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i *...will take you there!*

Welcome

Welcome to the fortnightly Edition of the AVIC E News

Issue 120 - 2nd September, 2008

In this Issue we feature:

- **Campbelltown AVIC upgrades to Level 1**
- **AVIC Brand**
- **Thanks to Walcha Volunteers**
- **Farewell to Charlie Winter - Walcha AVIC**
- **AVIC Network Profile - Wendy Frazier Cootamundra AVIC**
- **Our Backyard - Boorowa and Uralla**

We hope you enjoy!

From Lyn, Lesley, John, Gordon & Maryanne

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AVIC/Industry News

Congratulations Campbelltown AVIC

The staff at the Campbelltown Visitor Information Centre 'Quondong' are pleased to announce that they have recently upgraded their Accreditation

to achieve Level One status within the AVIC Network.

The Campbelltown AVIC, which opened in 1997, has won many awards during the past 10 years including numerous Western Sydney Industry Awards, Small Business Awards and Local Industry Awards. In addition, three of its staff members have been nominated for, and won, Pride of Workmanship Awards for tourism excellence.

Campbelltown AVIC has a well established reputation for providing exceptional customer service and advice to both travellers and the local community alike and they look forward to continuing this commitment to service excellence.



Pictured above is David Cartright - Tourism Officer
A very happy staff member obviously - what a great advertisement for Campbelltown AVIC.

Source: Melinda Harley, Campbelltown AVIC Co-ordinator

New Name and New Look for Australian Events Expo

Exhibitions and Trade Fairs (ETF) has announced that it has renamed and revamped the Australian Events Expo as the Australian Business Events Expo.

According to Gabrielle Stephens, Event Manager at ETF, the rationale behind the change was to develop a brand that more accurately reflects what the show stands for - business events.

"Since acquiring the show last year we have been working with the industry to ensure that it keeps growing and innovating in terms of attracting visitors. Business events more accurately reflects the industry and what we do, so it made perfect sense to adopt this as part of the new name for this show".

The show's new name and new look was unveiled at an industry function at Doltone House in Sydney recently. According to Gabrielle, the new branding reflects the Australian Business Events Expo as a premium market leading brand. "By including the key words business events in the show's name and refocussing the brand, we have repositioned The

Australian Business Events Expo more accurately in the market. The response we received from the industry has been outstanding and reinforces our strategic future plans," Gabrielle said.

Source: Exhibitions & Trade Fairs

ATEC - Health Tourism

The Australian Tourism Export Council (ATEC) is turning its focus on health tourism to give the inbound sector a badly needed boost. It has created an industry panel to adopt a "strategic framework" to develop the soft wellness industry and the surgery-based medical tourism industry.

The move follows a report in The Economist which predicted outbound travel from the US alone will be worth US\$162 million by 2012.

ATEC said KPMG has presented 'compelling evidence' that Australia's key tourism markets would increasingly demand health services when they travel.

"It is critical that Australia understands and caters for these trends and, like other countries, we need to recognise that our ageing domestic population and narrowing tax base will place increasing strain on our health system," ATEC Managing Director, Matthew Hingerty said. "ATEC believes we can do an 'education' and build capacity into our private health system by tapping into export markets." But he said the sector was being hampered by government inaction and a failure to "realise the potential benefits and implications".

Source: www.travelweekly.com.au

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Your AVIC Brand

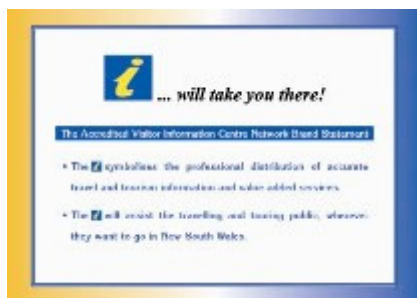
AVIC Brand Statements

For the past 8 years, the "i" Brand has brought uniformity and a consistency in product and service delivery not before seen in Australia, particularly in New South Wales.

The NSW AVIC Network represents the largest provider of Tourism Information and Services in New South Wales with over 170 Accredited VICs staffed by more than 5,000 dedicated staff covering information on approx. 666 different locations in New South Wales, all under the one BRAND the italicised "i".

