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AVIC News

Issue 158 31 March 2010

Welcome Lyn



**Wow, it's the end of March already - that means Easter 2010 is almost here!
We hope that your AVIC sees good visitation over the Easter period and all staff have
the time to enjoy their Easter Eggs and any other celebrations you might be planning.**

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

Industry News

NSW Dominates Top Foodies List

NSW has again been confirmed as Australian foodies' favourite State, notching up more than a third of the entries on Australian Traveller magazine's '100 Greatest Australian Gourmet Experiences' list, published this week. Minister for Tourism, Jodi McKay, said the list, created by some of Australia's best known gourmards, named 34 NSW food experiences among the best in the country, more than any other State.

"This is a great result for NSW, and again confirms the State's position as Australia's gourmet capital," said Ms McKay. "The NSW Government is working with some of the State's top chefs at home and internationally to promote Sydney and NSW as Australia's premier restaurant and fine dining destination. Sydney's outstanding dining experiences won 21 places in the Australian Traveller rankings, including such fantastic restaurants as Quay, Rockpool, Tetsuya's and Berowra Waters Inn. Regional NSW also performed exceptionally well with dining experiences in Orange, the Hunter, Thredbo, Griffith and Berry all chosen as some of the best in the country," she said.

The Australian Traveller's '100 Greatest Australian Gourmet Experiences' list appeared in the magazine's 26 March edition and is also available at: www.australiantraveller.com.

Source: TNSW Insights

Get Connected Update

What is Get Connected?

Get Connected is Tourism NSW's free website Membership Program that gives tourism operators the opportunity to showcase their product online. Tourism products are displayed on Tourism NSW consumer websites (www.visitnsw.com and www.sydney.com) and are also uploaded to a national database, the Australian Tourism Data Warehouse (ATDW), which distributes content to over 60 providers (e.g. www.australia.com, www.totaltravel.com and www.flightcentre.com).

Tourism NSW and Tourism Australia promote their websites as the call-to-action in all campaigns in Australia and around the world. This means that millions of potential visitors have access to information about your tourism products when planning their holiday.

What are the benefits of joining Get Connected?

Get Connected is a global marketing tool used by more than 3.5 million travellers each year. Having access and maintaining your listings means that you can control the message about tourism products in your area.

Who can join Get Connected?

Any New South Wales tourism business can join providing they meet the criteria for one of the following five categories:

- Accommodation
- Attractions
- Hire
- Tours
- Events

Get Connected is intended for individual properties or tourism products, and not booking agents.

New updating requirements are in place!

As you are aware, the 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 product listing
- Product descriptions must be between 50 and 150 words
- Service descriptions must be between 10 and 125 words (accommodation, tour and hire listings)

From 1 July 2010, products that fail to meet this standard will not be accepted into the database or promoted via the ATDW.

To assist Get Connected users with this deadline, Tourism NSW has sent out a report (as at 1 March, 2010) to all AVICs with a list of products that do not meet this standard.

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.

Source: Get Connected team - Tourism NSW

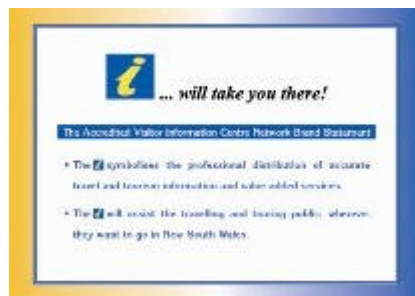
Marketing

AVIC Network Brand

Aurora, working with the AVIC Network, encourages continual Brand promotion to build and capitalise on its strong Brand presence throughout NSW. Aurora liaises with Tourism NSW to incorporate the internal and external marketing material.

Aurora addresses issues such as unauthorised or inappropriate use of the italicised 'i'.

The www.visitnsw.com/avic is now the page where all accredited AVICs are listed.



Is your AVIC taking advantage of the AVIC Brand?

Volunteers / OH&S

Safety for Staff Working Alone

When does a health and safety issue fall under duty of care?

Many OHS questions do not have a clear cut answer or regulation to cover them. Generally the issues are covered by the principle which underlies Sections 8 and 9 of the Act. Section 8 outlines the employer's general duty of care to ensure the health, safety and welfare at work of all the employees. Section 9 provides for a self-employed person's duty of care not to expose others to health and safety risks arising from the conduct of their work.

The main indication to whether an issue falls under duty of care is:

The employer is responsible for ensuring a safe and healthy workplace. Any issue which may place people in the workplace at risk should be considered as a duty of care issue. This can include issues not typically seen as OHS matters such as bullying and personal safety (eg. aggression from clients, working alone at night). Any matter that can affect the health, safety and welfare of people at work can be a duty of care issue.

