



... will take you there!

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

AVIC News

Issue 160 29 April 2010

Welcome Lyn

For those of us with poor memories, an early reminder that Mothers Day is on 9th May. For those AVIC staff and volunteers who are Mums, we hope you have a great day with your families.



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

Industry News

2010 Australian Regional Tourism Convention

The Program for the 2010 Australian Regional Tourism Convention has been released and registrations are now open. The Convention Program features a stellar line up of presenters as well as a hands-on itinerary of Field Trips, Workshops and networking functions. The Convention is Australia's premier regional tourism event and will celebrate its tenth anniversary in the gorgeous Yarra Valley and Dandenong regions of Victoria.

Registrations are conducted online, and you may pay by credit card online, or request an invoice for payments via direct debit or cheque.

We look forward to welcoming you to the Yarra Valley and Dandenong regions of Victoria and to a fantastic Convention!

Date: 16 - 20 August

Venue: Sebel Heritage Yarra Valley, Heritage Avenue, Chirnside Park, Victoria

For more information log onto www.regionaltourism.com.au

Source: Vivienne Palmer, Australian Regional Tourism Network

Marketing

Promoting your Region

Aurora recently attended the Caravan & Camping Show at Rosehill and noted the many stands manned by AVIC management and staff. The volume of people from multiple demographics through the Show was huge, allowing many areas of NSW to be promoted to a wide audience. Aurora commends all stand holders on their efforts to promote their region.

Several AVICs are working well in the area of promoting their work to the local community. One example of this is the Shellharbour 'Top 14 Free Things to See and Do in Shellharbour', which is sent to all residents. This is a handy one-page magnet flyer that can be used by residents and the VFR market. The one-page DL flyer is complemented by a bifold flyer which expands on the various experiences throughout the region. Could this work for your location?

Name Badges

As you are aware, all AVIC staff and volunteers are required to wear name badges. To boost the visibility and recall of the AVIC Brand, Aurora stresses that name badges should include the 'i' Branding.

When ordering your badges, Aurora also recommends that the placement of first names only be printed onto the name badge. As a relationship building tool, the use of name badges is an easy way to establish a communication channel, where the visitor can speak with customer service staff and utilise their name during their conversation. Either logo (below) is acceptable for the badges.



Volunteers / OH&S

Environmental Sustainability

All AVICs are required to undertake measures which recognise the importance of environmental sustainability.

Customers

1. Encourage customers to only take the brochures and other literature they are really interested in. Do this by offering to help the customer, not just allowing 'self help' wherever possible, to ensure the customer is well advised and therefore reduce waste.
2. Suggest to customers that they may like to pass on unwanted brochures to friends, leave them in their accommodation for others to use and to recycle unwanted paper.
3. Make available, where possible, information on the correct use of the environment, eg. National Parks notes on camping, mountain bike riding, etc.

Within the Visitor Information Centre

1. Use low energy light bulbs where possible.
2. Encourage staff to turn off unwanted lights.
3. Use the energy saver facility on the photocopier.
4. Only use heaters and coolers when necessary.
5. Pull the blinds to help with temperature control.
6. Wear appropriate clothing to suit the temperature.
7. Use the back of printed paper in the fax machine and for scrap paper.
8. When possible, save paper by printing on both sides.
9. Be careful when ordering brochures - try to judge the amount that will be needed therefore reducing waste.
10. Recycle out-of-date brochures, waste paper, cartons and packaging.
11. Use bio-degradable, phosphorous-free washing up detergent in the kitchen.
12. Ensure the cleaning contractors use environmentally friendly cleaning products.

External Area

1. Encourage the development of garden areas.
2. Encourage the use of sprinklers during the early morning to minimise evaporation.
3. Ensure that water is not wasted.

Source: Albury Wodonga Gateway Visitor Information Centre

AVIC Connect

Farewell to Sandra Bryce

Sandra Bryce, Senior Tourist Officer with the Queanbeyan Visitor Information Centre, is retiring at the end of April after 12 years service at the Queanbeyan AVIC. Sandra has also worked with Canberra Tourism for 12 years prior to joining the Queanbeyan AVIC, therefore her high level of commitment and contribution in all areas of visitor services has been extensive.

Over the years, Sandra has developed excellent relationships with internal and external customers, ie. Council, Government, business, accommodation providers and our regional partners. She has demonstrated the ability to deal instinctively and effectively with all matters relating to visitor services. Sandra's leadership qualities, with an appreciation for deadlines and working to achieve common goals to ensure the smooth operation of the Centre, have always been a priority.

Sandra and her husband Bob, plan to travel around Australia in their caravan for 5 months commencing in May.

On behalf of the Queanbeyan Business Council, we would like to extend our best wishes to Sandra on her retirement and thank her as a valued work colleague and professional.



Sandra, many thanks for your efforts in promoting Queanbeyan and the region during your time in the AVIC Network. We hope you and your husband have a wonderful, well deserved holiday and our best wishes for the future.

Source: Sue Lipscombe - Queanbeyan Visitor Information Centre

Call for Volunteers - Sydney International FIFA Fan Fest

Sydney will showcase all the action LIVE from South Africa FIFA World Cup 2010 on the big screen in Darling Harbour!

On June 11 2010, World Cup fever will hit Sydney as it becomes one of six official FIFA Live Sites around the world, together with Berlin, Paris, Rome, Mexico City and Rio de Janeiro.

As a volunteer, you have an amazing opportunity to be a key part of this big celebration!

