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Welcome

Welcome to the fortnightly Edition of the AVIC E News

Issue 137 - 26 May, 2009

Our thoughts have been with our AVIC Network colleagues and their families who have been caught up in the floods in the north of NSW. We hope that you are all safe and any damage sustained has been minimal.

We're sure plans are all in place for the Queens Birthday long weekend, with many events being held over this weekend. Good luck with them, we hope that they are a wonderful success.

**Just for the more mature members (as I am one of this group- you'll notice I didn't use the word 'old'!) of the AVIC Network - remember when we celebrated the Queens Birthday with "Cracker Night" - OHHHHHHHHH the memories!!
(from:Lesley J)**

Enjoy the Newsletter

From Lyn, Lesley, John, Gordon & Maryanne

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AVIC/Industry News

Creating a Marketing Plan

Whilst conducting the AVIC Audits, we have been asked by some newer AVIC Managers, to feature in the Newsletter, articles which will assist Centres to review their marketing plan, business plan and update their Operations Manual. This is the first of a series of articles covering these topics.

Marketing Plan

A Marketing Plan is an essential tool for any Visitor Information Centre or tourism business as it ensures that your expenditure on attracting customers is both efficient and effective. It is also useful because it focuses your budget on the most likely customers or "target markets" and the most productive ways of promoting your business. In other words, you can develop your marketing strategy to fit the direct needs of your business.

It is also helpful for your local and state tourism industry to be aware of your target market. This way they can recommend your business to the appropriate customers and include your business in future promotions which are suitable to your product.

It is an Accreditation requirement that a statement of "truth in advertising and marketing" be included in your Marketing Plan.

Marketing Plan Guidelines

Executive Summary: A brief half to one page on the overall contents of the Marketing Plan

Target Market Analysis: Describe the main type of customers, or market groups, attracted to your business - age, gender, origin, and their likes/dislikes, etc. For example, "retired couples from Melbourne"; "German backpackers 18-25yrs, walkers, kayakers", etc. Also, describe any other groups you now hope to attract to your business in greater numbers. Your marketing strategies (below) should describe your tactics for attracting these new groups.

Situation Analysis: An analysis of your past marketing effectiveness will help you decide on your marketing strategies for the future. Briefly describe the marketing activities that worked or did not work in the past year, and why. Also, what has customer feedback indicated to you.

Products, Price, Position and Packaging: This section of the Business Plan should include the Centre's marketing objectives and strategies in the following areas:

- Products and services which the Centre provides
- Pricing of product/souvenir sales, reservations commissions, brochure display fees, etc.
- Advertising, promotion and public relations strategies
- Distribution strategies (ie. does the Centre distribute visitor information in locations other than the Centre itself? How does it manage this?)

A Centre has an ethical and professional responsibility to ensure that its marketing and promotional materials, including its advertising, collateral, images and claims, are a true and accurate representation of the Centre. This should be considered by the Centre at all times when planning its marketing activities.

Marketing and Public Relations: Marketing and public relations activity will assist in the attraction of new visitors to the Centre (and to the region) and help to maintain the existing visitor base. Planning for these

activities will ensure maximum outcome from dollars spent in these areas.

To be continued next issue

Source: AVIC Manual - Module 3

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Your AVIC Brand

AVIC Logo and Signage

We have been asked many times in the past few weeks for images of the AVIC logo.



Do you have a copy of the AVIC Style Guide in your CD Library?

The AVIC Style Guide CD contains all the information on how to reproduce the logo for a variety of applications and includes an "eps" image for embroidery reproduction on shirts, etc. We can post you a copy of the CD. If you have a signwriter developing a sign for you with the logo included, remember to copy the CD and give the signwriter the copy. This will ensure you always have a copy of the Style Guide on hand.

To order your copy of the AVIC Style Guide, simply email lesley@auroraresearch.com.au

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Volunteers

Conflict Management

Conflict is inevitable in any organisation. While some people feel uncomfortable with conflict, it is recognised that a certain level is required for organisations to function effectively and have positive benefits. Positive outcomes may include airing previously hidden problems, developing new ideas and increasing motivation and performance. Negative outcomes may include stress, poor communication and diverting attention away from goals.

The key is to get the right balance. Too little conflict and organisations tend to stagnate - too much and they tend to self destruct.