How do I know the implications if an employee is working late at night or on their own?

As with all general duty of care issues there is no clear cut answer. A common sense approach is required. For example, if a person is working alone late at night, establish what systems are in place to protect the worker, eg. duress alarms, video cameras, access to a phone. The employer has the obligation to identify foreseeable hazards and do something about them. Additionally, the employer is required to undertake a risk assessment that ensures the hazard is identified, assessed and controlled.

Address the question, what is the potential for harm?

For example, a person working late at the office may need a phone to be available to address the identified risk and by providing a phone the employer may be meeting his/her obligations. Whereas, the identified risk for a person working in a convenience store may need the provision of a comprehensive security system before the employer can meet their obligations.

The point to note is that an employer must ensure that the systems of work and the working environment of the employees are safe and without risks to health (Section 8 of the Occupational Health and Safety Act 2000).

Source. WorkCover NSW

AVIC Connect

AVIC Annual Reports

Please don't forget ALL AVICs are required to submit their Annual Report by 31 March, 2010.

The Reports can be submitted via email, fax or mail. If you have mislaid the pro-forma, please email vic@auroraresearch.com.au and we will send one out to you.

Daylight Saving 2010

Daylight Saving ends on Sunday, 4 April at 3.00 am summer time when clocks are **put back** one hour.

Ulladulla AVIC Temporary Re-Location

"The Ulladulla Visitors Centre has been temporarily re-located to the foyer area of the adjacent Civic Centre due to

an OH&S issue with the roof (mould growing in the insulation and possibly creating a health hazard for the staff and public) in the existing Visitors Centre and Library.

Full AVIC services are still being offered on a 7 day per week basis during this "situation" however, they are on a 'lean and mean' basis. The basic and essential ingredients have been re-located. This includes staff, work stations, including computers and printers, telephones, EFTPOS facilities and ready access to the on-line real time booking facility www.shoalhavenholidays.com.au. Additionally, all the operators brochures have been moved across wherever possible so that the regular referral service can continue without interruption.

It is a stripped down service but will continue to offer 100% service to the travelling public on a 7 day per week basis. and, one week before Good Friday on the South Coast, when Shoalhaven's population will go from 96,000 to 320,000 people absolutely wonderful timing for one of our Visitors Centres to run into problems! The staff have been fantastic and taken it all in their stride. I don't think they missed giving the absolute full and friendly service to any customer, all whilst they were moving desks, brochures, brochure racks, computers, phones, etc.

People who wish to phone the Ulladulla Visitors Centre in particular should call the regular number - 02 4455 1269. General enquiries and enquiries about anything in Shoalhaven should be directed to 1300 662 808".

Source: Tom Phillips - Tourism Manager, Shoalhaven City Council

Remplan Software Package

During the AVIC Presentation at the LGSA Tourism Conference in Cowra, several people expressed an interest in the regional economic analysis software package, 'Remplan'.

We advised those people making the enquiry that we would publish the details in the AVIC Newsletter. For further detailed information on this software package, please visit www.remplan.com.au

Tourism Week in the Southern Highlands

"Tourism Southern Highlands has developed a new initiative in the form of 'Tourism Week' to promote the value of tourism to the Wingecarribee Shire. Each year, around 1.4 million visitors come to our region, spending around \$170 million in our local businesses, with this expenditure supporting around 2000 full time jobs in our Shire, almost certainly making tourism the largest employer in the Wingecarribee.

Of the visitors coming into the Southern Highlands each year, around 40% are visiting friends and relatives, and this is why Tourism Southern Highlands has in place its Ambassador Rewards Card. This card simply rewards our local residents when they take their visiting friends and relatives to our local businesses.

TSH Executive Manager, Steve Rosa said, "Tourism Week will see Tourism Southern Highlands staff coming out into our towns and villages to engage with the local community leading up to our busy Easter period which traditionally sees an influx of visitors to the Southern Highlands. Staff will be promoting the Ambassador Rewards Program, Tulip Time 2010 Program and the services of the Visitor Information Centre. All locals are encouraged to come along and talk to our Tourism Southern Highlands staff as they make their way around the region."



Pictured - Renee Eccleston from Mittagong AVIC passing on information to an interested visitor

Source: Steve Rosa, Executive Manager, Tourism Southern Highlands

What's On

11 April - Bathurst - Blayney to Bathurst Charity Participation Bicycling Event

A sporting participation charity event run by Cycling Australia, with a short track of 70kms and a long track of 11.kms. Cerificates and awards are presented to all who finish. Directed to all ages, it is a wonderful opportunity to enjoy friendly bicycling activities throughout the Blayney/Bathurst district. For more information phone 6332 8463.

