

Lyn Penson

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Issue No. 118

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Welcome

Welcome to the fortnightly Edition of the AVIC E News

Issue 118 - 5th August, 2008

In this Issue we feature:

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We hope you enjoy!

From Lyn, Lesley, John, Maryanne & Gordon

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[AVIC/Industry News](#)

Congratulations Cowra AVIC

Cowra Visitors Centre was the proud winner of the Visitor Information

Centre section of the Inland NSW Tourism Awards, held recently in Parkes.

Hailed as the 'night of nights' of the Inland NSW Tourism Industry, this event was a show stopper, with a Casino/Elvis Parkes Theme. Attendees from all over the State gathered together at the Parkes Leagues Club on Saturday, 26th July to discover who would take home the coveted 2008 CountryLink Inland NSW Tourism Award from over 16 categories.



Pictured L - R: Rachel Ferguson (Cowra AVIC), Lyn Penson (Aurora) and Lisa Starr (Cowra AVIC).

"It's fantastic to win! Winning is a huge congratulations to all the staff for all of their hard work and effort they put into creating a high standard Visitors Centre. It is also an acknowledgement that the activities and innovations the Centre has done, are a step in the right direction in creating a Visitors Centre moving forward and being innovative", said Rachel Ferguson, Cowra Visitors Centre Manager.

"Winning an Inland NSW Tourism Award makes me even more proud to be part of such a dynamic team at the Cowra Visitors Centre. We are a team that works hard to improve our services constantly to exceed customer expectations. The Cowra Visitors Centre is a very innovative Centre, always striving to achieve more and setting higher goals. Our visitors deserve to visit an award winning Centre," she said.

Congratulations to the team at Cowra Visitors Centre and to all the finalists and winners!

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Your AVIC Brand

AVIC Promotion/Marketing

Aurora continually searches for the most effective print media coverage for the AVIC Network in order to promote Accredited Visitor Centres throughout NSW and continues to build strong market recognition of the AVIC Network Brand.

During 2007-2008 AVIC Network Brand marketing includes print and media coverage in targeted publications such as the YHA Yearbook 2008, 2008 NSW Caravan & Camping Holiday & Touring Guide, 2008 Great Holiday Destinations, Tourist Park & Camping Ground Guide, Experience NSW & ACT Travel Guide, Explore NSW, GoStay Accommodation Guide, the Newell Highway Brochure, Tourism NSW Suite of Holiday Planners, Sydney The Official Guide, Hardie Grant Publishing, Cartoscope and Gregory's maps, Lonely Planet, CMCA and Australian Explorer websites. Below is an example of the current advertisement used in print media publications.

... will take you there!

Look for the trusted sign. There's over 175 Accredited Visitor Information Centres across NSW who can help you with information on attractions, festivals, events, food & wine, somewhere to stay ... and much, much more ...

