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## AVIC News

Issue 146 29 Sept. 2009

### Welcome Lyn

Well we seem to be living up to the famous words of Dorothea McKellar, in "I love a Sunburnt Country" of late with wind, dust, hail and snow of recent weeks, it's hot one day, freezing the next, and there are warnings of fires in the coming months. When it comes to weather - what a difference a few days make, -if our newsletter had of arrived in your email mid week (as you would expect, sorry, we have had gremlins in our web this week!), we would only have said something about the sharing nature of SA and the recent dust storm that swept our State. But hang on, just above us Samoa and Sumatra have experienced earthquakes and tsunami destruction. We offer our thoughts to anyone with family and friends effected by the tragedies. The recovery process will be a long one.



But here in NSW it's a long weekend, and there's lots to do, so get out there and enjoy yourself, and if sport is your thing, we hope your team wins this weekend! ....And make sure you get to work on time next week, no daylight savings excuses, we've added a reminder in the newsletter for you.

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

### Industry News

#### How Tourism Works for Everybody

##### Did you know?

Sydney is Australia's leading gateway and the most popular destination for overseas visitors. New South Wales attracts 54% of international visitors, ahead of Queensland with 41% and Victoria, 28%.

Domestic and international visitors to NSW destinations outside Sydney generated a staggering 68 million nights of accommodation in regional areas and \$11 billion in income for local communities.

- Tourism and travel directly accounts for one in every 21 jobs in Australia.
- Tourism directly employs 158,000 people in NSW. A further 109,650 people are employed in jobs that are related to the tourism industry.
- The tourism industry in NSW is larger than mining; communication services; accommodation; cafes and restaurants; electricity; gas and water supply; personal and other services; cultural and recreational services; and agriculture, forestry and fishing.
- Australians have a massive 123 million days of leave accrued - time to take a holiday in NSW!

Source: Tourism NSW

***Just a reminder to us all of the importance of Tourism in NSW!***

## Marketing / PR

### Want your website to rank near the top of the results when people search for it through Google?.

Lifting your group's website up the search results "ladder" is not an exact science. There are, however, a few relatively simple actions you can take to improve your site's listing.

The first is to figure out the types of keywords - the words people use when searching for websites via search engines - that could lead them to your site.

As an example, the local football club might list their name and nickname, the name of the league they play in, home town, home ground, sponsors' names, names of star players and even its coach's name. These words should then be used as often as possible on your homepage and other pages on your site.

Another way is to include these keywords as "meta tags". While this will probably not help you with Google, because Google ignores most meta tags, it may assist with other search engines. Meta tags are HTML code placed around specific pieces of information. They are generally invisible to all on the web bar search engines, which pick them up to provide keyword information about the contents of a particular website and rank the site in order of relevance to the search query. There are websites which can help you create your own HTML code which includes meta tags and can be inserted in the coding of your website's homepage and other pages.

The third way is to get as many other websites as possible to link to yours. Google's rankings are based in part on how many other pages link to yours, so the more links your group's site has, the higher up the search engine rankings it will appear.

Find some "link buddies" - groups you work with, business operators that sponsor you or members -that can link to your site, particularly organisations that do similar or related work.

Also think about which sites your members/users/supporters/friends might visit, and see if you can get a link from those.

This information was sourced from: [http://www.ourcommunity.com.au/marketing/marketing\\_article.jsp?articleId=2025#8](http://www.ourcommunity.com.au/marketing/marketing_article.jsp?articleId=2025#8)

## Volunteers / OH&S

### Model Code of Practice for Volunteer Managers/Supervisors

The following points identify policy considerations for managing volunteers and can be addressed as part of the process to implement best practice for your volunteer staff.

- Interview and employ volunteer staff in accordance with anti discrimination and equal opportunity legislation.
- Provide volunteer staff with orientation and training.
- Provide volunteer staff with a healthy and safe workplace.
- Provide appropriate and adequate insurance coverage for volunteer staff.
- Do not place volunteer staff in roles that were previously held by paid staff or have been identified as paid positions.
- Clearly differentiate between paid and unpaid roles.
- Define roles and develop clear job descriptions.
- Provide appropriate levels of support and management for volunteer staff.
- Provide volunteers with a written copy of policies pertaining to volunteer staff.
- Ensure volunteers are not required to take up additional work during industrial disputes or staff shortage.
- Provide all staff with information on grievance and disciplinary policies and procedures.
- Acknowledge the rights of volunteer staff.
- Ensure the work of volunteer staff compliments and does not undermine the work of paid staff.
- Offer volunteer staff the opportunity for professional development.
- Treat volunteer staff as valuable team members and advise them of the opportunities to participate in management decisions.
- Acknowledge the contributions of volunteers staff.