In organisations in which conflict is openly confronted and resolved, rather than being ignored, volunteers are more likely to be committed to the organisation and turnover rates of volunteers tend to be reduced.

In situations where conflict needs to be addressed, then understanding the background to the conflict can help with its management (eg. has it occurred previously, who is involved and the source of the conflict).

It is also important to understand the conflict management options available.

These include:

Avoidance - suppression of conflict

Accommodation - resolving conflicts by placing another's needs and concerns above one's own

Forcing - satisfying one's own needs at the expense of another's needs

Compromise - a solution to conflict in which each party gives up something of value

Collaboration - resolving conflict by seeking a solution advantageous to all parties

Generally, compromise and collaboration are the preferred outcomes.

Source: Volunteer Management Guide

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OH&S

Safe Office Practice - Eyes and Eyesight

With any task that requires periods of careful observation, such as reading or computer operation, your eyes can feel discomfort. However, you may experience some avoidable discomfort such as dry, red or tired eyes, blurred vision or headaches. The main causes of eye discomfort are thought to be:

- ⌘ A very dry or dusty area
- ⌘ Very bright light sources in your field of view
- ⌘ Screen flicker or drifting
- ⌘ Focusing on objects that are rapidly moving or not stable

Some useful tips to alleviate eye problems in an office situation

- ⌘ Use blinds or curtains to reduce the glare from windows
- ⌘ Keep your computer screen clean
- ⌘ Set the monitor at 0-15 degrees off the vertical. Start at 0 degrees, then angle it if you find an angle preferable. Set up your screen so there is no bright light source either beyond the screen or reflecting into it. Have it at right angles to the window if possible.
- ⌘ Look away from the screen every few minutes at a distant object.
- ⌘ If necessary, use a desk light to illuminate your documents to the same brightness as your screen.
- ⌘ If your screen flickers, get it set to a faster refresh rate.

Source: With permission from - Hunter Valley Wine Country AVIC Operations Manual

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AVIC Connect

Selling Your Destination

No matter what Visitor Information Centres do or don't do, there is no escaping the fact that more and more potential visitors (tourists) these

days use multiple tools to access information and research potential travel destinations.

No longer is the Visitor Information Centre website offering something to be reviewed annually. It is a live tool that is up against global competition. It is essential, for Visitor Information Centres, to make the visitor web experience easy, have it packed with offers, have a "close the sale" immediacy to capture and keep its local market, plus interest its overseas visitors.

So let's look at how we can attract visitors to the website

With the advent of TV travel shows such as Sydney Weekender, Getaway and Great Outdoors, Australians are informed and enticed by special offers to go visit 'XYZ' and do it now - a call to action to access the discounted travel or accommodation - (marketing in a manner that enforces an immediate decision by the consumer to take up the offer).

There is so much value in organising media famils and showcasing your area in the best way possible, to a wide demographic through various print media too.

There is also value in adding images, commentary and video to Facebook, twitter, Youtube and MySpace, SMS, MMS (and there's bound to be more), but basically, offers are out there in every conceivable communication channel, which target consumers to visit specific destinations.

One thing remains constant, you need to sell your destination at every opportunity, and that includes serving the visitor that walks in your door.

Are you doing all you can do to keep the visitor in your town longer?

Source: Aurora

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[What's On / Events](#)

30 - 31 May - Katoomba "So Much to See & Do Expo"

This Expo will be held in the newly refurbished Edge Cinema in Katoomba in the beautiful Blue Mountains. It is designed to promote the world class attractions and experiences to both local residents and visitors. Come and meet the local Tourism Operators. For further information, phone 02 4738 5203.

6 - 8 June - Lennox Head "The Icon Australia All Girls Surf Showdown"

The largest women's surfboard riding competition in Australia, possibly the world, hosted and organised by the All Girls Surfriders Club Inc. of Lennox Head. This event is designed to contribute to the development of women's surfing at all levels, showcasing some of the best women surfers in the world and offering an opportunity for talented youth to prove themselves in a wider arena. For further information log onto www.allgirlsshowdown.com

19 - 21 June - Moruya "Eurobodalla Slow Food Celebration"

A weekend celebration of good food and all things related to the growing,

preparation and consuming of it. The celebration will have a program of slow food events at restaurants and cafes throughout Eurobodalla and a celebration day on Saturday at Riverside Park in Moruya where exhibitions of food - growing, preparing, cooking will be held all day, along side other festivities. Stalls will sell and display and educate visitors and locals on the outstanding food production resources in the region. For further information, phone Narooma AVIC on phone: 02 4476 2881.

