

## Lyn Penson

**From:** lesley@aurora-ps.com  
**Sent:** Tuesday, 3 March 2009 1:45 PM  
**To:** Lyn Penson  
**Subject:** AVIC PR and Media

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Issue No. 131

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Welcome

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

**Issue 131 - 3 March, 2009**

**Lyn and Lesley from Aurora will be attending the LGSA Tourism Conference scheduled to be held from 10-12 March in Kiama.**

**We will be promoting the AVIC Network so come up to the Display Stand and say hello!**

**Look for the AVIC Branding.**



**Enjoy the Newsletter**

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

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AVIC/Industry News

### **Brand NSW Brochure Guidelines**

To help unify the marketing of the State to visitors, Tourism NSW has developed Brand NSW Brochure Guidelines to capitalise on the power of the NSW Brand and bring destinations together under a consistent "look and feel".

The Guidelines are available **free of charge** to Regional Tourism Organisations and Tourism Managers to create brochures that reflect and align to the style of the NSW Holiday Planners. The Brand NSW Brochure Guidelines contain formats that are flexible and easy to use and will help regions reduce design costs and save time.

The Brand NSW Brochure Guidelines give you access to:

- Design, photography and editorial principles
- Typography standards
- Editorial and advertising modules
- NSW branded maps for the State, regions and zones

Since the release of the Tourism NSW Holiday Planner series, research has found:

- Layouts are inviting and encourage the reader to explore in detail
- Images are motivating and inspiring
- Content is the right balance of inspiration and information
- Boxed layout for product advertising is well liked - easy to identify
- Quality production
- The majority of respondents rated the appeal of the destinations as enticing or extremely enticing
- Consumers' intention to visit was significantly more likely after receiving a Holiday Planner.

So far, the Brand NSW Brochure Guidelines have been used by Griffith, the Riverina, Hay, Deniliquin and Carrathool in developing their brochures.

For further information, contact Dennis Poropat on Tel: (02) 9931 1550.

*Source: Dennis Poropat - Tourism NSW*

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### **Becoming a Carbon Neutral Business**

Consumers are starting to think harder about environmental practices of the companies they do business with. In fact, becoming a carbon neutral business is now a financially astute way of doing business.

#### **What is carbon neutral and how do you achieve it?**

The first thing you need to do is "carbon audit" your business and find out what your carbon footprint is. Vehicle and air travel, office air conditioning, lighting, even leaving your computer on overnight all contribute to to your carbon footprint. It is simply the sum of all the carbon a business produces, either directly or indirectly.

There is a calculator at [www.climatepositive.org/measure](http://www.climatepositive.org/measure) that can help you work out exactly how much carbon your business is producing. You may find the results surprising but conversely, you may be pleasantly surprised to see how little it costs to offset.

The most popular way to offset your carbon usage is to plant trees, which can cost from as little as \$5 - \$15 per tonne of carbon produced. Alternatively, you simply switch to to using "green electricity".

Possibly the biggest surprise of all is just how much your business stands to save by adopting more efficient business practices so you win and the planet wins too.

Source: *Business Matters*

**Many visitors to our AVICs are looking for eco-friendly options for their accommodation, etc. If you advertise (within your Centre and in your Newsletters, etc.) the fact that your AVIC is 'carbon neutral', this is sure to impress.**

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**Your AVIC Brand**

### Update on GPS for Navigation Systems

Aurora has negotiated with GPS map suppliers to have Accredited Visitor Information Centres identified as Points of Interest on navigation devices. "WhereiS" has advised the timeframe as follows:

Level 1 and Level 2 NSW Visitor Information Centre data is to be incorporated into the next release of the WhereiS database which will reach the market around September. This is only a partial release of the WhereiS database so only Sydney, Newcastle, Central Coast, Blue Mountains and Wollongong will be updated. Rural NSW will be released in September with this data expected to reach the market in around 12 months time.

Accredited Visitor Centres will be visible with the trademark 'i' Branding.



### AVIC Advertisement



Aurora continues to promote the AVIC Network via the regional maps produced by Cartoscope. Pictured above is the AVIC advertisement for the latest Cartoscope Map - Outback NSW, Edition 1.

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## Volunteers

### Key Points for Managing Volunteers

- Volunteers are entitled to appropriate placement in meaningful work that has an intrinsic reward, considering their needs, preferences and state of health.
- Volunteers are entitled to the same working environment as paid workers, including the statutory requirements of EEO, Anti-Discrimination and OH&S.
- Volunteers should not work more than a maximum of 16 hours per week in any one organisation. Working more hours than this could be considered to constitute the work of a paid, part-time person.
- Volunteer Accident Insurance must be in place to cover volunteers for accident and/or injury. Check your policy regarding insurance cover.
- Every volunteer has the right to receive feedback on their performance on a regular basis.
- Volunteers working for your organisation should be required to record their working hours by signing on and off, which provides the organisation with data on the number of hours contributed by volunteers and evidence of their undertaking volunteer work in case of accident or injury.

