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## AVIC News

Issue 162 27May2010

### Welcome Lyn

**We're sure plans are all in place for the Queen's Birthday long weekend, with many events being held over this weekend. Good luck with them. We hope they are a wonderful success!**

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

### Industry News

#### AITO Professional Development Conference

The AITO Conference is a fully inclusive event specific for Tourism Manager needs. The 2010 Conference is set to equip all Tourism Professionals with skills and information for the Social Media needs of the next decade and assist with time management and juggling the demands on marketing, both traditional and new age.

The 2010 Conference will be held at the Sebel Resort - Kiama from 28 - 30 July, 2010.

For further information and registration details, go to [www.aito.com.au](http://www.aito.com.au)

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### Outback NSW Media Publicity

"In conjunction with this year's Symposium held in Lightning Ridge, we also held a Media Famil and hence built a Media Conference while they were in town. This was a great event and the media certainly made comment about the relevance of the items for them and it enhanced their trip.

I am pleased to tell you, we have had 4 articles since the famil from the journalists who attended. This included an article worth \$13K in the New Zealand Herald and an article in the Sunday Herald, Sunday Telegraph and Australian Senior.

*Source: Lori Modde - Outback NSW*

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### Central West Celebrates Local Produce

"Tourism is playing a role in the growing demand for local produce and wines", says Australian Wine, Food and Travel writer, Winsor Dobbin. "Increasingly", he said, "when people visited a region they were looking to eat and drink locally produced food and wine and get a feel for what was produced in the region. There are a lot of chefs now who are making sure they use local produce whenever they can and using local wines - often they have a specific wine list devoted to the wines of the region", Mr Dobbin said.

In the NSW Central West there is also a noticeable rise in the number of people buying local produce, fresh and direct from farm gates. Producers, in turn, were embracing this trend and value adding to their produce to cater for the demand for quality tasting food and wines.

The 10 day FOOD Festival, 'Food of Orange District' this year attracted the attention of NSW Governor, Marie Bashir, who was full of praise for district producers. "Their produce is superb. Their wines are very fine, as are their vegetables and also their innovation", she said. "In fact, I would like to see a renaissance and extension of Australia's agricultural industries, and I think it will come about".

A highlight of the FOOD Festival in Orange is the 100 mile dinner held in the main street of Canowindra. As the name implies, diners are treated to a feast of regional produce and wines from within a 100 mile radius of Orange, which includes Bathurst, Mudgee, Cowra and Canowindra.

Orange Farmers Market Manager, Cath Thompson, said more people were trying to buy local and shops were meeting this demand by selling more local produce. "They are opening greater avenues for local produce to be consumed by a greater number of people - so you might not be somebody who frequents the farmers markets, but you've now got access to a growing range of local produce".

Source: *Farming Small Areas - The Land*

## New Figures for 'Purpose of Visit'

Tourism NSW has developed new research snapshots to assist the tourism industry to better understand the "holiday", "visiting friends and relatives" and "business" markets to NSW, Sydney and regional NSW. The snapshots are now available on the Tourism NSW Corporate website. To download copies, log onto [http://corporate.tourism.nsw.gov.au/State\\_Tourism\\_Statistics\\_p572.aspx](http://corporate.tourism.nsw.gov.au/State_Tourism_Statistics_p572.aspx)

Source: *Tourism NSW*

## Marketing

### Cost Effective Ways of Marketing Your AVIC

Public Relations is one of the most cost effective marketing tools for your AVIC.

To commence this exercise it is beneficial to have a PR Plan, build a database of contacts in the trade and media, other AVICs in your region, as well as past visitors/enquirers.

By regularly supplying your database contacts with relevant material, you're building your business credibility and profile, along with increasing the potential of word of mouth marketing and media coverage.

Information can be distributed in the form of a Newsletter or media release or similar. Email is a fast and effective way of distributing information. The information can be simply a one page Information Sheet or a more detailed Newsletter or Email Blast.

Take advantage of the marketing by the AVIC Network and include the easily recognisable "i" sign and/or the "i will take you there" logos in your information.



