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Sent: Tuesday, 3 February 2009 3:59 PM
To: Lyn Penson
Subject: AVIC PR and Media

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Issue No. 129

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- Welcome
- AVIC/Industry News
- Your AVIC Brand
- Volunteers
- OH&S
- AVIC Connect
- What's On / Events
- AVIC Network Profiles
- Special Feature - VIC Showcase
- Deadline

i ...will take you there!

Welcome

Welcome to the fortnightly Edition of the AVIC E News

Issue 129 - 3 February, 2009

What scorching weather we have all been experiencing lately. Thankfully our offices are air conditioned and we can escape inside!

It's one month into 2009 already. If this is any indication on the pace of this year, we're all in for a busy time. Domestically, visitation to New South Wales has been strong for January and let's hope the trend continues. Aurora conducted a quick AVIC Survey and results indicate widespread visitation increases during Dec/Jan. Keep up the great work everyone and enjoy your AVIC Newsletter!

From Lyn, Lesley, John, Gordon & Maryanne

[Back to top](#)

i ...will take you there!

[AVIC/Industry News](#)

Welcome to New AVICs

Congratulations and welcome to the AVIC Network to our five new Visitor Information Centres.

14/04/2009

1. Brunswick Heads Visitor Centre - Level 2
2. Coonamble Visitor Information Centre - Level 3
3. Evans Head Visitor Information Centre - Level 3
4. Gulargambone Visitor Information Centre - 2828 - Level 3
5. Waterfall Way Visitor Centre (Bellingen) - Level 1

The number of AVICs in the Network now stands at 174:

- ≈ Level 1 - 62
 - ≈ Level 2 - 50
 - ≈ Level 3 - 62
-

Workshop Program to Drive Council Tourism Planning

Local councils across Australia can access a free workshop program designed to deliver innovation in tourism planning. The program developed by Sustainable Tourism Cooperative Research Centre provides council staff, managers and elected representatives with an understanding of a council's role and approach to supporting tourism development and management within the community and provides a forum for councils to consult with industry and the community ahead of the development of tourism strategies.

[Read more about the program](#)

Source: TNSW Insights 28 Jan. 09

New Breed of Campers Increase Demand for Holiday Parks

Caravan and camping tourism has experienced a boom this summer season with caravan and holiday parks reporting high occupancy, increased 'first time campers' and an over demand for sites according to the Caravan and Camping Industry Association of NSW (CCIA). CCIA CEO, Barry Baillie, says occupancy has increased by up to 10 per cent for many coastal holiday parks during summer and new campers are entering the market. "The majority of coastal holiday parks in NSW remained full up until the Australia Day long weekend, following a strong Christmas period."

Source: TNSW Insights 28 Jan. 09

Regional Events

Aurora would like to congratulate Parkes on their successful Elvis Festival and Tamworth for their record breaking Country Music Festival. Two events that shows regional New South Wales contributing to NSW visitation statistics through great events!

[Back to top](#)

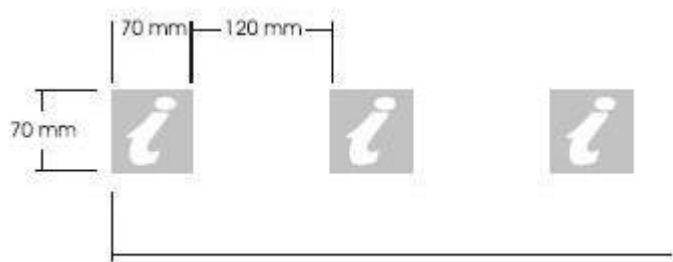


Your AVIC Brand

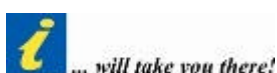
AVIC Branding

We have recently received several enquiries asking if Aurora has stocks

of decals with the 'i' logo printed on them to place on glass doors and/or windows. We are sourcing quotes for these and will let you know.



Just a reminder that, if you require the AVIC Style Guide CD which provides all the logo details, just drop an email to lesley@auroraresearch.com.au and we will post a CD to you.



[Back to top](#)



[Volunteers](#)

Telephone Techniques

Answering a telephone at a Visitor Information Centre requires concentration and a positive attitude. No matter how busy your office is, the telephone should be answered in a courteous and professional manner.

