

Tourism New South Wales Strategy

The first step to develop a NSW Tourism Strategy begins next week when the NSW Government embarks on a series of consultations with industry and Government agencies. The consultation process is a key component of the Government's response to the O'Neill Report into tourism and follows its provision of an additional \$40 million funds for tourism in the State.

The first session will be a targeted industry consultation on 23rd June, which will be chaired by the Minister for Tourism, Matt Brown. This consultation will be facilitated by former Director General of the NSW Premier's Department, Dr Col Gellatly.

Consultation with Government agencies including the Department of Environment and Conservation, Department of Planning, Department of Education and the Department of Transport will be held on 3rd July. Consultation with the Tourism NSW's Board will take place on 30th July. Input from all sessions will be used to inform a draft tourism strategy which will be presented to industry by mid August, before the final NSW Tourism Strategy is presented to NSW Cabinet in September.

Written submissions about the report can also be made to Dominica Nelson on dominica.nelson@tourism.nsw.gov.au at Tourism NSW by 11th July. A copy of the O'Neill Report is available to download from <http://www.dpc.nsw.gov.au/>

Source: TNSW Insights Newsletter

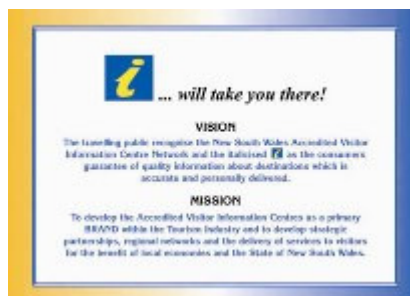
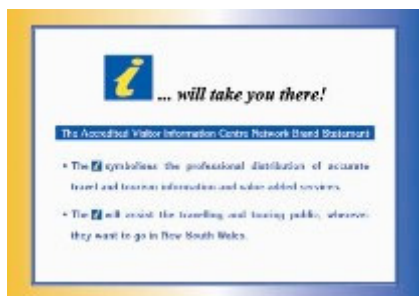
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Your AVIC Brand

Displays for Your AVIC

By proudly displaying your Accreditation Certificate, Brand Statement, Mission Statement and logos you are demonstrating to your customers you have the industry's stamp of approval. Customers acknowledge that Visitor Centre Accreditation provides them with an assurance that your Centre and your staff are committed to excellence and professionalism in operations and delivery of service.



If you would like electronic versions of the above or the AVIC Style Guide CD, please email lesley@auroraresearch.com.au.

Kempsey Visitor Information Centre



Kempsey AVIC proudly displaying the AVIC Logo.

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Volunteers

Broken Hill Volunteers

Our wonderful Walk Tour Guides - Volunteers Celebrate 25 years of Walk Tours

The Walk Tour Association is a great example of volunteers wanting the visitor to experience, through the eyes and words of a local, why they live here, why they love this area, why they don't wish to move away. The Walk Tour Association was started in the Centenary Year of 1983 and is the only voluntary group from that year in a Tourism-related field still going to this day. Two of the original members still walk today.

Daphne and Ronda, two of the originals guides say they "do it because they love Broken Hill, are proud of Broken Hill and its history and they enjoy meeting people from all walks of life".

The Walk tour guides request a donation from the visitor participating and that donation is given to local charities. They have raised over \$70,000 over the last 25 years. Most of the guides are retirees.

The Walk Tour Association comes under the auspice of Broken Hill City Council since the Public Liability saga of 2001. The Broken Hill AVIC provides uniforms for this group and training and induction to new guides.

The Broken Hill Visitor Information Centre is very proud of its Walk Tour Volunteer Guides.



Pictured from L-R Back: Ronda, Ruth, Daphne, Sandra and Jean
Front: Margret, Roy and Jack

Source: Dinitee Haskard, Broken Hill Tourism Services Manager

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OH&S

Is Your AVIC Fire Safe?

The NSW Fire Brigades recommend this simple safety checklist to assist your small business in the prevention of damage that could be caused by fire.

1. Teach your staff about workplace fire prevention and safety.
2. Avoid storing or stockpiling flammable materials such as packaging materials or waste where they could be accessed by the public, including areas immediately outside your business premises.
3. Make sure all machinery is serviced, as recommended by manufacturers, and is kept clean. If possible, switch machinery off when the business is unattended.
4. Secure all doors, windows or other access points when the business is unattended, and make sure your business has adequate lighting to deter trespassers.
5. Ensure your business has an adequately serviced and functional fire alarm system that is suitable to your small business, e.g. remote serviced alarm systems, sprinkler systems, thermal or smoke alarms, etc.
6. If your business stores dangerous goods, ensure their storage and use adheres to legislative requirements.
7. Make sure your business has a written and practiced fire escape plan that includes full staff lists and designated meeting points.
8. Make sure your business has a written and practiced fire escape plan that includes full staff lists and designated meeting points.
9. Ensure that all of your staff has sufficient training in what they should do if your small business is exposed to an unexpected fire. Depending on your business, this will at least mean knowing where to escape to and

dialling 000. 10. Make sure you know what information is important for your business continuity. This should include having contingency plans to protect and/or restore all important information (hard copy and IT) like supplier and client lists, business contracts and insurance details. 11. Consider having an off site secure location to store important information in your contingency plan.

