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AVIC News

2009

Issue 144 2 September,

Welcome Lyn

Welcome to Spring. We hope the warmer weather is here to stay and visitors flock to your areas to enjoy the many events and functions that are on offer, after the cooler winter months.

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



Industry News



Domestic Advertising Opportunities - My Australia magazines

Tourism Australia is producing a second series of *My Australia* magazines, featuring the personal Australian holiday experiences of Australians who have achieved extraordinary things.

Three versions of the magazine will be published, targeting three life stages, singles and couples under 40, families and older Australians. National distribution will take place throughout November, via inserts in high reaching newsstand and subscription publications.

Advertising opportunities are now available.

To find out more, click [here](#).

Upcoming Industry Events

2009 Caravan, Camping & Holiday Expo - 11 to 13 September, Penrith Panthers. Run by the Caravan & Camping Industry Association of NSW (CCIA). For information log onto www.penrith.supershow.com.au

Tourist Attraction Signposting Assessment Committee (TASAC) Meeting - 16 September, Bowral. Call TASAC Secretariat on (02) 9967 0688. Other upcoming meetings are also listed on the website. For details log onto corporate.tourism.nsw.gov.au

2009 Australian Institute of Tourism Officers Professional Development Conference - 27 to 29 September, Wisemans Ferry. Log onto www.lorickmanagement.com.au

2009 Tourism Symposium - 19 to 20 October, Byron Bay. For enquiries, email Northern Rivers Tourism at nrt@northernriverstourism.com.au

Level 3 Signage

Level 3s can have road signage, with Council consent, on roads other than state roads. RTA control the placement of signs on state roads and Council would generally submit their signage requirements to RTA for approval.

Level 3 AVICs are entitled to:

Identification of AVIC with the accredited 'i' sign both on the building and in the grounds in an unobstructed position on the exterior of the building or on a fixture dedicated for the purpose close by. (Level 3 AVICs located on a state or regional road to display 'i' signs signposting only in the Centre's grounds and not in the road reserve.)

Where the Centre is located on a local road, Centres are able to display advance direction accredited 'i' signs in the road reserve on the approach roads. In each case, approval must be obtained from the sponsoring Level 1 or 2 Centre). So if your AVIC is situated on a highway, it can only have signage within the boundaries of your land, and not on the roadside.

If your AVIC is also an attraction, it may qualify for tourist attraction signposting on state roads - the brown and white signs.

Use the link below for the complete signage story. For further detailed Tourist Signposting information, visit www.tourism.nsw.gov.au/tasac

Source: *NSW AVIC Manual*

Marketing / PR



STDW/Get Connected

Are you aware the STDW/Get Connected site has 222,000 visitors a month clicking on, looking for information to plan their holidays and great offers that they can book?

Is your STDW/Get Connected site up to date? This is a great, free marketing avenue for your Visitor Information Centre and your region.

ATDW Update

The new Tourism e-kit is Australia's largest free online e-marketing course for Australian tourism operators.

We did mention this in the last issue but, if you haven't looked at the new functionality with ATDW through the Tourism e-kit, do yourself a favour and review it - it's something you should be aware of. Tutorial 32 is a must see for all AVICs!

The e-kit, produced by the Australian Tourism Data Warehouse, ([ATDW](http://www.atdw.com.au)), has received tens of thousands of downloads since recently announcing the e-kit.

The e-kit, which was funded by all the State Tourism Organisations, is comprised of 37 tutorials to date and offers the most comprehensive, easy to understand, education process for Australian tourism businesses ever produced. It incorporates information about basic online marketing concepts to more complex issues. Each tutorial is designed to be read in less than 25 minutes and gives operators the power to better understand and take advantage of the online marketing opportunities that exist today.

Ensure your region is 'in synch.' with the rest of the world with online marketing. The Tourism e-kit can be downloaded as an entire Program or separate tutorials through ATDW's corporate website

www.atdw.com.au/tourism_e_kit.asp.

Reasons to Reinforce your Brand

I'm sure we don't have to tell you that effective brand management requires taking a long-term view of marketing decisions. Managing your brand for the long run involves reinforcing your brand or, if necessary, revitalising it.

Reinforcing your brand involves ensuring innovation on product design, merchandising and ensuring relevance in user and usage imagery. Another critical consideration in reinforcing your brand is the consistency of the marketing support that the brand receives, both in terms of the amount and nature of that support. Revitalising a brand, on the other hand, requires "a back to basics" approach, or that new sources of brand equity are identified and established.

Two general approaches are possible: **expanding the depth and/or breadth of brand awareness** by **improving brand recall and recognition of consumers** during purchase or consumption settings; and **improving the strength, favourability and uniqueness of brand associations** making up the brand image.