## Volunteers / OH&S

### Brunswick Heads AVIC Volunteers

The Brunswick Heads Visitor Centre is open 7 days a week thanks to our wonderful, friendly volunteers. We currently have 12 volunteers working in the Centre. The volunteer team are people who are here, giving their time on a regular basis to help the community and visitors to Brunswick Heads and the surrounding region.

Some of the volunteers are coming in to build on their skills to go onto other things. Stefanie and Helen have both finished volunteering to build up their own businesses and Leah has recently undertaken full time employment.

If you are wanting to help the community and visitors to the area or to build on your skills and gain more knowledge of the area we live in, contact the Brunswick Heads Visitor Centre on 6685 1003.



Pictured above from L-R: Joanne McMurtry, Joanne Thompson, Leah Schinagl, Shannon Dousling, Ron Leeks, Gillian Secombe, Gail Bowdler, Anne Morgan

*Our thanks to Kim Rosen for the information above.*

## Volunteer Support

The reciprocal nature of volunteering suggests that, while we delegate work to volunteers, we also need to consider what support volunteers may need to be able to complete and enjoy the work they undertake.

Effective support encourages a partnership approach where volunteers feel an integral part of the organisation rather than simply a resource to be used by the organisation. Not surprisingly then a good support system is reflective of clear established rights and responsibilities of volunteers.

Support may be provided in a variety of forms depending on what is relevant to the individual/s receiving support. Generally, methods of support will be negotiated through ongoing consultation between management and volunteers.

The focus of the support may be related to both personal and professional issues related to their work however, it is important to note that providing support through the organisation is only one form of support a person can access.

Regardless of what methods of support the organisation utilises it is useful to ensure that they address the following principles of support:

- 1. Accessibility:** Volunteers must be able to access support. This means the support should be available at appropriate times and places and in forms that volunteers can use.
- 2. Flexibility:** Support strategies that are provided should be able to accommodate the needs of the individuals.
- 3. Appropriateness:** Support strategies should be applicable to the work the volunteer is undertaking.
- 4. Shared Responsibility:** Support comes from a variety of sources both from within the organisation through staff and other volunteers, but also from external sources.

*Source: Volunteering Management Essentials*

## AVIC Connect

### Welcome to Leeton AVIC



Pictured above is the path leading to the Leeton Visitor Information Centre.  
What a beautiful entry!  
Congratulations to Michelle who maintains the rose garden so well.

### New Executive Officer

The South Coast Regional Tourism Organisation Inc. is delighted to announce the appointment of Lorick Management as the Executive Officer of the South Coast Regional Tourism Organisation Inc.

Please address all correspondence, including e-mails, for the South Coast Regional Tourism Organisation Inc. to:

Lori Modde  
Lorick Management Pty Ltd  
PO Box 222  
Galston NSW 2159  
Tel. (02) 8208-6122, Fax: 9656 1295, Mob.: 0415 279 822  
Email: [info@lorickmanagement.com.au](mailto:info@lorickmanagement.com.au)

### Broadband for Seniors

Broadband for Seniors is part of the wider Australian Government initiative, "Making Ends Meet - Plan for Older Australians, People with Disabilities and Carers". The Australian Government, through the Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA), is committing \$5 million each year over 3 years (2008-09 to 2010-11) for NEC Australia Pty Ltd to develop and implement a Broadband for Seniors initiative.

Under this initiative the needs of older Australians wishing to be trained in the use of the Internet will be met by the creation of approximately 2,000 BFS Internet Kiosks. BFS Kiosks will be provided to community organisations that support seniors, meet the conditions of the application process and hosting agreement, demonstrate a willingness to provide volunteer tutoring and will host the BFS Kiosk as a free service.

