

Lyn Penson

From: Lesley Johnson [lesley@auroraresearch.com.au]
Sent: Thursday, 15 April 2010 9:08 AM
To: Lyn Penson
Subject: AVIC News Issue 159



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AVIC News

Issue 159 14 April 2010

Welcome Lyn

We hope the school holiday period has resulted in higher visitation to your area and we trust that all holiday events were well attended.

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

Industry News

NSW Tourism Awards

NSW Tourism Minister, Jodi McKay, called on the NSW tourism industry to compete with the State's best operators by entering this year's prestigious NSW Tourism Awards, which are now open for nominations.

"The Awards are a fantastic opportunity for operators across the State to receive recognition for their hard work and achievements and also to help raise the profile of their businesses," said Ms McKay.

"The NSW Tourism Awards are an important opportunity for local operators to enhance their reputation and gain wide-spread recognition for their achievements," Ms McKay said.

"There were almost 150 winners, runners up and finalists in last year's NSW Tourism Awards, underlining the world-class tourism product and experiences on offer in NSW," Ms McKay said.

Presented by the Tourism Industry Council NSW and sponsored by Tourism NSW, the NSW Tourism Awards ceremony is the largest and most prestigious event on the State's annual tourism calendar.

For more information about the NSW Tourism Awards go to: www.visitnsw.com.au

Source: TNSW Insights

Tourism Australia Survey Finds Would-Be Youth Travellers have Cash but Need More Information

Would-be youth travellers to Australia are cashed up experienced seekers who know less about the destination than the rest of the population, according to research by Tourism Australia (TA).

TA's International Brand Health Monitor (March 2010) surveyed young travellers aged 18 to 29 in China, Singapore, the UK, US and New Zealand, with a typical sample size of 1500 per market.

It found 18 to 29 year olds generally have a lower awareness of communications relating to Australia than the population overall, but those who do come are likely to do so again, with potential visitation significantly higher among previous visitors.

However, while those who do plan to visit have higher incomes than those who don't, they also have a broader set of competitive destinations vying for their attention.

Tourism Australia concludes more work is needed to educate the youth market on what Australia offers, with a particular focus on building its reputation as a nature destination.

To view the youth report, [click here](#).

Source: *Tourism Australia*

Sydney Harbour YHA Officially Opened

Sydney Harbour YHA and the Big Dig Education Centre at The Rocks was officially opened by Governor General Quentin Bryce earlier this month.

Following the property's soft launch in November, her Excellency, who is also the patron of YHA, officially opened the accommodation and its preserved archaeology site, the Big Dig Education Centre, in front of a gathering of architects and builders involved with the project as well as YHA staff and members of the backpacker industry.

"It's a fantastic project, development and achievement producing tangible benefits for the people of Sydney, international visitors, domestic visitors, education, environmental sustainability and our home," she said.

CEO of YHA Ltd., Julian Ledger, added the property had exceeded its original budget but he was optimistic the money would be made back. "The bad news is we've spent more money dollar-wise than the Harbour Bridge. The good news is, we're going to make it back faster," Ledger said.

Mid-way through last month YHA welcomed its 10,000th guest to the property.

The 354-bed hostel has three accommodation options which are twin rooms, four shares and six shares, each with its own bathroom.

Source: <http://sydneyharbouryha.com.au>

Tourism Australia

From 15 April to 12 May 2010, Australians will have the chance to upload why they think '*there's nothing like Australia*' onto www.nothinglikeaustralia.com, a website created by Tourism Australia for the new promotion.

Entrants will also be eligible to win prizes. A winner will be chosen from each state and territory to win an Australian holiday valued at \$5,000. An overall winner will then be selected to win the ultimate Australian holiday valued at \$25,000. For further details, visit

<http://nothinglikeaustralia.com>.

Marketing

Marketing Initiative at Lithgow AVIC

Development of World Heritage Pass

The World Heritage Wonder Pass will strategically link three major Lithgow attractions in collaborating to promote and sell a single entry pass for these attractions.