Re-branding has been on the Agenda a lot for various AVICs recently, and we'd like to hear some positive feedback on the matter. Please drop us a line so we can boast of your success.

Source: Aurora Research

Volunteers / OH&S

Support for Volunteers

The reciprocal nature of volunteering suggests that, while we delegate work to volunteers, we also need to consider what support volunteers might require to be able to complete and enjoy the work they undertake. Effective support encourages a partnership approach where volunteers feel an integral part of the organisation rather than simply resources to be used by an organisation.

Not surprisingly then, a good support system is reflective of clear and established rights and responsibilities of volunteers. Support may be provided in a variety of forms, depending on what is relevant to the individual/s receiving support.

Generally, methods of support will be negotiated through ongoing consultation between the program leaders and the volunteers. The focus of support may be related to both personal and professional issues related to their work however, it is important to note that providing support through the organisation is only one form of support a person can access.

Regardless of what methods of support the organisation utilises it is useful to ensure that they address the following principles of support:

Accessibility

Volunteers must be able to access support. This means that the support should be available at appropriate times and places and in forms that volunteers can use.

Flexibility

Support strategies that are provided should be able to accommodate the needs of individuals.

Appropriateness

Support strategies should be applicable to the work that volunteers are undertaking.

Shared Responsibility

Support comes from variety of sources both from within the organisation through staff and volunteers, but also from friends and relatives.

Source: Tourism Qld.

AVIC Connect

New Southern Gateway Centre - Wollongong

The **Southern Gateway Centre** at Bulli Tops is OPEN FOR BUSINESS. There are still some final touches being made over the coming weeks but we will be celebrating the opening of the Southern Gateway Centre and the new look Tourism Wollongong soon.

As the future of tourism is changing, we are conscious of reducing our reliance on printed material. Stamping our environmental footprint, we have installed a state of the art digital interactive destination management system to assist consumers in searching for their tourism experience. Digital display systems are located throughout the Visitor Information Centre showcasing images and upcoming events.



Tourism Wollongong's team of tourism-trained professionals are on hand to provide product advice on Wollongong and the South Coast.

Sound exciting? It certainly is...

You don't need to wait for our celebration to check out the new innovative Visitor Information Centre

though... we are open 7 days a week from 9 am to 5 pm so feel free to pop in and visit anytime and meet our new team.

Source: *Tourism Wollongong*

Congratulations to Boorowa AVIC

Congratulations to Boorowa AVIC for winning the Best Exhibit for Communities under 7,500 in the Country and Regional Living Expo.

Barbara Manion, Tourism & Development Manager said, "We gave out 500 Boorowa information packs and have already received 10 enquiries and several leads to follow up.

It was the best we have been to in our five years attending the Expo. The enquiries came from young and old and people were willing to wait to discuss the Shire.

Our Stand had a country feel with our ram Bart, a basket of fine merino wool and parrots perched on the top of the Stand."

Source: *Boorowa Visitor Information Centre*

Questions re: AVIC Stats Recording

Many AVICs have asked us:

1. "What constitutes an enquiry"? The answer is:

a) Any time the phone rings, other than another area of Council calling, it can be determined as a phone enquiry.

b) Any email contact, other than internal (or from Aurora), can be counted as an enquiry.

2. "What are these statistics being used for"? There are so many answers to this question:

a) As a measurement tool allowing for pooled analysis across the Network

b) As justification to funding bodies (LGAs, etc.) as to the resource needs (human and infrastructure) of the Visitor Centre

c) As a measure of the value (economic impact and benefits) NSW AVICS make to the local/state/national economies

Please note that the statistics you provide will be provided to TNSW and the AVIC Network as **pooled** results. Individual statistics you provide will strictly confidential.

Changes to email & web addresses

Please remember to advise us at Aurora if you have changed your email or web address so we can maintain a current database and ensure we get all the information to all VICs, simply email

lesley@auroraresearch.com.au with the details

Aurora Working with Bathurst School of Communication

We mentioned in previous newsletters that Aurora is working with Charles Sturt University's School of Communication students to look at ways to encourage generations 'X' & 'Y' to utilise the services of AVICs in NSW.

Several AVICs have advised that they have received emails from the Kajulu Communications Creative Team, we encourage all AVICs to participate in the online survey.

We will provide you with the results at the completion of the project.

What's On

2 - 11 October - Coffs Harbour "Buskers & Comedy Festival"

Over 20 listed events will be held at a variety of locations ranging from Community Markets, City Square through to Clubs and Hotels. For further enquiries, phone Coffs Coast Visitor Information Centre on 1300 369 070

3 October - Broken Hill "Red Desert Live2009"

A Tourism NSW Regional Flagship Event aimed at celebrating the desert with friends. The event will include a full day's festival of entertainment in the desert featuring non-stop live music with headline performance by Kate Ceberano. Support acts include Neil Murray, Laura Hill and The Tuesday Bandits and, Off the Handle, among others. The weekend will also feature desert food, children's activities and local art, as well as a range of other events over the weekend around town. For further information, phone 08 8080 3560.