LOCATION	TELEPHONE	LOCATION	TELEPHONE	LOCATION	TELEPHONE
ALBANY	08 796 222	GLUCKSBURG	1800 139 647	MOYNA	1800 662 888
ARMIDALE	08 827 176	GOULBURN	1800 193 646	ORANGE	02 636 966
BALLINA	08 771 948	GUNDAHRA	02 6642 8077	ORANGE	08 086 866
BATHURST	08 444 343	HEATHCOTE	1800 561 141	RAVENS	1800 626 388
BLUES MOUNTAINS	08 832 528	CONDAGAN	02 6666 0238	RUMANGITTA	02 669 1071
BURRILL	08 486 1588	CUNEBARR	1800 562 527	SEAFORTH	1800 776 836
BURRILL	1800 396 881	HARVEY	1800 382 874	SEAFORTH	02 667 8033
BYRON BAY	02 646 1545	SAF	1800 307 088	SEAFORTH	02 666 0888
BYRON BAY	08 706 170	SCARBOROUGH	02 6586 2422	SEAFORTH	1800 559 788
BYRON BAY	08 445 898	WAGGA	1800 367 426	SEAFORTH	1800 648 260
BYRON BAY	02 662 1222	WAGGA	1800 304 438	SEAFORTH	02 626 7327
BYRON BAY	08 137 036	WAGGA	1800 442 488	SEAFORTH	02 666 1528
BYRON BAY	02 492 4681	WAGGA	1800 389 318	SEAFORTH	1800 656 369
BYRON BAY	02 660 8858	WAGGA	1800 454 262	SEAFORTH	1800 489 888
BYRON BAY	02 492 1079	WAGGA	02 6642 2788	SEAFORTH	1800 667 676
BYRON BAY	08 722 228	WAGGA	1800 362 444	SEAFORTH	1800 667 676
BYRON BAY	02 634 5088	WAGGA	02 666 1578	SEAFORTH	02 674 1888
BYRON BAY	02 662 2566	WAGGA	1800 389 390	SEAFORTH	1800 728 738
BYRON BAY	02 4343 4444	WAGGA	1800 194 076	SEAFORTH	02 667 1571
BYRON BAY	02 666 1488	WAGGA	02 666 4721	SEAFORTH	02 676 388
BYRON BAY	1800 309 378	WAGGA	1800 526 426	SEAFORTH	02 4343 4444
BYRON BAY	1800 436 125	WAGGA	02 666 1488	SEAFORTH	08 827 271
BYRON BAY	08 142 981	WAGGA	02 666 1488	SEAFORTH	02 666 1571
BYRON BAY	08 193 263	WAGGA	08 150 452	SEAFORTH	02 666 1571
BYRON BAY	08 414 154	WAGGA	02 666 1488	SEAFORTH	02 666 1571
BYRON BAY	08 286 373	WAGGA	1800 454 262	SEAFORTH	1800 656 369
BYRON BAY	02 492 1088	WAGGA	02 666 1488	SEAFORTH	1800 656 369
BYRON BAY	08 430 712	WAGGA	1800 454 262	SEAFORTH	02 676 488
BYRON BAY	08 624 444	WAGGA	1800 454 262	SEAFORTH	02 666 1571
BYRON BAY	1800 139 647	WAGGA	1800 454 262	SEAFORTH	1800 454 262
BYRON BAY	08 139 467	WAGGA	1800 454 262	SEAFORTH	02 676 488
BYRON BAY	02 662 4155	WAGGA	1800 454 262	SEAFORTH	02 666 1571
BYRON BAY	08 826 882	WAGGA	1800 454 262	SEAFORTH	02 666 1571
BYRON BAY	02 661 3738	WAGGA	1800 454 262	SEAFORTH	1800 454 262
BYRON BAY	02 670 2408	WAGGA	1800 454 262	SEAFORTH	1800 454 262
BYRON BAY	08 434 488	WAGGA	1800 454 262	SEAFORTH	1800 454 262

For more information, log onto our website www.visitnsw.com.au/AVIC

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Volunteers

Evaluation & Supervision of Volunteers

Evaluation and supervision of volunteers must be carried out to ensure the quality of work undertaken.

Evaluation: Volunteer workers should be able to participate in and have access to the annual organisational review. As for paid staff, each volunteer worker's position should be evaluated each year. Upon leaving, each volunteer should have an exit interview which should encompass the following topics:

1. Good points of the job and the organisation
2. Areas of improvement that could occur
3. Issues of their job, the organisation, the service or the group, as seen from the perspective of the volunteer worker

Supervision: Volunteer workers should expect regular supervision and support meetings every three months. The organisation will provide a designated supervisor who is readily accessible. The terms of the supervision should be agreed upon between the organisation and the volunteer worker when they commence their job.

Source: Quality Management of Volunteers

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OH&S

Electrical Safety Checklist

Electricity has great potential to seriously injure and kill. As electricity is invisible it is even more dangerous. Management has a responsibility to ensure the electrical fittings and equipment in your workplace are safe and inspected and maintained regularly. This checklist will help you manage the risk of injury from electricity.

Electrical switchboards and equipment

1. Are switchboards and electrical equipment in a safe condition?
2. Is portable electrical equipment protected by a safety switch?

Power points, light fittings and switches

1. Are all power points, light fittings and switches in a safe place and free from obvious defects?
2. Are they mounted securely? Are there any loose covers or wires, broken or damaged fittings or signs of overheating?
3. Are main and isolating switches clearly labelled and accessible?

