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AVIC News

Issue 161 13 May2010

Welcome Lyn

The first hint that Winter is coming showed its hand this week - a little nippy on the fingers in the early mornings, but very welcome to those who have strong visitation in their region during the cooler months. Let us know what events are planned in your region during this period and we will showcase your event in the Newsletter.

In this issue we welcome Mungerie House Rouse Hill, the State's newest Accredited Visitor Information Centre and the second Centre for the Hills district.

We have also include information so you can nominate your 'Hidden Treasure' (rural women volunteers in NSW).

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

Industry News

TNSW Family Holiday Promotion

Following on from the success of previous family holiday promotions, Tourism NSW will be undertaking a PR and online promotion to encourage families to travel to regional NSW during the Winter School Holiday break from 2 to 18 July.

The good news is that there is no cost to regional operators to participate - the focus is on showcasing product on visitnsw.com (accommodation, attractions, etc.).

How to be involved?

Opportunity: Promote your product on the 'Family Winter Holiday' pages on visitnsw.com and leverage the promotional activities undertaken by Tourism NSW.

Validity: All offers provided are required to be valid during the Winter School Holidays (from 2 to 18 July 2010).

Mandatory: The offer must be applicable to families, e.g. rate must be for a minimum of 2 adults and 2 children, and the offer must provide a special value to the customer that is beyond the rate or service normally offered - for example, accommodation partners may offer - pay 3 nights, get 4th night free.

Action: Complete the Offer Form suited to you and return it by Monday, 17 May to Tourism NSW.

Click on your business type to take you to the Offer Form....

ACCOMMODATION TOURS HIRE ATTRACTIONS

If you require any additional information, please do not hesitate to contact Nora Ortiz on (02) 9931 1477 or email the Tourism NSW Regional Marketing Team to nora.ortiz@tourism.nsw.gov.au

Source: Tourism NSW

Sustainable Tourism Best Practice

During our Accreditation Audit visits many AVICs have raised the desire to put more sustainability actions into practice. Aurora has done some web research and provide the links below for your information.

Green Globe

A number of Australian and International sustainable tourism best practice case studies can be found at <http://www.greenglobe.org>

Tour Operators Initiative for Sustainable Tourism Development

The Tour Operators Initiative (TOI) have 30 case studies demonstrating actions taken by tour operators around the world to protect the environmental and cultural resources that their business relies upon. Use the following link, where you will find an overview of the development and implementation processes and subsequent benefits generated. <http://www.toinitiative.org/>

Marketing

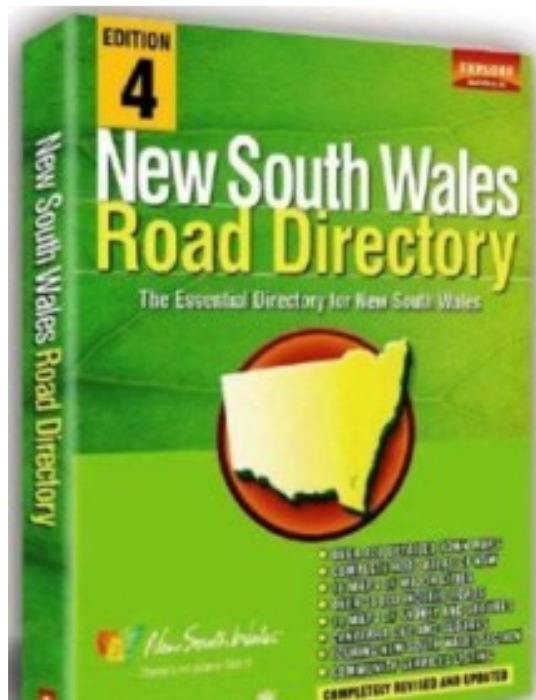
Great News for AVICs

The AVIC Network listing will again appear in the inside back cover of the Explore Australia "New South Wales Road Directory". The 4th Edition of the Road Directory is due out on 1 June and as a result of marketing bargaining, Aurora has secured a copy for each AVIC, which will be mailed directly to your Centre.

Additionally, multiple banner advertisements have been placed at the top of various pages, directing the reader to www.visitNSW.com/AVIC.

Aurora has also negotiated with Explore Australia for the inclusion of an AVIC Index Page, which will list all AVICs and the page on which they appear.

We hope this NSW Road Directory is a great resource for staff at your Visitor Information Centre.



Inclusion on GPS Nav Systems - NSW AVICs

Aurora has supplied updated address details of New South Wales AVICs to www.sensis.com.au - www.yellow.com.au - www.whitepages.com.au - www.citysearch.com.au - www.whereis.com.au

The latest version of software is due for release on July 12, 2010 and AVICs will be listed as Points of Interest.

Volunteers / OH&S

Training Volunteers

The ongoing development of volunteers is key to ensuring that your volunteers are happy to stay with your organisation and be productive. Sometimes, development is required for volunteers to be able to successfully participate and it is important to remember that, without growth in the form of training, it is easy for your volunteers to get bored.

