



# Wellington Tourism Newsletter

June 2011

Issue 11

This monthly newsletter is provided by Wellington Regional Tourism, Wellington Visitor Information Centre and the Wellington Shire Council and sent to tourism operators and friends of tourism within the Wellington Shire to provide news and information about what's happening in the industry in our area. If you have an item to contribute or comments regarding this newsletter, please contact Frank Norden, Tourism Development Officer at the Wellington Shire on 5142 3413. If you do not wish to receive this newsletter on a regular basis, please send an email to Frank Norden at [frank.norden@wellington.vic.gov.au](mailto:frank.norden@wellington.vic.gov.au) with the subject "unsubscribe".

## Wellington Regional Tourism Report

### A message from the WRT president, Trent Fairweather

Well, it's coming into that Winter period where we all need to work really hard to get people out of their lounges by the open fire and give them a reason to come visit this great part of the world. Wellington is surprising visitors each year with some of Victoria's best places to eat, stay and visit with some new and exciting offers coming online over coming months we can never sit back, we constantly need to look at how to increase occupancy and visitation.

WRT has been busy working on a response to the draft Economic and Tourism Strategy for the next four years, which council currently has open for public comment. Should any operator of LTA wish to make comment please do so by the 1 July 2011. With only a couple of meetings now until we have our AGM in October interested people, with a genuine passion and can bring something to the board, are invited to come along and observe a few meetings and see what we get up to.

We have recently committed to some fresh and exciting Marketing objectives with Destination Gippsland and are working on a couple of our own to make sure our operators get reach into marketing mediums and targeted markets they would normally not find cost effective. WRT is keen to get any feedback, good bad or indifferent, about how we can help your business or LTA. We have been very excited by the LTA activity over the recent 12 months in almost all of the key sub regions. WRT have some funding allocated to supporting LTA specific projects so if you are working on something, please contact Bernadette Dillon our Project officer on [wrt@tourismwellington.com.au](mailto:wrt@tourismwellington.com.au).

A final notice about the up and coming Gippsland Tourism Conference is inserted below. WRT will be attending as a board, some of us for two days and some for only the second day. Please feel free to register to attend and get some great ideas, be informed and to network with all of Gippsland's key industry groups and individual business participants.

Registrations now open. Get in quick for the early bird rate!

## Gippsland Tourism Conference

Back by popular demand, the second annual Gippsland Tourism Conference is certain to be a great two days of professional development and networking.

**What:** Gippsland Tourism Conference 2011  
**Theme:** 'Preparing your business for the future'  
**When:** Mon - Tues, 18-19 July  
**Where:** Century Inn, Traralgon



Gippsland Tourism  
Conference

### Cost (full/ early bird):

Day 1: \$130/ 120\*

Day 2: \$50/ 45\*

Both Day 1 and 2: \$160/ 150\*

\*early bird rates apply for all registrations made prior to COB Monday 27 June 2011.

**Day 1** will be targeted at all tourism stakeholders including operators, regional and local tourism associations and government. Highlights will include a keynote by futurist Paul Higgins, and sessions on effective utilisation of media and PR, latest research trends, an update on the new [visitvictoria.com](http://visitvictoria.com) site and an update from Parks Victoria and Tourism Victoria. The day will finish off with a fantastic opportunity for networking over drinks.

On **Day 2** we invite regional and local tourism associations, industry leaders, government and other key stakeholders to attend a day of discussion and review facilitated by Sheila O'Sullivan, the DGL Chair. Themes for the day will include future industry structures and collaborative marketing opportunities moving forward, with a panel of industry leaders.

### For all conference enquiries, please contact:

Emma Harry, Conference Organiser

Email: [conference@destinationgippsland.com.au](mailto:conference@destinationgippsland.com.au) Mobile: 0400 366 213

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## Wellington Visitor Information Centre Report

### Bernadette Dillon, Contractor/Manager

May has been a busy month with some well attended events considering the colder weather, such as the Arts Reveal, Shakespeare on Avon Festival and the Tinamba Food and Wine Festival,. Visitors are still interested in Camping and seeing the outdoors of the Wellington area. Accommodation enquiries have been steady with the information Centre making suitable suggestions to the customers.