The aim of the project is to develop a single entry pass for the Zig Zag Railway, Jenolan Caves and Mt Tomah Botanic Gardens that encourages increased visitor dispersal patterns between a range of attractions and the retail sector on the western side of the Blue Mountains. The Wonder Pass can be sold direct at attractions and Lithgow Visitor Information Centre.

The Wonder Pass will also collaborate with the retail sectors within Lithgow and Oberon to provide a 'value add' opportunity to market the tourism and retail industry, thereby encouraging increased economic spend from visitors within the retail sector.



Lithgow Visitor Information Centre

Source: Kellie Barrow, Acting Manager, Lithgow AVIC

Volunteers / OH&S

Observation of Volunteers at Work

Observation of volunteers at work is often an informal part of a Volunteer Management Program. With a bit of planning and documentation you can turn this informal practice into a valuable, transparent means of evaluating your volunteers before and after training.

Your organisation can decide whether this will be performed by a supervisor/mentor or a volunteer colleague. For some people, a peer review can be less intimidating than a more formal assessment and it can serve as an empowering learning experience for the reviewer. On the other hand, some people will feel more validated by feedback from someone in authority.

Where possible, involve your volunteers in the decision of what method to use. When volunteers are aware of this policy and, particularly if they are involved in the decision making around it, it can make them understand that this kind of formal observation is a means of ongoing support for them, rather than judgemental scrutinising of their work.

Things you can do

- Where possible involve volunteers in the decisions on how to carry out the volunteer observations (i.e. by colleague or supervisor).
- Establish a checklist for volunteer observation i.e. observable behaviours which can be rated on a scale of 1-5.
- Encourage qualitative feedback from observations i.e. the observer can write down detailed comments which may provide more detail than the rating scale.

Source: Volunteering Australia

AVIC Connect

Team Spirit at Oberon AVIC

To sponsor the girls please contact the Oberon AVIC - Tel: 02 6329 8211

The girls from the Oberon Visitor Information Centre are dusting off their backpacks and hiking boots this week in preparation for a challenging three day hike from Kanangra Walls to Katoomba, but it is all for a good cause.

Centre Manager Jennifer Youman, Debra Marks and Corporate Planner for Oberon Council, Joanne Barton, will be accompanied by National Parks and Wildlife Ranger, Jules Bros and Oberon Review Journalist, Julia Kurtz, in a 49 kilometre three day trek in May to raise funds for the local branch of Can Assist, which supports locals dealing with cancer.

The first day will take them 12 kilometres to camp at Dex Creek, with the following day leading them through the Cox's River, to stay at Mobb's Swamp, after a 15 kilometre trek and a 680 metre ascent. If, after this point, they are still conscious, their trek will take them across the Wild Dog Mountains to arrive near Katoomba on the third day.

The girls are already planning a vigorous training schedule, including trying to walk for more than 100 metres carrying a 20 kilogram backpack.

Ranger Jules Bros, who has done the trek a number of times and whose experience and prowess will be vital to leading the bunch of amateurs through the bush, will be navigating the trek. Amongst a range of essential gear will be a Personal

Locator Beacon (PLB).

PLBs will soon be available for free loan to bushwalkers heading out into the Kanangra Wilderness from the Oberon AVIC and NPWS office. The carrying of emergency equipment such as PLBs is being encouraged through the T.R.E.K. Program, a joint initiative of the NSW Police Force and the NSW National Parks and Wildlife Service. The Program aims to raise public awareness for the need to be prepared for all weather conditions and incidents that may occur when heading into remote bushland.

AVIC Manager Jennifer Youman, said that the group are looking forward to the trek. "We know it is going to be a huge challenge for us very unfit women, but we are looking forward to it," she said. "On a serious note, it is for a good cause, and we are taking it seriously," she said.



L-R Debra Marks (AVIC), Joanne Barton (Oberon Council), Julia Kurtz (Oberon Review Reporter), Jules Bros (NPWS Ranger) and Jennifer Youman (AVIC).

