

Baw Baw *Country* Tourism News

Issue 3
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Melbourne Expo

On the 22nd of September the West Gippsland Regional Tourism Association headed off to Telstra Dome to promote West Gippsland to the ambassadors, Visitor Information Centre staff and concierges from the leading hotels in Melbourne. It was a fantastic day with lots of very positive networking happening and the ability to educate all those attending about the fabulous region we were from. From this day we have made some connections which will now mean that the new Baw Baw Country Official Visitor Guide will be present at Federation Square, Docklands, Harbour Town, and many leading hotels and attractions around the City.

RACV Top 10

It was with great anticipation that everyone in the region was anxiously watching the television some weeks ago to see where Walhalla had placed in the RACV competition for the 101 Top Destinations in Victoria competition. A very big congratulations is extended to the WMRTA for working together to ensure their piece of the region was up there. And up there it was. Number 5! This is a fabulous result for Walhalla. We have a wonderful region to promote and it is great to see it recognised by visitors to the region. Well done.

Garden Expo

Gippsland Gourmet Country Tourism recently held their annual Festival of Gardens for 2008. It was a great success with entrants for the competition being received from all around the West Gippsland Region. There were five category winners with the overall winner being The Scharley's garden located at Noojee. Visitors from all over the state came to visit the gardens last weekend and amazing numbers were received at each of the gardens being viewed. The garden festival will be held again next year with planning already underway and the idea to incorporate the arts and other tourism elements to the event.

Jayco Herald Sun Bike Tour

The Tour is now over and what an exciting time it was in the region. We had around 275 people stay in accommodation in West Gippsland and from the feedback received everyone had a fabulous time. TL Sports Pty Ltd who were the event coordinators wish to extend their gratitude to everyone who participated and assisted in any form and stated that the footage that was produced in our region for the event proved what a beautiful green region this is.

Victorian Tourism Awards

The West Gippsland Regional Tourism Association would like to congratulate and wish the following businesses all the very best of luck at the Victorian Tourism Awards:

- Nickelby at Darnum
- The Outpost Retreat
- The Grayn Restaurant
- Gippsland Tourism Industry Leadership Program

There are several other businesses from across Gippsland that have entered so we wish them all the best also. Winners will be announced at a ceremony at Crown in Melbourne on the 17th of November.

Dates for the Diary

Jindi Harvest of Gippsland Festival at Lardner Park—Sunday 1st March 10-5pm

Gippsland Gourmet Country Regional Long Lunch on the Trestle Bridge at Noojee—Friday the 13th of March 2009

Farm World—Thursday 26 March until Sunday 29th March 2009

For more information about events in the region visit the Baw Baw Country website .

Baw Baw Shire Business Excellence Awards

Congratulations and best wishes are also extended to the following tourism businesses who have been awarded finalist status in the Baw Baw Shire Business Excellence Awards:

- Brandy Creek Wines & View Cafe
- The Chambers
- Glen Cromie Caravan Park
- Warragul Lean & Green
- Mt Baw Baw Alpine Resort
- Nickelby at Darnum
- The Outpost Retreat
- The Press Cellars
- Springbank B&B
- What's On In Baw Baw

The ceremony to announce the winners will be on Friday the 14th of November 2008.

Tourism Australia

Tourism Australia launched its evocative new global marketing campaign this month, featuring two spectacular ads / mini-movies created by Baz Luhrmann as well as a print campaign, emphasising the 'transformational' power of a trip to Australia. The campaign will run until mid-2009 in both Asian and Western markets. [Click here](#) to see the ads

New members

Both local tourism associations in West Gippsland have recently conducted their annual membership drives. There have been several new members join and we would like to welcome them on board.

- Silvertop Cottages at Erica
- The Coach House at Walhalla
- The Chambers
- Crabapple Cottage
- Edinburgh Motor Inn
- Forest Edge CYC
- Gippsland Artists
- Gippsland Regional Cheese Tasting Centre
- Lillies Guest House
- Gregory's Red Angus
- Glenfyne Gardens
- Noojee Num Num's
- Tritec Art & Craft Yarragon
- Warragul Lean & Green
- Yarragon Bookshop

Arts Festival 2009

In May 2009 "Creative Gippsland—Be Inspired is going to be held. This is a fabulous initiative from the Creative Gippsland team. If you would like to be a part of the festival you can contact Karen Whitaker-Taylor at the Baw Baw Shire to discuss. For more information see attached files.