Brand Statement

The "i" symbolises the professional distribution of accurate travel and tourism information and value-added services.
The "i" will assist the travelling and touring public, wherever they want to go in New South Wales.



The strong value that branding delivers can be maximised by NSW AVICs through Brand presence at AVIC shop fronts with highly visible "i" Branding across the 170+ AVICs in New South Wales. This Brand is promoted, even wider, to diverse audiences through highway signage, web site/internet presence, visitor guide inclusion and media placements.

AVIC Vision and Mission Statements

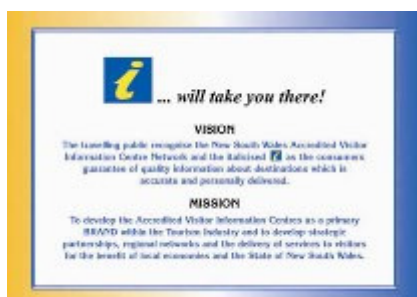
The AVIC Vision and Mission Statements should not just be words that are hung on your wall in a fancy frame. Its message is the very reason that our office and your AVIC opens its doors every day.

Vision Statement

The travelling public recognises the New South Wales Accredited Visitor Information Centre Network and the italicised "i" as the consumers' guarantee of quality information about destinations which is accurate and personally delivered.

Mission Statement

To develop the Accredited Visitor Information Centres as a primary Brand within the Tourism Industry and develop strategic partnerships, regional networks and the delivery of services to visitors for the benefit of local economies and the State of New South Wales.



Aurora cannot stress enough how much value there is in the italicised "i". Please use it at every opportunity. There is strength in numbers. Using the italicised "i" in the publications you advertise in supports the visibility of the AVIC Network and its Brand.

Does the "i" Brand feature prominently on your website?

Please ensure that the person who is responsible for promoting and placing advertisements for your AVIC contacts us at Aurora, if they require any logo artwork for the purpose of advertising.

The two images of the AVIC Statements are available electronically to use to promote the AVIC Brand in your Centre. If you do not have a colour printer to download the statements, simply phone us on 02 6885 5558 or email us at lesley@auroraresearch.com.au and we will happily mail them to you.

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Walcha Council Thanks Volunteers

Recognising our volunteers for the many hours of dedication to local charities, events, functions and community services in our society rarely ever gets the just accolades that they deserve.

Walcha Council has recently extended a warm "thank you" to the many volunteers who give up their precious time to keep the "cogs of the wheel" in motion.

Without their help, community services would either be extinct or much more expensive for the consumers, so a little gratification is well deserved.

Walcha's helping community thrives, with one hundred and thirty eight volunteers in the Visitor Information Centre, at Home and Community Care and at the Walcha Local Library which is absolutely outstanding for such a small regional town.

As a gesture of Walcha Council's appreciation, each volunteer received a garment with the Walcha Logo, "Where Wild Rivers Run", embroidered on it. The volunteers were very proud to wear the jumpers and thankful to Walcha Council.

A small gathering took place at the Visitor Information Centre for the presentation where everyone enjoyed a 'cuppa' and a slice of cake - or two!



Well done to all the Volunteers in Walcha.

Information supplied by Charlie Winter, Walcha Tourism Officer

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OH&S

The Need for Safety Signs

Health and safety legislation in all States and Territories requires persons in control of a workplace to:

1. Identify hazards
2. Assess risks
3. Determine appropriate control measures to prevent injury or illness
4. **Advise all persons who may be at risk of exposure to a hazard**

You may be placing yourself at risk of a breach of your obligations under legislation by not having an adequate means of warning or instructing persons in relation to risks in your workplace.

Safety Sign Checklist

- Are employees, customers and visitors required to follow other specific instructions (eg. keep door clear)?
- Are any areas restricted to authorised personnel only?
- Are any activities prohibited in the workplace (eg. smoking)?
- Are persons warned of any hazards?
- Can persons be injured due to the way they carry out their tasks (eg. lifting, carrying, etc.)?
- Are dangerous goods stored or used in the workplace?
- Are firefighting appliances (eg. fire extinguishers, fire alarms, etc) properly identified?
- Is the location of the First Aid Kit clearly identified?
- Are emergency exits, evacuation routes and assembly areas properly identified?
- Is traffic flow and parking controlled around the workplace, with safe speed limits defined?

