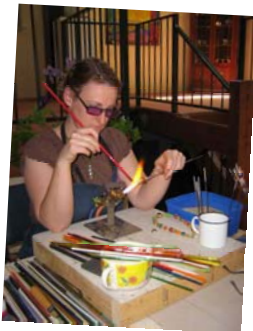


Baw Baw Country Tourism News

Newsletter
May 2009



News from the West Gippsland Regional Tourism Association

On the 28th of April a meeting was held at Lardner Park in Warragul to showcase the many marketing opportunities that are available to members of each LTA in West Gippsland. Several enthusiastic operators came along to hear presentations from Mel Neil from the WGRTA, John McGaw from Destination Melbourne and James Archibald and Terry Robinson from Destination Gippsland. The session went really well with many operators surprised at the variation and vast opportunities on offer.

Within the whole of Gippsland the key marketing focus is to align our product strengths with the seasons. Winter kicks off with Mt Baw Baw a key focus with a snow/alpine theme.



Marketing packs have been sent to all members and if you have not completed your form and sent it back I would encourage you to do so. By having this sort of information we can keep you informed of opportunities and initiatives that may be of interest for your business. For more information contact Joanne Kingwill on admin@westgippsland.com.au

Victorian Tourism Conference

On the 13th and 14th of May, Tourism Alliance Victoria hosted the Victorian Tourism Conference at the Grand Hyatt in Melbourne. West Gippsland was very well represented by Joanne Kingwill (WGRTA), Mel Neil (WGRTA), Judy Surman (GGCTA), Sue Campbell (WMRTA), Sallie Jones and Leona Turra from Mt Baw Baw Alpine Resort. The conference was fantastic and we all gained lots of valuable information to bring back to the region. The networking and opportunities to meet with other like minded operators was extremely valuable and we have created some important partnerships for the region.

Caravan & Camping Show

The annual Caravan & Camping Show was recently held at the Caulfield Racecourse. Gippsland united and had a combined stand with all regions represented. The feedback from the event was that a lot of people visited the show and lots of brochures and information were handed to visitors. Many thanks to Glad Fish from The Grayn for helping out on the stand.

Creative Gippsland

The Creative Gippsland Art event is doing really well in West Gippsland with lots of businesses reporting good crowds at their events. If you haven't experienced the wonderful array of events that are on offer check out <http://creativegippsland.com/> to see what is on offer. A great chance to see the depth of talent on show in West Gippsland.

Gippsland Gourmet Country Tourism News

The Gippsland Gourmet Country Tourism Association is currently planning some key events for the association for the next 12 months. Some of the events which the association is now involved with are:

- Palate of Passions
- Long Lunch
- Garden Festival
- Harvest Of Gippsland
- A Slow Romance
- Creative Gippsland
- Gippsland Inspired Festival
- The annual AGM dinner

The Association would also like to welcome new members to the group:

- Cannibal Creek Vineyard
- Wild Dog Winery Restaurant
- Nickelby at Darnum Cafe
- Gypsy Creek Winery

Even though the weather is getting colder there are some huge opportunities on offer to members at present. The best place to find out about these offers is at our monthly meetings. So brace yourself and come along on the last Tuesday of each month and catch up with fellow members. Don't forget the AGM on the 28th of July!

Walhalla & Mountain Rivers Tourism News

The WMRTA welcomes two new members to their group. Erica Cottages, which is a B&B suitable for up to 5 guests and also Mountain Farm Accommodation which is self contained and can accommodate up to 5 guests. They are both located in Erica.

Sue and Trevor from Erica Ski Hire are in the process of building a new Ski Hire Facility to meet the increased needs of visitors to Mt St Gwinear and Mt Baw Baw.

On the 3rd of June the new winter campaign for WMRTA is being launched. "One Natural Plateau, Two Cool Mountains". If you are interested in attending please contact Trish at Rawson Village on 5165 3200. It is being held in the new Erica Ski Hire building and a delicious morning tea will be served. Starts at 10.30am.

There are lots of great events happening in the WMRTA region. For more details visit the website:
www.visitwalhalla.com
www.bawbawcountry.com.au

WELCOME TO THE 2009 SKI SEASON!

With the first snow falls arriving early in April, Mt Baw Baw is geared towards another great ski season! In 2009, Mt Baw Baw has introduced some new exciting features that will keep you & the kids entertained on & off the snow! Sun, rain, hail or snow. We've got loads in store to do!

In 2009, there is more for you at Mt Baw Baw!

In 2009, Mt Baw Baw is once again the cheapest ski field in Victoria – with bargain lift ticket prices, affordable transport options and Baw Baw Betty (the mountain bus can pick you up & take you up the mountain).

So, get set for the Opening ski weekend starting 6th of June, we've got a great weekend in store! Including a Village ski race, free chocolate fountain with local chocolate maker, Jane from Noojee Num Nums demonstrating how to make lovely chocolates & hot roasted marshmallows on the fire in the village square. Come and try the wonderful West Gippsland local produce and wine at a free tasting afternoon, free kids activities all weekend and a family talent show plus lots more! See website for more details – www.mountbawbaw.com.au



Gippsland Tourism Industry Leadership program

The 3rd GTILP has kicked off with the launch being held at Wild Dog Winery in West Gippsland. Congratulations to all those that are involved including from West Gippsland:

- Nick Pryke from the Erica Hotel
- Kaye Greene from Springbank B&B at Nilma North
- Ingrid Thomas from Gippsland Artists
- Karen Whitaker-Taylor from Baw Baw Shire Council

The Leadership program has had great success since its inception and is now being run in other parts of Victoria and interest from other States. A great program that originated from right here in Gippsland.



TQUAL Grants workshop

Don't forget to come along to the TQUAL grants workshop on Monday the 25th of May at 11am. Bring your ideas and lets work together to see if we can make a big impact here in West Gippsland by showing our strength through a cooperative grant application. The workshop is being held at the Baw Baw Shire in Smith Street Warragul (upstairs).

For more information about the TQUAL grants please visit:

<http://www.ausindustry.gov.au/tourism/TQUALGrants/Pages/TQUALGrants.aspx>

Tourism Business Audits

Destination Gippsland has arranged for the regions to have the opportunity to put forward 10 businesses to participate in a tourism business audit. Similar to a mystery shopper scheme. If you would like to participate please let Joanne know. Feedback will be given to businesses and it is a great way to assess your business from the other side of the counter!

Accommodation donations

Accommodation providers are being encouraged to participate in the Victoria Holiday offer which is a program set up to assist families on their road to recovery after the recent bushfires. Accommodation providers are being asked to donate some rooms to offer survivors a much needed break and diversion during this difficult time. Accommodation offerings will be offered to people who have lost their homes using a voucher system. Vouchers will be distributed by the Department of Human Services. For further information or to donate visit:

tourism.vic.gov.au/bushfireoffer/

International Opportunities

Tourism Victoria have recently launched the *International Opportunities Guide 2009-10*. The guide includes targeted marketing opportunities by allowing our industry to prepare their marketing and financial planning for the financial year ahead. It also provides a selection of opportunities to leverage from or participate in to showcase your tourism product. Download the guide at tourism.vic.gov.au/marketing/marketing/international-marketing-opportunities/