The New Wellington Walks book is a hit with visitors and operators and the new Central Gippsland Official Visitors Guide is on its ways.

With the cold weather and road works beginning at the front of the WVIC, our number of visitors is a little slow. The staff at Sale and Maffra are doing a wonderful job with a steady number of volunteers always available.

The "What's on" calendar with the self entry button is working well with more and more events being entered.

It's also great to note we have a steady flow of Wellington residents calling in to see how they can make the most of their area. The closure of the base of Wilsons Prom has enabled the Wellington Information Centres to draw on our local attractions a little more, for example Briagolong and Tarra Valley.

The Wellington People's Choice awards were a success and we received great feedback and suggestions from many operators.

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## Tourism Development – Wellington Shire Council

### Frank Norden, Tourism Development Officer

Wellington Shire Council's Economic Development & Tourism Strategy, a plan that will guide councils business plans, decision making and resource allocation for economic and tourism for the next four years is currently out for public comment. The document recognises tourism as an integral part of the regional economy and sets out a comprehensive plan for action. Anyone with an interest in the future of tourism within Wellington is asked to share their opinions and ideas with the Council by responding to the document. Copies of the draft are available on the Wellington Shire Council Website and at customer service centres and Libraries. Comments will be received until 5.00pm on Friday July 1<sup>st</sup>.

### CMCA motorhome rally comes to Wellington

The Wellington region will receive a significant tourism boost over Easter next year when Sale will welcome the Campervan and Motorhome Club of Australia (CMCA) to the Sale Showgrounds and the Gippsland Grammar School for the duration of their 26<sup>th</sup> Anniversary Rally.

The CMCA was founded in 1986 as a social and support network for motorhomers and has continued to grow to a current membership in excess of 60,000, growing at over 800 new members per month. The club holds two national rallies per year which are rotated between all Australian States and attract an average of 900 motorhomes.

Recent rallies have been held in Rockhampton Qld, Carrick Tas, Port Macquarie NSW, Deniliquin NSW and later this year in Kalgoorlie WA. Sale is set to join this elite group of motorhome friendly locations and was chosen to host the 2012 event to showcase the Gippsland region of Victoria.

As the CMCA members travel to and from the rally there is an immediate financial benefit for the towns and cities visited as they purchase all manner of supplies and fuel. Sale is an RV (Recreational Vehicle) friendly town and the staff from the Wellington Shire Council have been working with the CMCA rally manager, Colin Gard, himself a CMCA member and former resident of Sale, to plan the rally, to be held over Easter next year, April 4-10<sup>th</sup>.

While at the rally, the CMCA members will participate in activities including seminars, crafts, disc bowls competitions and major entertainment. Opportunities will be available for local businesses to promote their products and/or service activities to the RV traveller through the trade exhibitor area at the Rally and within the Rally program.

Monday 9<sup>th</sup> April will be an open day on which members of the public will be welcome to visit the rally site and use the opportunity to mix with the CMCA members and ask questions. The Open Day entry will be by gold coin donation with proceeds going to local charities.

Organisers are now busy scheduling a full program of bus tours for the rally attendees, to showcase the Wellington region and to encourage repeat visitation to Gippsland at some time in the future". According to the CMCA website, motorhomers average spend is \$90 per day in the towns where they are based. Planning is in place for "staging areas" to be located at Yarram, Heyfield, Maffra, Rosedale and

Cowwarr to cater for early arrivals prior to the event, ensuring that many of Wellingtons small towns benefit from the massive influx of RV visitors.

Further details about the 2012 CMCA rally can be obtained from the Wellington Visitor Information Centre at Sale.

### **Longford Lions Club Christmas Parade**

The Longford Lions Club Christmas Parade will be held on 26 November 2011. This is a great opportunity to join in the fun and festivities this Christmas! Floats and crowds will head down Raymond Street to "Santa's Village" at the Mall.

