plugged that gap."

Destination Marlborough General Manager, Tracy Johnston, says the organisation is thrilled with the early indications that passengers are using their time on board to choose and book Marlborough experiences and accommodation. "With this new service we can now encourage arriving passengers to spend quality time in the region before they continue their South Island journey."

Thomas Davis, General Manager for Interislander, says: "We are delighted to see the opening today of such an innovative tourism initiative. One of the great ferry journeys in the world is, on early indications, inspiring our passengers to talk to i-SITE staff on board about all the other activities they can enjoy."

The Kaitaki i-SITE is being run as a partnership between Positively Wellington Tourism and Destination Marlborough and hosted by Interislander. The Centre is being managed out of Wellington and open on the ship daily from 7.45 am - 4.35 pm. For the complete article go to <http://www.voxy.co.nz/national/smooth-sailing-launch-new-zealand039s-first-floating-i-site/5/41832>

Volunteers / OH&S

Emergency Evacuation Procedures in Case of Fire

Emergency Evacuation Priorities

- 1. Protection of Life** - The first priority is to ensure that all people who may be in danger are warned and that action is taken to guarantee their safety, before any steps are taken to prevent the spread of the hazard, to secure assets, or eliminate the hazard.
- 2. Prevent Spread of Hazard** - The second priority aims at controlling the extent of the hazard within the building and minimising its release into the environment.
- 3. Save Assets in the Affected Area** - The third priority is to prevent personal and business assets from being damaged in the event of a fire.
- 4. Eliminate the Hazard** - The final priority is to eliminate the fire by extinguishment.

Emergency Evacuation Procedures in Case of Fire

You discover a fire:

1. Help people in immediate danger
2. Warn others by shouting "Fire, Fire, Fire"!
3. Decide if you can put the fire out. If you are not sure, do not attempt to.
4. Do not attempt to use a fire extinguisher if you have never been instructed on how to use one.
5. If you can put out the fire then do so. If not, proceed to evacuate the building.

You hear the fire alarm ringing; you must prepare to evacuate the building:

1. Switch off all computers, printers and electrical appliances.
2. Close all windows and doors.
3. Gather your personal belongings in preparation to immediately evacuate the building.
4. Organise/help other people in the room.

Evacuate the building and proceed to your Building Assembly Area:

1. Move at a quick walk. Do not run.
2. If you have to move through a closed door that you cannot see through:
 - a. Feel the door to see if it is hot.
 - b. Look for smoke coming under the door.
 - c. Open the door slowly and look around it to see if there is a fire behind it.
 - d. If there is no fire on the other side, proceed through and close the door behind you.

You notice someone on the verge of panic:

1. Give them a task or responsibility.
2. The person will still require constant monitoring.
3. Do not hit them.
4. Take hold of one of their hands and guide them out of the building to the Assembly Area.
5. If they will not cooperate or start to grab hold of things, leave them where they are.
6. Evacuate yourself and inform your Warden, the Building Warden, one of the security personnel or the police or Fire and Rescue Services immediately.

REMEMBER

1. Fires spread rapidly.
2. Fires produce thick black smoke that is difficult to see through and causes suffocation.
3. The freshest air will always be near the floor.
4. Move quickly. Do not run.
5. Be decisive.
6. Make a decision and follow that decision.

Source: UWA Safety & Health

AVIC Connect

Do You Know Someone to Nominate?

EDNAs

The EDNAs are awards given to women who have made a feminist difference. Those whose activity advances the status of women: the troublemakers, the stirrers, the battlers, who show extraordinary commitment and determination. There are 10 Award categories: Workforce, Government, Arts, Community Activism, Media /Communication, Humour, Mentoring, Battling, Education and The Grand Stirrer.

Nominate a person you admire. Nominations must be on the Nomination Form and must meet the criteria. **Closing date for nominations is 16 April. The Edna Ryan Awards night** will be held on **14 May** at the Sydney Mechanics' School of Arts. Come along and celebrate the achievements and encourage all women (as Edna did) to keep on contributing in making a feminist difference.

Further details are available on the WEL NSW website at www.welnsw.org.au or by contacting the WEL office at 66 Albion Street, Surry Hills - Tel/Fax: 9212 4374 or email welnsw@comcen.com.au

Youth Off The Streets

Father Chris Riley's Youth Off The Streets is calling for nominations for its annual National Scholarship Program, now in its eighth year. The Scholarship Program provides financial and personal support for young people to pursue their vocational goals in any field.

Nominations are open for people between 14 and 21 years of age, who are disadvantaged and/or disconnected from their families or communities.

Nominations for the 2010 Scholarship Program can be made by young people themselves, or on their behalf. To lodge a nomination and help a young person from your local area realise their potential, visit the Youth Off The Streets website at www.youthoffthestreets.com.au and download a Nomination Form. **Nominations close 5.00 pm, 7 May.**

Funding Closing Soon

A small Grants Program for small rural Australian communities will offer about \$900,000 a year in grants to benefit people in rural and remote communities. Currently, preference will be given to projects that support:

- Community Infrastructure
- Community Development involving disadvantaged children or young people
- Re-settlement of immigrants in rural Australia
- Drought affected areas (Exceptional Circumstances Declared)

Rounds close 29 March and 20 September. For further information on these Grants, click on the below link.

<http://www.frrr.org.au/programsDetail.asp?ProgramID=4>

New North Coast Tourism Awards

A new partnership between the Tourism Managers Group of the Northern Rivers and Mid North Coast Tourism has been developed with the creation of the North Coast Tourism Awards 2010. The Awards will recognise success, provide a benchmark for best practice within the tourism industry, promote business planning and encourage the continual raising of standards within the industry.