Training should be part of the ongoing management and support for your volunteers. In developing volunteers it is important to:

- a) Identify the training opportunities that are relevant

- b) Provide training opportunities that are meaningful
- c) Provide training that contributes to the organisational needs
- d) Reach agreement and clarity about the process and desired outcomes

If you are undertaking more formal development review procedures, it is useful to integrate these into the agreement process when your volunteers initially join the organisation.

Feedback

Feedback is a key component to development/training. It is often avoided for fear of hurting someone's feelings however, withholding feedback creates confusion. In all its forms, feedback is an essential component of a developmental program and, appropriately used, is a valuable learning experience for all concerned.

Monitor

Monitoring is keeping in touch with how your volunteer is managing and developing within the organisation. The initial interview covers a broad range of information about the individual volunteer. How do we know that information provided is still relevant a year from now? if you have a small number of volunteers, it may be easy to monitor your volunteers via conversations however, larger volunteer programs may require a more formal monitoring system.

Source: Volunteering Queensland Inc.

AVIC Connect

Telstra Telephone Interpreter Service

Telstra has a Translator and Interpreter Service which may be of assistance to AVIC Customer Service staff when assisting people from non-English speaking backgrounds. The number to call is 131 450.

Hidden Treasures - Recognising Rural Women Volunteers in NSW

[Hidden Treasures](#) is an exciting new project to acknowledge the important volunteer roles women play within NSW rural communities. It will provide a platform to pay tribute to those volunteers who donate their time and energy to help others. You can nominate someone you think is worthy by completing the nomination form. Women nominated will be placed on an annual honour roll known as Hidden Treasures.

See the Rural Womens Network website for more information and the nomination form:

www.dpi.nsw.gov.au/rwn

10 Principles for Working Across Generations

"You can work with — or manage — people from all generations effectively without pulling your hair out on a daily basis," says the Centre for Creative Leadership's (CCL) Jennifer Deal. Look past the stereotypes and learn these ten truths about generational conflicts at work, gleaned from a seven year CCL study.

1. All generations have similar values

Many people talk about enormous differences in values between older and younger people as if these differences were an established fact. The most striking result from CCL's research is how similar the generations are in their values/priorities.

Family is the value chosen most frequently by people of all generations. Other values named in the top ten by all generations included integrity, achievement, love, competence, happiness, self respect, wisdom, balance and responsibility.

So why do people at work think the values of different generations are so different? Because even though the values are the same, the behaviours that go along with those values may be very different.

2. Everyone wants respect

We often hear that younger people are disrespectful of older employees and people in authority. We also hear complaints that older people show no respect for younger talent and ideas. The reality is that everyone wants respect – they just don't define it the same way.

Older people primarily talked about respect in terms of "give my opinions the weight I believe they deserve" and "do what I tell you to do." Younger respondents characterised respect more as "listen to me" and "pay attention to what I have to say."

3. Trust matters

The different generations have similar levels of trust in their organisation and in upper management – they don't trust them much.

People of all generations and at all levels trust the people they work with directly (bosses, peers, etc.) more than they trust their organisations. People trust their organisation more than they trust upper management.

4. People want leaders who are credible and trustworthy

What do different generations expect from their leaders. It turns out that age does not appear to matter much.

People of all generations want their leaders to be credible, be trusted, listen well, be farsighted and encouraging.

5. Organisational politics is a problem no matter how old or young you are

Everyone who isn't winning at the political game dislikes it. People from all generations are concerned about the effects of organisational politics on their careers, on being recognised for the work they are doing and for getting access to the resources they need to do their job.

Even if they don't like it, employees know that political skills are a critical component in being able to move up and be effective at higher levels of management.

Points 6-10 will be published in our next issue.

Source: CRM Learning

What's On

15 - 16 May - Lismore - 20th Annual Lismore GEMFEST

Since its inception in 1990, the GEMFEST has become the largest gem, crystal, jewellery and fossil show in regional Australia. Beautiful hand-crafted jewellery, wonderful gemstones and minerals, rare fossils and meteorites, metaphysical and healing crystals. Great bargains for everyone. Displays and stalls undercover. Lapidary craft demonstrations; children's activities; food and drink stalls; free onsite parking. For more information, please contact Bruce Copper on Tel. 02 6688 8280 or email bccopper@bluemaxx.com.au

4-14 June - Tweed Heads - Wintersun Festival

A 10 day annual retro Festival featuring more than 1500 pre-1974 hot rod, classic and custom cars in driving events and static displays. There will be 100 bands and performers playing Rock and Roll, Rockabilly, Swing, Concept and Tribute Performers as well as international acts. Also enjoy market stalls, traditional markets, fairground, street parades and lots of fun. For more details, log onto www.wintersun.org.au

11-14 June - Merimbula - 30th Annual Merimbula Jazz Festival

A full weekend of Jazz including Traditional, Swing, Big Band, Modern, Mainstream, Funk and 'Others' at 8 different venues across Merimbula plus a Jazz Parade on Saturday and a Jazz Picnic on Monday. For more information visit www.merimbulajazz.org.au or phone Merimbula AVIC on 1800 150 457.

