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Issue No. 136

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*i...will take you there!*

**Welcome**

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

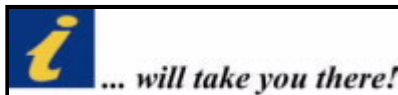
**Issue 136 - 12 May, 2009**

**We hope all the Mothers in our Network had an enjoyable day last Sunday and you were able to spend some time with your families.**



*Don't forget to visit our AVIC Network blog ([www.nswavicnetwork.blogspot.com](http://www.nswavicnetwork.blogspot.com)). We encourage you all to use this on a regularly and you're welcome to start your own discussion.*

*This week, we would also like to introduce you to the "NSW AVIC*



Network FACEBOOK" page. *This link will take you there! Please add your events, etc. If you need any assistance with this or anything else, please give us a call. For those out there that have their destination on Facebook already, please invite us to be your friend.*

*We have been on the road lately performing Audits and can happily report that most Centres have all requirements in place. Thank you for having all the materials ready to be viewed and discussed. We look forward to visiting the mid north coast areas next week.*

**Enjoy the Newsletter**  
**From Lyn, Lesley, John, Gordon & Maryanne**

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**AVIC/Industry News**

### **Tourism Managers Exchange (TMX)**

The TMX will be held on 28 May in Sydney. If you require further information, please email us at vic@auroraresearch.com.au and we will forward you more details.

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### **The Many Benefits of Visitor Servicing**

#### **Visitor Servicing helps:**

##### **1. The local economy**

**How:** Visitors need food, drink, accommodation, entertainment, fuel and souvenirs to buy.

**Resulting in:** Growth in small business operations and growth in a range of businesses / diversification of the industrial base of the local economy.

**How:** Extension of visitors length of stay

**Resulting in:** The longer they stay, the more they do.

**How:** Growth in visitor activity

**Resulting in:** The more they do, the more they spend.

**How:** Business growth and diversification

**Resulting in:** Diversified rate payer base for Local Government and less vulnerability to economic downturn in one sector.

##### **2. The Community**

**How:** Growth in visitor numbers

**Resulting in:** More jobs in Tourism and employment opportunities for local people (tourism is a labour intensive industry)

**How:** 'Volunteerism'

**Resulting in:** Pride in their town/place

**How:** Working together

**Resulting in:** Pride in their community (getting behind tourism) and enhanced community well being

**How:** Improved infrastructure and services; viability for community owned infrastructure

**Resulting in:** Sense of place, better future for our children

**How:** Opportunity for locals to interact with other cultures

**Resulting in:** New ideas into the community

### 3. The Local Tourism Industry

**How:** Visitors have better experiences

**Resulting in:** Satisfied visitors come back again and send positive messages out to the market place(word of mouth is the best marketing tool there is)!

**How:** Visitors have safer experiences

**Resulting in:** The community gains a good reputation as a host destination

**How:** The community pulls together to provide visitor information

**Resulting in:** Community awareness of the value of tourism grows, leading to a groundswell of support for tourism amongst the local community. This assists tourism growth in the community.

### 4. The Tourist

**How:** Enhanced delivery of visitor information results in visitors having safer and more satisfying experiences

**Resulting in:** Happy visitors, repeat visitation, positive word of mouth promotion about destination

### 5. The Local Environment & Heritage

**How:** Well informed visitors

**Resulting in:** Visitors become advocates for your community's valuable environment and heritage

**How:** Aware visitors

**Resulting in:** Visitors modify their behaviours when visiting fragile areas, once they are informed. Their impacts are thus minimised.

*Source: Aurora*

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**Your AVIC Brand**

## Barraba Visitor Information Centre



Pictured above is the external view of Barraba AVIC.



Above shows the very comfortable lounge section of the Barraba AVIC. These images were taken by Lyn Penson when visiting the AVIC during her Audit visits. Very soon we'll have quite a Library of Visitor Information Centre images from across NSW.