*Who should participate:* Schools; Colleges; Businesses; Community Groups; Art Groups; Youth Groups; Emergency Services & Voluntary Organisations; Sporting Clubs; Scouts & Cubs; Guides & Brownies and anyone that wishes to have some fun at Christmas!

### **Skill Development Finding Funding Roadshow 2011**

A series of presentations around Wellington Shire:

**Wednesday 29 June Sale**, Wellington Room 7pm - 8:30pm Presenters include: RAV, GippSport, DPCD, RDV, Coast Action/Coastcare - DSE, Bushfire Skills Broker Program.

**RSVP:** Community Wellbeing Unit at Council on 1300 366 244 or [cwadmin@wellington.vic.gov.au](mailto:cwadmin@wellington.vic.gov.au)

### **Wellington Shire Heritage Network**

Heritage organisations across the Wellington Shire regularly meet to discuss common interests. If you are a member of a heritage organisation and wish to make contact with the network, contact the WSHN Secretary, Helen Montague on 03 51 454207.

### **Promoting your events**

Add your own events to the Wellington Shire Events Calendar at any time.

<http://www.wellington.vic.gov.au/Calendar/Calendar.asp>

Also useful...ABC's The Big Diary Online [www.abc.net.au/thebigdiary](http://www.abc.net.au/thebigdiary) and Southern Cross Diary Online [www.mycommunityconnect.com.au](http://www.mycommunityconnect.com.au) TRFM Community Diary - [www.theradio.com.au](http://www.theradio.com.au) PRIME Infonet - <http://traralgon.iprime.com.au> Victoria Online Events Calendar - [www.vic.gov.au/calendar.html](http://www.vic.gov.au/calendar.html)

### **Melbourne Food and Wine festival**

The organisers of the Melbourne Food and Wine festival will be visiting East Gippsland on Monday 11 July to discuss opportunities to promote East Gippsland food and wine as part of next year's festival. They are keen for regional Victoria to play a role in next year's festival, and this is a great opportunity for operators and event managers to gain outside exposure by aligning with this major Melbourne festival.

The meeting is open to tourism associations, event managers, individuals and businesses who have ideas for food and wine related events that could run in March next year. It is a chance to brainstorm and network with

like-minded individuals, as well as show the festival organisers that we have a great product here in East Gippsland.

Melbourne Food and Wine Meeting  
Monday 11 July from 10am – 11.30am  
Oak Tree Restaurant, Bairnsdale (to be confirmed)

IMPORTANT – Please RSVP your attendance by Wednesday 6<sup>th</sup> July to Karly McCaskill, Marketing Manager East Gippsland Marketing Inc. t 5152 3677, m: 0408 122 065, e: [karly@egmi.com.au](mailto:karly@egmi.com.au)

### **GippyAgchat: Special deal for vineyard promotion**

The RACV website is extending its coverage of cellar door vineyards and is looking to Gippsland. Sara Schwarz is the person organising the project, part of the RACV's 'Show your card' scheme enticing visitors to visit and buy. A listing on the site, which attracts 35,000 visitors a month, costs \$480/year but, as a special deal for GippyAgchat readers that deal will be for 15 months. Mention GippyAgchat when you speak to Sara.

Inquiries: Sara 0424 379 996 or [sara@visitvineyards.com](mailto:sara@visitvineyards.com)

### **ABARES together with Agribusiness Gippsland are bringing you two events:**

**Victorian Agribusiness Summit**, 1 July 2011  
Inquiries: Bronwyn Debenham, P: 0439 337 597, E: [mktstrat@sympac.com.au](mailto:mktstrat@sympac.com.au)

**Regional Outlook conference**, 30 June 2011  
Inquiries: Michelle Burke, P: 02 6272 3051 or 6272 2303, E: [conferences@abares.gov.au](mailto:conferences@abares.gov.au)

### **Are you proud of your agribusiness?**

It's Business of the Year time across some Gippsland municipalities – offering farms, agritourism enterprises, farm service companies and other agribusiness firms a chance to strut their stuff. If you are proud of your farm, your business, your community involvement, your commitment to environmental sustainability why not boast about it? Some awards even have prize money. Agribusiness Gippsland can help you prepare your nomination for free. We've done it for folk in the past and yes... one of them was a winner! If you need a hand, contact Sue on 0402 267 802 or [susanw@ptarmigan.com.au](mailto:susanw@ptarmigan.com.au)

## **Destination Gippsland**

### **Cooperative Marketing Campaign released**

Destination Gippsland has released its cooperative marketing opportunities for 2011-12, with bookings currently open.

