

i **AVIC News**
...will take you there!



Issue No. 119

[Feedback - Aurora](#) | [Unsubscribe](#)



- Welcome
- AVIC/Industry News
- Your AVIC Brand
- Volunteers
- OH&S
- AVIC Connect
- What's On / Events
- AVIC Network Profiles
- Special Feature - Our Backyard
- Deadline

i **...will take you there!**

Welcome

Welcome to the fortnightly Edition of the AVIC E News

Issue 119 - 19th August, 2008

In this Issue we feature:

- **Community Grants available**
- **Internet opportunity for AVICs**
- **Boorowa AVIC upgrades to Level 2**
- **Goodbye & Best Wishes to Val Schaefer**
- **Email Marketing Series continues**
- **AVIC Network Staff Profile - Karen Arnold from Wentworth**
- **Our Backyard - Broken Hill celebrating 125 Years**

We hope you enjoy!

From Lyn, Lesley, John, Gordon & Maryanne

[Back to top](#)

i **...will take you there!**

AVIC/Industry News

Grants Closing Soon!

It seems we are always looking for some money to compliment the

services we offer to the community. Here are some Grant opportunities that you may find will work for your community/Visitor Centre. (good luck!)

<http://www.nrma.com.au/about-us/community/help-grants/index.shtml>
Community organisations can apply for grants of up to \$5,000 (including GST) for road safety, crime prevention, environmental or emergency readiness and response initiatives.

www.ourcommunity.com.au/treasurersawards

Small organisations

For organisations with an annual income of less than \$10,000 per annum

Medium organisations

For organisations with an annual income of between \$10,000 and \$250,000 per annum

Large organisations

For organisations with an annual income of more than \$250,000 per annum -

entries will be judged on how well the treasurer fulfils the duties of ensuring good financial management, good financial governance and good financial outcomes.

Commonwealth Bank Staff Community Fund Local Grants Program

Applications close 5th September, 2008.

The Commonwealth Bank Staff Community Fund Local Grants Program supports initiatives that improve the health and wellbeing of children, awarding community groups up to \$10,000 to fund grassroots programs that will directly benefit their local communi... » more

2008 NSW Volunteer of the Year Award

Applications close 30th September, 2008.

On Monday 12th May 2008, Minister for Volunteering Linda Burney, with The Centre for Volunteering, launched the 2008 NSW Volunteer of the Year Award, a major State Government supported initiative to recognise the contribut... » more

Small Grants for Small Rural Communities

Applications close 30th September, 2008.

A Small Grants Program for small rural Australian communities will offer grants to benefit people in rural and remote communities. Small, well targeted grants can be useful to small rural and remote communities and to make small grants more ... » more

RIRDC Rural Women's Award

Applications close 15th October, 2008.

The RIRDC Rural Women's Award is designed to recognise, but more importantly, encourage the vital contribution women make to rural Australia. The Award began in 2000 with the objective of increasing women's capacity to contribute to agriculture and... » more

Indent Partnership Grant

Applications close 31st October, 2008.

The purpose of the Indent Partnership Grant is to help young people to kick start, or reinvigorate, the all-ages entertainment scene in their local area. » more

2008 Next Big Thing Award

Various closing dates or always open - check entry for dates.

The Next Big Thing Award (Tm) is a national competition to find and showcase the best new Australian products and innovations with the potential to become the 'next big thing'. The Award celebrates and promotes Australian innovation and is a key ev... » more

Internet Opportunity for AVICs

Aurora has been contacted by Hotspot Internet. Their offer to AVICs is detailed below.

"We are currently rolling out wireless internet hotspot services around the country and have systems in New South Wales, Victoria and South Australia.

We have spent 2 years developing what we believe to be one of the simplest and most cost effective solutions for implementing Hotspot Internet services for our customers.

