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AVIC News

Issue 143 18 August, 2009

Welcome Lyn

To all the Fathers in the AVIC Network, we wish you "Happy Fathers Day" on Sunday, 6th September. For those who will be working, we hope you get to spend some quality time with your family.

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



Industry News



Free Tourism Online Marketing e-Kit Updated

The popular *Tourism Online Marketing e-Kit* has been updated to further assist tourism businesses in harnessing the power of online marketing. The revised e-Kit contains new tutorials that address the most current online issues for tourism operators. New topics include "Videos for your Website"; "Converting a Prospect into a Guest" and "Online Distribution". For further information, log onto www.corporate.tourism.nsw.gov.au

VFR and Holiday Visitors Examined

Tourism NSW has created new research snapshots to help the tourism industry gain a better understanding of the important "Visiting Friends and Relatives" (VFR) and "Holiday Travel" markets to this State. Figures up to the year ending December 2008 have been used.

Key information in the VFR research snapshot includes:

- Domestic VFR travel represents more than one third of domestic visitors and nights in NSW.
- Around one in five domestic VFR nights are spent in types of accommodation other than their friends or relatives property.
- Almost half of the VFR visitors ate out at restaurants during their trip and a quarter went shopping.
- International VFR travel represents one quarter of visitors and 20 per cent of nights in NSW.

For further information, log onto www.eneews.tourism.nsw.gov.au

Source: Tourism NSW

Aurora Working with CSU Bathurst School of Communication

We mentioned earlier in the year that Aurora was to work with Charles Sturt University's School of

Communication students to look at ways to encourage the 'X' and 'Y' generations to utilise the services of AVICs in NSW.

Aurora presented a Project Brief to these students last week and it is envisaged that the Creative Teams will have their Proposals ready by late October. We will therefore let you know the results soon after.

During August to October, you may be contacted by members of the Kajulu Communications Creative Team, as this is the Team carrying out research into current offerings and potential new initiatives.

Accredited Visitor Information Centres Continually Promote the Location's Products and Services

Benefits to residents

Visitation generates additional demand which, in turn, has the potential to improve the financial viability of the local business community - shops, restaurants/cafes, fast food outlets, art galleries, sporting venues, clubs, service stations and accommodation providers. Any growth in tourism to a location results in new and expanded infrastructure, facilities and services which, in turn, benefits the community.

Do whatever it takes to continue the development of tourism in your location. Ultimately the local community is rewarded by the efforts of the Visitor Centre to encourage longer stays and more frequent visits to your town.

Marketing / PR



Promoting the AVIC Logo

One of the advantages of being an Accredited Visitor Information Centre is the ability to use the AVIC logo on signage to encourage visitors and travellers to come into the AVIC to find information, make bookings and purchase goods. Pictured at left is the Snowy Region Visitor Centre at Jindabyne, proudly displaying the logo, even if it is under difficult conditions!

Free Wine Guide Promotes NSW Regions

A free NSW Wine Guide will be distributed with *The Sunday Telegraph* on 23 August to showcase NSW wine regions and wines.

The 96-page colour guide contains two sections (in reverse front covers) - *NSW Wine Short Breaks 2009* and *NSW Wine Uncovered 2009*. The *Short Breaks* section provides information about NSW's wine regions - Canberra district, Cowra, Gundagai, Hastings River, Hilltops, Hunter Valley, Mudgee, New England, Orange, Perricoota, Riverina, Shoalhaven, Southern Highlands and Tumbarumba. It features "Top 5 Places to Eat", "Top 5 Places to Stay", "Upcoming Events" and general information about the regions. New wine growing areas are also listed.

The *Wine Uncovered* section contains information about wines and features *James Halliday's Top 100* - a rating of the best wines this State has to offer. Prices and other details are included.