#### **Broadband for Seniors aims to:**

- provide older Australians with access to computers and the Internet via free Internet Kiosks
- support seniors to gain confidence and build skills in using new technology
- address the issue of older Australians feeling isolated and 'left behind' in a technological age
- build community participation and social inclusion amongst older Australians

Source: [necseniors.com.au](http://necseniors.com.au)

**This is a service/program that some smaller AVICs may wish to investigate as a cost free service to their community.**

### 10 Principals For Working across Generations cont'd ....

**6. No one really likes change.**

The stereotype is that older people dislike anything about their workplace being changed and that younger people love change. These assumptions are not true. In general, people from all generations are uncomfortable with change. Only 12 people in the study said they actually liked change! Resistance to change has nothing to do with age. It is all about how much one has to gain or lose with the change.

**7. Loyalty depends on the context, not on the generation.**

It is often said that young people are no longer loyal to their organisations in the way that young people were in the past. Our research shows that younger generations are not more likely to job-hop than older generations were at the same age. In addition, people of all generations don't necessarily think that being loyal in the old sense is good for their careers. The perception that older people are more loyal is, in fact, associated with context, not age. For example, people who are closer to retirement are more likely to want to stay with the same organisation for the rest of their working life, and people higher in an organisation work more hours than people who are lower in the organisation.

**8. It's as easy to retain a young person as it is to retain an older one — if you do the right things.**

Just about everyone feels overworked and underpaid. People of all generations have the same ideas about what their organisation can do to retain them.

**They want:**

- Opportunities to advance within their organisation
- Learning and development
- Respect and recognition
- Better quality of life
- Better compensation

**9. Everyone wants to learn — more than just about anything else.**

Learning and development were among the issues brought up the most frequently by people of all generations. Everyone wants to learn. People of all generations want to make sure they have the training necessary to do their current job well. They are also interested in what they need to be learning to get to the next level in their organisation. Five developmental areas have made it onto every generation's list: leadership, skills training in their field of expertise, problem solving and decision making, team building and communication skills.

**10. Almost everyone wants a coach.**

We have heard that younger people are constantly asking for feedback and can't get enough of it. We've also heard that older people don't want any feedback at all. According to our research, everyone wants to know how he or she is doing and wants to learn how to do better. Feedback can come in many forms, and people of all generations would love to receive it from a coach.

Source: CRM Learning

**What's On****12 June - Mt Tomah - Wizards School of Magic**

Wizards, witches, fairies and goblins of all ages are invited to join the Wizard Mistress, Wollemia Bubblebark, at the Wizard's School of Magic at Mt. Tomah Botanic Garden. Join the Wizard's School of Magic to create your own personalised hat or wand! Embark upon the magical Wizard's Quest through the garden. Enter the Wizard's Jumping Castle and bounce your demons away ... and much more!  
Bookings are essential - call 02 4567 2154 or email [tomah@rbgsyd.nsw.gov.au](mailto:tomah@rbgsyd.nsw.gov.au)

**13 June - Coffs Harbour - A Warm Winter's Day**

This popular all-ages music festival returns to Coffs Harbour on the Queen's Birthday long weekend after the inaugural event was a sell-out success last year. The headline act is one of Australia's hottest live acts of 2010 – Miami Horror. They will captivate the crowd from the Enchanted Woods stage on Sunday afternoon. The all-ages licensed event features some of today's hottest bands as well as local DJs, a huge lighting show, markets with delicious foods and snacks, bars and fires to keep you warm all evening. For further details phone Coffs Coast AVIC on 1800 369 070.

**12 - 14 June - Coonamble - Landmark Coonamble Rodeo and Campdraft**

Running for over 55 years now, the Coonamble Rodeo & Campdraft is the largest event held each year in the town and is the largest combined Rodeo/Campdraft in the Southern Hemisphere. The campdraft competition takes place over the three days with over 1000 different horses competing. For further information log onto [/www.coonambleshire.nsw.gov.au/CoonambleRodeoandCampdraft](http://www.coonambleshire.nsw.gov.au/CoonambleRodeoandCampdraft)

**AVIC Staff Profile****AVIC Staff Profile**

In this issue we profile **Lori White**, AVIC Manager of **Lightning Ridge Visitor Information Centre**.

**My current position is:** Centre Coordinator at Lightning Ridge Visitor Information Centre and that involves a lot of passion and dedication.