18 April - Forbes - National Youth Week - Forbes Fun Fest

Fun for all including Inflatable Ironman Challenge, mechanical surfboard, sumo wrestling, live music, Movie by Moonlight and much more. For details, phone Alison on 6850 2354.

24 - 26 April Lithgow (Blue Mountains) - '2010 Ironfest'

Historic Jousting Tournament and Colonial Battle re-enactment events. 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 more information, go to www.ironfest.com.au.

7 - 8 May - Moree - 'Moree on a Plate'

A contemporary and inspirational 'Festival of Flavour' showcasing a vast array of food and wine produced in the Moree region. The Festival caters for the whole family with a well supported kid's corner providing numerous free activities. For further details, go to www.moreeonaplate.com.au.

27 May - 30 June - Hunter Valley Wine & Food Month

A month long program of premium, intimate Hunter Valley food and wine events held throughout the region through Pokolbin, Lovedale, Broke, Fordwich, Singleton and the Upper Hunter wine region. For more information, visit www.hvwineandfood.hvva.com.au.

AVIC Staff Profile

This week we profile **Daphne Coffey**, a Volunteer with **Broken Hill Visitor Information Centre**.

The information below is taken from the submission to 'Australia Day Awards' by Dinitee Haskard - Tourism Services Manager - Broken Hill City Council.

"Daphne Coffey is a founding member of the Broken Hill Walk Tours Group. Daphne was awarded an Australia Day Award for her contribution to the community of Tourism in Broken Hill.

This group was founded in the Centenary Year of Broken Hill in 1983. Daphne has been a Volunteer Guide ever since, being 26 years.

Daphne contributes her services to coach companies and hops on board to provide knowledgeable, entertaining and excellent commentary. She also contributes her services to conferences, both on coach and walk tours, including both the LGA Conferences in which over 700 delegates attended Broken Hill.

All donations received from the Walk Tours are given to local charities, having contributed \$60,000.00 since 1983.

As one of the two only continuous founding members still contributing to the Walk Tours, I believe that Daphne is a worthy recipient of the Australia Day Awards for her contribution to the community of Tourism in Broken Hill.

Her dedication to the role and the Walk Tours has seen her leadership inspire the group to get new members, train new members, ensure that members have the knowledge of the group's history and importantly, the history of Broken Hill.

Daphne's continuous dedication to the Walk Tours Association through times of personal hardships, medical 'hiccups', as Daphne calls them and, especially the loss of her beloved husband, Dud, not only shows strength and leadership, but shows a pride and belief in her home town and its community and its future.

No matter what the weather, the circumstances of her personal life, Daphne ensures that the Walk Tours keep on keeping on.

Daphne is one of the most dedicated people to Tourism that I know in a Volunteer aspect. She is always appreciative of the Visitor Centre staff, complimentary to visitors, shows a pride and joy in her work, has the ability to 'lift' one's spirits and tells amazing stories, and her knowledge of local history should be placed on record for our future. It was with great pleasure that I nominated this amazingly dedicated and wonderful natured woman for an Australia Day Award."



Congratulations Daphne on your 26 years service and your Australia Day Award.

AVIC Showcase

Orange Food Week is a 10 day celebration of locally grown produce held from 9-18 April.

"F.O.O.D Week (Food of Orange District) has grown to become a nationally recognised premier Food Festival attracting visitors, in excess of 15,000, to sample and enjoy a 10 day program of all things 'food'. For the committee, it is a huge task to organise such an event but our task at hand, however, is minor compared to the efforts of our local farmers who grow such a diverse range of produce, the chefs, caterers and cooks who create extraordinary dishes for our dining pleasure and everyone else who works in the food and hospitality industries here in Orange and the surrounding shires of Cabonne and Blayney.

These people are overwhelmingly passionate about what they do and thankfully, for all of us, they are equally passionate about sharing what they do.

During F.O.O.D Week, we encourage you to take the opportunity to talk to our producers and chefs and find out why they love growing and using local produce so much – but be sure to allow yourself enough time to hear their answers.

Supporting local farmers and eating locally grown food has long underpinned F.O.O.D Week so it was an obvious choice when, last year, we adopted the 100-Mile Diet concept. The 100-Mile Diet is about eating locally for global change but it's not just a 'pollution solution'. It's a way of bringing communities together and remembering what good food should still be all about; living a healthy life, social interaction and above all, enjoyment.

We do indeed live in a lucky country. The residents of Orange, Cabonne and Blayney and those who choose to visit the region are the luckiest. We have the privilege of fresh, tasty, locally grown food, wonderful environs in which to live and a great community to hang out with. For more information log onto www.orangefoodweek.com.au



Pictured above a stall holder at last year's event.

Source: Cynthia Jarratt - President, F.O.O.D Week Inc.

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 9 April 2010.

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

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