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Issue No. 133

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i ...will take you there!

Welcome

Welcome to the fortnightly Edition of the AVIC E News

Issue 133 - 31 March, 2009



Happy Easter to management & staff of all AVICs

Enjoy the Newsletter

From Lyn, Lesley, John, Gordon & Maryanne

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AVIC/Industry News

TAFE Tourism Class Sponsorship at Coffs

"In 2008 the Coffs Coast Visitor Information Centre was approached by North Coast TAFE, Coffs Harbour Campus to become that year's sponsor for the Virtual Enterprise. The Virtual Enterprise is a concept where the group run a business developing, marketing and trading products to the business partner in the virtual educational environment.

I was pleased to accept and, although sponsorship was not financial, we provided props, support and some stationery to enable the class to set up a real time operation.

I initially had the class visit the AVIC and meet myself and the Centre staff. They were briefed on our operation and discussed how we might assist them with their study year. I made visits to the Campus during the year to further encourage and support the students. I co-operated in selecting suitable properties and activities and provided guidance with the promotional material they prepared.

During the latter part of the year, under our guidance but using their own initiatives, the class undertook a marketing exercise. A local accommodation operator provided a package and the AVIC assisted to develop a Marketing Plan for this specific package.

Initially, the class did a mail out to prospective clubs and followed up leads by email and telephone. First reactions were rather negative as they did not find any buyers. A quiet reassurance that they were now working in the 'real world' kept the enthusiasm going. then they 'hit the jackpot' and, through their efforts, the AVIC was able to confirm and process an \$18,000 group reservation. A deposit of \$3000+ has been paid and the group is scheduled to visit Coffs Harbour for a five night stay later in 2009.

We will again be involved with the TAFE in 2009 and, while the 2008 result will be hard to duplicate, look forward to our continuing association benefiting the students. It is hoped that ultimately many will obtain roles within the tourism industry.

There are 31 NSW Virtual Enterprises (perhaps opportunities for other AVICs). In November, the Coffs Coast Virtual Enterprise will be running a NSW State Virtual Enterprise Trade Expo which will mean that up to 31 NSW Virtual Enterprise Groups could visit the Coffs Coast area and stay."

Many thanks to Brian Bowers, Manager Coffs Coast AVIC for sharing this information with us and congratulations to Brian and the team for this great community enterprise.

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Your AVIC Brand

Sydney Kiosks

The Visitor Information Kiosks (see image below) are situated at Circular Quay and the Sydney Town Hall. The Kiosks are now owned and run by

the City Of Sydney and have undergone major renovations with bright orange background to the signage and new orange uniforms for the volunteer staff who man the kiosks.



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Volunteers

Volunteer Worker Rights

1. The right to be treated as a co-worker (not just free help)
2. The right to know as much as possible about the organisation - its policies, its people and its work
3. The right to a suitable assignment to duties - with consideration for personal preference, skills, temperament and abilities
4. The right to a written job description
5. The right to refuse to do a task requested of them
6. The right to determine the number of hours that they will volunteer and when those hours will be worked
7. The right to relevant training for the job, thoughtfully planned and effectively presented
8. The right to sound guidance and direction by someone who is experienced and well informed, who has the time to invest in giving guidance

Source: Quality Management of Volunteer Workers

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OH&S

Drugs & Alcohol in the Workplace

It is crucial that employers/managers/supervisors recognise the issues that drug and alcohol abuse can cause in the workplace.

Clearly, drugs and alcohol can create nasty problems in the workplace. Workers can injure themselves or their colleagues. They can risk losing their job or their mental and physical health. In addition, the workmates of the drug and/or alcohol user can face problems and disputes as they

can be forced into situations where they feel they have to 'cover' for the poor performance of a colleague. Some steps you can take include:

- Formulate a drug and alcohol policy in your workplace
- Be consistent and fair when implementing your policy
- Provide information to all staff about the dangers of drug and alcohol abuse
- Install a workplace wellness program
- Provide counselling and support for staff where necessary
- Identify issues causing increased incidences of drug use in your workplace

Source: Smartmanager

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AVIC Connect

AVIC Annual Reports

Many thanks to the 48 AVICs who have submitted their Annual Reports. It would be appreciated if all other Centres, who have not submitted their Reports yet, please do so as soon as possible. Should you need another copy of the Report pro-forma, please email your request to lesley@auroraresearch.com.au

Funding Available

Building the Country Package

The \$85 million Building the Country Package will help retain jobs outside of Sydney, supporting people who live and work in country areas. This new package complements existing programs designed to support regional communities.