To put it simply, Hotspot Internet Service use high quality broadband services which we manage, maintain and pride ourselves to deliver an internet service to the client at a competitive price, which is most likely no more than they are paying now. Our service differs from others because we do not have any caps on data downloads, so the client will never receive a bill for additional downloads or any other nasty surprises. Our service also runs at 1500/256k ADSL speeds, so it is truly high speed broadband.

The opportunity we would like to offer AVICs is that if they simply use our broadband service we will provide, manage and maintain a fully functional wireless hotspot for their business absolutely free, no catches, nothing hidden. We can do this because we provide the broadband for starters, plus we use the hotspot as a basic advertising medium and sell small unobtrusive banner advertisements that the end users view for a few moments as they log in. This would suit the Visitor Information Centre model quite well as tourism operators would be able to advertise their services to people who were already in a position to look for such services at a very cost effective price, which starts at just \$20.00, excluding GST, per month.

I don't think I have mentioned that this service is also FREE to the end user. We don't even charge the end user for the internet access. All they need to do is ask for an access card from the Information Centre to gain access or, if they are frequent users, we can set up an account for them. They can then use the system for 15 minutes per card, and obviously it is up to the discretion of the staff to determine how and when to give out the cards, perhaps with a qualifying purchase to increase their sales.

We even provide the access cards for free, plus all the support, 24/7 management and monitoring and the equipment as well.

As you can see, if you are already spending a reasonable amount on broadband, we can provide so much more than just broadband for the same sort of price, it really does add a lot of value to a business to use our services.

I am sure you are wondering about the price. The price of our broadband is only \$60.00 per month, excluding GST, no more than most average 1500/256k broadband ADSL services, so we really are fair dinkum about doing the right thing by people with our service. We also don't believe in silly contract lengths and only ask people to commit to a 12 month contract with us, which can be broken if they really need to, based on a pro-rata cancellation fee.

I would be more than happy to discuss Hotspot Internet Services, please contact me, Paul Julian, E: paul@hotspotsrus.com.au or go to our

website <http://www.oxygennetworks.com.au/>"

[Back to top](#)

i...will take you there!

Your AVIC Brand

Lithgow Visitor Information Centre

Lithgow AVIC proudly promotes the AVIC logo with signage and flags on their purpose built Centre which features a miner's lamp, representative of the mining heritage of the area.



What a drawcard for all visitors and travellers to Lithgow.

[Back to top](#)

i...will take you there!

Volunteers

Congratulations Boorowa AVIC

Congratulations to Barbara Manion and her staff on upgrading their Accreditation to an AVIC Level 2. The Visitor Information Centre is part of the Boorowa Court House Arts & Crafts Co-Operative. The staff are all volunteers and supervised by Barabara Manion, Tourism & Economic Development Officer with Boorowa Council.



Pictured above: Fay Carey and Heather Coble assisting some visitors from Canberra. The girls are resplendant in their new winter uniforms.

Well done to all concerned!

[Back to top](#)

!...will take you there!

OH&S

Rules for a Robbery or Violent Incident

Unfortunately we are living in a society that is becoming more and more violent and AVICs are as much at risk of a robbery as any other retail outlet.

Survival is the number one priority during a robbery or violent incident.

Everyone in the retail industry should follow a number of simple rules to reduce the likelihood of injury if an incident occurs.

1. **Follow instructions.** Do exactly what the offender says.
2. **Stay calm and quiet.**
3. **Avoid eye contact.**
4. **Do not make a sudden movement.**
5. **Remain inside the workplace.** Do not chase the offender.
6. **Show your hands.** If you have to move, keep your hands where the offender can see them and tell them what you are going to do.
7. **Do not attack the offender.**
8. **Mental notes:** Note as much information about the offender as possible, if it is safe to do so. Look at things like height, hair colour, eyes, physical condition and tattoos/special marks.

Source: WorkCover

[Back to top](#)

!...will take you there!