The new North Coast Tourism Awards are open to all tourism businesses from Port Stephens in the south to Tweed Heads in the north and west to the Great Dividing Range. The Mid North Coast has hosted their own, highly successful regional awards for the past five years with tourism industry operators reaping the awards in both planning for success and receiving National recognition within the industry.

This is a fantastic opportunity for industry operators within the Northern Rivers to capitalise on this joint partnership, to re-build the awards within our region and to open up the competition to strengthen the submissions at a State and National level. We are sure that there will be a healthy degree of competition amongst our rivals in the Mid North Coast but a little competition never hurt anyone.

This partnership is one of the first initiatives of the newly created Tourism Managers Group of the Northern Rivers which includes representatives from Lismore, Richmond Valley, Kyogle, Ballina and Byron Councils, along with Tweed Tourism and Clarence River Tourism. This initiative is supported by Northern Rivers Tourism.

For more information log onto the dedicated website at www.northcoasttourismawards.com.au

Source: Mitch Lowe, Chair Tourism Managers Group

AVIC Presentations

Copies of the materials Aurora presented at the Tourism Managers Exchange and the LGSA Tourism Conference held in Cowra recently are available via email. To request your copy of "UPDATE: NSW AVIC Accreditation and Marketing Program" or "NSW AVIC Operation and Marketing Models", please email vic@auroraresearch.com.au

What's On

27 March - Wagga Wagga - Food and Wine Festival

Wagga Wagga's premier food and wine event, showcasing the finest local food and wine at over 40 stalls. Enjoy local entertainment and the ambience of the Civic Centre Gardens from 12 noon to 10.00 pm. For details phone 1300 100 122.

2 April - Forbes - Forbes Camel Races

See the camels in full flight in Forbes this Good Friday. Fun and entertainment for the whole family including 8 camel races, live music and entertainment, helicopter joyrides, great food and licenced bar. All proceeds to local charities. For information phone 6852 3355.

2 - 6 April - Bathurst - Shannons Celebration of Motor Sport

This is the largest annual motor sport event of its kind featuring over 550 cars and drivers from all over Australia. The 3 day program will include racing and time trials for sports and touring cars plus a six hour mountain relay. For more information go to www.fosc.com.au or phone 9907 0136.

3 April - Griffith - "La Fiesta - Faces of Australia"

With a focus on international music, local food and wine, La Fiesta is a celebration of Griffith's unique cultural heritage which includes 80 cultural groups. It is an open air festival held in the CBD area with food and wine stalls lining the street, a main stage showcasing a variety of international talent and an array of community groups who will showcase their traditional music. For more information log onto www.laffesta.org.au

24 - 26 April - Lithgow - "Ironfest"

The main feature of "Ironfest" will be an historic Jousting Tournament and Colonial Battle re-enactment. There will be three stages with continuous live music featuring local and regional music acts as well as from all around Australia, roving performers, art exhibitions, stalls selling Australian made arts and crafts, blacksmith demonstrations and art making demonstrations. For details go to www.ironfest.com.au

AVIC Staff Profile

This week we profile **Bill Donnison** an Ambassador (Volunteer) with the **Dubbo Visitor Information Centre**

My current position is: Dubbo City Ambassador (Volunteer) and that involves providing information for residents and visitors - primarily at Dubbo Visitor Information Centre and assisting with clerical and other tasks to support the busy staff at the Dubbo Visitor Information Centre.

The best thing about my position is: giving back to the community by working with a dedicated team and helping people, in a very positive and pleasant environment.

I have been working here since: March 2008.

My previous position was: I am also a full time high school teacher in Dubbo.

My favourite sport / leisure activity is: walking, gardening and travelling.

My favourite holiday destination is: anywhere that is away from big crowds.

People tell me I'm good at: making socks!

My favourite colour is: light and bright.

My favourite singer/music is: Jazz.

If I could live my life over again, I would build on my experiences in this life and "do it now".



Bill is the gentleman in the Dubbo Ambassador Uniform.

Jacki Parish, Manager of Dubbo AVIC added, "Bill, a full time teacher, is a vital contributor to our City Ambassador Program. He is passionate about Dubbo and is always on the look out for ways to constructively improve what we are currently doing. He has an extended knowledge of local history and geography, which has been a great asset to our recent development of a Heritage Walk. Attention to detail and a passion for Dubbo - the day is always a good one when you work alongside Bill."

Thanks to both Bill & Jacki for participating in AVIC News Staff Profile.

AVIC Showcase

Specialist Retail Products

Blue Mountains AVICs, in conjunction with retail suppliers, have designed and ranged exclusive design souvenirs across several categories to offer visitors of all ages unique Blue Mountains products.

The products include Swivel Cups, Placemats, Boys and Girls T-shirts, Keyrings, Magnets, Stickers, Notebooks, Pencils and Rulers.

Maralyn Arnott, Manager of Glenbrook and Echo Point Visitor Information Centres said, "The cartoon merchandise has been extremely popular and is virtually walking off the shelves. We started with a limited range of products and, because they were so popular, we increased the number of items available".

Echo Point Visitor Information Centre is one of the few Visitor Information Centres in NSW that is self funding and contributes greatly to Blue Mountains City Tourism. It generates sufficient funds to underwrite Glenbrook AVIC, whose primary focus is information and call centre activities.



Source: Maralyn Arnott - Glenbrook AVIC

AVIC Deadline for Contributions



Research

Please email lesley@auroraresearch.com.au with any articles you wish to be included in the upcoming AVIC News, prior to 26 March, 2010.


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

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