*Source: Managing Volunteers*

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## OH&S

### Is your Small Business Fire Safe?

**The NSW Fire Brigades recommends this simple safety checklist to assist your small business in preventing damage that could be caused by fire.**

- Teach your staff about workplace fire prevention and safety.
- Avoid storing or stockpiling flammable materials such as packaging materials or waste where they could be accessed by the public, including areas immediately outside your business premises.
- Make sure all electrical equipment is serviced as recommended by manufacturers and is kept clean. If possible, switch equipment off when the business is unattended.
- Secure all doors, windows or other access points when the business is unattended, and make sure your business has adequate lighting to deter trespassers.
- Ensure your business has an adequately serviced and functional fire alarm system that is suitable to your small business e.g. remote serviced alarm systems, sprinkler systems, thermal or smoke alarms, etc.
- Make sure your business has a written and practiced fire escape plan that includes full staff lists and designated meeting points.
- Ensure that all of your staff has sufficient training in what they should do if your small business is exposed to an unexpected fire. Depending on your business, this will at least mean knowing where to escape to and dialling 000.

- Make sure you know what information is important for your business continuity. This should include having contingency plans to protect and/or restore all important information (hard copy and IT) like supplier and client lists, business contracts and insurance details.
- Consider having an off site secure location to store important information in your contingency plan.

Source: NSW Fire Brigade

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**AVIC Connect**

### **Tourism NSW Destination Services**

Destination Services is a unit within Tourism NSW that focuses on product and destination development in NSW.

Destination Services:

- Uses research to identify tourism development opportunities
- Advises operators on development and marketing of tourism products and experiences
- Assists regional destinations and Sydney tourism precincts to develop and improve their visitor appeal
- Communicates tourism product and destination information to other Tourism NSW units

AVICs can use this information by referring local operators to Tourism NSW for assistance. You can work with Destination Services by referring tourism products to the appropriate team member for advice and keeping them updated on your local product news. To discuss destination and precinct activities, contact the team for details.

Barbara de Rome  
Manager - Destination Services  
(02) 9931 1507  
[Barbara.deRome@tourism.nsw.gov.au](mailto:Barbara.deRome@tourism.nsw.gov.au)

Jenny Bidwell  
Sydney Development Coordinator  
(02) 9931 1471  
[Jenny.Bidwell@tourism.nsw.gov.au](mailto:Jenny.Bidwell@tourism.nsw.gov.au)

Kristie Marshall  
Greater Sydney Coordinator  
(02) 9931 1448  
[Kr!istie.Marshall@tourism.nsw.gov.au](mailto:Kr!istie.Marshall@tourism.nsw.gov.au)

Mandy Bellingham  
Destination Services Specialist  
(02) 9931 1470  
[Mandy.Bellingham@tourism.nsw.gov.au](mailto:Mandy.Bellingham@tourism.nsw.gov.au)

Lee Clarke  
Destination Services Specialist  
(02) 9931 1405  
[Lee.Clarke@tourism.nsw.gov.au](mailto:Lee.Clarke@tourism.nsw.gov.au)

Dean Long

Project Coordinator Tourist Signposting  
(02) 9931 152  
Dean.Long@tourism.nsw.gov.au

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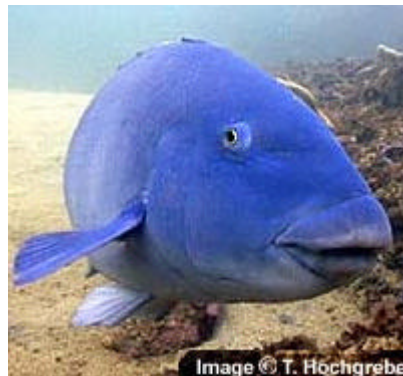
### Did You Know?

Most of us are familiar with the floral emblem of NSW - the waratah (*Telopea speciosissima*).

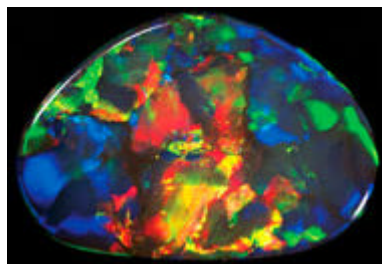


.... but do you know these other two emblems?

**NSW Fish Emblem** - The Blue Groper (*Achoerodus viridis*) was proclaimed the State fish of New South Wales in 1998. A friendly but powerful coastal fish that often follows divers. It can be up to one metre long and weigh between 2 and 15kg, though some specimens may reach 40kg or more.



**NSW Gemstone Emblem** - The Black Opal was proclaimed the State gemstone of New South Wales in 2008. It is the most rare and valuable type of opal.



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### **7 - 15 March - Canberra "The Canberra Festival"**

Canberra turns 96 and you're invited to the party. There are events and activities celebrating Canberra, the city, the people and the culture, with a special event on 9 March offering top Australian entertainment and local performers, special children's entertainment and local food and wine. For further information, phone Canberra & Region AVIC on Tel. 6205 0044.

