



... will take you there!

[Visit our Website](#) | [link to Facebook](#)

AVIC News

Issue 139, 23 June, 2009

Welcome Lyn

It's that time of year again, getting all our financials squared away so we can start the new financial year with a fresh outlook on the next 12 months.



Last week, Minister for Tourism, Jodi McKay, announced that Sydney and NSW's position as Australia's leading tourist destination will be strengthened by the NSW Government's \$51.9 million investment in the tourism sector, supporting local jobs and businesses. This media release also has some useful and current figures with regard to NSW tourism. For your copy, use this link and download it [Supporting NSW jobs and growth in tourism](#)

On the activities front we expect that lots of people are thinking what to do in the school holidays, so we have put a link to a few websites that may help you out with an idea or two.

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

Industry News

Regional Flagship Events

The Annual Regional Flagship Events funding program is now open. If you know of any potential or interested event organisers in your area please let them know to go to information on the Regional Flagship Events Program for 2010 through this link www.tourism.nsw.gov.au/flagship

Steps to Sustainable Tourism

If you are thinking about heritage projects or looking at new product development, this resource may prove to be a very handy guide.

<http://www.environment.gov.au/heritage/publications/strategy/pubs/steps.pdf>

Latest Backpacker Statistics

The latest [Backpacker Market Snapshot](#) is now available for download on Tourism Research Australia's website. The snapshot presents information on the backpacker segment in 2008 and it is an extract from the International and National Visitor Surveys.

2009 BroSis Project - Youth Participation for the Sustainable Development of Cities - 30 June - 10 July

Young people are invited to apply to participate in the BroSis Project, where they will have an opportunity to exchange various cultures with foreign friends from other cities, take time to discuss issues about the "Sustainable Development of Cities" and gain more self-confidence by presenting their policy suggestions to officials from the Seoul Metropolitan Government. For more information or to download an application form, visit the [BroSis website](#)

Holiday Happenings for Kids

It's almost school holiday time again. Familiarise yourself with what may be on offer around NSW so you can let your visitors know and encourage them to spend more time in NSW.

<http://www.activities4kids.com.au/cms/details.asp?NewsID=297> Other sites to visit include http://ourkidz.com.au/component/option.com_frontpage/Itemid.185/lang.en/ <http://www.goodtoknow.co.uk/family/300769/School-holidays---how-to-keep-the-kids-busy>

Tourism Australia Review

The Jackson Review into Australia's tourism marketing performance landed with a thud at Australian Tourism Exchange in Melbourne last week. Its key recommendation is that Tourism Australia must work with Austrade to attract international investment, protect an A\$22 billion industry and save 100,000 jobs.

Former Qantas Chairwoman, Margaret Jackson's Report warned Tourism Australia it needs a "substantial cultural and operational shift" if the industry is to survive the next 20 years.

It said, "If Australia does not make the necessary changes between now and 2030, we risk foregoing 3.6 million international visitors, \$22bn of tourism's contribution to gross domestic product and as many as 100,000 tourism jobs. This cannot be allowed to happen."

The Report calls for the organisation to be revamped so it is not only responsible for selling Australia as a destination, but to work closely with Austrade to stimulate international investment in the industry and infrastructure.

Chris Brown, Managing Director of lobby group, Tourism and Transport Forum and a member of the Jackson Committee, quoted by *The Australian*, said action was urgently needed, with tourism numbers in freefall since 2001.

"With the global financial crisis, coupled with the outbreak of swine flu, the tourism industry is in a deep hole", Brown said. "Tourism unemployment figures in Cairns have shot up to 13 per cent ever since the Japanese tourists stopped visiting northern Queensland. We've got to stop the rot in tourism or it will wither and die. We are calling for a fundamental recasting of TA's role".

"The industry is demanding some leadership from Canberra," Brown said.

Tourism Australia has yet to announce a replacement for outgoing Chief Executive, Geoff Buckley, who leaves at the end of June.

