



Welcome to the 1<sup>st</sup> edition of the West Gippsland Regional Tourism Newsletter!

### About the West Gippsland Tourism Association:

The West Gippsland Regional Tourism Association was formed in 2007. There are currently 10 members on the board who are: Mel Neil (Chair), Joanne Kingwill (Communications), Felicity Irwin (Marketing), Leona Turra (Strategy), Rowena Cann (Funding), Rick Stockdale (Finance), Jenny Pullar (Cardinia rep.), Ron Camier (WMRTA rep), Kaye Greene (GGCTA rep) and Michael Mathew (Technology). If you have any questions about the RTA please feel free to contact a member of the Board to discuss and assist. We are here to help!

### Tourism Accreditation:

Congratulations to the following businesses for receiving their accreditation recently:

- Blerick Country Retreat
- Brandy Creek Wines & View Cafe
- Darnum Musical Village
- Durante of Drouin
- Glen Cromie Caravan Park
- Gracefield Cottage
- Jacks at Jindivick
- Jindivick Charters & Tours
- Lillico Glass
- Nickelby at Darnum
- Rawson Village
- Springbank B&B
- The Grange
- The Grayn Restaurant
- Walhalla Museum
- Wild Dog Winery



### Destination Gippsland News:

Destination Gippsland Limited (DGL), the region's new, independent peak tourism body, has announced the appointment of a widely-experienced tourism industry professional as its inaugural CEO.

Terry Robinson, who lives on Phillip Island, has spent the past four years in senior management roles at the Phillip Island Nature Park, with responsibilities across the Penguin Parade, the Koala Conservation Centre, the Nobbies Centre and Churchill Island heritage farm.

He has previously worked in tourism, economic and regional development roles with Indigo Shire Council in Beechworth and Moira Shire Council in Yarrawonga. He has a Bachelor of Economics Degree, a Diploma in Journalism and a Graduate Diploma in Australian Tourism. He is a member of the Board of the Tourism Alliance Victoria.

Chair of DGL Sheila O'Sullivan said the Board was delighted that Mr Robinson had accepted the offer of the inaugural CEO role.

"This is a magnificent place, with natural scenery in our forests, beaches and walking tracks, superb food and wine and excellent customer service and a welcoming community.

"I look forward to working with the DGL Board and I am inspired by the prospect of working with it and the tourism sector in Gippsland as we build this dream together," Mr Robinson said.

Staff at Destination Gippsland Ltd have new email addresses! Please make sure you update these in your address book to ensure all emails are received. All emails sent to the existing addresses will be automatically forwarded for a short period.

Craig Stubbings: 0429 869 638 or [ceo@destinationgippsland.com.au](mailto:ceo@destinationgippsland.com.au)  
Jenny Brown: 03 5142 3394 or [admin@destinationgippsland.com.au](mailto:admin@destinationgippsland.com.au)

To read further news from Destination Gippsland please click on the following link to take you to the website and latest newsletter <http://www.destinationgippsland.com.au/news.php>

[www.destinationgippsland.com.au](http://www.destinationgippsland.com.au)  
[www.inspiredbygippsland.com.au](http://www.inspiredbygippsland.com.au)

### The Baw Baw Shire Business Excellence

**Awards** are now open. For further information please visit:

<http://www.bawbawshire.vic.gov.au/>

Launching this month, VisitVineyards.com is a new comprehensive guide for wine and food explorers providing up to date information, news and reviews of the best regional food and wine travel experiences across Australia

<http://www.visitvineyards.com/>

### Check out the Skidget

As the snow continues to fall across the Victorian alpine resorts snow enthusiasts can keep up-to-date with conditions by checking the new online 'widget' which has been launched on Tourism Victoria's website skivic.com.

The 'skidget' provides an updated snapshot of snow conditions, temperatures and lift information for each of Victoria's seven alpine resorts. If you have a favourite resort then you can simply check the separate widgets for each resort.

As a self contained web widget, the Skidget can also be shared by emailing it to a friend, added to a range of popular sites including Facebook, MySpace, Vista, Live, Yahoo or easily adding to any other websites including personal blogs, resort site and skivic.com

The Skidget is fully supported and funded by all of Victoria's Alpine Resorts via the Board of Alpine Resorts Tourism (BART). The technology was designed and developed by Tourism Victoria's developers Next Digital and is powered by ski resort data from ski.com.au

Check out the skivic.com homepage to see the all resort widget.