Small business fire safety tips

Remember that smoke from a fire will make you confused and that you cannot see in smoke.

Always ensure your business has sufficient fire insurance.

Source: www.nswfb.nsw.gov.au

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AVIC Connect

AVIC Training

Aurora has developed AVIC-specific training for your staff based on feedback received during their Audit visits. We are now planning a series of AVIC Customer Service, Customer Profiling and Sales Conversion Workshops to be held in the regions and Sydney.

We recently delivered the material to AVICs in the Eurobodalla, where everyone indicated that they will use the information delivered/covered on a daily basis. The Workshop content is particularly relevant to customer service, staff/volunteers and management, and the training works well when all staff are involved. Whilst together, this is also a perfect opportunity for a less formal industry networking evening to be included.

A separate email will be sent out to all AVICs covering the outline of the training on offer, cost and a schedule of dates available. Prior to the training delivery, Aurora will work with you to customise the training to suit your AVIC operation and area/region.

For further information on AVIC training, please email lyn@auroraresearch.com.au.

AVIC Annual Fee Invoices

Many thanks to all AVICs who responded to our request for contact details to be included in the Annual Fee Tax Invoices. The response was excellent. We are currently preparing the Invoices which will be posted on 1st July, 2008.

2008 Countrylink Inland NSW Tourism Awards

Finalists in the prestigious 2008 Countrylink Inland NSW Tourism Awards are to be announced on 7th July.

The gala awards ceremony will be held at the Parkes Leagues Club on Saturday, 26th July with the 'Viva Las Parkes' theme capitalising on the success of the Parkes Elvis Festival and creating a fun and glamorous atmosphere for the tourism industry to network, celebrate and enjoy while appreciating fine food and great entertainment from 2008 Parkes

Elvis Festival 'Best New Talent' Winner, Silas 'Elvis' Lulic.

The NSW Inland Tourism Awards showcase Inland NSW's finest tourism operators and individuals who have distinguished themselves as providers of the pinnacle in service, product, experience and innovation.

The Inland NSW Tourism Awards encompasses a very large area and incorporates the tourism regions of Central NSW, Riverina, Outback and New England/North-West.

Come and get in the Viva Las Parkes spirit with us and enjoy Inland Tourism's night of nights. So, even if you're not a finalist, this Inland Tourism night of nights will be entertaining and a great opportunity to catch up with colleagues, network and revel in the success of others, so get out your lamé threads and gamble on this being the most fun you've had in a while.

Tickets go on sale this week. More information from <http://www.inlandtourismawards.com.au/>, Parkes Visitor Information Centre on Tel: 02 6863 8860 or email tourism@parkes.nsw.gov.au.

Source: Kelly Hendry, Tourism Manager - Parkes AVIC

TASAC Meeting

The Tourist Attraction Signposting Assessment Committee (TASAC), consisting of RTA and Tourism NSW representatives, will meet in Parkes on 16th July.

This Committee is responsible for assessing applications for tourist attraction signage (white on brown signs) on the State and Regional Road network.

This meeting provides an opportunity for any local operators, groups, tourism managers and local traffic engineers who have signage questions, issues or proposals about tourist signage, to make a presentation to the Committee.

For further information, contact Maria at the Committee's Secretariat - maria@apsplan.com.au or telephone 02 9967 0688.

Source: Kelly Hendry, Tourism Manager - Parkes AVIC

Tourism Manager Moving On

After a total of 11 years working at the Visitor Centre and in the Tourism and Marketing area of Council, Manager, Stuart Allardice, is moving on to a new and exciting venture. Stuart has been appointed the Executive Officer for the New England North West Regional Tourism Organisation.

When asked about his time at the AVIC he remarked, "It has been very interesting to see the changes in the delivery of information. When I first started back in 1993, the AVIC focus was to just hand out information and that was about it. Now the AVIC has become a more dynamic and proactive unit through the advent of electronic distribution and has developed a more social aspect to its operations through such things as the New Residents Booklet and Afternoon Tea. The introduction of the City Tour was another innovation which has reaped benefits for Armidale many times over.