Remember - you never know who is calling, so answer all calls as if the caller is a very important person. When answering an outside call:

- ✗ Use the correct address as per the requirements of your Centre. "Good morning/afternoon (your organisation), this is ... (your name)".
- ✗ If you have a general switchboard or a telephone that can transfer calls and a call is diverted to your area, you don't have to identify your office, just identify yourself - "Hello, this is (your name)".
- ✗ Be polite and helpful - never curt or abrupt and impolite - no matter what!
- ✗ **Smile as you talk** - the caller will hear the smile in your voice.
- ✗ If information is required that you do not know, tell the caller you will find out and then put the phone "on hold" if you have a hold button, and find the information quickly.

(Do not put your hand over the phone, or place it on the bench top, etc. as the customer will still hear you.)

- ✗ If you cannot find the information the caller requires quickly, such as information that requires research, ie. accommodation details, etc. take the caller's name and number and **call them back**.

Important

- ✗ Know your telephone procedures - your supervisor will help!
- ✗ Become familiar with your telephone system. Normally there is a

manual that can assist you with the operation, such as placing a call on hold or transferring a call to another phone.

Remember the telephone is often the first contact with the public and is a valuable tool in providing excellent customer service.

Source: Aurora Training Manual

[Back to top](#)



OH&S

Small Business Fire Safety

Small businesses need to have plans to prevent fires and help their business recover should an unforeseen emergency occur.

Is your small business fire safe?

The NSW Fire Brigade recommends this simple safety checklist to small business to prevent damage that could be caused by fire.

- Teach your staff about workplace fire prevention and safety.
- Avoid storing or stockpiling flammable materials such as packaging materials or waste where they could be accessed by the public, including areas immediately outside your business premises.
- Make sure all machinery is serviced, as recommended by the manufacturer, and kept clean. If possible, switch machinery off when the business is unattended.
- Secure all doors, windows or other access points when the business is unattended, and make sure your business has adequate lighting to deter trespassers.
- Ensure your business has an adequately serviced and functional fire alarm system that is suitable to your small business e.g. remote serviced alarm systems, sprinkler systems, thermal or smoke alarms, etc.
- If your business stores dangerous goods, ensure their storage and use adheres to legislative requirements.
- Make sure your business has a written and practiced fire escape plan ! that includes full staff lists and designated meeting points.

The NSW Fire Brigade recommends this simple safety checklist to assist your small business to reduce damage caused from fire and assist in a speedy business recovery.

- Ensure that your staff has sufficient training in what they should do if your small business is exposed to an unexpected fire. Depending on your business, this will at least mean knowing where to escape to and dialling 000.
- Make sure you know what information is important for your business continuity. This should include having contingency plans to protect and/or restore all important information (hard copy & IT) such as supplier and client lists, business contracts and insurance details.
- Consider having an off site secure location to store important information in your contingency plan.

Source: NSW Fire Service

[Back to top](#)



LGSA NSW Tourism Conference

The LGSA Tourism Conference 2009 - "Creating a Strong Foundation in Tourism" will be held from 10-12 March and hosted by Kiama Municipal Council. This year's Conference will feature an optional Master Class Session on "Managing Local Tourism" presented by the School of Tourism & Hospitality Management at Southern Cross University.

For further information, including registration details and cost, visit www.tourismconference.lgsa.org.au. Registrations close Monday, 23 February 2009.

Information Wanted

You will have noticed in each issue of the AVIC Newsletter, we always include a Section entitled, "What's On" promoting events/functions in New South Wales. If you have an event/function coming up, please send us an email, approximately four weeks before the event date, and we will include it into this Section of our Newsletter.

Let us help you to promote your town. Emails should be addressed to lesley@auroraresearch.com.au

AVIC Visitation Survey

Our thanks to all the AVICs who submitted information regarding AVIC visitation during the Christmas/New Year period.

Of the 49 Centres across New South Wales who responded, only 6 Centres had decreased visitation figures compared with 2007/08. Centres with large increases were Oberon with 29%, Bega with 20% and Central Coast 18%, which were the highest recorded figures in the sample. Urunga Visitor Information Centre experienced the biggest increase of 125% with a large portion of this number attributable to their Driver Reviver Centre.

Many Centres also recorded an increase in visitor spend at the Visitor Information Centre. We will include a Case Study from one Centre which recorded very impressive visitor spend figures in the next Newsletter.

Stress Relief

Stress can creep into our lives at anytime. We did some quick research and came up with the following easy to do suggestions.

Expert's corner: Andrew May's [tips on managing stress](#) and improving coping mechanisms.

