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AVIC News

Issue 138, 10 June, 2009

Welcome Lesley

Welcome to the first edition of the new look AVIC Newsletter for winter 2009. We hope all AVICs have survived the rain and are looking forward to a busy school holiday period ahead and, for those in the snow fields, we hope your season is one of the best on record.



Please email us and tell us if you like the new format of the Newsletter. Let us know if you want the font to be this size or the size we have used in the sections below. Also advise if there are specific topics you would like us to add to the content.

Have you added your AVIC to our Facebook page? If not please do so and remember to put your events on it too! You'll see the link to Facebook at the top of this page

Enjoy your Newsletter, Lesley, Lyn, John, Maryanne and Gordon.

Industry News



Hills, Hawkesbury & Riverland Tourism Industry Conference

The Hills, Hawkesbury & Riverland Tourism Group will hold their first Tourism Industry Conference on 9 July 2009 at Tobruk Sheep Station (30 minutes from Windsor and Dural).

The Keynote Speaker will be Paul Mercurio from Mercurio's Menu and Frankie J Holden will be the MC for the day.

Topics for the day include consumer demands on leisure experiences, tips for your tourism business,

agriTourism & making it work for you, understanding Google Adwords and creating effective websites and much, much more. For more information phone 8208 6122 or log onto: www.hhart.com.au

Central NSW Workshops

Central NSW has a Workshop Program available via their website. See below for the Program Brochure link

23 JUNE, 2009 [BOOK NOW](#)

1. Introduction to Online Tourism Marketing (half day from 9am)

2. Using the 'new net' in Your Business (half day from 1pm)

The Mill Cellar Door and Function Centre 6 Vaux St COWRA Full Day 9am-4pm

28 JULY, 2009 [BOOK NOW](#)

Practical Marketing for Tourism

Bathurst Memorial Entertainment Centre William St BATHURST Full Day 9am-4pm

[Click here](#) to download the June-July Program Brochure. [Click here](#) to book online now.



No Leave No Life Campaign - Holidaying in New South Wales is the perfect way to enjoy the three Rs we all need – rest, recreation and rejuvenation.

Everyone loves a holiday but sometimes we forget how much fun you can have when you're not at work. It could be travelling with the family to reconnect and enjoy time together, getting out of your routine or going somewhere new to recharge your batteries. You'll find every type of holiday experience in New South Wales from surfing to skiing, driving routes to food and wine trails.

Find out more about the great holiday deals on offer throughout New South Wales right now. Take your pick from every part of the State – North Coast to South Coast, Sydney and Country NSW, the Outback and short breaks from Sydney, school holiday specials and holidays in the Snowy Mountains. To find out more, please go to www.noleavenolife.com

Visitors Rush to Take Up 'Enliven Your Senses' Card

The Tourism NSW 'Enliven Your Senses in Sydney' card promotion is a key component of the current marketing campaign for Sydney. The card allows visitors to take a guest for free to Sydney's best restaurants, attractions, spas and events. Cardholders can also book two nights and receive a third night free at participating hotels. More information can be downloaded from www.sydney.com/senses. The promotion runs until the end of July and has featured in the *Bring your grey matter to life in Sydney* advertising and on www.sydney.com.

The Sustainable Tourism Co-operative Research Centre (STCRC) released new research reports late last month. Highlights include:

- ✂ Understanding the key elements of star ratings in accommodation
- ✂ The role of brand equity in helping to evaluate the contribution of major events
- ✂ Economic and social values of beach recreation on the Gold Coast.

To download the reports click [here](#)

Marketing / PR

Marketing and Public Relations - (Cont'd from last Issue...)

Marketing and public relations activity will assist in the attraction of new visitors to your 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. In this section of the Business Plan include details on:

Target Markets

Identify, describe and analyse the Centre's target markets (ie. residents, daytrippers, intrastate visitors, interstate visitors, international visitors, operators, the community, etc.).

Market Research and Competitive Positioning

Market research is undertaken to answer questions such as:

- ✍ Who are the Centre's (and the region's) target markets?
- ✍ What do the Centre's target markets expect from the Centre?
- ✍ How satisfied are the Centre's target markets with the Centre's facilities, products and services?
- ✍ Who/what are our competitors?
- ✍ Who is doing what in tourism in our region?
- ✍ What changes are occurring in the marketplace and in the target markets

To answer these questions include a brief overview of market research activities which the Centre could undertake in the next 12 months to answer these questions. Market research need not be a costly exercise. Market research activities include surveying current and potential visitors, reading trade magazines, speaking to local and Regional Tourism Organisations (RTOs), industry associations, other tourism businesses and visitors and attending industry forums and conferences

Marketing Objectives / Strategies/ Activity/ Budget/ Timeframe

List what you plan to do over the next year or so in marketing. For example:

- ✍ Promotions
- ✍ Regional marketing campaigns
- ✍ Local tourism association activity
- ✍ Trade events
- ✍ Distribution of brochures, eg. to Centres, other outlets
- ✍ Signs
- ✍ Visiting Journalists Program
- ✍ Customer database
- ✍ Website development
- ✍ Advertising

List how much money you will allocate to each activity. Indicate the dates by which this activity will be completed.

