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AVIC News

Issue 147 13 October, 2009

Welcome Lyn

Now the NSW School holidays are nearly over, it's time to turn our attention to the next lot of holidays. (We hope it went well with lots of visitors to your region).

Would you believe it only 10 more weeks until Christmas? (Where has the year gone)? ... so the planning starts again.



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

Industry News



Visitor Information and Services Category of the 2009 NSW Tourism Awards Finalists

- Eurobodalla Coast Visitor Information Centres, Batemans Bay & Narooma, South Coast
- Clarence River & Clarence Coast Visitor Information Centres, Grafton & Maclean, Northern Rivers
- Griffith Visitors Centre, Griffith, Riverina
- Lismore and Nimbin Visitor Information Centres, Lismore & Nimbin, Northern Rivers
- Moree Visitor Information Centre, Moree, New England NW
- Oberon Visitor Information Centre, Oberon, Blue Mountains

Congratulations to all and good luck for the Final!

Marketing / PR

AVIC Signage

Pictured (left) is the Griffith AVIC which proudly displays the AVIC logo on the exterior of the building.



All accredited VICs are required to comply with specified signage requirements which include:

- 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.
- Erection of advance direction accredited *i* signs on both approaches to the AVIC on the nearest

state or regional road or roads.

- Reassurance *i* signs on local approach roads to be installed to guide motorists directly to the Centre
- 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, to display advance direction accredited *i* signs in the road reserve on the approach roads. In each case, approval must be obtained from the endorsing sponsoring Centre.

Aurora has copies of the AVIC Style Guide on CD which gives full details of the AVIC logo. To secure a copy of this CD, email lesley@auroraresearch.com.au.

Volunteers / OH&S

Confidentiality

What is confidentiality?

All staff (including volunteers) are likely to have access to information in the course of their work that they would otherwise not have access to. This information will often be private and/or confidential.

Staff have a responsibility to ensure that confidential information is not inappropriately released, verbally or physically.

Consent must be obtained from the individual to release any information about those individuals.

Authorisation for the release of organisational information must be obtained from the CEO/Manager. Exceptions to this are where a subpoena for that information is presented by police/courts. Also, if anyone discloses information about harming themselves or others, duty of care will override the need for confidentiality.

Confidentiality Policy

Each organisation should have a policy regarding confidentiality in the workplace. Ensure that all staff know where it is, what it says and how this applies to your every day work. It is possible that the volunteer agreement may request a commitment to maintaining confidentiality.

Practices

Maintain confidentiality by not disclosing information about the organisation or its stakeholders unless agreed with that individual or group. If you need to discuss an issue or release information that might be confidential, talk to your 'supervisor' about it.

If unsure about anything relating to confidentiality, raise this with your 'supervisor'.

Information regarding Privacy Issues can be obtained at www.privacy.gov.au, including information about the Privacy Act 1988, Crimes Act 1914 and the in-coming Privacy Amendment Act 2000.

Source: Volunteers Australia

AVIC Connect

Nature Based Tourism at Coonabarabran

Moves are afoot to promote birdwatching in the Coonabarabran region to international tourists, after a successful tour of the district by American tourist operators. Tourism NSW is hosting the delegation as part of a national trip to explore potential new markets.



The Coonabarabran Visitors Centre's Aileen Bell said, "The operators were "blown away" with bird watching experiences in the Warrumbungle and Pilliga National Parks." She says the region could be promoted as the 'premier birding site' in Australia and soon tap into the \$12 billion-a-year American birdwatching phenomenon.

"One of the operators who was here was a fellow from Alaska and he's looking at alternatives for his client base, because he has such a short season there," Aileen said. "These people are talking very positively about bringing people into this part of the country to do some birding."

Ms Bell said the natural geology, flora, wild and bird life creates a perfect environment for birds. "Sometimes we think we have an immature tourism product out here and we can't compete with the big players but, I think when you look at nature-based tourism, where else would you come?" "These people were just 'blown away' that we had all of those things."

Source: www.abc.net.au (with permission from Aileen Bell, Team Leader, Coonabrabran AVIC)

Notice of Discontinued Telephone Number

Some AVICs are still contacting the now redundant Visitor Information Line on 13 20 77 (this number still appears on the AVIC Post-it notes but, when stocks are renewed, there will be no number shown). The number is now in use for another purpose so, any calls received on this number are now being redirected.