### **15 March - Taree "Mid North Coast Pet Expo & Family Fun Day"**

Featuring Croc Stars Reptile Show, Animal Farm, Mini Pigs, Pet Show & Canine Gymkhana, Dog High Jump and much, much more. Displays by RSPCA, NPWS and KIC. A goods auction, raffles and guessing competitions, BBQ and refreshments will also be held. Lots of fun for the whole family with proceeds going to the RSPCA Bushfire Appeal. For further information, phone: 02.6550 0055.

### **22 March -Vacy (30kms from Dungog) -"Vacy Village Country**

**Carnival"** Features of the Carnival include helicopter, camel, donkey and pony rides. Crocodile encounters show, country food, camp oven cookery, local talent live on stage, market stalls and much, much more. The highlight of the day will be the "Jack Russell" Races. For further information, phone 02.4938 8119.

### **28 March - Wagga Wagga "Food and Wine Festival"**

Wagga Wagga's premier food and wine event showcasing local food and wine at over 40 stalls. Entry by a gold coin donation - 4.00 pm - 9.00 pm at Civic Centre Gardens. For further enquiries, phone 1300 100 122.

### **18 - 19 April - Maitland "Hunter Valley Steamfest"**

The Steamfest is again set to thrill people of all ages. Included on the program are steam train excursions, "tin hare" vintage diesel excursions, market stalls, street steam, miniature locos and children's entertainment. To find out more, visit [www.steamfest.com.au](http://www.steamfest.com.au).

### **11 - 19 July - Sydney Olympic Park "The Samsung Hockey**

**Champions Trophy"** featuring the top six women's hockey nations - Australia, Argentina, China, England, Germany and The Netherlands. If you would like brochures on the Women's Champions Trophy, please contact Naomi Maclean on Tel: 03 9555 1500 or email [naomi.maclean@hockey.org.au](mailto:naomi.maclean@hockey.org.au).

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### **AVIC Network Staff Profile**

This Issue we profile Jimmy Neilson from Silverton Visitor Information Centre.

**1. My current position is:** Manager - Silverton Visitor Information Centre, Level 3 **and that involves:** running a business with Lee, my wife. Lee is a Glass Artist and makes various Sun Catchers, Fused Glass and Jewellery. We also make a range of Australian Leather Goods. We provide a selection of promotional leaflets on local attractions and businesses along with a comprehensive selection of maps and books appertaining to the Outback.

2. **The best thing about my position is:** Being able to assist visitors and travellers from all parts of the world with information on the local area and safe travel in the outback.
3. **I have been working here since:** March 2005.
4. **My previous position was:** TAFE Conservation and Land Management Lecturer.
5. **My favourite sport / leisure activity is:** Walking, when I get time!
6. **My favourite holiday destination is:** Anywhere in the outback, preferably next to a remote creek with water.
7. **People tell me I'm good at:** Paperwork!
8. **My favourite colour is:** Green
9. **My favourite singer/music is:** Eric Clapton and other "Blues" artists.
10. **If I could live my life over again:** I would travel in the remote parts of Australia as I believe that these areas have some of the best scenery and beauty anywhere in the world.



Many thanks Jimmy for sharing your profile with us - love the beard!

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*i...will take you there!*

**Special Feature - AVIC Showcase**

#### **AVIC Showcase**

Trish Hayes, Manager, Bathurst Visitor Information Centre answered our call for 'interesting displays/features in your AVIC'.

#### **Don't forget the waterball!**

For the past 2-3 years staff at the Bathurst Visitor Information Centre, their family, friends and associates who take holidays are farewelled with

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the words, "Don't forget the waterball" rather than "Bon Voyage".

It all started with just a couple of simple little souvenirs and has snowballed into a collection numbering 70 cute, quirky and occasionally downright ugly mementos of visits to places as diverse as Oxford (UK), the Isle of Capri, Fiji and Madura Pass. There's crocodiles from Darwin, black swans from Perth, kiwis (obviously from New Zealand), a Canadian ice hockey-playing moose and a New York yellow taxi!

Once collecting started it has been hard to stop but there's always plenty of room for more in the brand new display cabinet at the Centre. One very special feature is the prototype of the first official Bathurst waterball - a rather bizarre recreation of the town's well known lamp standards that looks not unlike a flying saucer. The second version, a much more appealing waterball is now on sale and features Bathurst's 75 year old carillon under the dome - a must for any serious collector.



Many thanks Trish for the information on your quirky display!

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*i...will take you there!*

**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 12 March, 2009.

We appreciate your contributions and input into the AVIC Network

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Program.

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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](mailto:vic@auroraresearch.com.au)  
Web: [www.avicnetwork.com](http://www.avicnetwork.com)  
12112 [www.visitorinformation.net](http://www.visitorinformation.net)  
12132 [www.aurora-ps.com](http://www.aurora-ps.com)

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