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i *...will take you there!*

Welcome

Welcome to the fortnightly Edition of the AVIC E News

Issue 125 - 11 November, 2008

Good luck to all the Visitor Information Centres who are Finalists in the NSW Tourism Awards being held on November 20 at Star City!

We hope you enjoy your AVIC Newsletter!

From Lyn, Lesley, John, Gordon & Maryanne

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AVIC/Industry Information

Writing a Media Release

With many of you wanting to promote your services, gift lines and souvenirs, etc. to the local residents in your area, you may be thinking of writing a Media Release for the local newspaper. Below are some points which may assist in this task:

- At the top of the Media Release always state, "For Immediate Release", or give an embargo date.
- Include a heading summing up the Release. The heading should always denote some type of action so use a verb in the heading.

- Keep the length to one page only. (Many journalists 'bin' Releases without reading them if the Release is more than one page).
- Remember a Media Release is only a 'bite' intended to tempt the journalist to phone you for further information.
- Keep sentences short and punchy.
- Use a spokesperson's quote(s).
- If possible, use relevant facts and figures.
- Ensure there is a contact number for the general public to phone.
- Insert the Media contact name and phone number at the bottom of the page.

Note: There should be one core message that you want to deliver.

Don't send out a Release just for the sake of it - this is the best way to lose credibility.

Source: Nicole Lenoir-Jordan, Director, Five Star PR

Keep an eye out for, "How to Create a News-worthy Media Release" in our next Issue.

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Your AVIC Brand

AVIC Flags

The Summer Season is approaching and for many AVICs that means increased visitation to their town/region. Do you need to renew your AVIC flags or purchase a flag, for a different approach, to identify your Centre?



- The flag pole flags are made from strong, lightweight fabric that lifts to fly readily. These flags are 1800 x 900 mm and are available from Aurora for \$80.00 each inc. GST and postage.
- The door mount flags are designed to attach to a bracket (supplied) on the door frame or similar upright of your building. The flags are printed on both sides, made of a durable and heavyweight vinyl material and have a long life expectancy. These flags measure 43 x 43 cm with a 75 cm pole and cost \$30.00 inc GST and postage.

To order, simply email lesley@auroraresearch.com.au and we will package and post them, with the Tax Invoice enclosed, on the day of receipt of the order.

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Volunteers

Why People Volunteer

There are many reasons why volunteers seek to become involved in an activity. These include:

- They want to do something for the community and make a difference
- It can be an opportunity to learn and develop skills
- Broaden perceptions and experience
- It gives an opportunity to gain new knowledge about the community
- It can be a new source of personal satisfaction

Formal volunteering is an activity which can take place through Visitor Centres and is undertaken:

- To be of benefit to the community and the volunteer
- Of the volunteer's own free will and without coercion
- For no financial payment
- In designated volunteer positions only

For the Visitor Centre, volunteers can bring:

- Skills and expertise
- Time
- Energy and enthusiasm
- Good local and general knowledge
- Support to staff
- Community engagement aligned with the Visitor Centre mission and vision
- Valued resources to value add to Visitor Centre services
- Value of tourism to the community
- Community involvement in tourism

Source: Aurora

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OH&S

How to Operate Fire Extinguishers

Poor maintenance and incorrect usage of fire extinguishers are two key reasons why fires can spread, endangering lives and causing considerable damage. Many fires can be brought under control within the first few minutes of ignition if attended to correctly with an extinguisher, which can buy valuable time before the Fire Brigade arrives.

How to operate an extinguisher

There are four basic steps for using modern portable fire extinguishers:

1. **Pull Pin** - Pull pin at the top of the extinguisher breaking the seal. Immediately test the extinguisher (aiming away from the operator) to ensure the extinguisher works and also shows the operator how far the stream travels.
2. **Aim** - Approach the fire standing at a safe distance. Aim the nozzle or outlet towards the base of the fire.
3. **Squeeze** - Squeeze the handles together to discharge the extinguishing agent inside. To stop discharge, release the handles.

4. **Sweep** - Sweep the nozzle from side to side as you approach the fire, directing the extinguishing agent at the base of the flames.

Note

Always test the extinguisher before proceeding to the fire. Remember you only have seconds to extinguish the fire, not minutes, but only do so if it is safe. The rule of thumb is if you can not put a fire out with one extinguisher, then the fire is too big for you to fight.

Source: NSW Fire Brigades

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[AVIC Connect](#)

Sensis White Pages

Many thanks to all Centres for their assistance and co-operation in compiling the data for Sensis White Pages. These entries are available on the White Pages Website, as well as the hard copy phone book. All the Directories are now closed which means the work is finished for another year - Yea!!!!