3 - 5 October - Forbes "Ben Hall Festival"

'Hold up in Forbes this October long weekend!' The Festival features free family fun at the "Outlaw Spectacular" from noon at Victoria Park, with live entertainment, music and performance plus a huge program of fantastic guest artists, plus outdoor cinema, theatre restaurants, bushranger breakfasts, concerts, tours and more. For further information phone 6850 2300.

4 October - Boorowa "Irish Woolfest"

This event has been likened to the Running of the Bulls in Pamplona. The Australian version is where full wool merino sheep rampage down the main street in Boorowa leading the colourful Street Parade. Other events in this free country street festival include The Blessing of the Fleece, Irish Dancers, Irish Bands, singers and a growers market. For further details log onto www.irishwoolfest.boorowa.net

3 - 12 October - Port Stephens "Whale Festival"

Includes an extensive entertainment program with Whale Cruises, photography competition, live music, performances by local choirs and dance groups, arts & crafts and much, much more. For further information log onto www.whalefest.com.au

16 - 25 October - Inverell "2009 Telstra Country Wide Sapphire City Festival"

10 days of fun filled activities for the family, including The Great Debate, Holy Trinity Race Day, Art Exhibition, Concert, Movie Night, Quilt & Craft Show, Gem Show and the Flower Art Show. Special feature will be Telstra Road to Tamworth Heat and the finale evening with special guest artists, Jetty Road & Felicity Urquart performing, just before a Fireworks Spectacular. For further details, phone Inverell AVIC on 67238 8161.

30 Oct - 1 Nov - Eden "Eden Whale Festival"

An action packed 3 day community event celebrating the migration of whales through Twofold Bay. Features include the Whale Festival Ball, Street Parade with decorative floats, dancers, singers and street performers. Eden invites you to "enjoy the whales and have a whale of a time" For further information, log onto www.edenwhalefestival.com

AVIC Staff Profile



Our featured AVIC Network Staff Member is Jacqui Greaves from Central Coast AVIC.

My current position is: Sales & Information Supervisor and that involves supervising 3 Visitor Centres with dedicated staff and volunteers, training operators, building and updating websites, assisting enquiries and booking accommodation and tours.

The best thing about my position is: the diversity of my role and the wonderful team that I work with.

I have been working here since: July 2005

My previous position was: Tourism Trainer & Galileo Service Centre

My favourite sport / leisure activity is: dance and watching my three sons at their sport eg. cricket/swimming/tennis

My favourite holiday destination is: Boomerang Beach – Pacific Palms

People tell me I'm good at: I am struggling with this question - my team say we will need to workshop this one.

My favourite colour is: blue

My favourite singer/music is: The Eagles

If I could live my life over again: I would be RICH!

Our thanks to Jacqui for sharing her profile with the Network.

AVIC Showcase



Showcasing the new Port Macquarie AVIC

Port Macquarie's Visitor Information Centre (VIC) has moved into The Glasshouse, a new \$50 million Arts, Conference and Entertainment Centre which opened last month. The new Centre is a one-stop-shop for booking travel services, accommodation and tickets to special events, including the theatre and opera.

The CBD location, on the corner of Clarence and Hay Streets, is expected to service over 1,000 people per day who will visit The Glasshouse, the new cultural heart-beat of Port Macquarie. It is also easily accessible and in walking distance to the beautiful waterways, restaurants and tourism attractions in the centre of town.

"The Glasshouse marks a new beginning for tourism in Port Macquarie - visitors can go from the beach to their accommodation and on to a concert within 200m' - a totally unique experience on the Mid North Coast of NSW and all bookable at the Visitor Information and Box Office Service Centre", said Linda Hall, Tourism Manager, Port Macquarie Hastings Council.

The AVIC is now in the downstairs foyer of The Glasshouse and, under the new roof, the customer service team will provide counter service and online bookings on behalf of over 230 members of Greater Port Macquarie Tourism. It also incorporates the Regional Gallery Shop and Glasshouse Box Office and offers "free" guided tours of the facility throughout July and August. The Visitor Information Centre is open seven days a week from 9 am to 5.30 pm, Monday to Friday and 9 am to 4 pm weekends and public holidays.

For more information, contact the Greater Port Macquarie Visitor Information Centre on 1300 303 155.

Our thanks to Joel Coatsworth, Customer Service Manager, for his help with this article.

AVIC Deadline for Contributions



Research

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.

Please email lesley@auroraresearch.com.au with any articles you wish to be included in the upcoming AVIC News, prior to 14 September, 2009.


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

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