Congratulations girls on your courage to undertake this adventure. We (the lazy ones), will be thinking of you and we hope that your fundraising is a huge success!

Source: Jennifer Youman, Oberon AVIC Manager

What's On

1 - 8 May - Forbes - Forbes Heritage Festival

A week of celebrations featuring many historical and cultural events including writing, art and photography competitions, conducted bus trips to areas of historical and cultural significance, also including an Indigenous Bus Tour, with informed speakers sharing their knowledge. A formal dinner will be held to celebrate the many French Pioneers who came to Forbes. For more information go to www.forbes.nsw.gov.au

8 - 9 May - South Kingscliff - Saltwater Festival

Launched by legendary Ironman Trevor Hendy, the inaugural Saltwater Festival will feature an action packed program of world class ocean sports, beach and field events, live music and local food. The world's top professionals will compete alongside amateur and social competitors in all the traditional 'Aloha' style paddle sports. On the beach there will be beach volleyball, touch football, hockey and much, much more. The foreshore will host market and food stalls plus free live music concerts. For details log onto www.thesaltwaterfestival.com

14 - 16 May - Narooma - Narooma Oyster Festival

The three day Festival shows off the quality of the region's oysters and fresh local produce as well as the culinary skills of its artisan chefs - while everyday cooks are put under the microscope by a celebrity chef in a fiercely contested oyster cooking competition. This year, MasterChef winner, Julie Goodwin, will be putting the contestants through their paces. For details go to www.narooma.org.au/oysterfestival

18 May - Bathurst - International Museum Day

Celebrate this day at the Australian Fossil & Mineral Museum - guided tours commence at 11.00 am and 2.00 pm. For bookings, phone 6331 5511. Also celebrating International Museum Day in Bathurst, Chifley Home will be holding a special tour which will include a visit to the new Interpretation Centre. For further information phone 1800 68 1000.

AVIC Staff Profile

AVIC Staff Profile

In this issue we profile **Christina Romagos**, Sales and Information Consultant at **The Entrance Visitor Centre**.

My current position is: Sales & Information Consultant at The Entrance Visitor Centre giving professional customer service information, reservations/sales for The Entrance Tourism.

The best thing about my position is: appreciating customers' needs and expectations, great team support and working right next to the beach, overlooking the Pacific Ocean, and eating the best fish and chips, while having lunch at the beach, feeling the white sand on my feet!

I have been working here since: March 2010

My previous position was: Assistant Manager for Guess at Westfield Parramatta. I was involved in the Tourism NSW Traineeship 2000 Program and my mentors were my supervisors, David Moretti and Andrew Cutbush, and I learned a great deal from them.

My favourite sport / leisure activity is: playing chess, bike riding, fishing, visiting galleries and museums and spending time with my daughter and my husband.

My favourite holiday destination is: The Entrance, New South Wales, Las Vegas and Boston MA, USA.

People tell me I'm good at: motivating people and making handmade jewellery.

My favourite colour is: Paradise green and Coral

My favourite singer/music is: Ella Fitzgerald, Frank Sinatra and Alicia Keys and lots more.

If I could live my life over again, I would do the same as life is good now. I am getting the most out of it and I am still learning, growing and improving.



Many thanks Christina for participating in this section of the Newsletter.

AVIC Showcase

Ballina AVIC Display

The Ballina Visitor Information Centre recently installed a surf life saving display to help promote beach safety. The display aims to educate visitors about how to swim safely at the beach and tips on the range of rips experienced on the North Coast and how to avoid them. The display is supported with a large red and yellow surf life saving flag, rescue and paddle boards and beach flags and a television and dvd set featuring a movie on beach safety. The crew from North Coast Surf Life Saving have provided the display materials.



Source: Katie Hanna, Tourism Services Officer, Ballina AVIC

AVIC Deadline for Contributions



**Aurora
Research**

Please email lesley@auroraresearch.com.au with any articles you wish to be included in the upcoming AVIC News, prior to 23 April 2010.


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

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Published by
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