Flexible leads and power boards

1. Are power boards and extension leads maintained in a safe operating condition?
2. Are there any visible signs of damaged insulation, water leaks, burn marks, bent or loose pins and fittings?
3. Are extension leads and power boards located in a safe position to prevent mechanical or other damage?

Inspection and maintenance of all electrical equipment

1. Are the electrical fittings and equipment regularly inspected and maintained to the required safe level?

If you have answered NO to any of the above questions, immediate action should be taken to ensure a safe workplace.

Source: WorkCover NSW

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AVIC Connect

Thinking About the Environment

There is a push from all levels of Government towards environmental sustainability. What initiatives have AVICs put in place? We would be interested to know and promote your activity to the AVIC Network.

As a matter of interest, Tourism Australia has put together a Green Check List for business events as part of their commitment toward Corporate Social Responsibility. The Green Check List (see link below), covers Planning and Policies, Travel Selections, Venue Selections, Accommodation, Power and Water, Food and Beverages, Printed Material and Information, Waste Reduction and Recycling and Activities. You can see it is very comprehensive, covering lots of areas that AVICs may be able to make small changes which impact globally. We hope that the Green Check List may prompt you to carry out your own environmental sustainability.

http://www.businessevents.australia.com/Files/GREEN_CHECK-LIST_fact_sheet.pdf

How to Have an Effective Meeting

With the number of meetings we attend and the limited time available, it is so important to make the most of our valuable time and resources. Here are some simple, easy-to-follow and proven guidelines to follow each time your group meets.

Print this article. Hang it on your meeting room wall. Write the guidelines on a poster. Memorise them by heart. Do whatever it's going to take to improve your meetings!

Guidelines you and your group can follow before, during and after your meeting:

1. Only hold a meeting if necessary.
2. All meetings must have clear objectives.
3. Invite a neutral facilitator to sensitive meetings.
4. All meetings must have an agenda which includes:
 - topics for discussion
 - presenter or discussion leader for each topic
 - time allotment for each topic
5. Meeting information needs to be circulated to everyone prior to the meeting. Make sure to include:
 - meeting objectives
 - meeting agenda
 - location/date/time
 - background information
 - assigned items for preparation
6. Meetings must start precisely on time so as not to punish those who are punctual. This also sets the stage for how serious you are about making the meeting effective.
7. Meeting participants must:
 - arrive on time
 - be well-prepared
 - be concise and to the point
 - participate in a constructive manner
8. Meeting notes must be recorded and made part of the company's meeting information archives.
9. The decisions made by the group must be documented.
10. Assigned action items must be documented and the host, or an appropriate participant, must be appointed to follow-up on the completion of all action items.
11. Meeting effectiveness must be reviewed at the end of each meeting and suggested improvements applied to the next meeting.

Source: effective meetings.com

Email Marketing - How to do it cont'd

Identifying your Target Audience

Identify all the key groups of people you would like to communicate with by email. These might include:

1. Presenters, festivals, venues
2. Operators
3. Funding agencies, council, politicians
4. Retirees
5. Youth
6. Volunteers
7. Media
8. Suppliers

You will need to look at each segment and work out how you can meet their individual requirements, while still treating them as a group.

The web excels in providing opportunities for developing personalised relationships. You may wish to segment your lists in more detail, eg. current customers might be split into segments such as local market, short breaks, special events, seniors, VFRs, youth and singles. You might use different language or tone-of-voice for email! Is addressed to a younger audience.

Remember, there are some people who will not want to receive emails and therefore, alternative promotional strategies must be in place to reach them. If you have not used email as part of your promotional program before, it is probably a good idea to start out small.

Source: Fuel4arts Sauce

AVIC Annual Fees

Our thanks to the many AVICs who have paid their Annual Fees.

If you have not yet made payment, we would appreciate your prompt attention to this matter.

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[What's On / Events](#)

10 August - Mudgee - Mudgee Food & Wine Fair

Connoisseurs of wine can taste their way around 30 of the region's premium wine boutique wineries, and gourmands can devour the fresh regional produce from this renowned foodie region. Country hospitality at its best. For further information, log onto www.mudgeewine.com.au

14 - 17 August - Dubbo - 18th Annual Dubbo Jazz Festival

24 top quality bands playing a variety of styles from the past. Features include jazz workshops, school showcases and free public performances throughout Dubbo. For further information, contact Dubbo AVIC on Tel: 02 6801 4450.