AVIC Connect

Val Schaefer Steps Down

Manning Valley Tourism Manager, Val Schaefer, has stepped down from her position after 11 years of marketing the Manning Valley as a desirable destination for visitors.

Val will be taking up the position of Media and Community Relations Officer with her current employer, Greater Taree City Council.

Val said that she has enjoyed immensely the tourism role and the many challenges it has presented over the years, having arrived in the position in May 1997, just months prior to the opening of the Taree bypass in December of that year. "I have enjoyed working with the Council, tourism industry operators, the Tourism Board and the regional tourism body, Tourism Mid North Coast, to position the Manning Valley as a highly attractive destination with its many natural assets and close proximity to city hubs. It's been a pleasure to be a spokesperson to sell this area's many attractive attributes through various marketing channels".

Val counts as highlights of her 11 years in the position, the re-branding and re-positioning of the area as the Manning Valley River and Rainforest Coast and shaking off Taree's 'pit-stop' tag, steering the post bypass marketing of the area with a three year strategic plan, accreditation of the Manning Valley Visitors Centre and forming important partnerships with other tourism stakeholders such as National Parks and the Mid North Coast regional tourism body.

"I am also pleased that a Tourism Partnership Program was established four years ago to give industry a financial stake in the marketing of the Manning Valley, with this Program generating on average an additional \$25,000 each year", Val said. "I would like to pass on my thanks for the support I have received over the years from the wonderful staff of the Manning Valley Visitors Centre who work tirelessly to provide the highest levels of customer service to visitors, tourism industry operators, event organisers and the local community in general".



Our very best wishes Val in your new position and many thanks for your tireless work managing the Manning Valley Visitors Centre, promoting your area and the AVIC Network.

Email Marketing cont'd

Principles

Email promotions without the 'bells and whistles'

There are many businesses, small companies and individuals who are using email promotions very effectively to promote their work. They best embrace the following principles:

- brevity
- easy to read
- wit, when appropriate
- informal, without being too 'matey'
- 'who, what, when, where, how' questions are answered
- the emails utilise the AIDA principles - Attract, Inform, Desire, Action
- a brief synopsis of the work (one sentence or a few words)
- careful use of white space and punctuation to provide emphasis
- consistent (not persistent) contact, so the reader becomes familiar with their work and style
- informative rather than 'hard sell'
- the 'voice' of! the communication reflects the identity of the sender

The companies usually manage their email promotions using the 'groups' and 'rules' functions, if using Outlook Express, and the emails are mostly text-based. However, even without 'bells and whistles', the senders do observe the courtesy of providing the recipient with the opportunity to 'unsubscribe'; and they do not disclose all the recipients in the "To:" field

instead, they use the "B.C.C." (blind carbon copy):field.

Source: *Fuel4arts Sauce*

[Back to top](#)



What's On / Events

4 - 7 September - Darling Harbour "Chalk Urban Art Festival"

Tumbalong Park will come alive with colour as a multitude of artists transform the street into a canvas, adorned with over 40 individual chalk artworks. For further information, log onto www.chalkurbanart.com.au

5 - 7 September - Tyalgum "Tyalgum Festival of Classical Music"

The extraordinary acoustics of the Tyalgum Village Hall attracts some of Australia's leading classical artists. Lovers of fine arts should experience this unique event. Log onto www.tyalgumfestival.com.au for further information.

11 - 14 September - Kariong "Australian Springtime Flora Festival"

Over 250 exhibitors celebrating the joys of spring and outdoor living on the Central Coast. Log onto www.florafestival.com.au for further information.

25 September - Lismore "2008 Lismore Centenary Cup"

celebrating 100 years of spectacular country racing. The Lismore Cup Carnival, one of the most popular carnivals in regional NSW draws crowds of 10,000 to the picturesque Lismore racecourse. For further information, log onto visitlismore.com.au

26 - 28 September - Kyogle "A Country Affair"

Kyogle Country Affair is proud to invite you to Kyogle for this three day event with something for everyone - degustation-style dinner, outdoor sculpture display, bull rides, sustainable lifestyle expo and family farm tours. For further information. phone Kyogle AVIC on 02 6632 2700.