The Guide will also be distributed via cellar doors in NSW and be available for orders (minimum of 50) via Tourism NSW. Please direct your orders to Nora Ortiz on nora.ortiz@tourism.nsw.gov.au

This initiative is a partnership between Industry & Investment NSW (formed following the consolidation of departments including the Department of State and Regional Development and the Department of Primary Industries plus agencies including Tourism NSW) and the Wine Industry Association.

Source: *Tourism NSW*

Volunteers / OH&S

Volunteers

Delegation

A pivotal component in 'making a volunteer program work' is the delegation of work to volunteers. Sometimes delegation can be seen simply as giving instructions: allocating work and telling volunteers what to do and how to do it. However, a focus on delegation of responsibility rather than delegating tasks can be more empowering and productive. Delegating responsibility means that the volunteer becomes responsible for the work and the outcomes of that work.

Delegation of responsibility can create a sense of ownership, provide decision-making opportunities, facilitate initiative and define accountability.

Exercise:

Use the above model to examine how you might delegate that work to a volunteer who has not been involved with that work previously. Write a script that details what you might say.

Review what you have written:

- * Does it provide scope for input from the volunteer?
- * Does it indicate the signs of success?
- * Are the consequences logical and varied?
- * Is there anything you have left out?

Suggestions when delegating:

1. Select the appropriate person to do the job.
2. Select an appropriate person to do the delegating; someone with clear understanding of the task or role.
3. Recognise the volunteer's strengths and limitations.
4. Make suggestions on how to start, if necessary.
5. Be active: demonstrate and give opportunities for practice wherever possible.
6. Provide a context or explanation of 'why' this needs to be done.
7. Provide written support material.
8. Identify support that is available; particularly relating to known pitfalls.
9. Provide feedback; both positive and critical.
10. Follow-up with people to ensure work is completed.

Source: *Volunteering Qld.*

AVIC Connect



Cowra Wins Top Award at Sydney's Country Week Expo

The Cowra exhibit at the weekend's 2009 Country and Regional Living Expo won First Place among exhibits mounted by towns and cities in the 7,500 to 20,000 population group.

The Expo attracted more than 10,000 people, who were looking for an alternative lifestyle, to Sydney's Rosehill Racecourse Exhibition Centre.

The Cowra Stand included a wine tasting section by Windowrie, Mulyan and Spring Ridge wines and information on Cowra's lifestyle, community and business development.

For the first time, the event used a "passport" system, which will provide Cowra Shire Council, with information about the attendees, that can be followed up later on. Cowra Council Business Officer, Mike Foster, estimated there were some 150 leads to follow up from the event. Cowra Shire Council was supported by Cowra Tourism Corporation, Cowra Business Chamber and the Cowra Regional Vineyard Association.

Pictured in the photo are (l-r): Central West Business Chamber's, Mark Willoughby; Parliamentary Secretary for Infrastructure, Transport, Regional Development and Local Government, Maxine McKew; Central West Community College Business Development Co-ordinator, Naomi Ward; Cowra Visitor Centre Manager, Jo Chambers; and Cowra Shire's Business Officer, Mike Foster.

Congratulations to Cowra!

More Visitor Information Centre Awards

The 2009 Blue Mountains Tourism Awards Gala Dinner was held at Jenolan Caves House on Thursday, 6th August 2009.

Congratulations go to the following winners of Visitor Information Services section - Oberon Visitor Information Centre with Blue Mountains Visitor Information Centres, Echo Point and Glenbrook, Highly Commended.

Congratulations to these three AVICs!

NSW Visitor Satisfaction Survey

Aurora has developed a Visitor Satisfaction Survey for AVICs to use to gather relevant information from visitors and travellers accessing your Visitor Information Centre.

We anticipate this Survey may supplement your existing survey resources, or become a new tool to help you identify who your customers are. The Survey is a double sided A4 brochure size and has been developed so that each AVIC can personalise it for their Centre. We will email a copy of the Survey to all AVICs by close of business on Wednesday, 19 August 2009.