**The best thing about my position is:** working with an amazing group of volunteers who support me to no end.

**I have been working here since:** 2008, starting in the Weekend Shop Assistant Position.

**My previous position was:** working in the USA at a Summer Camp.

**My favourite leisure activity is:** travel, cooking and reading. If you haven't read Billy Thorpe's "Most People I Know Think That I'm Crazy", your missing out!

**My favourite holiday destination is:** San Francisco.

**People tell me I'm good at:** keeping my cool.

**My favourite colour is:** the vast spectrum that is opal.

**My favourite singer/music is:** anything that helps me unwind - John Mayer, Red Hot Chili Peppers, Oasis, Goo Goo Dolls.

**If I could live my life over again,** I would and wouldn't change a thing!



Thanks Lori for participating in this section of the AVIC Newsletter.

## AVIC Showcase

### 25th Anniversary Celebration for Hunter Wetlands Centre

The essence of community spirit is no stranger to the location. Years before the transformation into the Hunter Wetlands Centre, the site was known as Marist Park and was home to the Hamilton Rugby Club. The sporting fields lay dormant for a number of years before community efforts brought it back to life and, with the help of over 355,000 volunteer hours, the site has undergone a remarkable process of rehabilitation and regeneration to become a haven for wildlife and people.

Thanks to a committed staff, very dedicated volunteers, supporter groups and members, conservation work on the site has seen a return of healthy wetlands providing habitat for over 250 birds and many other wetland species, including threatened and endangered species.

There are many activities planned for the 5th June including the ceremonial planting of the 100,000th plant on site by founding conservation enthusiasts, Max Maddock and Paddy Lightfoot. On the same day we will also launch our local Schools Working Together project with a sod turning for our new Education Centre by Sharon Grierson, MP. The Department of Education and Training's Wetlands Environmental Education Centre currently services annually over 8,000 school children from public, catholic and independent schools and this capacity will double on completion of the new building.

Anna Ryan, Ecotourism Manager of the Centre says, "We're very excited to have the two events on the one program for our Anniversary as the ceremonial planting symbolises acknowledgement of our progress and how far we've come with the regeneration of the site, and the new educational facility project looks ahead to what we're going to achieve and how we will continue to grow in the future. We play a key role in communication, education and public awareness to the community and it's nice to think that, with continued support, we can go from strength to strength".

The Anniversary and World Environment Day Carnival will be a busy day with a community planting session, talks, workshops, tours, stalls, food, children's activity zone, entertainment and a canoe challenge. People can discover an array of activities from dip netting, bushwalking, observation towers, board walks,

rainforest treks, Cafe Nourish, the Visitors Centre and much more.

The Hunter Wetlands Visitor Information Centre staff have spent the last few weeks preparing information brochures, pamphlets, etc. for the expected influx of visitors on the weekend.



Pictured above are Raesheal Nelson, Tourism Information Officer and Phil Cogan, AVIC Volunteer.

Source: Anna Ryan, Ecotourism Manager

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## Lightning Ridge Opal Festival

The famous outback-mining town of Lightning Ridge will celebrate local culture and character with its annual Opal Festival on the last weekend in July. The Opal & Gem Expo will have a fantastic range of opal, jewellery, beads and gems from all mining fields and the OJDAA Trade Show will boast some of the world's best black opal.

Social activities include the spectacular Opal Queen Ball on Saturday, Stallholders' Wine and Cheese night, International Opal Jewellery Design Awards, Opal Trade Show and parties and entertainment jam-packed into the program.

For more information phone the Lightning Ridge AVIC on 6829 1670 or log onto [www.lightningridgeinfo.com.au/Lightning-Ridge-Opal-Festival.html](http://www.lightningridgeinfo.com.au/Lightning-Ridge-Opal-Festival.html)



Pictured above, part of the large crowd looking at the displays of opal.

Source: Lori White, Lightning Ridge AVIC

### AVIC Deadline for Contributions




Please email [lesley@auroraresearch.com.au](mailto:lesley@auroraresearch.com.au) with any articles you wish to be included in the upcoming AVIC News, prior to 3 June, 2010

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

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