This is the first stage of their marketing program, aimed at regional and local tourism associations and local government who then either pass these subsidised opportunities onto their members or use the opportunities to promote their regions. The next stage will involve the release of digital marketing opportunities available directly for tourism operators.

They have broadened the range of opportunities for industry stakeholders to be partners in award winning marketing activities, including:

- Three seasonal campaigns that will showcase Gippsland's strengths throughout the year
- Three separate Villages of Victoria campaign activities
- International Marketing Program - providing operators an affordable option in which to participate in international trade marketing
- New edition of the Official Gippsland Touring Map

For more information [click here](#).

## The new [my.visitvictoria.com](http://my.visitvictoria.com)

Do you have your business listed on [www.visitvictoria.com](http://www.visitvictoria.com)? There are some changes you'll need to make to your listing before the launch of the new site in July. Simply login at [my.visitvictoria.com](http://my.visitvictoria.com) and update three parts of your listing:

- **Images** The new website design features much larger images. Existing images can appear on the new site, however they won't be the correct size and will not look very good. With a new image uploader tool that does all the work for you, just select an image and upload the original straight from your computer. Up to 9 images can be uploaded.
- **Service level** – e.g. rooms, tours, hire services, and transport services. Service level only applies to accommodation, hire, tour and transport products. If you are one of these categories, please upload information about the various services your business provides. For example, accommodation listings can describe room types and tour listings can load information about individual tours.
- **Tariffs** Please upload your latest rates and tariffs. Accommodation products now set tariffs to individual rooms. Room rates are loaded in the 'Indicative Rates Per Room' section within each room type. Hire, Tours and Transport products now set tariffs to the individual services they offer. Tariffs are loaded in the 'Indicative Rates Per Service' section within each service type. Events and attractions products load ticket or admission prices in the 'Entry Cost' section. No service level is required for events or attractions.

Changes made to listings will be saved and will not be published until the new visitvictoria.com is launched in mid July.

For any help you can phone the visitvictoria.com Support Desk on 1300 306 366 or email [onlinecomments@tourism.vic.gov.au](mailto:onlinecomments@tourism.vic.gov.au).

## Winter on our doorstep

*Over the coming month, the Winter Campaign 2011 will be beginning to roll out.*

Destination Gippsland marketing partners, Mt Baw Baw Alpine Resort, West Gippsland Regional Tourism Association and East Gippsland Regional Business and Tourism Association/ Marketing Board will be helping to promote Gippsland's alpine and sub alpine experiences which also include the Great Alpine Road.

Look out for:

- Two month-long promotions showcasing highlights of Gippsland during winter at the Melbourne Visitor Centre (June and August)

- A radio promotion on Mix 101.1 FM over a two week period in June
- 30 web deals on the official Victorian tourism site, visitvictoria.com
- 3 enewsletters with deals from across West and East Gippsland
- 3 print ads in the Leader newspapers targeting areas south east of Melbourne
- Online advertising through Facebook and Google Adwords
- Promotion of key winter events and experiences through the public relations program
- The Great Alpine Roast – a series of gourmet roasts kicking off with lunch at Nullamunjie (part of the Melbourne Food and Wine Roast Collection)
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## **Recognise your excellent business**

### ***The 2011 RACV Victorian Tourism Awards are now open!***

The awards celebrate and acknowledge tourism businesses that have demonstrated outstanding achievements and success during the 2010-2011 financial year.

For more information about the 2011 RACV Tourism Awards [click here](#). Submissions for business categories are due on Friday 12 August and submissions for the individual categories are due on Friday 23 September 2011.

