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

**Welcome**

**Welcome to the fortnightly Edition of the AVIC E News**

**Issue 126 - 25 November, 2008**



**With Christmas just a month away, we know all AVICs will be busy with preparations for the anticipated influx of visitors over the Christmas / New Year period. We hope it all goes well.**

***We hope you enjoy this edition of the AVIC E Newsletter!***

***From Lyn, Lesley, John, Gordon & Maryanne***

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**AVIC/Industry News**

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### **AVIC Training at Goulburn**

Aurora recently conducted Customer Segmentation and Customer Service Workshop in Goulburn, Broken Hill, Taree, Narrabri, Ballina and Casino. Recently 16 AVIC staff from across the Capital Country region attended a workshop and were very pleased with the content and the opportunity to Network and share ideas. Feedback comments such as ... "I found the Workshop very beneficial with many aspects that I had not thought about".... and ...."Thank you, it was very useful and informative - great food for thought". Of course there was special mention on how fantastic the food was too!



Pictured above - Workshop Participants in Goulburn

### **AVIC Training for 2009**

Aurora is planning more Training Options in 2009. Thanks to your feedback, Aurora will be offering Volunteer Workshops, Product Development/Product Knowledge, AVIC Design and Retail Management and an Operator Customer Awareness and Segmentation Program. Other Training Options available - How to Write Business and Marketing Plans, How to Write your AVIC Policy and Procedures Manual, Communications in the Workplace, System! s Implementation to Produce Consistency in Service and Product Delivery and How to Write Funding Submissions. If there is any area of Training you would like delivered, Aurora would be pleased to discuss your Training requirements and provide a quote. Please email us at [vic@auroraresearch.com.au](mailto:vic@auroraresearch.com.au) for further information.

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### **New Resource from CRC Tourism**

'Culture and Heritage Tourism - Understanding the Issues and Success Factors' has been developed by the Sustainable Tourism Co-operative Research Centre and combines six most recent studies into culture and heritage tourism.

The publication (which is available for free download) has been developed with both industry and custodians of cultural and heritage assets in mind. It brings together summaries, statistics and key findings and recommendations in an easily accessible resource.

To download a free copy of this publication, visit the CRC website at [www.crctourism.com.au](http://www.crctourism.com.au)

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### **How to Create a Newsworthy Media Release**

You may be unsure what is newsworthy and what is not. Listed below are some ideas of newsworthy topics:

- Organise an event to coincide with a particular occasion/festival

- Link your media release with a current news event
- Create or adapt a survey for your target audience
- Letters to the editor
- Make a protest
- An office move or expansion
- Celebrity visit
- Awards won
- Company anniversary
- Work with the media on a joint occasion/event
- Publish a report
- Organise a competition
- A customer's success story
- Awards or achievements by employees
- New appointments
- Staff promotions
- Staff retirement
- Community contributions

Media releases are an excellent method of reminding the public, especially the local residents, of who you are and what you do.

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

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**Your AVIC Brand**

### **AVIC Research and its Link to Marketing and Advertising**

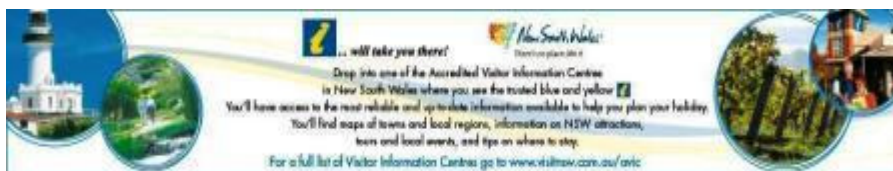
Aurora constantly reviews consumer trends to ascertain the correct placement of AVIC promotional advertising.

Aurora recently sent out a Survey for AVICs to complete. The information gathered from the completed surveys reinforced the placement of our advertising into the Nature and Self Drive media sectors. When asked ... "What are the Key Tourism Themes for your area?", the top theme was Nature, with Food & Wine, Grey Nomads and Touring/Drive/Heritage being other popular responses.

AVICs also advised that the top three tourism products on offer in New South Wales are National Parks, Heritage/Historical and Beaches/Water.

Aurora has inserted advertising in print media targeting the nature based and self drive markets, such as Caravan and Camping, Holidaying in NSW, YHA Guide, Campervan and MotorHome Club of Australia's (CMCA) website and the Wanderer Magazine. We have also added the accredited 'i' to GPS on "Where Is" and on printed maps, such as those provided by Cartescope, Universal Publishers, Gregories and Hardie Grant.