Source: *Travelmole*

Sydney plans blitz on illegal accommodation

City of Sydney Council is planning a blitz to tackle illegal accommodation in Sydney CBD.

This came as a result of Backpacker Operations Association's own anti-bill campaign which collected 7 big sacks full of adverts for backpacker and student accommodation in one week. BOA met with Council last week to discuss better ways to deal with bill posting.

The Council agreed to blitz suspected flats and houses in the following months and established a direct communication avenue for BOA to send in suspected illegal backpacker accommodation.

Offer Your Visitors a Chance to Win a Holiday ...

... let them know about this opportunity just by going to the VisitNSW website ...

2009 is the Year of Astronomy and marks the 400th anniversary of Galileo turning his telescope to the heavens. New South Wales is an ideal place to celebrate the Year of Astronomy, with a number of

destinations perfect for amateur and professional astronomers, or those just curious about the night sky and our place in the Universe.

Look to the stars with this prize pack valued at more than \$1,400. You and your family will enjoy a lunar pizza night with Sydney Observatory followed by a stay at the luxurious Shangri-La Hotel. The next morning, pick up your hire car and head to Parkes for the CSIRO Parkes Observatory Day celebrations on July 17 and 18. See the Parkes Telescope (also known as 'The Dish') with a helicopter ride then check out some of the 3D space films on offer. Rest your head at the Bushman's Motor Inn.



How to enter - log on to http://www.visitnsw.com/Competition_p3701.aspx and ...
... tell your visitors to complete the entry form and make sure to answer the prize question.

*Competition open to NSW residents only. Entrants must be over 18 years of age. Prize package must be taken July 16-19, 2009. Further terms and conditions apply. [View full terms and conditions.](#)

Marketing / PR



Digital Technology for your AVIC

In recent weeks Aurora contacted Alan McCartney at Command Australia in relation to digital technology for Visitor Centre use. Brisbane AVIC use this system (and we are told The Rocks, Sydney use it also).

Alan was kind enough to provide the information below. Incidentally, Alan may be known to some of you already as he is a Board Member of Hawkesbury Hills and Riverland's Tourism, President of the Hawkesbury Highlands Tourism Association and a Director of Ghost Hill Road - his connection with the industry is both current and extensive. Please email Alan if you would like to know more.

Digital Signage in Tourism

Digital Signage is the new visual communication medium. Display screens are appearing everywhere in our lives - ATM screens, airport ticket terminals, touch screen phones, cash registers, home televisions - all provide us with increasing amounts of information.

All these new devices are feeding us an increasing amount of accurate up to date information. As consumers, we are placing greater demand on information systems to attract our attention and deliver accurate timely information.

Digital Signage in Tourism has two tasks; the first is to attract our attention to a subject and make an offer that compels us to act. The second is to deliver us accurate information on a particular service and inform us how to buy.

Attracting attention is normally communicated via a large LCD/LED screen or projected on to a specially coated glass or wall. These images are generally in a portrait mode that mimics traditional posters and magazines.

Digital messages can be almost anything you see on a computer screen or television. Full motion high definition video, PowerPoint slide shows or a sequence of photos can be used to attract attention.

Delivering accurate information is normally via some type of Kiosk. These can be stand alone small screens or large projections on glass. Kiosks work like many web sites, a touch screen operates like a mouse leading customers through a range of information via menus.

Digital Signage has four basic components - the content to be displayed, some type of software to play the content, a player to run the software and a display device like an LCD screen or projector.

In a basic Digital Signage system, the content is loaded on to a CF memory card. This memory card is inserted in a player and displayed on a screen in a continuous loop. More expensive systems will play a wider variety of content, provide scheduling and can centrally manage hundreds or thousands of players.

There are many brands and models on the market. Digital Signage operates many hours a day and uses a significant amount of computer processing power. Purchasing commercial grade equipment will provide a better return on investment as it is designed and warranted to run Digital Signage.

Brisbane Visitor Information Centre has installed 5 on glass projection systems, 2 external and 3 internal. There is also a 40" LCD. This system is a combination of on-glass messages and touch screen information.