Haven't entered in the Victorian Tourism Awards before and need some advice? Please contact Elysa Sorahan on 03 5655 2044 or email [esorahan@destinationgippsland.com.au](mailto:esorahan@destinationgippsland.com.au)

## **Small Business Victoria goes mobile**

### ***Need business advice?***

Small Business Victoria is providing free and confidential business mentoring and face-to-face assistance.

As an extension of Small Business Victoria, the Mobile Business Centre helps you start, plan or grow your business. The Mobile Business Centre is currently visiting regional, rural and metropolitan locations across Victoria. On board will be useful information about Small Business Victoria's services and programs such as the Small Business Festival, Skills for Growth and the Business Loan Finder.

For more information [click here](#)

## **Princes Freeway closure update**

The Princes Freeway remains closed at Morwell in both directions, following land movement and cracking earlier this year. Important data has been gathered in the past three months to help understand the very complex nature of this incident.

Following the successful mediation last Thursday between the Victorian Government, Hazelwood Power Corporation and Latrobe City Council over works on Morwell Main Drain, the parties have agreed to begin work.

The Victorian Government will provide \$2 million in assistance under this agreement so works can commence as soon as possible. The reopening of the freeway remains unknown at this stage. The priority is public safety and the level of residual risk is acceptable before the freeway can be reopened.

## **Tourism Excellence Workshops (Online focus):**

Destination Gippsland have secured Russell Easther to deliver 6 full day 'Online Marketing' workshops across Gippsland. Russell presented at last year's Gippsland Tourism Conference and received rave reviews. He was unavailable for the conference this year but has confirmed to do the workshops. The aim is to get up to 15 operators per workshop in a computer room (TAFE's are being booked) to work live with Russell on various on-line activities directly related to their business. This will be a great opportunity for hands-on and interactive learning with an acknowledged leader in this area.

There will be a charge per participant (around \$100-150) but this will still be substantially subsidized from the overall cost to run these and compared with what a similar session would cost in Melbourne. Dates are being confirmed but they will be after the Conference in the late July/early August period.

## **Tourism Victoria**

### **Have your say on the challenges facing the tourism industry**

Is the government doing enough to help the tourism and events sector? Should Australia continue to bid for more major international events? What is the next big growth market for tourism beyond 2011?

Participate in this short five-minute [survey](#) to have your say on both the short and long term challenges and opportunities for the tourism and events industry.

Great prizes are up for grabs, including a chance to have a gourmet dinner party catered by chef Max Paganoni of the Victorian Tourism Award winning Max's Restaurant in Red Hill.

Survey findings will be an important inclusion in the [Tourism and Events Excellence Conference](#) being held 5-7 September in Melbourne.

Click [here](#) to complete the survey.

## **Tourism & Events Excellence Conference 2011**

It is an exciting period for the Australian tourism and events industry with the inaugural Tourism & Events Excellence Conference (TEE) being held from 5 to 7 September 2011 in Melbourne.

Our combined expertise from different corners of Australia will ensure that, for the first time, this truly national conference engages all facets of the tourism and events industry including key sectors such as accommodation, attractions, transport, events and destinations.

A primary objective of the TEE conference is to help ensure that tourism and events become a central focus of the Australian economy over the next decade, with every aspect of these sectors operating in harmony at a level that is acknowledged worldwide for its excellence.

The Tourism & Events Excellence Conference is set to become a key feature of the Asia Pacific business events circuit and a leading centre for thought leadership in our industry.

The official conference website is now live [www.teeconference.com](http://www.teeconference.com). Explore the exciting and dynamic program and keep an eye out for all the latest news.

## Victoria Tourism Week 5-10 September 2011

The second Victoria Tourism Week is scheduled to be held from Monday 5 to Saturday 10 September, 2011. The inaugural Victoria Tourism Week was a roaring success seeing thousands participating in events all over Victoria.

This year, Victoria Tourism Week is back in September and our aim is to make it bigger and better.

The Launch of tourism week will be at the inaugural national conference, The Tourism & Events (TEE) Excellence Conference focusing on defining excellence in our industry. Our partners Destination Melbourne will be hosting a series of functions with further information coming soon.

Back by popular demand is the Tourism Amazing Race. Grab a bunch of your colleagues to make a team, pick a great costume, some sensible shoes and race through the streets of Melbourne to try and reign supreme.