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## The Visitor Centre A-Z Marketing Ideas

### Advertorials

Advertorials are paid advertisements in a newspaper or magazine that resemble an editorial or story.

This is an effective method of promoting your business provided you can afford to purchase the space. The material is often perceived as a news article which gives it more credibility than an advertisement. Advertorials often require more space than other ads however, can be more expensive.

### Articles

Publishing articles is a great way to market yourself and your business. Make certain you write about your business or a topic related to your business. Remember that you want to use the article to establish credibility and inform the public about the product or service you offer. Try to get the article published where it will be read by the types of people you want to serve.

### Awards

Everyone loves a winner' and people like to do business with award winners. After all, if someone thought enough of you to give you an award, you must be doing something right!

Publicise your awards in every possible way, eg. on letterheads, brochures, fax headers, websites and email messages. Issue a press release and hang awards in a prominent place.

..... to be continued in our next Issue

*Source: WA Tourism*

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## Volunteers

### Celebrating Volunteer Week

Macleay Valley Coast Tourism which is the Kempsey and South West Rocks Visitor Information Centres, is celebrating National Volunteer Week with a famil of the Macleay Hinterland. The famil will be held on 15 May.

We will have a coach to drive us around for the day. The day will start with morning tea at Bliss in the Bush located at Turners Flat, only 16km north west of Kempsey. They have a café which does breakfast, lunch and high tea as well as selling homewares, jewellery, accessories and gourmet foods.

Next stop will be Bellbrook, which is a Heritage Trust village, to visit Minko Studio which relocated to Bellbrook last year. They create a range of paintings, jewellery, tiles and porcelain.

By then, it will be time to think about lunch so we will be going to Bellbrook Cabins to have a look through one of the cabins and they will provide us with a BBQ. From Bellbrook Cabins we will travel out to Slim Dusty's childhood home to see the house and beautiful rolling hills along Nulla Nulla Creek Road.

Travelling south to Willawarrin, we will stop to visit the local market held on Friday afternoons starting at 3.00 pm. For those who aren't keen on markets, there is a historic walk of the village.

We have had a good response to the day with almost half of our seventy volunteers attending, along with Council staff.



Pictured above volunteers from Kempsey and South West Rocks on a previous famil at Wonderland Art & Framing.

*Thank you to Angela Davis-Smith, Tourism Officer at Macleay Valley Coast Tourism for sending us the information in answer to our request for details on celebrating Volunteers Week. We hope the famil goes well.*

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

OH&S

### Personal Security

Use design measures to change the physical characteristics of the workplace to risk, such as setting up the workplace, particularly point of sale, so that it is not easy for anyone other than the cashier to access the cash drawer.

### Change the systems of work or work practices to help reduce risks.

- increase the efficiency of services provided at peak times to reduce client frustration
- limit the quantity of valuables (eg. cash) stored at the workplace
- train workers in aggressive behaviour management, including the recognition and diffusion of potentially volatile situations
- ensure a sufficient number of appropriately trained workers,
- encourage workers to report incidents of occupational violence and act on these
- advise workers of identified risks and control measures
- provide for emergency communication
- secure potential entry points against intruders
- take extra care when opening and closing your Centre
- make sure there is restricted access when there is only one staff member on duty
- install good lighting
- install video surveillance

Source: Workplace Safety Qld.

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[AVIC Connect](#)

### Sydney Olympic Park Visitors Centre Relocation

Sydney Olympic Park Visitors Centre has relocated to the Gatehouse Building of the Abattoir Heritage Precinct, on the corner of Showground Road and Herb Elliot Avenue. The Abattoir Heritage Precinct is comprised of historic Federation buildings and picturesque gardens. For further detail, contact Sydney Olympic Park Visitors Centre on Tel: 02 9714 7888.

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### NSW Easy Access AVIC Listing

Our thanks to all for responding to our request for current website addresses. We received an almost 100% response.

We have now sent the updated list to Tourism NSW who have added the new list to their website.

