

Baw Baw *Country* Tourism News

Newsletter
June 2009



News from the West Gippsland Regional Tourism Association

Wow, what a busy month it has been in tourism. Marketing and promotional offers have been arriving nearly on a daily basis with a massive interest in the West Gippsland region at present.

West Gippsland is being highlighted in the first seasonal marketing campaign by Destination Gippsland with Mt Baw Baw the lead product. We have therefore been given many opportunities to provide story ideas and package deals to DGL, their PR Company and also to Tourism Victoria.

West Gippsland have purchased an EDM (electronic direct mailout) from Destination Gippsland. Basically this is an email highlighting the fabulous things to see and do in West Gippsland that goes out to a database of over 10,000 people. If the reader then decides they want to know more about the region they click on a button whereby they will be sent an e-newsletter from West Gippsland. This e-newsletter will feature 10 businesses/associations that have purchased a listing highlighting their individual product. The West Gippsland RTA subsidised this listing for members and also gave a complimentary listing to each LTA (WMRTA and Gippsland Gourmet Country). Hopefully businesses will receive some great feedback and visitation from this exposure. We would like to thank those businesses that were involved in this promotion.

Visit Victoria Listings

The West Gippsland RTA has generously offered to fund 50% of the cost involved to list on the Visit Victoria website. This website is the main tourism website for the state and attracts huge visitor numbers, so to strengthen our presence with extra business listings will be fantastic. If you are interested in finding out more about this please let Joanne know at admin@westgippsland.com.au

You can have a look at the website by visiting <http://www.visitvictoria.com/>

Touring Map

The West Gippsland RTA are currently working with a designer to develop a touring map of the West Gippsland region. This map will feature the George Haddon map and will highlight things to see and do for visitors. Every member of Gippsland Gourmet Country and Walhalla & Mountain Rivers will have a business listing on the reverse of the map at no cost to operators. This map will be mainly used at the Melbourne Visitor Centre and other VIC's throughout the state.

Destination Melbourne

The Destination Melbourne Official Visitor Guide for Spring will be released in a couple of months with a very strong West Gippsland presence. 8 operators from the region have purchased advertisements to enhance the two page listing that we already have. I have just seen the proof for our pages and they look spectacular! Thank you to those businesses who have supported this promotion. The distribution of these guides is amazing as they go to the airport, info centres, Melbourne Visitor Centre, major hotels, city circle trams and many more outlets.

**Gippsland Gourmet Country
Tourism News**

The association is currently working on plans for their 20th Annual General Meeting to be held on the 28th of July 2009. This years dinner will be at Wild Dog Winery in Warragul in the new restaurant. A four course meal will be prepared by Chefs who are members of the association with our local winemakers complimenting that with the appropriate 'drop'. Essential Theatre' will perform on the evening as well as some encouraging words from Jane Greenman (the guest speaker). Cost for the evening is \$60.00 per person and tickets are available by contacting Phil at Wild Dog on 5623 2211.

Nominations are also being sought for executive positions within Gippsland Gourmet Country. If you are interested please contact Angela Betheras on 5627 8121 for further information. Membership packs are currently being finalised so will be sent shortly.

Plans are also well underway for ***Gardevalia***—a festival of gardens. This will be held in October 2009 with a series of workshops, open gardens, displays and events planned. See www.gippslandgourmetcountry.com for more info.

**Walhalla & Mountain Rivers
Tourism News**

On the 3rd of June, WMRTA launched its winter campaign, ***One Natural Plateau, Two Cool Mountains***. This campaign is aimed at getting visitors to the area to experience the snow at both Mt St Gwinear and Mt Baw Baw. With the linking of these two snow fields by the South Face Road, it has presented a fantastic opportunity for all businesses in the region to leverage and support. A fabulous initiative—well done! See below images from the launch.