All enquiries for out of region information should be directed to the AVIC at the location/destination the enquiry is about.

If you would like Holiday Planners, these are promoted on the visitnsw website and can be ordered online by following the link on www.visitnsw.com home page or use this link....



If however you wish to contact the Get Connected area, the best number to call is 1300 655 077 or email getconnected@tourism.nsw.gov.au.

AVIC Showcase

Have you made any changes to your AVIC? Have you had a successful event or want to promote a special area in your region? We would like to feature these details in the AVIC Newsletter. Please send us the details by emailing lesley@auroraresearch.com.au with 8-10 lines plus a jpeg image.

STDW (Get Connected)

As there are only approximately 10 weeks until Christmas, many people are starting to plan their holidays over the Christmas/New Year break. It is therefore very important that the details of your area on the www.visitnsw.com website are up to date and providing accurate information for people who may be planning to visit your town/region.

With Get Connected, Tourism NSW gives you the opportunity to showcase your tourism products online FREE of charge and tap into over 300,000+ potential customers a month, both domestic and international. In the 12 month period to June 2009, Tourism NSW, through its visitnsw website, delivered 790,000 pre-qualified business leads to tourism operators.

What's On

16 - 25 October - Orange "Orange Wine Week"

A week of all things wine and food featuring Winery Tours, Cheese Lovers Tastings, Olive Oil Tasting, Sculpture in the Gardens, Anna's Cucina Factory Tour and much much more. For more information log onto www.tasteorange.com.au

20 - 22 October - Borenore (15kms from Orange) "The Australian National Field Days"

The Field Days are Australia's oldest annual agricultural exhibition where visitors will see a vast range of agricultural machinery, services and ideas. Each year, over 600 exhibitors from throughout Australia and overseas display their products and services at this event. This year the feature will be "Changing Agriculture in a Changing Environment". For further information, phone 6362 1588,

30 October - 1 November - Eden "Eden Whale Festival"

An action packed 3 day event celebrating the annual migration of whales through the waters of Twofold Bay. A street parade which includes drummers, dancers, singers, street performers, trucks, vintage cars, hot rods, motor cycles, Carlton Clydesdales and many decorative floats, starts the Festival. Other

attractions include regional market and food stalls, cooking demonstrations, live music and entertainers, fireworks display and much more. For details, visit www.edenwhalefestival.com

7 - 8 November - Nelson Bay - "Tastes at the Bay"

This Festival is the major culinary event in Port Stephens, featuring food from local restaurants, great wine selections from the popular Hunter Valley and local Port Stephens wineries and fabulous Jazz Music. Cooking demonstrations by award winning chefs are becoming a big part of the Festival with stalls offering fresh food, cheese, chocolate and interesting gourmet products. A spectacular fireworks display complements the program. For more information, phone Port Stephens AVIC on 4980 6900.

AVIC Staff Profile



This issue we feature Brent Pilkington from Terrigal Visitor Information Centre

My current position is: Manager and that involves overseeing the holiday accommodation, DVD rental and Information Centre duties.

The best thing about my position is: the varied role and dealing with happy holiday customers.

I have been working: in the hospitality industry for 10 years.

My previous position was: Manager of Tiarri Hotel and Manager of the Beach House, Terrigal.

My favourite sport / leisure activity is: surfing and all outdoor activities.

My favourite holiday destination is: the Whitsundays.

People tell me I'm good at: new ideas.

My favourite colour is: blue.

My favourite singer/music is: Pete Murray.

If I could live my life over again: I would do exactly the same.

Many thanks Brent for sharing your story with the AVIC Network.

AVIC Showcase



Our Showcase this issue is Griffith AVIC with an interior view of their newly renovated centre.

They say a change is as good as a holiday, and the new layout for the Griffith Visitors Centre is just that.

A new workstation and customer serving counter was installed, along with a slat wall cupboard to help with the storage of brochures. The 'renos' came more out of necessity rather than need for a change, due to the floors collapsing however, the outcome is now a modern fresh look to welcome our visitors.

Our thanks to Janine Rolles - Manager, Griffith AVIC for the details above.

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 26 October, 2009.


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

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