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[What's On / Events](#)

15 November - Coonabarabran - Rockin' the Bungles- Crooked Mountain Concert

This open air concert commences at sunset with a Gamilaroi Welcome to Country, followed by a performances from the winners of the Western Region Battle of the Bands with special guest artists - James Reyne and country singer, Felicity Urquhart. An evening of great music, fine foods and entertainment. Children's activities will be provided and fresh local produce and wines will be on sale at the market stalls. Children's entertainment starts at 5.00 pm and the concert commences at 7.00 pm. For further details, contact Aileen Bell on Tel: 02 6825 4364.

16 November - Dural - "Jazz at The Pines"

Jazz lovers and those looking for a lovely day out are invited to enjoy guided tours of the Homestead and learn about the history of the house, "The Pines", and the Roughley family ! - from their early convict beginnings to present day. All proceeds from the jazz event go towards the maintenance and preservation of the historic property. Eric Holroyd Hotshotz Band is the featured artist for the event. Location - "The Pines", 656 Old Northern Road, Dural . For further information, phone 02 8853 1911.

21 - 23 November - Castle Hill - "Good Food Affare"

Three days of produce passion for food lovers. It's a growers' market, it's gorgeous restaurants and cafés, it's sensational cooking shows and much more.

It's a food event that kids will love, too. For further information, visit www.goodfoodaffare.com.au

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AVIC Network Profiles

AVIC Network Staff Profile

In this Issue we profile Deb Paton - Manager of the Tumbarumba Visitor Information Centre.

- 1. My current position is:** Tourism Officer for Tumbarumba Shire Council and that involves managing the Visitor Information Centre, tourism promotion, events support and marketing.
- 2. The best thing about my position is:** I am never bored!
- 3. I have been working here since:** July 2006.
- 4. My previous position was:** With Snowy Hydro for nearly eight years, and a year with NPWS, in a number of Visitor Centres in the Snowy Mountains, but chiefly the now closed underground Power Station, Tumut 2.
- 5. My favourite sport / leisure activity is:** Horse riding.
- 6. My favourite holiday destination is:** Europe.
- 7. People tell me I'm good at:** Communication, working to deadlines.
- 8. My favourite colour is:** Depends on my mood.
- 9. My favourite singer/music is:** Depends on my mood.
- 10. If I could live my life over again:** I would waste less time in achieving my goals and live closer to my family.



Many thanks Deb for participating in this segment of the AVIC Newsletter.

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Special Feature - Our Backyard

Our Backyard

from Marie Lindley, Tourism Manager, Gundagai Shire Council

The Dog On the Tuckerbox Festival

Gundagai's Big Weekend - 13th -16th November. The celebrations incorporate the famous "Snake Gully Cup"- a two day horse race meeting.

The "Dog" celebrates its 76th Birthday this year!

Some of the events organised for the big weekend are:

Thursday: Snake Gully Calcutta at the Services Club

Friday: Day 1 of Snake Gully Cup Race Carnival (4,000 people) -

Golf, Bowls, Live Entertainment, Dinners and Discos

Saturday: Day 2 of Snake Gully Cup Race Carnival -

Golf , Bowls.

Judging of Shop Window Competition. The theme of this year's Shop Window Competition is "Bridging The Bidgee" (Gundagai is famous for its historic timber and iron bridges. Currently, Sheahan Bridge which spans across the Murrumbidgee River, is being duplicated).

Sports Dinner at Gundagai District Services Club - special guests -

Jared Tallent and Clare Tallent (Woods). Jared and Clare were Olympic Walkers at the 2008 Beijing Olympics.

Sunday: "The Dog's Breakfast" and Market Stalls Jazz Band all in Carberry Park.

The Dog on The Tuckerbox was unveiled on Monday 28th November, 1932 with the then Prime Minister, the Late J.A. Lyons, officiating. "The Dog" story became part of the folklore associated with the Australian bush and, at the turn of the 20th Century, an exhibit at a Gundagai Pastoral & Agricultural Show depicted a dog sitting on a box. It was there that a poet, wine salesman and traveller, the late Jack Moses, first saw the "Tucker Box" and he was greatly impressed. He produced the poem, "Nine Miles from Gundagai", which included a line "... and the dog sat on the Tuckerbox, nine miles from Gundagai." The popularity of the poem and the publicity it gave Gundagai led to the decision to put up a Pioneer's Memorial which would be in the form of a dog on the Tuckerbox.



Thanks Marie - we're sure the Festival will be a huge success!

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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 21 November, 2008.

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

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