Our most recent advertisement (pictured below) has been inserted in the Wanderer Magazine. The Wanderer is a monthly full colour, 85 glossy page magazine published by the largest Recreational Vehicle Club (RVC) in Australia, the CMCA. Each month in excess of 36,000 members receive this magazine which includes such topics as RV friendly towns listing, contacts, calendar, networks, chapter profiles, happenings, innovations and much more.



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**Volunteers**

### **Canberra Region Volunteer Program**

Australian Capital Tourism's Volunteer Program was initiated in September 1995. The Program is based at the Canberra and Region Visitors Centre (CRVC) and comprises of approximately 70 volunteers.

The Volunteer Program aims to provide a wide range and diversity of information about Canberra to both visitors and residents at a variety of easily accessible points which are staffed by well trained volunteers.

Australian Capital Tourism recognises that, within the community, there are many people who have a vast store of knowledge about the city, its history and services. There are many skilled people who want to make a contribution to the city and the community as a whole. Volunteering, as well as providing social interaction and personal development, is one way that people can make this contribution.

The Australian Capital Tourism Volunteer Program is one of the most involved and active volunteering programs in Canberra. A comprehensive training period is the first step as an Australian Capital Tourism Volunteer. This will be with full time staff at the CRVC and will last for approximately two months.

The Volunteer Program strives to:

- increase visitor awareness of and to enhance visitor satisfaction whilst in Canberra and the Region
- increase visitation and encourage repeat visits to Canberra and the Region - use the skills and abilities of people who know and love Canberra and who wish to make a contribution to their community

The Volunteer Program is an integral part of the effective operation of Australian Capital Tourism.



**Pictured above is volunteer, Kathy Mulligan, assisting some visitors.**

*Our thanks to Michael Salmon, Operations Manager, Australian Capital Tourism for giving us this overview of their Volunteer Program.*

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**OH&S**

### **Safe Operating of Fire Extinguishers**

- Always lay the extinguisher down on its side when empty.
- Do not touch the metal components of the Carbon Dioxide extinguisher, due to the build up of "dry ice", as frost bite may occur.
- Avoid pointing the Carbon Dioxide applicators at people. If the extinguisher is accidentally operated, frost bite to the face and eyes may occur.
- Do not discharge water onto flammable liquid fires, as flammable liquid floats on water and this may cause the fire to spread,

### **After Use Requirements**

- Lay the extinguisher down out of the way after use.
- Do not place the empty extinguisher/s back on the hook.
- Arrange empty extinguisher/s to be serviced and refilled as soon as possible.
- Report the use of the fire extinguisher to the Fire Safety Officer or your Supervisor.

Make sure that everyone in the building knows the location of all extinguishers and how to use them.

*Source: NSW Fire Brigades*

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AVIC Connect

### 2008 NSW Tourism Awards

Congratulations to the Award winners for the Visitor Information and Services -

**Gold Award** - Clarence River Tourism - Clarence River and Clarence Coast Visitor Information Centres (Northern Rivers) for the second year in a row - an outstanding achievement

**Silver Award** - Cowra Visitor Information Centre (Central NSW)

**Bronze Award** - Lismore Visitor Information Centre (Northern Rivers)

#### **Congratulations also to the following Finalists:**

Batemans Bay Visitors Centre (South Coast)

Clarence River Tourism - Clarence River and Clarence Coast Visitor Information Centres (Northern Rivers)

Cowra! Visitor Information Centre (Central NSW)

Greater Port Macquarie Visitor Information Centre (Mid North Coast)

Lake Macquarie Tourism Visitor Information Centre (Hunter)

Lismore Visitor Information Centre (Northern Rivers)

Mittagong Visitor Information Centre (Capital Country)

Port Stephens Visitor Information Centre (Mid North Coast)

*Our congratulations to all who entered the 2008 NSW Tourism Awards*

Source: [www.corporate.tourism.nsw.gov.au](http://www.corporate.tourism.nsw.gov.au)

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### **New Visitor Information Centre for the Southern Highlands**

Tourism Southern Highlands is proud to advise the Accreditation of a new Level 3 Visitor Information Centre for the Southern Highlands, located in Robertson at the Old Robertson Cheese Factory.

The opening of this Visitor Information Centre in Robertson, will now see the continuation of Accredited Level 3 Visitor Information Centres in Bowral, Bundanoon and Robertson, all of which compliment the services available through the Level 1 Accredited Visitor Information Centre, operated by Tourism Southern Highlands in Mittagong, and all providing valuable information to visitors to the Southern Highlands our region.