The use of Digital Signage in tourism is increasing. It has the potential to increase sales through

communicating a tourism experience more effectively using visual media. Kiosks can provide detailed accurate information 24 x 7.

For further information on Digital Signage, contact Alan McCartney on Mob: 0407488944 or email amccartney@commandaustralia.com.au

Marketing / PR

This week Aurora sent you a media/pr template for you to create media articles in your local newspapers and various other localised publications. If you did not receive your copy, please email us at vic@auroraresearch.com.au and we will send a copy on to you. We'd like to know of your success in getting these releases into the press so please send us a copy of the print articles for our records.

A-Z of Marketing Terms cont'd

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. However, advertorials often require more space than other ads and 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, email messages. Issue a press release and hang awards in a prominent place.

Bundling

Bundling is a technique whereby two or more products or services are sold as a package for less than the price of buying the products individually. It is also used in direct mail when one business already plans to do a mail-out, and another business places a flier about an 'offer' in the same envelope. Another example of bundling is a two-for-one sale, or 'buy one get one free', or buy one and receive another for half price.

Business Cards

Give your business cards out every chance you have. Believe that everyone who has your card is a potential customer or can refer a potential customer to you.

Charities

Assisting charities is an excellent way to gain publicity, visibility, community recognition and credibility while doing something of value. Choose a charity to work with and then volunteer some of your time or donate products or services.

Coupons

You can get people to try your business by putting a coupon in a newspaper, brochure or coupon book which offers some form of incentive. Remember to put an expiry date and a code of some type on the coupon. The expiry date creates a sense of urgency and importance to use the coupon and the code lets you track the effectiveness and success of the campaign.

Displays

Displays can be used with great effect at shopping centres, at your site, local fairs or trade shows by attracting attention to your product. Displays can be simple signs, table tops, bulletin boards or free standing units. It is important that displays be eye-catching and informative.

Volunteers / OH&S

Events - Community Safety

Risk management principles/ Duty of Care

The sensible assessment of potential hazards, loss and subsequent preventative action is the basis for risk management.

One fundamental legal principle applicable to public events is that all reasonable care must be taken to avoid acts or omissions which may injure patrons or residents living near event venues. This principle is called 'Duty of Care'.

For event operators, Duty of Care requires all reasonable actions to be taken to prevent any foreseeable risk of injury, loss or harm to people directly affected by or involved in the event. This includes staff, volunteers, performers, the audience and the public in surrounding areas.

The main areas for risk at public events are:

- ✂ administration: the working conditions and management of both volunteers and paid staff must minimise the risk of injury and subsequent loss to profits for event organisers
- ✂ marketing and public relations: promoters of the event must portray the forthcoming event accurately; frustration and subsequent anger and violence can flow from patrons feeling misled about events
- ✂ health and safety: such as food sanitation, responsible serving of alcohol, developing an effective dispersal strategy for the crowd to minimise risk of vandalism
- ✂ crowd management: including control of crowd flow to prevent surges and crushes, access control for emergency vehicles, noise controls, techniques for controlling intoxicated persons
- ✂ security: involving a careful analysis of potential risks and loss and the development of contingency plans should they occur
- ✂ transport: deliveries, parking and public transport hazards

Source: Aust. Government, Attorney-General's Department

AVIC Connect



Congratulations to Hawkesbury Regional Museum & Visitor Centre

Recently the Hawkesbury Regional Museum, which has provisional level 3 VIC accreditation, won the Local Government Cultural Infrastructure Award.

The New South Wales Local Government Cultural Awards, which are conducted by the Local Government & Shires Association, celebrate and showcase Local Government arts and cultural activity across the State.

Hawkesbury City Council won the Cultural Award in Division C - Population over 60,000 for the Cultural Infrastructure Category.