Sydney's International FIFA Fan Fest TM will be located at Darling Harbour, one of the globe's leading waterfront leisure and entertainment destinations with more than 100 restaurants, cafes and bars.

Sydney's International FIFA Fan Fest TM will have the same look, feel and vibe of the stadiums in South Africa. Volunteers will participate in all the action from the live games, entertainment, special guests and surprises at Sydney International FIFA Fan Fest TM.

When: 11 June – 12 July 2010
Where: Cockle Bay - Darling Harbour
Game times: 21.30, 00.00 and 04.30

Uniforms and Meals

Each volunteer will receive an official uniform and meal vouchers. If you would like to volunteer, please register using our online registration form. There are two steps in the registration process:

Step 1

Go to <https://www.shiftboard.com/dpcnswgov/register.html>

and fill out the online application form. This form will provide us with all the information we need to process your application.

Step 2

Once your application has been approved, you will be sent an email with your log in details that will further explain how to use our online portal Shiftboard. Log into Shiftboard to keep your personal information up to date and choose your shifts online.

If you have any queries, please email ADVolunteer@dpc.nsw.gov.au.

What's On

30 April - 16 May - Scone - Scone & Upper Hunter Horse Festival

Scone is the Horse Capital of Australia and this Festival celebrates the place where horses reign and where each year many people from throughout the region, and from far afield, come to share their pride in the area and equine industry. This year marks 30 years for the Scone & Upper Hunter Horse Festival. For more information log onto www.horsecapital.com.au/festival

4 - 6 May - Bathurst - Town Square Singing Ghost Tour

Walk the laneways and spaces of Bathurst's hidden Town Square and hear tales of people and places of times past. Ghostly singers will entertain you with songs from long ago. The tour is of one hour duration with refreshments to follow. For more information, phone Bathurst AVIC on 1800 68 1000.

15 - 16 May - Narrandera - Aussie Aussie Aussie

Soroptimist International Narrandera proudly presents a Gala Performance of Live Theatre featuring Aussie Icons and Aussie tributes. The Gala Premier Evening includes a sumptuous supper. For more information, phone Narrandera AVIC on 1800 672 392.

27 May - 30 June - Hunter Valley (various towns) - Hunter Valley Wine and 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.

AVIC Staff Profile

AVIC Staff Profile

In this issue we profile husband and wife team, **Del and Bladen Brooke**, who are a major part of the volunteer team with **Tourism Tamworth and Tamworth AVIC**. Congratulations to both Del and Bladen for receiving their Order of Australia Medals. This is very well deserved!!

My current position is:

Del: a volunteer with Tourism Tamworth. This means doing anything required to promote Tamworth to our visitors.

Bladen: As a volunteer, which involves coping with whatever crops up – meeting and greeting visitors, answering phones, finding brochures, fixing anything that needs to be fixed.

The best thing about my position is:

Del: promoting Tamworth and district and being able to meet and greet so many people from all walks of life and so many different countries and parts of Australia. I love working with other volunteers.

Bladen: meeting people, helping people enjoy their travel.

I have been working here since:

Del: July 1988 **Bladen:** 1990

My favourite sport / leisure activity is:

Del: gardening, writing, travelling and reading.

Bladen: travelling, working in New England Film & Sound Archive.

My favourite holiday destination is:

Del: Kangaroo Island – one of so many favourites. **Bladen:** United Kingdom

People tell me I'm good at:

Del: talking to people. **Bladen:** organising, technical repairs.

My favourite colour is:

Del: all shades of green. **Bladen:** Orange

My favourite singer/music is:

Del: the songs of Michael Crawford. **Bladen:** ABBA

If I could live my life over again, I would:

Del: probably not change too much. **Bladen:** wouldn't really change it.



Thank you Del and Bladen for participating in this section of the Newsletter.

AVIC Showcase

Glen Innes Celtic Festival

Expect the spectacular in Celtic Country – Glen Innes encompasses a breathtaking array of attractions, experiences, festivals, events and endowment of natural wonders - from World Heritage national parks to some of the world's richest gem and mineral fields.

29 April - 2 May is the date for The Australian Celtic Festival in Glen Innes. Northern NSW is unique for its colour, spectacle and range of entertainment and history. An opportunity to meet with friends and enjoy our country hospitality.

The 2010 Australian Celtic Festival will honour the celtic nation of Manx. The Festival's main venue is the Australian Standing Stones, an array of spectacular granite monoliths, like those around which the ancient Celts danced. To be there at dawn to listen to the eerie skirl of pipes in the autumn mists at the Standing Stones is an experience not to be missed.

The four day Festival provides non-stop entertainment including a street parade, spectacular ceremonial roles performed by re-enactment groups, Celtic Strongman events, Kirking of the Tartan, massed bands, children's entertainment, dancing, flag raising ceremonies, poets' breakfast, yard dog trials, market stalls, fun run and a wide range of Celtic foods. The Festival in 2010 will again draw clans, national groups, dancers and artists from across Australia and overseas.

You can partake in Celtic music and dance at one of the four stages at the Standing Stones or in one of the many concert venues in the town of Glen Innes.

For further information, contact Glen Innes Visitor Information Centre on 02 67302400, Fax: 02 67326090, email to tourism@gisc.nsw.gov.au or log onto www.australiancelticfestival.com



Pictured above - some happy attendees at the 2009 Festival.

Source: Wendy Fahey, Glen Innes Tourism

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 7 May, 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.



... will take you there!

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