Tourism Southern Highlands Manager, Steve Rosa said, "The opening of the Old Robertson Cheese Factory at Robertson as an Accredited Visitor Information Centre compliments Tourism Southern Highlands' strategy of providing tourist information services at major entry points into the Southern Highlands. Robertson is a major gateway from the South Coast and visitors will now be supported with professional tourism information facilities".



Pictured above at the official opening are from L - R: Mayor Duncan Gair, Robertson Old Cheese Factory owners, Alan & Liz Jackson, Tourism Manager, Steve Rosa

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**What's On / Events**

### **28 - 29 November - Hay**

#### **"National Shearing & Wool Handling Championships"**

Hay celebrates a week of activities leading up to the National Shearing & Wool Handling Championships including an Art Gallery Exhibition, Picnic Race Day, Official Welcome Dinner and much more. For further information, phone Shear Outback AVIC on Tel: 02 6993 4000.

### **5 - 7 December - Young - "59th National Cherry Festival"**

Highlights of the 2008 Festival will include the Cherry Festival Street Parade, Cherry Festival Ball, Cherry Festival Carnival, Celtic Tattoo Spectacular, The BIG Breakfast, Heritage Train Rides, Cherry Festival Bush Poets Competition & Breakfast, Jam Factory & Orchard Tours, Young & Region Farmer's Market, Art & Photography Exhibitions, 'Pick Your Own' Cherries and lots more... For further information, phone Young AVIC on Tel: 02 6382 3394.

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**AVIC Network Profiles**

#### **AVIC Network Staff Profile**

In this Issue we profile Josh Scott, Tourism Officer at Young AVIC.

**1. My current position is:** Tourism Officer at the Young Visitor Information Centre and that involves a lot of work! ... like providing information to visitors and helping organise the National Cherry Festival (this year it will be held on the 5-7 December - it is a must see)! As well as organising the National Cherry Festival, I also organise other events such as the Lambing Flat Festival, Australia Day Celebrations, Cherry Capital Craft Show, etc.

**2. The best thing about my position is:** Being able to promote my town to people near and far! It is a privilege to pass on your local knowledge to visitors and it gives me the opportunity to meet and get to know a lot of the visitors who come into the Young AVIC.

**3. I have been working here since:** April this year.

**4. My previous position was:** A Teacher's Aide (Special) at Young High School, based within the Special Education Department.

**5. My favourite sport / leisure activity is:** Going to the gym, playing piano and driving my VW Beetle.

**6. My favourite holiday destination is:** Wherever there's an adventure park or somewhere to get the adrenaline pumping!

**7. People tell me I'm good at:** Telling jokes (even though I seem to be the only person laughing most of the time), helping people and I think I am good at making the best of life.

**8. My favourite colours are:** RED, WHITE AND BLUE (GO THE MIGHTY ROOSTERS)!!

**9. My favourite singer/music is:** Anything from Eminem and 50 cent to Pavarotti and Andrea Bocelli. I love every type of music!

**10. If I could live my life over again:** I would take more risks.



*Many thanks Josh for participating in this section of the Newsletter and good luck with the upcoming Young Cherry Festival.*

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### Special Feature - Our Backyard

#### **Our Backyard** **from Loraine Dartnell - Hunter Wetlands Australia Visitor Centre**

The Hunter Wetlands Centre Australia is recognised as a hub of leading practice in wetlands conservation, education, tourism and management, engaging our visitor and partner base by providing a unique, accessible and sustainable wetlands experience. It is a haven for wildlife and people and a place of education, conservation and tourism.

Situated on 45 hectares, people can enjoy numerous activities from dipnetting, feeding sessions, walking trails, canoeing, cafe and much more.

Over 250 wildlife species can be discovered on site including birds, ducks, tortoises and frogs and is ideally located only 10 minutes from Newcastle and 90 minutes from Sydney.

**The Annual Wetlands Christmas Party** is on again this year. Come and meet Santa, sing some carols, join the Discovery Zone treasure hunt, play some games, dipnet for some pond creatures, shop for some eco-friendly Christmas gifts, relax with live music over lunch in Cafe Nourish or join us for a sausage sizzle. Grab a gift bag from Santa and enter the caption competition to go in the draw for a free pass for a Spotlight Prowl.

Christmas in the Wetlands is to be held on Sunday, 7 December at The Hunter Wetlands Australia, off the roundabout, on Shortland Road, Shortland and commences at 11.00 am.



Santa arriving for last year's Annual Wetlands Christmas Party.

*We hope this year's Christmas event goes well!*

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**Deadline****Deadline**

Please email [lesley@auroraresearch.com.au](mailto:lesley@auroraresearch.com.au) with any articles you wish to be included in the upcoming AVIC News, prior to 8th December, 2008.

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

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