[Back to top](#)



AVIC Network Profiles

AVIC Network Staff Profiles

In this Issue we feature Karen Arnold , Manager, Wentworth Visitor Information Centre.

Karen's Profile

1. My current position is: As a Visitor Information Centre (VIC) Officer and this involves managing the Wentworth Visitor Information Centre and all the offshoots of tourism in a country town.

2. The best thing about my position is: I get to meet plenty of visitors and share information about our towns, plus the AVIC provides a hub for our local community.

3. I have been working here since: November 2002.

4. My previous position was: Also involved in Wentworth tourism. I

had my own business, Arnold's Country Inn, a dining room for tourists with a Games Room for kids.

5. My favourite sport / leisure activity is: Dancing - Jiving!

6. I love the Corner Country and the rivers but my favourite holiday destination is a beach. Give me Horse Shoe Bay at Port Elliot, SA and fish and chips from The Flying Fish!

7. People tell me I'm good at: Talking fortunately they also say I'm good at organising, especially events and parties.

8. My favourite colour is: Pink.

9. My favourite singer/music is: Rod Stewart, Slim Dusty ... I've got so many - The Eagles.

10. If I could live my life over again: I would marry someone rich. They say money doesn't make you happy, but I'd like to have a go.



Many thanks Karen for participating in this section of our Newsletter.

[Back to top](#)

!...will take you there!

Special Feature - Our Backyard

Our Backyard - From Fiona Ellis, Broken Hill AVIC

September 5 2008, will mark 125 years since Charles Rasp filed his 40-acre claim on the Broken Hill Line of Lode which, at the time, he thought was a mountain of tin. After the passage of these 125 years, the Broken Hill Line of Lode remains the richest deposits of silver, lead and zinc anywhere in the world. Council encourages the community to become involved in the celebrations to mark this important anniversary on September 6 and 7. To celebrate, there will be a diverse range of activities including: exhibitions, concerts, fireworks, street celebrations and the announcement of the winners of the Broken Hill Song Competition and Broken Hill Poster Competition.

It is a great opportunity for the Broken Hill Community, ex-pats and visitors to get together to celebrate an important milestone in the history of our remarkable city. In 1883, Charles Rasp could have only dreamed of the greatness of his discovery and that Broken Hill would grow to be

the city it is today; and that this Line of Lode and the Silver City would be such an icon around Australia and around the world.

List of Events

Exhibitions - September

5 - 7 - Historical Wedding Dresses & Homelife in Broken Hill Exhibition at Trades Hall

5 -19 - Willyama Art Society Exhibition at Visitor Information Centre

5 -30 - History Exhibition at Geo Centre

5 -30 - Mining Art Exhibition at Regional Art Gallery

5 -30 - Retailers Window Dressing Competition in Argent Street.

Evening events on 6th September:

"The Roaring Days" Choral Performance

Argent Street Dinner (5.00 pm start)

The Lees Concert (7.00 pm start)

James Reyne Concert (8.30 pm start)

Fireworks Display (9.30 pm start)

Broken Hill

The Hill that Changed a Nation



1883 – 2008

[Back to top](#)

!...will take you there!

Deadline

Deadline

Please email lesley@auroraresearch.com.au with any articles you wish to be included in the upcoming AVIC News, prior to 5th September, 2008.

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!

Back to top



Aurora Practical Solutions Pty Ltd
Manager, AVIC Development Program
P O Box 1000
Dubbo NSW 2830
Tel: 02-6885-5558
Fax: 02-6885-5556
Email: vic@auroraresearch.com.au
Web: www.avicnetwork.com
12112 www.visitorinformation.net
12132 www.aurora-ps.com

Copyright 2003 Accredited Visitor Information Centres