Source: Keri Whitley, Manager Cultural Services, Hawkesbury City Council

IMPORTANT NOTICE

COLLECTION OF VISITOR CENTRE STATISTICS TO COMMENCE JULY 2009

As from July Aurora will collect your statistics on a monthly basis, collate them and provide you and Tourism NSW with a monthly report. Of course this will only work if you submit the relevant data. Aurora will email all AVICs with instruction on collection at the AVIC and subsequent forwarding to Aurora for report compilation. This is an important area to Visitor Centre management and Tourism NSW and will bring NSW in line with recent upgrades to the Visitor Centre Accreditation National Standard. The format will follow the accepted guidelines of the Standard. Keep an eye out for our Stats email on Friday!

What's On

11 July - Lithgow "Wizard's Express" - Zig Zag Railway

Enjoy the magic of the Zig Zag Railway's Harry Potter-themed Wizard's Express with three hours of fun and laughter. Walk through the wall on Platform 9 3/4, listen to "The Hat" sort you into your House before boarding the train for the run to Hogsmeade. Enjoy a magic show and some pretty gruesome school food. For more information phone: 6355 2955

18 July - Shellharbour "Christmas in July with Dirty Dicks Theatre Restaurant"

From the moment you arrive, the fun starts - join our wondrous wenches and lively lads in a comical ride through the streets of Merry Olde England. An unforgettable evening for revellers. For further details phone: 4296 7155

17 - 19 July Dubbo "Antiques & Collectables Fair"

A very popular, relaxed and friendly fair showcasing many different styles of antiques and collectables including furniture, jewellery, art and artifacts for the traditional and modern home. The Fair offers something for every collector, home designer or antique lover with wonderful pieces displayed for your "delectation" and purchase. For further information phone: 0418 294 438

AVIC Staff Profile



AVIC Staff Profile

In this issue we profile **Renee Mason** from **Holbrook Visitor Information Centre**.

Renee has installed a kids corner at the AVIC, and it is proving very popular with the younger visitors to town.

1. My current position is Visitor Information Centre Officer at the Greater Hume Shire Visitor Information Centre and that involves coordinating the front of house operations for the AVIC and working with great volunteers to ensure a high level of service is provided to all our customers.
2. The best thing about my position is the diversity of the tasks involved in this position.
3. I have been working here since April 2009.
4. My previous position was Accounts Payable Clerk for Health Support Services in Newcastle.
5. My favourite sport / leisure activity is playing tennis and my favourite leisure activity is watching a good movie.
6. My favourite holiday destination is Townsville.
7. People tell me I'm good at being organised.
8. My favourite colour is blue.
9. My favourite singer/music is Top 40.
10. If I could live my life over again I would start saving money at a young age so I could retire early and travel!

Did you know that Holbrook AVIC is also where you will find the submarine HMAS Otway? Motorists can't help but see it as they drive through the town and, once seen, curiosity runs rampant. Why in the world does this little dot on the map of inland Australia have its very own submarine?

Holbrook Council acquired the Otway when it was decommissioned and scrapped. The above-the-water section was rebuilt and is now on permanent display in Holbrook's Germanton Park. It measures 90 metres from bow to stern.

Also on display is an actual torpedo of the kind used by Lieutenant Holbrook. Nearby, at the Woolpack Inn Museum, you'll find an extensive collection of Lieutenant Holbrook's memorabilia, including replicas of his VC.

Thank you Renee for sharing your story with us - we hope you have found the transition to the Tourism Industry a good one.

AVIC Showcase



AVIC Showcase

This issue we showcase Tenterfield Visitor Information Centre.

Pictured left - interior of the Centre

Tenterfield Gateway AVIC is the "welcome wagon" for regional NSW. We provide information services to our many visitors through bright, attractive and information-rich displays! Our staff of volunteers actively encourage our travellers to explore Tenterfield and the whole of regional and rural NSW.

Out thanks to Patti Ainsworth - Tourism Manager Tenterfield for the above information.

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 2 July, 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.



... will take you there!

Published by

Aurora Research

37 Erskine Street/ PO Box 1000

Dubbo NSW 2830

p: 02 6885 5558 f: 02 6885 5556 e: vic@auroraresearch.com.au

www.auroraresearch.com.au