Implementation and Control

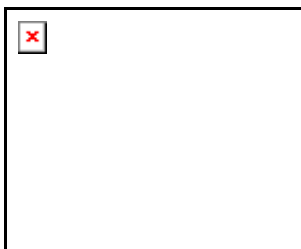
Describe how you measure your marketing performance, that is, how you evaluate whether your marketing is achieving sales and customers for you.

For example:

- ⚡ Do you record how customers hear about your business and where they come from?
- ⚡ Do you calculate the cost of a particular marketing activity versus the dollar return for your business?

Source: *AVIC Manual*

Volunteers / OH&S



Small Business Fire Safety

Small businesses need to have plans to prevent fires and to help their business recover should an unforeseen emergency occur.

Is your small business fire safe?

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

1. Teach your staff about workplace fire prevention and safety
2. 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
3. Make sure all machinery is serviced as recommended by manufacturers and is kept clean. If possible, switch machinery off when the business is unattended
4. Secure all doors, windows or other access points when the business is unattended, and make sure your business has adequate lighting to deter trespassers
5. 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
6. If your business stores dangerous goods, ensure their storage and use adheres to legislative requirements
7. Make sure your business has a written and practiced fire escape plan that includes full staff lists and designated meeting points

The NSW Fire Brigades recommends this simple safety checklist to assist your small business to reduce damage caused from fire and to assist in a speedy business recovery

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 & 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.

Fire safety tips

Remember that smoke from a fire will make you confused and that you cannot see in smoke
Always ensure your business has sufficient fire insurance

Source: *NSW Fire Brigades*

AVIC Connect

State Tourism Awards

The State Tourism Awards are now calling for entries. Nominations close on 17 July, 2009 with submissions due by 1 September, 2009.

Please contact Shan Lawson at the Tourism Industry Council of NSW on (02) 4333 8908 or awards@ticnsw.com.au.

AVICs Email Response

Many thanks to all AVICs who responded to the below email.

"As we are approaching the end of the financial year we need accurate details to include on the Tax Invoices for Annual Fees which will be posted on 1 July 2009.

The information required is:

AVIC Name:

Contact Name:

Position:

Company:

Address:

Purchase Order Number (if applicable)

If you have not yet responded, we would appreciate you doing so as soon as possible. (Please email direct to lesley@auroraresearch.com.au)"

What's On

20 June - Lismore "Lismore Lantern Parade" The theme for the 2009 Lantern Parade is " A Space for Optimism". Features include arts, crafts, workshops, regional cuisine, spectacular parade, lanterns, parade bands, street theatre, carnival dancers, outdoor theatre, illuminated puppets, fire art and pyrotechnics and much, much more. For more information phone: 6622 6333 or log onto: www.lanternparade.com

28th June - Glenbrook "Woodford to Glenbrook Classic". The Woodford to Glenbrook Classic is a 25 kilometres all ages, all abilities event for cyclists and runners to raise funds for NRMA CareFlight. Ride or run from the Blue Mountains town of Woodford to Glenbrook via the Oaks Fire Trail. This incredibly scenic route is mostly downhill and in great condition for mountain bikes or a good set of running shoes. The finish line is at the Euroka Picnic area near Glenbrook, where the day continues on with a family picnic event involving entertainment, food stalls, displays, live commentary and presentations.

For more information phone 02 9689 8124 or visit www.careflight.org/help/events/

10-12 July - Lismore "Lismore 4WSD Caravan & Camping Show" The show features the very best selection of caravans, motor homes, RV Vehicles, camper trailers, tents and equipment, accessories, boats and outdoor living products plus much more. All proceeds go to the Westpac Rescue Helicopter. For more information phone: 6627 4444 or go to: www.lismore4wdshow.com.au

AVIC Staff Profile



This Issue we profile Volunteer Tourism Officer, Lucille Potter from Baraba AVIC.

- 1. My current position is** a volunteer within the Barraba VIC and that involves hours of work and interacting with other volunteers and lots of hands on providing information to visitors about tourist destinations in Barraba and the surrounding areas. Sometimes this evolves researching their family history. Another of my duties is to help the locals plan their touring holiday experience
- 2. The best thing about my position is** my passion to interact and help all people from all walks of life.
- 3. I have been involved in Tourism** in Barraba since the eighties, and since Tamworth Tourism took control of the Centre I regularly work at the Centre every Tuesday and Thursday, I am also a backup volunteer when volunteers are unable to do their shift.
- 4. My previous position** was Chairperson of the Barraba Tourism Committee, which I am still a member.
- 5. My favourite sport** is bowling and traveling.
- 6. My favourite holiday destination** is Victoria
- 7. People tell me I'm good** in the information centre, entering data, and helping with information and have been told I am a very good seamstress.
- 8. My favourite colour** is any autumn tone.
- 9. My favourite singer/music** is Michael Crawford
- 10. If I could live my life over again,** I would marry the same man.

AVIC Showcase

Hunter Valley Wine Country Tourism has recently refurbished the Visitor Information Centre. "This has provided us with more room to provide our visitors with information to ensure their stay is enjoyable" said Simone Mumford, Marketing Coordinator.



Hunter Valley Wine Country Tourism provide information on the Lower Hunter Valley wine region. Staff also assist with general information on wineries and the various activities in the area, and for visitors planning to stay a while, staff will assist with accommodation and tour bookings. For further information please call 02 4990 0900

AVIC Deadline for contributions



Please email lesley@auroraresearch.com.au with any articles you wish to be included in the upcoming AVIC News, prior to 18 June, 2009.

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

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