If you answered NO to any of the above questions, you need safety signs.

Source: Advanced Safety Systems Australia

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AVIC Connect

Goodbye to Charlie Winter

Charlie Winter, Tourism / Economic Development Officer with Walcha Council and Manager of the Walcha Visitor Information Centre has resigned after six years in the position.

Charlie has joined a team of Discovery Rangers with National Parks and Wildlife Service in Armidale. Charlie said "his role will be to educate the masses on the importance of sustainability, with a priority, guiding kids back into the bush so they can get reconnected and away from the computer world. Also nature based tourism is the biggest attraction within NENW so we need to get guides happening to bridge the gap (you know - doing it)."

Charlie said, "I have enjoyed my time at the Walcha Visitor Information

Centre immensely, especially working with the wonderful volunteers who help staff the Centre, the local operators and everyone involved in Tourism in the region. I have learned an incredible amount of knowledge that surrounds the tourism industry and have loved working with such a friendly bunch of people within the Industry. I see my next role as merely an extension of the Centre's role, and it will put me back in touch with nature ("the maggies at my front door singing every day don't quite cut it")!



Many thanks for your hard work with the Walcha Visitor Information Centre and in the New England region Charlie and good luck in your future endeavours.

Interesting Facts

Some interesting facts about paper/cardboard recycling:

- Recycling 1 tonne of paper saves 13 trees*
- Recycling 1 tonne of paper saves 0.40 tonnes of green house gases**
- Recycling 1 tonne of paper saves 3.25m of landfill space**
- Recycling 1 tonne of paper saves 18.0GJ of energy (5000kWH)**
- Recycling 1 tonne of paper saves 23,700L of water (23.7 tonnes)**

* Dept. Environment & Water Resources & Australian Greenhouse Office

** NSW Environmental Benefits Calculator

Source: Local Agenda

Do you have a recycling policy in your AVIC? You too could be helping the environment.

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What's On / Events

4 - 7 September - Holbrook "Annual Rotary Club Art Show"

This year's exhibition will introduce talented Aboriginal Artist, David Dunn, from Albury. Opening night will be Thursday, 4th September and tasty food and wine will be provided with a lucky door prize. For further

information, phone 6036 2489.

24 - 28 September - Cowra "Cherry Blossom Festival - (Sakura Matsuri)" The Festival is an excursion into the amazing culture of Japan, with traditional Japanese foods, arts & crafts, kite flying, tea ceremonies, music and theatre. For information log onto www.cowrajapanesegarden.com.au

24 September - Broken Hill "Puccini's Madame Butterfly" Broken Hill Entertainment Centre is the venue for OZ Opera's performance. Madame Butterfly is a moving tale set in 1946, a wartime love story with all the drama of a lost love and the fervent hope that love will win out. For bookings and more information, phone 08 8080 3300.

25 September - Bowral "Tulip Time Bowral" is one of Australia 's oldest and most beautiful floral festivals with over 100,000 tulips and 25,000 annuals on spectacular display in Corbett Gardens. Maggie Tabberer is the Tulip Time Ambassador with many new and exciting events planned. See some of Australia 's best and most beautiful private gardens opened to the public during Tulip Time. For information log onto www.southernhighlands.com.au/tuliptime

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[AVIC Network Profiles](#)

AVIC Network Profile

In this Issue we feature [Wendy Frazier from Cootamundra Visitor Information Centre](#).

1. My current position is: Manager, Cootamundra Visitor Information Centre and Owner of A Turtle Stop Cafe, situated together in the old Refreshment Rooms on the platform of the Cootamundra Railway Station Coach Interchange, and that involves providing all the normal visitor services to a diversity of travellers as well as refreshments to coach and rail travellers from Sydney, Melbourne, Canberra, Tumbarumba, Mildura, Bathurst, Dubbo and Condoblin from 12.30 - 3.00 pm each day.