What's On

11 - 13 September - Wagga Wagga - "WOW" of a Weekend

including Jazz & Blues Festival, MG Car Club Static Display, Farmers Market held at Wollundry Lagoon at the Civic Centre, Lake to Lagoon Fun Run & Sustainable House Day - visit 4 houses that showcase buildings which have used sustainable principles in their construction.

For further information, phone Wagga Wagga AVIC on 1300 100 122.

12 September - Grafton/Inverell - " Grafton to Inverell Cycling Classic"

Classified as one of the toughest one day events in the Southern Hemisphere - 228 gruelling kilometres - starting from the coastal flats of Grafton - up over the mighty Gibraltar Range through to the Celtic Country of Glen Innes and then finishing in the main street of Inverell, after discovering the leg-breaking Wiregully just before the finish line. Both men and women enter the race with different starting locations. Further information, contact 02 6721 2215.

16 - 20 September – Gundagai - "The Turning Wave Festival"

A celebration of the significant connections between Ireland and Australia, dating back to the early days of European settlement. Over five days the Festival presents musicians, bands, singers/songwriters, poets, storytellers and dance troupes in an exciting diverse program that includes concerts, dance, workshops, theatre, street theatre and much more all with an Irish flair! For further details phone Gundagai AVIC on 02 6944 0250.

24 September – 7 October – Southern Highlands - "Tulip Time Festival"

Over 100,000 tulips and 25,000 annuals are planted each year to transform Bowral's Corbett Gardens and other parks across the Shire into stunning displays of sweeping Spring colour. For the duration of the 14 day Festival, you can enjoy a changing program of events including specialist shows on the weekends. World renowned author and Southern Highlands resident, Bryce Courtenay, will be the Tulip Time Ambassador for 2009. For further information, log onto www.southern_highlands.com.au

AVIC Staff Profile



AVIC Staff Profile

In this issue we profile **Brent Lawrence** from **Narrandera AVIC**.

My current position is: Events & Visitor Services Officer at Narrandera Shire Council and that involves me facilitating town events, as well as overseeing the operations of tourism activities within the Narrandera Shire.

The best thing about my position is: the diversity that my role offers me. I have the advantage in that I get to work on both in-house and external community events, as well as maintaining tourism promotions and visitor information services within our town.

I have been working here since: December 2004 when I finished my Higher School Certificate and commenced work as a volunteer. In January 2004, I commenced paid employment with Narrandera Shire Council as a Trainee Tourism Officer and, in January 2007 after the completion of my Diploma of Events Management, I moved into my current role as Events & Visitor Services Officer. I am currently completing a Diploma of Marketing, via online study, through the Northern Sydney Institute of TAFE.

My previous position was: School Captain at Narrandera High School! This was my first ever job when I finished my HSC. I am only 22 years old so fairly young for this role.

My favourite sport / leisure activity is: captaining my local A grade cricket team. I am extremely passionate and cricket mad!

My favourite holiday destination is: Paris. I went on a four week holiday around Europe last year and Paris was an absolutely amazing experience and I can't wait to go back in the near future.

People tell me: I'm a super cricket player and a wonderful community minded individual who has great pride in his town.

My favourite colour is: red.

My favourite singer/music is: anything that the group "Nickleback" produces. Quality music!

If I could live my life over again: I would have loved to have worn the 'Baggy Green' for Australia in the 2009 Ashes cricket series!

Thanks Brent for submitting your profile.

You certainly have achieved an enormous amount for a young man - well done!

AVIC Showcase



Our Showcase AVIC is Tenterfield Visitor Information 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 visitors and travellers to explore Tenterfield and the whole regional and rural NSW.

Our thanks to Patti Ainsworth, Tourism Manager for providing the information.

AVIC Deadline for Contributions



Research

Please email lesley@auroraresearch.com.au with any articles you wish to be included in the upcoming AVIC News, prior to 31 August, 2009.


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

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