<http://www.skivic.com>

### Tourism Victoria News:

- **New Chair Appointed for Tourism Victoria:**  
Dr Janine Kirk AM has been appointed the new Chair of Tourism Victoria. Dr Kirk will replace Mr John Morse AM when he steps down at the end of July, after serving seven years as Chairman of Tourism Victoria.
- **New Board Member for Tourism Victoria:**  
Janelle Boynton of Boynton Feathertop Winery has been appointed to the Board of Tourism Victoria
- **Tourism Victoria is developing a new *Regional Tourism Action Plan 2008-2011*.** The plan will address various issues affecting tourism in regional Victoria and will provide an implementation schedule to translate the directions of the State Government's *10 Year Tourism and Events Industry Strategy* into action.
- **At the recent meeting of the Tourism Ministers' Council (TMC),** the council strongly endorsed the Commonwealth Government's commitment to the implementation of a National Tourism Accreditation Scheme.

The Commonwealth Minister for Tourism, Martin Ferguson AM MP, said: "A flexible, credible and widely endorsed accreditation scheme is vital to lifting the standard of the Australian tourism experience, allowing Australia to compete more effectively in the global tourism market." A business plan will now be completed by the end of the year.

Mr Ferguson also outlined plans to develop a National Long-Term Tourism Strategy which will provide an integrated framework to address supply issues such as investment, labour and skills, climate change, research and infrastructure, while recognising the importance of marketing to create demand.

The Ministers strongly endorsed the initiative as an important step in setting direction for the tourism industry while emphasising the need for broad consultation with input to be supplied from state and territory stakeholders.

Across the council meeting Ministers also discussed a range of issues related to domestic tourism; nature based tourism; climate change; the Australian Tourism Awards and visa processing issues.

For more information click here: <http://www.tourism.vic.gov.au>

The West Gippsland Regional Tourism Association will soon be launching the new West Gippsland Official Visitor Guide. A fantastic resource for visitors to the area. If you would like more information about what to do and see in West Gippsland visit

[www.bawbawcountry.com](http://www.bawbawcountry.com) or phone 1800 234 793

### Online Route Planner:

The ORP is an interactive route planner, due to be launched in August and the first of its kind in Australian State Tourism. Using Google online mapping technology, it will form part of the [visitvictoria.com](http://visitvictoria.com) (Gippsland) website and allow consumers to chart and build their own itinerary throughout the region. The personalised route will show driving times, distances and directions and can be amended, updated and saved for future reference. The ORP will allow consumers to select routes based on themes such as wineries, heritage etc and interact with multiple destinations, accommodation operators, events and attractions within Gippsland. As a result, it will give them the opportunity to associate and 'package' a number of regional experiences in one accessible environment. This should encourage more visitation, longer stay and additional dispersal.

The purpose of the launch and workshops are to showcase the new technology and demonstrate how the system works to tourism business operators.

The benefits of the ORP will be available instantly to those operators already listed with [visitvictoria.com](http://visitvictoria.com) and will provide an additional point of difference between them and non listed operators. The more products that are listed, the greater the strength of profile for the region as a whole and consumers are more likely to plan a visit if they can see that there are a wide range of experiences on offer.

Workshops will be held in the Gippsland region in early August. If you are interested in participating please register your interest by emailing Joanne Kingwill – Communication Officer on [admin@westgippsland.com.au](mailto:admin@westgippsland.com.au)

**[www.bawbawcountry.com.au](http://www.bawbawcountry.com.au)**

### Tips & Tricks:

To add a map to your webpage, simply complete the following steps:

1. Search for your business address on [www.maps.google.com](http://www.maps.google.com)
2. Select 'link to this page' (just above map on the top right hand side)
3. Select customise & preview in the pop up box
4. Customise as you would like it to appear
5. Copy and paste the code at the bottom of the customise and preview page into your webpage
6. If you get stuck send it to your web developer who should be able to do it in 2-5 minutes

### Melbourne Airport 2008 Victorian Tourism Awards:

If you missed out on nominating your business for this year's Melbourne Airport 2008 Victorian Tourism Awards it is not too late to enter. Businesses still have several weeks to prepare their submissions which are due on Wednesday 20 August.

- July 2008 Workshops
- 20 August 2008 Submissions due
- 8-26 September 2008 Site visits undertaken
- 1-5 October 2008 Judging
- 17 November 2008 2008 Victorian Tourism Awards Gala Ceremony
- 20 February 2009 Australian Tourism Awards Ceremony – Melbourne

If you have any questions or feedback about the Awards program, the Awards team is available to assist you.

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### Dates for the diary:

1. Gippsland Gourmet Country Annual General Meeting: Tuesday the 29<sup>th</sup> of July at the Outpost Retreat, Noojee. Guest speaker is Melissa Burge. For bookings or further details please contact Joanne Kingwill on [kingwillconsulting@bigpond.com](mailto:kingwillconsulting@bigpond.com)
2. Walhalla & Mountain Rivers Tourism Association Annual General Meeting: to be held at Rawson Village on Tuesday the 19<sup>th</sup> of August at 1pm.