15 - 17 August - Bellingen - Bellingen Jazz Festival

Staged in Bellingen, with its pristine river and historic streetscape, the Festival presents 35 live performances of jazz and blues in 13 venues over three days. For further information, visit www.bellingenjazzfestival.com.au

29 August - 12 October - Bathurst - Archibald Prize Exhibition

An extraordinary art event, the Archibald Prize is on tour. Admire the winning paintings of the Archibald Prize, the Peoples Choice, Wynne Prize and the Sulman Prize. For further information, contact 02 6333 6555.

6 -7 September - Towradgi - Rock & Blues Festival

Just north of Wollongong - Towradgi presents another line up of national and international talent in a massive blues, rock and roots music extravaganza. 2 stages and great food and market stalls plus much, much more for lovers of rock and blues. For further information, phone 02 4283 3588.

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AVIC Network Staff Profiles

In this Issue we profile Stuart Johnson, Manager - Bourke Visitor Information Centre.

- 1. My current position is:** AVIC Manager and that involves absolutely everything that involves tourism in the Bourke district; promotion and marketing of Bourke, Mateship Country Tours (car hire as a sideline). The Bourke Visitor Information Centre is a Contractual Centre and is privately run.
- 2. The best thing about my position is:** The opportunities that it creates due to the many possibilities Bourke has on offer and having an office front to allow the car hire and tours. Ensuring that people stay in Bourke longer is a real bonus.
- 3. I have been working at the AVIC since:** 1996, firstly as an employee of Cornerstone Christian Community and then as owner/operator since 1999.
- 4. My previous position was:** Community Development Officer for the Bourke Community.
- 5. My favourite sport:** Was Rugby Union, shooting and water skiing / leisure activity is watching Rugby Union and Cricket.
- 6. My favourite holiday destination is:** Outback Australia or Australia itself.
- 7. People tell me I'm good at:** Talking and selling Bourke on my tours -that's why they are fully booked every day.
- 8. My favourite colour is:** Blue, closely followed by red.
- 9. My favourite singer/music is:** The Eagles
- 10. If I could live my life over again:** I would not change a thing, or maybe just a few things.



Many thanks Stuart for participating in this segment of the Newsletter.

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Special Feature - Our Backyard

Our Backyard from Michael Salmon - Canberra & Region AVIC

Australia Celebrates Spring with "Floriade 21"

With a 21st birthday, an inspiring Australian film theme and the introduction of ticketed night-time openings, Canberra's Floriade is about to have its biggest year yet.

The month long Festival, set in Canberra's Commonwealth Park, is set against a backdrop of stunning garden beds. These are complemented by live entertainment, showcase gardens from local landscapers, fun children's activities, informative demonstrations, exclusive exhibitions and a great range of special events to celebrate Floriade's 21st birthday.

The theme for 2008 is "Films That Shaped Our Nation". Visitors will have the opportunity to join the celebrations as Floriade turns 21 in style! Australia's favourite films will be showcased in a dazzling display of over a million blooms. There are 17 different films in the garden beds from a range of eras. This includes a lavish 3D wedding dress from Muriel's Wedding, Australia's favourite foot-slapping penguin from Happy Feet, the spectacular Priscilla Queen of the Desert bus, Babe's lovable sheep-herding pig and more.

Making Floriade's 21st birthday extra special is the introduction of Floriade NightFest. This new event begins on Wednesday, 24th September and is set to run for five exciting nights of entertainment, film screenings, night markets and food and wine. Set against a stunning landscape of glowing lanterns, twinkling fairy lights and floodlit flower beds in Commonwealth Park, it's Floriade like you've never seen it before.

Put Floriade 21 in your diaries. If there's one Floriade not to miss, it's this one! For further information visit www.floriadeaustralia.com



Strange Fruit, who will be performing at Floriade Nightfest.



Fun for all the family at Canberra Floriade.

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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 15th August, 2008.

We appreciate your contributions and input into the AVIC Network

Program.

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