Hopefully, you have all noticed the link in the signature of emails sent out by Lesley, letting you quickly access the list of AVICs, their phone numbers and website links.

..... and there's more good news.... After suggestions raised by the AVIC Network during audits, the AVIC list will soon be accessible via a link from the Tourism NSW E-Scapes Newsletters. Again, many thanks for your input and ideas!

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## What's On / Events

### 16 May - Rouse Hill "The Hills Cultural Festival"

This year's theme is 'The Family Festival' and there will be plenty of fun and informative activities and performances to suit all ages. The Festival will celebrate a host of colourful themes with interactive stage performances and wandering entertainers. Time: 10.30 am-4.00 pm. Cost: Free. For further information, phone 02 9639 8620.

### 17 May - Sydney Olympic Park "The RSPCA's Million Paws Walk"

The three kilometre walk for people and their pets is suitable for all fitness levels and raises much needed funds for the RSPCA's animal shelters, inspecting services and community education programs. For further information, visit [www.millionpawswalk.com.au](http://www.millionpawswalk.com.au)

### 6 - 8 June - Coonamble "Coonamble Rodeo & Campdraft"

The largest combined event in the southern hemisphere featuring Bull Ride, Saddle Bronc, Bareback, Campdrafting and Junior Events. For further information, phone: 0428 212 830 or log onto [www.coonamble.org/rodeo](http://www.coonamble.org/rodeo)

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## AVIC Network Profiles

### AVIC Network Staff Profiles

#### In this Issue we profile Jan Rooney from Casino AVIC

**1. My current position is:** Visitor Services Coordinator at Casino Visitor Information Centre & Platypus Gallery in the beautiful Richmond Valley and that involves daily operations of the AVIC and Gallery, including supervising staff and volunteers, along with developing relationships with operators and artists within the region.

**2. The best thing about my position is:** the opportunity to work with very professional and knowledgeable people who I hope to be able to learn a great deal from.

**3. I have been working here since:** the start of February 2009 so still learning a lot, but definitely enjoying it!

**4. My previous position was:** with Bellingen Shire Council where I was fortunate enough to complete my internship under the guidance of Brian Stokes who I found to be a professional and knowledgeable Tourism Manager and an excellent mentor. Thanks Brian!!

**5. My favourite sport / leisure activity is:** running, cycling and being at the beach with my kids.

**6. My favourite holiday destination is:** anywhere that I can enjoy my time with the kids such as in the many fantastic National Parks and beaches that our region has to offer.

**7. People tell me I'm good at:** anything I put my mind to.

**8. My favourite colour is:** green.

**9. My favourite singer/music is:** I like a wide variety of music and couldn't pick any one in particular.

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



Many thanks Jan for participating in this section of the Newsletter.

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**Special Feature - AVIC Showcase**

### **AVIC Showcase**

Our Showcase this Issue comes from Goulburn AVIC - our thanks to Jessica Aliffi, Tourism Events and Marketing Officer.

Goulburn Visitor Information Centre has undergone some exciting new refurbishments over the last few months. The fantastic new changes include new paintwork, carpet, timber display cabinets and an impressive front window sticker. There are also new permanent signage displays featured inside the Centre including a stunning image of the Courthouse, brand NSW logos and the new logo for Goulburn & Surrounds which complements the style of the new Goulburn & Surrounds Visitor's Guide. Another fantastic addition to the Centre is the i-touch virtual visitor's guide which is an interactive tool for visitors to search for specific information. Goulburn & Surrounds information is updated daily, directly from the official website - [www.igoulburn.com](http://www.igoulburn.com), so it always provides our visitors with the most up to date information. This useful tool is on a trial basis in the Centre for a limited period of time and hopefully, after this, it will become a permanent addition.



The Centre looks great and there is so much room. We're sure your customers appreciate this aspect of the Centre.

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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 22 May, 2009 We appreciate your contributions and input into the AVIC Network Program.

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