1. Personal organisation. Make a list of all the things that make you feel stressed. Once identified, try and relax in these situations and learn to tackle the source where possible.
2. Time management. Stop trying to do more than one thing at a time. Take on jobs in order of importance and plan ahead.
3. Take regular exercise. Cycling, jogging, swimming and working out in the gym are ideal ways of reducing tension caused by stress.
4. Learn relaxation techniques. These can include activities such as meditation or yoga or simple things like listening to music, reading or

taking the dog for a walk.

5. Find ways to escape in your spare time.

6. Improve your communication skills.

For further information, visit www.fliptheswitch.com.au

Source: <http://health.ninemsn.com.au>

[Back to top](#)



[What's On / Events](#)

27 Feb. - 1 March - Kembla Grange

Illawarra Caravan, Camping, 4WD Fish & Boat Show 2009

Come along to the best deals, packages and Travelling information on the South Coast at the Illawarra Caravan, Camping, 4WD Fish & Boat Show for 2009. For further information, contact Wollongong AVIC on Tel: 02 4227 3620.

21 - 22 February - Old Bar (20kms from Taree)

Wing and Wave Fly-In Festival

Celebrating a unique combination of aviation history and beach life at the Old Bar Heritage Airstrip's inaugural Wing and Wave Fly-In Celebration, featuring loads of different activities and events including an official visit and welcome from Air Commodore, Mel Hupfeld. Exhibits of Old Bar's air history plus local attractions and activities will be on display as well as surfing and kiteboarding demos/lessons on Old Bar Beach.

The airstrip is unique in that it is only one of a few in Australia that is located next to a beach and within walking distance of the town's CBD and accommodation. For further information, Tel: 02 6557 4535.

20 - 22 February - Oberon

Highlands Steam and Vintage Fair & Annual Show

Many vintage steam traction engines, military vehicles, tractors, cars and bicycles on display, various competitions and road runs. For further information, Tel: 02 6336 5331.

28 February - Lithgow

The Lithgow Flash Gift - a sprint foot race event with the women's race attracting the largest prize money for a meet of its kind. The Lithgow Flash Gift celebrates the achievements and life of Lithgow's much loved Olympic sprinter, Marjorie Jackson. For further information, Tel: 02 6350 3230.

[Back to top](#)



[AVIC Network Profiles](#)

AVIC Staff Profile

This Issue we profile Wendy Farrow from Dungog Visitor Information Centre.

1. My current position is: Tourism Officer and that involves the daily management of the AVIC.

2. The best thing about my position is: The diversity of the

international and domestic visitors who come and visit here and our whole area.

3. I have been working here since: February, 1996.

4. My previous position was: Managing a newsagency.

5. My favourite sport / leisure activity is: Listening to music and shopping.

6. My favourite holiday destination is: Anywhere in Australia.

7. People tell me I'm good at: My job and talking.

8. My favourite colour is: Red and Navy.

9. My favourite singer/music is: All music.

10. If I could live my life over again: I would not change a thing.



Wendy - thanks for sharing your profile with us.

[Back to top](#)



Special Feature - VIC Showcase

Central Coast Visitor Centre Goes from Strength to Strength

The new Central Coast Visitor Information Centre in Kariang goes from strength to strength with visitor numbers increasing by 60% - 180% compared to the previous Centre located in Terrigal.

The Visitor Information Centre, located just 1.3km off the National Highway No. 1 (Sydney to Brisbane) Gosford exit, has been open for 15 months, as part of the Tourism NSW Gateway Centre strategy.

"The location was chosen to act as a gateway to the Central Coast due to the proximity to the Pacific Coast Touring route (National Highway No.1) which has a traffic flow of more than 17 million cars per year", Horst Endrulat, CEO of the Regional Tourism Organisation Central Coast Tourism said.

The Centre is light and spacious and is designed to encourage face to face contact immediately when the customer enters the premises.

"This has enabled us to, not only serve and please the customer, but also provided us with excellent opportunities to convert enquiries into actual sales", Jacqui Greaves, the Centre's Sales & Information Manager said.

As well as plenty of local information, the Centre provides information about the tourism offerings along the Pacific Coast Touring route, has public internet access, offers a full booking service for tours, attractions and accommodation and is also home to the behind the scenes call centre.



*What a great working environment for all the staff
- bright, light and airy - it looks great.*

[Back to top](#)

 *...will take you there!*

Deadline

Deadline

Please email lesley@auroraresearch.com.au with any articles you wish to be included in the upcoming AVIC News, prior to 12 February, 2009. We appreciate your contributions and input into the AVIC Network Program.

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14/04/2009



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[Back to top](#)



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