In the marketing area, the introduction of conference and events funding has assisted greatly in the growth of this market sector in Armidale."



Source: Armidale VIC Newsletter

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What's On / Events

21 - 24 July - Cowra "Cowra Wine Show"

Now in its 26th year, the Cowra Wine Show is one of the largest national wine shows held in Australia. Every year it attracts top class judges from Australia and overseas, as well as many enthusiasts from all over the region. For further information, log onto <http://www.cowrashow.com/>.

27 July - Dubbo "Golden Oldies Vintage Truck & Tractor Show"

Undercover areas of the Dubbo Showground will be home to vintage (1903 - 1978) trucks, tractors, buses, fire engines and military vehicles. Food stalls, demonstrations and memorabilia for sale. For further information, log onto <http://www.goldenoldiestruckclub.com/>.

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AVIC Network Profiles

AVIC Network Staff Profiles

This issue we feature John Martin from Cobar Visitor Information Centre.

1. My current position is: I am Manager of Tourism & Public Relations at Cobar Shire Council. My position involves the marketing and promotion of Cobar Shire (Cobar Shire is 44,065 sq. kms, the second largest Local Government Area in NSW), management of the Visitor Information Centre, management of the Great Cobar Heritage Centre & local Events Manager, eg. Festival of the Miner's Ghost, Australia Day activities, Seniors Week, etc.

2. The best thing about my position is: The diversity of roles that I have make my days very interesting and sometimes challenging. Being responsible for developing tourism in Cobar to a level where it is now the second biggest economic contributor to the local economy gives me great satisfaction, and there's more still to do.

3. I have been working here since: I commenced work as the Cobar Shire Tourism Manager in July 1994.

4. My previous position was: Prior to joining Cobar Shire Council, I was General Manager of the Canberra International Hotel in the ACT.

5. My favourite sport/leisure activity is: Golf and Clay Target shooting whenever I have the chance to participate.

6. My favourite holiday destination is: Anywhere in Outback Australia, the more remote the better.

7. People tell me I'm good at: I mustn't listen hard enough.

8. My favourite colour is: Red and Green - 'Go the Bunnies'!

9. My favourite singer/music is: Michael Buble.

10. If I could live my life over again, I would: Do it all over again.



Many thanks John for allowing us to get to know you a little.
Another 'Bunnies' man - the AVIC Network is alive with 'Bunnies' fans!

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Special Feature - Our Backyard

Our Backyard - from Sarah Myers of Wagga Wagga AVIC

Wagga Wagga an Eventful City

There's always something on in Wagga Wagga. The City hosts more than 400 events every year! From the Annual Wagga Wagga Jazz and Blues Festival, to the magnificent Gold Cup Festival and the annual Wine and Food Festival - there's never a dull moment. It's not unusual for the City to host national events as Wagga Wagga's location makes it easily accessible to more than 75% of Australia's population.

The Wagga Wagga Gold Cup Festival is held over 10 days during the end of April and beginning of May with the feature Gold Cup Race day held on the first Friday in May. The Gold Cup has over \$150,000 on offer in prize money and is a favourite of big name trainers, jockeys and colourful identities. Book your accommodation early for this one.

The Wagga Wagga Jazz and Blues Festival is held in September each year and has grown into one of Australia's premier regional Jazz Festivals. The Festival attracts around 80 performers and bands and has also been host to international performers.

Held in April school holidays, Re:generate Youth Arts Fest is a vibrant Festival showcasing arts and culture by and about young people. A highlight of the Festival is Buskmania, a youth Busking competition in Baylis Street.

Experience luscious local produce and some of the Riverina's top drops at the annual Wagga Wagga Food and Wine Festival, held every March in the beautiful Civic Centre Precinct. Sample the unique Farmhouse Cheeses, sip local wines or try the wonderful range of local olive products. More than 40 food and wine stalls are on offer, serving everything from salt and pepper squid and marinated kangaroo on skewers to chocolate and cointreau spring rolls.

To obtain a copy of "What's On in Wagga Wagga" or to join our mailing list, contact Wagga Wagga Visitor Information Centre on Tel: 1300 100 122, email visitors@wagga.nsw.gov.au or log on to <http://www.visitwaggawagga.com/>.



A sample of Fashions on the Field at the Wagga Wagga Gold Cup Festival.

A very busy backyard in Wagga Wagga which, of course, means a very busy AVIC!

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Deadline

Deadline

Please email lesley@auroraresearch.com.au with any articles you wish to be included in the upcoming AVIC News, prior to 11th July, 2008.

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

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