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[AVIC Network Profiles](#)

AVIC Staff Profile

This Issue we profile Tourism Manager, Allan Freihaut from Bulahdelah AVIC.

1. My current position is: Supervisor of the Bulahdelah AVIC. I also look after the Tea Gardens VIC. My duties at Bulahdelah cover all spectrums, ie. customer service, all office duties - this Centre works in with all local events. I have one permanent part time staff who works the weekends for us and a total of 5 volunteers. I'm in constant contact with our Tea Gardens VIC as this Centre is manned by 32 volunteers who all share the workload. We have another 2 VICs in the Great Lakes, being Forster Tuncurry and Pacific Palms. All these Centres share a great working relationship.

2. The best thing about my position is: Talking and dealing with people. - "tell me someone who's on holidays and is not happy"! You get to bounce off good people and that makes your day worthwhile.

3. I have been working here since: August 1992

4. My previous position: I worked from home as the local panelbeater but the locals couldn't get it through their head that I didn't work weekends and would turn up at any time, any day. 12 years before that, I managed Legges Camp which is now Myall Shores down at Bombah Point in the Myall Lakes.

5. My favourite sport / leisure activity is: Fishing and I'm also a musician who does solo, duo and band work.

6. My favourite holiday destination is: Seal Rocks and, of course, Crescent Heads.

7. People tell me I'm good at: Mmm...I'm not sure if I can say (no, only joking). I think the best thing is that I can communicate on all levels and also see the positive side in everything that comes my way.

8. My favorite colour is: Anything bright

9. My favourite singer/music is: Neil Young

10. If I could live my life over again: I wouldn't change it. I think I'd get into too much trouble knowing what I know now.



Allan, many thanks for your frank, fun loving comments in this Profile.

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Special Feature - AVIC Showcase

AVIC Showcase

In this Issue, we feature the Macleay Valley Coast Visitor Information Centre located in Kempsey.

The Kempsey Visitor Information Centre is located in the Kempsey Cultural Centre designed by internationally renowned architect, Glenn Murcutt. The building was built 26 years ago and was designed to house local artefacts and complement the natural surrounds of South Kempsey and the Kempsey Shire.

Many of the early settlers came to this area for timber getting as the Macleay Valley had great stands of Red Cedars. Glenn Murcutt designed two tables for the use in both the Museum and Visitor Information Centre, along with two shelving units, also for use in the Visitor Information Centre.

The table in the Visitor Information Centre was reconditioned last year for the 25th Birthday Celebrations and currently, the cedar shelving is away been reconditioned. We have also had new whirly birds installed on the building as the old ones had rusted. This year, we had the internal walls of the Visitor Information Centre and new Aboriginal Art Gallery repainted in the original colours, personally chosen by Glenn Murcutt and bars installed over the window panels in the Visitor Information Centre to keep trouble out.

The Kempsey Cultural Centre is a real asset to our town, attracting visitors from across the globe for its architectural importance and we endeavour to continue to maintain the building for future prosperity.



Our thanks to Angela Davis-Smith, Tourism Officer for taking the time to send us the information.

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i...will take you there!

Deadline

Deadline

Please email lesley@auroraresearch.com.au with any articles you wish to be included in the upcoming AVIC News, prior to 8 June, 2009.

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

While every effort has been made to ensure the accuracy of the information in this Newsletter, the Editor assumes no responsibility for errors or omissions or any consequences of reliance on this Newsletter. Information reprinted here is done in good faith for accuracy and currency. The opinions expressed in this publication do not necessarily represent the views of the Publisher, Editor or the Newsletter.

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Aurora Research
37 Erskine St / P O Box 1000 DUBBO NSW 2830
www.auroraresearch.com.au

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Aurora Practical Solutions Pty Ltd
Manager, AVIC Development Program
P O Box 1000
Dubbo NSW 2830
Tel: 02-6885-5558