Source: *Volunteering Australia*

## AVIC Connect



### NSW Tourism Awards Tickets On Sale Now

Tickets are now on sale for the NSW Tourism Awards Presentation and Dinner, scheduled to be held on Thursday, 19 November in the Bayside Ballroom at the Sydney Convention and Exhibition Centre, Darling Harbour. The event is managed by the Tourism Industry Council NSW and supported by Tourism NSW. For further details, visit

[www.eneews.tourism.nsw.gov.au](http://www.eneews.tourism.nsw.gov.au)

## Daylight Saving Commences

**Sunday, 4 October 2009** at 2.00 am when clocks are put forward one hour.

## Daylight Saving Ends

**Sunday, 4 April 2010** at 3.00 am summer time when clocks are put back one hour.

## Some Useful Links

With School holidays upon us, you may find these links useful for quick reference.

- [NSW Climate Info](#)
- [Dam Water Levels](#)

### Funding

- [Art and Culture](#)
- [Sporting and Recreation](#)

### Recreation

- [National Parks](#)
- [State Parks](#)
- [Holiday Planning](#)
- [Top Attractions](#)
- [Buildings](#)
- [Natural Features](#)
- [Travel Tips](#)
- [Regional Tourism](#)
- [Maps](#)

## What's On

### 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, outdoor cinema, theatre restaurants, bush ranger breakfasts, concerts, tours and more. For further details, phone 6850 2300.

### 2 - 3 October – Deniliquin "Deni Ute Muster"

Already having claimed the Guinness Book of Records for the largest number of legally registered utes, this year the organisers hope to gain another record for the largest gathering of people wearing shearers blue singlets – the number to beat is 2,702. For details on two days of fun filled entertainment, go to the website [www.deniutemuster.com.au](http://www.deniutemuster.com.au)

### 2 - 10 October - Coffs Coast "Buskers & Comedy Festival"

Enjoy street theatre performed by colourful and creative national and international buskers. Performances throughout the week in Coffs Harbour and surrounding villages. For more information phone 1300 369 070.

### 7 - 8 November - Nelson Bay "Tastes at the Bay, Food, Wine & Jazz Festival"

Spread across the d'Albora Marinas in Nelson Bay, the CBD and the foreshore is the major culinary event in Port Stephens featuring food from local restaurants, great wine selections from popular Hunter Valley and local Port Stephens wineries and fabulous Jazz Music. Experience cooking demonstrations by award

winning chefs, site stalls offering fresh food, cheeses, chocolate and gourmet products and a special firework display. For further information, go to [www.portstephens.org.au](http://www.portstephens.org.au)

### 7 - 8 November - Maitland "Bitter & Twisted Boutique Beer Festival"

Following on from the fantastic Festival in 2008, Maitland Goal, a former maximum security prison, will swing open the heavy gates to unlock an event not to be missed by any discerning beer drinker. Featuring musical interludes, delicious international cuisine and the best beer from Australia and around the globe. "Escape to Goal" and experience one of the nation's best Festivals. For information go to [www.bitterandtwisted.com.au](http://www.bitterandtwisted.com.au)

### 28 - 20 November "Temora Flying Weekend"

See world class aerobatic air shows of ex military aircraft. The collection of aircraft belongs to the Temora Aviation Museum which is the only museum in the world to focus solely on flying collections. For more information, go to [www.temora.com](http://www.temora.com)

## AVIC Staff Profile



### In this issue we profile Debbie Clark from Armidale AVIC.

**My current position is:** Acting Tourism Manager and that involves the overall management of the Visitor Information services from Marketing to Customer Service and Staff co-ordination.

**The best thing about my position is:** the diversity in what I do on a day to day basis.

**I have been working here since:** 1997.

**My previous position was:** Centre Coordinator.

**My favourite sport/leisure activity is:** I enjoy competing in Motorkhanas with our local sporting car club, although my main competition is my 19 year old son and my husband. I have a 23 year old daughter and a son in-law and we often attend motor sports events as a family. I also enjoy fishing, camping and water skiing, although I do like my 4-star accommodation!

**My favourite holiday destination is:** Northern Territory, although I have not been there yet I am keen to discover the whole region.

**People tell me I am good at:** everything but I think they are just being nice. I believe my main strength is my communication skills.

**My favourite colour is:** I don't have a main favourite colour but if I had to pick, it would be between red and purple.

**My favourite singer/music is:** Snow Patrol is good although I like to listen to Rock, Jazz and Country, depending on my mood and how much housework there is to do!

**If I could live my life over again, I would:** holiday more when I was young, study more at school and go on to do Law. I have touched on this when doing various certificates through TAFE and find it extremely interesting.

*Our thanks to Debbie for participating in this section of the Newsletter.*

## AVIC Showcase



### Our Feature AVIC Showcase in this Issue is Manning Valley AVIC - Taree

The Manning Valley AVIC is now feeling much more spacious. There is some new shelving and much of the old display stands have been replaced. They have also utilised wall space within the building to open up the floor space and installed some new track lighting.

All the regional brochures are now displayed on wall shelving and in general, the area is feeling much lighter and brighter!

There are also some vibrant new promotional pictures of the Valley for visitors to see and some new seating areas where they can watch the AVIC's new promotional Manning Valley DVD.

WOW - it looks great, modern and roomy!

## AVIC Deadline for Contributions



**Research**


Please email [lesley@auroraresearch.com.au](mailto:lesley@auroraresearch.com.au) with any articles you wish to be included in the upcoming AVIC News, prior to 12 October, 2009.

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

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