The Victorian Ghost Tours Association has been formed between Geelong, Ballarat, Beechworth and Walhalla to promote ghost tours in Victoria. This partnership is very exciting and plans to bring a lot more visitors to the region. As a result of this partnership, the Walhalla Ghost Tours group was asked to have a display at the Mind, Body Spirit Festival in Melbourne. The stand was apparently a show stopper and hundreds of Walhalla brochures were handed out to eager visitors. To see more info on the ghost tours visit www.victorian-ghost-tours.com.au

**WELCOME TO THE 2009 SKI
SEASON!**

Snow continues to fall at Mt Baw Baw!

Mt Baw Baw hosted a variety of festive events over the Queens Birthday long weekend. Some of the highlights included the launch of the Big Airbag, which is the first Air Bag in Australia, the huge West Gippsland produce tasting table and the 1st Baw Baw's got talent quest show.

MP and former Olympic Aerial Skier, Kirstie Marshall officially opened the 2009 snow season with an energetic speech, commending Mt Baw Baw board of management on the beautiful condition the resort was in, the improvements that have been made over the past year and the great bunch of friendly local staff that have been recruited for the 09 season.

Mt Baw Baw is committed to supporting the wonderful West Gippsland region and promoting what is on offer. A superb variety of producers attended the resort for the tastings including: Wild Dog Winery, Clearly Delicious, Berry Creek Gourmet Cheese, Tarago River Cheese, Hope Farm, Thorpdale potatoes, Peppermint Ridge farm, Sweet Tip asparagus, Jindi Pig, Flavourite Tomatoes, Alpine Trout Farm and Noojee Num Num Chocolates.



National Landscapes

The Australian Alps National Landscapes committee (AANLi) has released for comment the **Australian Alps National Landscapes draft Tourism Master Plan**. This document has been posted on the Destination Gippsland website – go to www.destinationgippsland.com.au and click on “News, Latest”; or you can copy and paste this link into your web browser http://www.destinationgippsland.com.au/images/stories/nationallandscapes/aanl_drafttmp_may09.pdf

An inside word on Melbourne

Tourism Victoria recently launched its Insiders Guide – a mobile site that gives users the low-down on hidden laneway bars, restaurants, cafes and events. The WAP site is the newest wave of mobile technology enabling users to conveniently access information and navigate Melbourne from their mobile phone. Each listing on the guide includes a short description, location, contact details and a map. It also provides online map directions to get around the city. The user-friendly layout works on all mobile phones with internet access – to download go to www.visitvictoria.com.au

Melbourne Visitor Centre Display

Destination Gippsland have arranged to have a Gippsland display at the Melbourne Visitor Centre at Federation Square to promote winter in the region. Thomas Burge from Revamp in Koonwarra designed and set up the display. Below is an image of the display.



The West Gippsland RTA is currently looking at ways that we can further strengthen the West Gippsland presence at the Melbourne Visitor Centre. We will keep you informed!

PR & Media promotions

There has been a lot of PR and media representatives and opportunities available in the area of late. Please keep your eyes out for features in the newspapers and magazines as the area is well and truly in the spotlight due to the tremendous cooperative effort from operators, LTA's, the RTA and Destination Gippsland.

Destination Gippsland

Destination Gippsland has released its 2009-2010 "Inspired by Gippsland" marketing campaign that focuses on the seasonal strengths of the region. These campaigns are focused on:

Winter - Mt Baw Baw, Alpine and Sub Alpine villages and regions associated with winter activity.

Spring - The key product will be National Parks such as Wilsons Promontory, Tarra Bulga and Croajingolong.

Summer – The Gippsland Lakes and coast will be the focus during summer. The strategy will include building visitation during the shoulder periods of November and February.

Autumn - Highlighting Gippsland's great food and wine, events and culture.

The four campaigns will be supported through Federal and State Government bushfire funding as well as resources from Destination Gippsland and Tourism Victoria. Each campaign will focus on advertising, public relations, promotions and branding, with each campaign budget in excess of \$100 000.

A number of subsidised opportunities are available to operators within the new campaign. More information on these offers are available through your Regional Tourism Associations.