We are inviting the tourism industry, both in Melbourne and regional Victoria, to become involved in Victoria Tourism Week.

Tourism industry leaders interested in building events that will support Victoria Tourism Week, or participating in planned events, are encouraged to contact Mariella Mejia on 03 8662 5217 or [mmejia@vecci.org.au](mailto:mmejia@vecci.org.au).

## 2011 Calendar of Events - Save the Date!

Make sure you save the dates below in your diary to ensure you don't miss out on the following industry forums and events:

- VTIC Quarterly Forums – 6 September & 15 November
- Tourism & Events Excellence Conference - 5 to 7 September
- Victoria Tourism Week – 5 to 10 September
- Victorian Tourism Awards Gala Dinner – 14 November

## Victorian boaters win big in Budget

The Boating Safety and Facilities program has received a \$20 million boost from the recent State Budget. Minister for Ports Denis Napthine said Victorian boaters would be the big winners thanks to this funding.

"The Coalition Government has allocated \$5 million each year for the next four years to go towards undertaking important upgrades at boating facilities around the state as well as supporting other safety initiatives such as funding search and rescue operations and improving navigation aids," Dr Napthine said.

## Students to take Gippsland businesses online

Small businesses in Gippsland may soon have the help of students from years 9 to 12 in establishing an online presence. GippsWebs for Business is a new initiative being introduced by the following bodies, all of which are signatories to the Gippsland Youth Commitment:

- Telstra
- Country Wide
- Monash University's Gippsland School of Information Technology; and
- Local Learning Employment Networks.

The project will provide an opportunity for Gippsland Secondary School Students to produce new websites for real client businesses. The students get the opportunity to spend time with small business owners and local entrepreneurs, gathering information and learning about the daily operation of their business. They then create and design a website to meet the businesses' needs.

Applications for interested businesses can be obtained by contacting Michelle Weatherall on 5153 1745 or [michelle@gellen.org.au](mailto:michelle@gellen.org.au). This year there is a call for an increased number of businesses from Gippsland. Interested organisations will simply need to provide information including a business description, contact details and level of interest for a work experience student.

### **Illuminated by Fire in Fed Square for The Light in Winter!**

From June 29 – July 3, Melbourne's Fed Square will be transformed as RAV's *Illuminated by Fire* project showcases 10 regional artists and communities. Included this year will be two local artists, **Catherine Larkin** and **Maxine Salvatore**. *The Light in Winter* is Fed Square's annual celebration of light. This free program brings together local and international artists, designers and communities with light-based artworks and events. Last year the sun dominated. This year fire dances through the program — with the artists of *Illuminated by Fire* centre stage. More information: [jearley@rav.net.au](mailto:jearley@rav.net.au)

### **Tourism and the high Aussie dollar – does it actually matter?**

Research undertaken by Tourism Australia and Tourism Research Australia on the [impact of the increasing Australian dollar on the Australian tourism industry](#) indicates that exchange rates are not as influential in determining travel behaviour as previously believed.

According to this research, the exchange rate has more bearing on tourism expenditure than visitation and has a modest influence on destination choice and travel purchases, with the fundamental driver of tourism for Australia being the economic growth of source countries and the subsequent income, wealth and consumer confidence of their people.

### **Business Events**

#### **Social Business Travel**

A new study commissioned by Business Events Australia has found that social media plays a large role in the organisation of business travel before, during and after the trip.



The research project undertaken by 360° Digital Influence found that sites including Facebook, LinkedIn and Twitter were used by MICE planners and travellers to maximize their time spent away from the office. The most popular discussions undertaken using social media were receiving advice after attending the event, seeking insight on currency exchange, visas and logistics as well as engaging in conversations after the conference.

Further information: <http://www.businessevents.australia.com/whats-new.aspx>

## Getting press

The key to a successful media strategy is to get journalists to write about your business. This is easier said than done, however. Journalists are busy people, and if your story doesn't make their lives easier, they won't bother running it [Learn how to make your business irresistible to journalists](#)

End.