12 June - Gulgong - Henry Lawson Society of NSW Annual Literary Dinner 2010

The evening features the finals of the Country Energy Leonard Teale Memorial Performance Poetry Competition, and the announcement of results in The Land Short Story Award, The Land Written Poetry Award, the Visit Mudgee Region Emerging Writer's and the Visit Mudgee Region Emerging Poet's Award. Tickets are \$30 per person and include a 3-course smorgasbord meal and entertainment. Please bring your own drinks. Bookings are essential. For bookings and further enquiries log onto www.henrylawsonqulgong.org.au

AVIC Staff Profile

AVIC Staff profile

In this issue we profile **Tania Di Stefano**, AVIC Manager of the newly opened **Rouse Hill Visitor Information Centre**.

My current position is: Tourism Officer at Hills Shire Council and, through a Memorandum of Understanding, I work for Hills, Hawkesbury & Riverlands Tourism (HHART for short), a not for profit association that looks after tourism in the Hills District, Hawkesbury and Hornsby areas to market them as a whole region. This involves managing two Visitor Information Centres, one at Dural and the other at Rouse Hill, as well as educating all local tourism operators about HHART and recruiting them as members in order to further market the region as a whole and as a destination.

The best thing about my position is: Talking to the people! Whether it be talking to visitors that come to the Centres or our valuable volunteers.

I have been working here since: December 2009

My previous position was: Events Executive at Park Hyatt Sydney.

My favourite sport / leisure activity is: Spending time with my puppy, whether it be playing, going for walks or taking her on playdates!

My favourite holiday destination is: Too many to mention! Some of the top ones are Venice and Rome (Italy), Waikiki (Hawaii), Las Vegas (USA), Island of Hvar (Croatia), Mykonos and Athens (Greece)

People tell me I'm good at: Listening

My favourite colour is: Aqua

My favourite singer/music is: Don't have one favourite, I love anything that makes me want to sing along or music that relaxes me or gets me up to dance.

If I could live my life over again, I would not change a thing as everything in my life has led me to the happy place I am in now!



Tania - Thankyou for sharing your profile with the Network

AVIC Showcase

Rouse Hill AVIC - Open for Business!

Mother's Day was a lovely day and also the perfect day for the grand opening of Mungerie House Rouse Hill, the State's newest Accredited Visitor Information Centre and the second Centre for the Hills district. The day was picture perfect, a clear blue sky, shining warm sun and happy groups of families sitting down to enjoy their homemade picnics as well as time with each other.

The official Master of Ceremonies was the Chairman of Hills, Hawkesbury & Riverlands Tourism, Mr Brian McHenry and he welcomed Mr Ray Williams MP, Member for Hawkesbury and Mayor of The Hills Shire, Councillor Peter Dimbrowsky to officially open the Centre.

"The Hills Shire Council has been delighted to join forces with Hills, Hawkesbury & Riverlands Tourism at the end of last to year to help make this possible " said Councillor Dimbrowsky. "Our collaboration with the industry group will help tourism thrive".

Mungerie House was the centrepiece for approximately 350 people who came for a picnic in the grounds. If the giant inflated hot air balloon didn't grab your attention, the three story inflatable dragster slide did. "In today's busy schedules it was wonderful to see so many families just enjoying each other's company and having fun in this natural setting" said Tourism Officer, Tania Di Stefano.

Steve Passfield provided excellent entertainment and kept the vibe flowing with his acoustic classic performance, while kids painted pictures of koalas and wombats, went on rides or climbed on the fire trucks. Rouse Hill House and Farm and Australis Retreat at Wisemans were also there to support the day and provided activities for the family, while learning about some of the wonderful things to do in the area.

All guests were encouraged to take a stroll through the historic homestead which dates back to the 1870's. Mungerie House was originally the top storey of 'Hambledon House' which once stood on the site that is now the Castlebrook Memorial Park in Rouse Hill. In the 1870's the top storey was placed on logs and pulled by a bullock wagon across the Windsor Road to be rebuilt where it stands today. Mungerie House originally consisted of four rooms placed around a central hallway with a detached kitchen near the rear well. Throughout the years, more rooms were added and further renovations took place.

Mungerie House also has two rooms that are available for hire for meetings or exhibitions. If you'd like more information, please contact Tania Di Stefano, Tourism Officer on 0421 854 268 or via email at tania@hhart.com.au

Mungerie House will now be open seven days a week, 9:30 am-3:30 pm Monday to Friday and 9:30 am-4:00 pm Saturday to Sunday. Mungerie House is still in need of more tourism volunteers who are passionate about tourism in the local area, so call Tania if you would like more information.



Pictured above: Mayor Dimbrowsky (Hills Shire), Ray Williams MP and Chairman of HHART, Brian McHenry and his son.

Welcome to the AVIC Network to Management, Staff and Volunteers of the Rouse Hill AVIC and our thanks to Tania Di Stefano for the information above.

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 21 May, 2010.

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

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