2. The best thing about my position is: The diversity of people I see every day and being my own boss to a large extent.

3. I have been working here since: August 2004. **My previous position was:** Jill of many, mother of 5, taxi driver, short course tutor, artist, builders laborer, Lay preacher, etc.

5. My favourite sport / leisure activity is: Watching the sun rise over the ocean and bush walking.

6. My favourite holiday destination is: Anywhere that has good coffee.

7. People tell me I'm good at: Creative things and thinking outside of the square. That is where I tend to live! Outside the square that is.

8. My favourite colour is: Purple

9. My favourite singer/music is: Simon & Garfunkel

10. If I could live my life over again I would do much the same. I'm only 48 so I've got a fair bit of living to do yet!



Wendy - What an interesting life you have led. Many thanks for sharing it with us.

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Special Feature - Our Backyard

Our Backyard - from Barb Manion Boorowa AVIC

The Running of the Sheep at the Irish Woolfest - Boorowa

Imagine an Australian woolly version of the Running of the Bulls with sheep dogs bouncing on and off the backs of full wool merino sheep and onto the four-wheel motorbike. The Running of the Sheep at Boorowa's Irish Woolfest on **Sunday, 5th October** is an Australian country version, where full wool merino sheep rampage down the main street of Boorowa in New South Wales, leading the colourful street parade. What a spectacular sight as the sheep are contained by our resident farmer from tossing people on their horns and goring unsuspecting visitors.

A spiritual thanksgiving for the fine wool of the district follows an old style ritual shearing of a beautiful merino sheep with fleece thrown on the stage for the annual Blessing of the Fleece, an ecumenical prayerful event.

An energised performance by "The Jitterbugs" with a colourful, non-stop musical extravaganza will appeal to the child in us all. It is a feature of this year's festival followed by the spirited Irish dancers, singers, bands and other non-stop entertainment. A Grower's Market showcases the wonderful array of regional products.

A great day of free entertainment for all the family immersed in a true country flavour not to mention, "The Running of the Sheep".

For further information, go to www.irishwoolfest.boorowa.net or phone 63853962 or email b.manion@boorowa.nsw.gov.au



Boorowa seems to be the place to be on this weekend to experience all things rural.

Our Backyard - from Paul Hobbs - Uralla AVIC

Uralla - The Place To Live

Uralla, situated half way between Sydney and Brisbane on the New England Highway, has a mix of things to see and do, including a Heritage Walk around town viewing the many historic buildings.

The McCrossin's Mill Museum, run solely with volunteers, is said to be the best operated museum in New South Wales outside of the Sydney Metropolitan area. It is certainly worth a look with memorabilia from the gold fields, and not forgetting our favorite Bushranger, "Captain Thunderbolt", who's exploits from yesteryear are still capturing people's imagination.

Art galleries and antique shops abound in the main street, blending in with the turn of the century pubs and cosmopolitan buildings, dating from the 1860`s through to the present day.

Take time out to have a coffee and chat with the locals who are always ready to spin a yarn.

From Uralla you can branch out into the wonderful country side. Experience a scenic drive to the Dangar's Falls [120m] enjoying a bushwalk around the falls and gorge. Take a picnic and enjoy the day. Autumn is a grand time with the trees in all their full glory of reds, yellows and oranges. At this time of the year the famous Gostwyck Chapel, coated in rustic ivy, is another icon not to be missed.

BankWest`s Quality of Life Index 2008 dated August, lists the top 590 towns and villages throughout Australia for their quality of life. The top three are Ku-ring-gia, Hunters Hill and Nillumbik [Melbourne].

For the first time, Uralla at No. 240, has been listed as the "Best Quality of Life" in the New England Northwest. Other towns in close proximity are listed as Walcha - 243, Armidale - 323 and Guyra - 459. Come and see for yourself.



Pictured above - Gostwyck Chapel at its resplendent best in the Autumn sunshine.

Is it any wonder Paul and the other residents of Uralla are very proud of their town!

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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 5th September, 2008.

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

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