

# Baw Baw *Country* Tourism News

Newsletter  
January 2009



## **Victoria to host the Australian Tourism Awards**

This year the Qantas Australian Tourism Awards will be held at Crown Casino in Melbourne. We wait with anticipation as we have two representatives for Gippsland vying for an award. The Outpost Retreat at Noojee and also Destination Gippsland. We wish John & Barb and also Terry & Pearl (and the team) all the very best for the awards.



**Tourism Excellence** is a series of modules designed to help tourism businesses and destinations get the best from their workforce, deliver the best possible visitor experience, grow tourism by working together, and ensure a sustainable industry.

The West Gippsland Regional Tourism Association is developing a series of workshops that will begin in the region in May 2009 that will enable all business owners and operators to participate and be involved. More information will be sent about this program in the coming weeks. This is a fabulous opportunity to work on your business and develop new skills and grow your tourism awareness. If you are interested in finding out more about the Tourism Excellence Program please advise Joanne on [admin@westgippsland.com.au](mailto:admin@westgippsland.com.au)



## **Destination Gippsland News**

James Archibald has been appointed to the role of Marketing and Project Manager with Destination Gippsland. James comes with a range of tourism and marketing skills as well as local knowledge having grown up in South Gippsland. He has owned and managed a café in Inverloch, is an award winning photographer and has most recently been a Marketing Executive at Phillip Island Nature Park.

## **New Board**

Destination Gippsland Ltd has formally appointed a Board of Directors to work with the Chairman, Sheila O'Sullivan and CEO Terry Robinson. The new Board members are: Pearl Findlay-James, Steven Hibbard, Ken Hore, Richard Longmore, Ian Southall & Dr Gabrielle Walters

## **New Committees**

A *Marketing Committee* and a *Product and Industry Development Committee* have been appointed by Destination Gippsland with representation from key stakeholders such as Tourism Victoria, Parks Victoria, Local Government Tourism Managers, Regional Tourism Associations, the Gippsland Events Network and skills-based individuals.

## **Marketing Members are:**

Pearl Findlay-James, Anita Verde, Gail Wright, Joanne Kingwill, Christian Stefani, Catherine McGlead, Fiona Weigall, Leona Turra and Jan Davis.

## **Product & Industry Development Members are:**

Steve Hibbard, Paul Albone, Di Smith, Linda Brock, Janiene Ayre, Dr Sue Deacon, Mel Neil, Ann Andrew, Melinda Wilson & Karen Raabe

### Gippsland Gourmet Country Tourism News

Gippsland Gourmet Country Tourism Association would like to welcome the following new members:

- Gracefield Vennison
- Lardner Park Events
- Raglan B&B
- Glenfyne Gardens

Membership has now peaked at 83 members. The highest number ever. The variety is fabulous and the benefits to this amazing array of businesses liaising together is very exciting for the region.

The 2009 Gippsland Gourmet Country Regional Long Lunch on the Trestle Bridge at Noojee is set to be a sell out. Ticket sales have been amazing and this year's lunch is going to be definitely one of the best events yet! The final batch of tickets go on sale on the 6th of February and will be snapped up very quickly by the interest shown.

A Palate of Passions is gearing up to be another fantastic festival for GGC. There is a great variety of events being held with more information about the program available in the Gippsland Inspired brochure or by visiting the website [gippslandgourmetcountry.com](http://gippslandgourmetcountry.com)

### Mt Baw Baw News

This Australia Day weekend saw Mt Baw Baw come alive as the Resort hosted its first "Down to Earth" Festival. The festival featured music, food and dance displays from various cultural groups. This festival was aligned with a Celebration of Sustainable Environmental Management and a recognition of what Australia Day means to ALL people in Australia.



### Walhalla & Mountain Rivers Tourism News

Walhalla is taking advantage of Friday 13<sup>th</sup> falling in both February and March in 2009. The townsfolk are hosting a hair-raising Black Cat Ghost Tour with a prize for the best fancy dress. A purr-fect meal will be provided in the Mechanics Hall – of Mirrors. Bookings essential: 5165 6250

Mac's Shortbread has produced a run of 7500 tins of their world famous shortbread. Each lid features a well-known destination in Victoria. Of the 30 images displayed, three are of Walhalla. These include the Walhalla Goldfields Railway, Windsor House and the Band Rotunda and Star Hotel. The biscuit tins are on sale throughout Victoria, providing a wonderful marketing tool.

December 2008 was the 10<sup>th</sup> Anniversary of power being connected to Walhalla.

The Star Hotel will celebrate its 10<sup>th</sup> anniversary in March 2009. Proprietor, Michael Leaney, has plans to celebrate the momentous occasion in a big way.