This Package has been developed in response to consultation undertaken in rural areas as part of the State Plan and the Rural and Regional Taskforce. For further details, visit www.business.nsw.gov.au

AVIC Branding/Promotion

Aurora continually promotes the NSW AVIC Brand to consumers. Some examples of where promotion is placed are listed below.

- Targeted advertising and promotion - print media, web, radio, static, collateral
- Bold heading in Telephone Directory, Sensis Web and Directory Assistance
- Listing on AVIC Network public access website - www.visitnsw.com/avic
- Promotion and contact information in print media marketing/advertising such as:
 - o Explore NSW 2009 Directory/Go Stay 2008
 - o NSW Caravan & Camping Holiday & Tourism Guide 2009 + Editorial
 - o NSW AVIC Network Pocket Guide
 - o Newell Highway Brochure
 - o YHA Accommodation Guide 2009
 - o Local Agenda 2008 & LGSA Year Book - editorial and advertisement
 - o CMCA calendar and campsite handbook 2009

- Website banner advertising CMCA and Australian Explorer.com.au
- Inclusion of italic accredited 'i' logo on maps
- Provision of branded post-it notes and stickers
- Visitor Radio promotion/interview
- Access to AVIC PR/Media and AVIC News Newsletters
- Listing of Accredited Visitor Information Centres on GPS systems

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What's On / Events

10 - 12 April - Bathurst "Shannon's Celebration of Motor Sport"

The largest annual motor sport event of its kind, featuring over 550 cars and drivers from all over Australia returns to Mount Panorama. Practice and Qualifying will be held on 10 April, with the actual Competition being held on 11 - 12 April. For further information, phone Bathurst AVIC on 63321444.

25 April - Broken Hill "Veteran & Vintage Car Club Show-n-Shine"

Open to anyone who would like to display their vintage or verteran motor vehicle or motor cycle. Assembly time - 8.30 am - 10.00 am, open to the public between 10.00 am - 3.00 pm. For further information, phone: 08 8088 3036.

18 - 19 April - Maitland "Hunter Valley Steam Fest"

Steamfest is again set to thrill people of all ages celebrating its 24th anniversary. Included on the program are steam train excursions, tin hare vintage diesel train excursions, market stalls, street steam, miniature loco's and childrens entertainment. For further information visit www.steamfest.com.au

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AVIC Network Profiles

AVIC Network Staff Profile

This Issue we feature Joanne Chambers - Manager Cowra Visitor Information Centre.

1. My current position is: Cowra Visitor Information Centre Manager and that involves the day to day running of the AVIC and ensuring all our visitors are getting the most accurate and friendly information as possible!

2. The best thing about my position is: Dealing with customers who are on holidays - happy and relaxed!

3. I have been working here since: August 2008

4. My previous position was: A bank teller and, before that, my background was in hotels

5. My favourite sport / leisure activity is: Gardening

6. My favourite holiday destination is: Any quiet spot on the beach

7. People tell me I'm good at: Fixing computer and printer problems

8. My favourite colour is: Royal blue

9. My favourite band is: The Waifs

10. If I could live my life over again: I would not change a thing!



*Thanks Joanne for sharing your details with us.
We can now put a face to the name!*

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Special Feature - AVIC Showcase

Inverell Visitor Information Centre

Our thanks to Ann Clydesdale, Tourism Officer at Inverell AVIC who answered the call for the AVIC Showcase section of the Newsletter.

"Tourism Inverell moved to its present location in 2003. The site was previously a Bowling Club and allowed us to have a spacious display Centre.

Included in the complex is the Visitor Information Centre, a Coach Transit Centre, Cafe and Gem Centre.

The AVIC has a large selection of brochures from NSW, Qld. and Vic., a small gem and mineral display, souvenirs and a sapphire display which includes jewellery. The Centre is also licenced to sell the local Shire wines.

Seating is provided for those who wish to spend a little time studying brochures or just to take a rest.

We also have an Internet Cafe for travellers and visitors so they can check their emails whilst on the road".



See above a postcard with images of both the exterior and interior of the Centre.

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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 9 April, 2009.

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

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