



# Whittlesea Tourism

December 2003

Newsletter of the Tourism Development Committee

## Committee's Message

Welcome to the first issue of Whittlesea Tourism News. The quarterly newsletter is designed to keep tourism operators informed. Some regular key features will be profiles on tourism operators, information on available resources, events you can participate in and tools to help run your tourism business more effectively.



Tourism Development Committee Members at the Tourism Exhibition at Epping Plaza

The Tourism Development Committee, with about 20 active participants started in March 2003 to encourage greater co-ordination, develop an effective, unified tourism industry encourages greater level of commercial tourism activity and high standard business practices.

parks and gardens, heritage places of interest, nurseries and family adventures.

The Tourism Development Committee hopes you enjoy reading this first newsletter. Your comments about it are most welcome. So will be your contributions to make future issues bigger and better and working together to put the City's assets on the map.

The Committee is working on a number of initiatives apart from this newsletter. These include development of a tourism website, tourism branding, signage, tourism map and a photographic library, plus itineraries on

Happy reading!

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## \$5,000 for Whittlesea Country Music Festival

The Whittlesea Country Music Festival has been successful in their application for the latest round of funding from the Country Victoria Events Program. The Festival has been granted \$5,000 - a great achievement as it is unusual for the program to fund the same program for more than one or two years. See the "Have you browsed" section for more information about the Country Victoria Events Program.



## Tourism Week a success

Thanks to all the operators involved, the City of Whittlesea's display at Epping Plaza's Tourism Week was a great success. Information was available on many tourism products and events and volunteers were on hand to answer queries from passing shoppers. It was great to see such a high level of cooperation and commitment from the operators - thank you to all those who helped with the display.

### SNAPSHOT



Carriage rides at the Whittlesea Show 2003

## PROFILE

### FANTASYWORLD - a World of Fun for Kids

Like many good Fairy Tales, the Story of Fantasyworld had humble beginnings

How it all began...

Luciano Gallo and his brother in law, Emilio Romano were relaxing after a family dinner when their conversation turned to business opportunities, and as the two young men tossed around various proposals and schemes, a thread began to emerge. Luciano and Emilio decided to start their own business and operate Children's Amusement Rides.

Plan of action...

Their ideas were put into a plan of action. They purchased 6 battery-powered Go-Karts, made some modifications and had them in Shopping Centres not long after. They were an instant hit and business was growing so rapidly extra staff were employed.

Doing your research...

With a determination to be the best in their field, dedicated to providing safe, quality rides for their patrons, and hard work, they had built up a successful business and were ready to take the next step. After having observed a lot of children's amusement centres, they came to the realisation that knowing which things to leave out was equally as important as knowing what they should include.

*"So many amusement centres are cold and sterile and a bit boring..we wanted to create a place where children could have their senses stimulated in a comfortable, safe, happy environment ...and where the parents can share in the experience. We wanted Fantasyworld to be different!"*

The philosophy...

"Our philosophy", said Luciano, "has always been to buy the best equipment we can and back it up with friendly, efficient service."

The product...

Birthday Parties make up a large part of the business and can be as simple or elaborate as the customer requests. Christening parties, Confirmations and other special events can also be arranged. Boasting a fully equipped commercial kitchen, Fantasyworld has the ability to prepare anything from a cheese sandwich to a four course meal if required.

With the number of single parent families, and families where both partners are working, the introduction of 'Night parties' has proved to be extremely popular. Corporate functions are also on the increase, and interestingly, a large number of inquiries are being received from people wanting to know if they can book the premises for adult parties. (It seems everyone falls under the Fantasyworld spell ! )

The end...

Fantasyworld has now been in operation for over four years and amazingly has used hardly any paid advertising. Almost all the clientele is from 'word of mouth' recommendation and a large proportion of patrons are repeat visitors.

.....now who says Fairy Tales don't come true?

To anyone wishing to inquire about opening hours, to book a party, or just to pop in and sample the magic, call Annie or Julia on 9464 6199 (and live happily ever after)



## Tourism Accreditation

Tourism accreditation aims to establish and continually improve minimum industry standards for tourism business. By encouraging business planning, operations and performance management practices, accreditation seeks to assist tourism business, improve the way they operate and provide recognition for operators who are committed to quality business practices and professionalism.

For tourism businesses to become accredited, they must show that they:

- provide quality experiences for customers
- are committed to providing good service

- are professionally managed
- are environmentally aware
- have risk management procedures in place.

There are various benefits to becoming an accredited tourism operator, including:

- free listing on [www.visitvictoria.com.au](http://www.visitvictoria.com.au) and priority referral through the Victorian Tourism Information Service.
- discounted participation in Tourism Victoria Marketing programs and future trade events eg. Australian Tourism Exchange.

- priority access to publicity opportunities eg. "Postcards" Television program
- discounted membership for organisations such as the Victorian Tourism Operators Association and Australian Tourism Operators Network.

The main coordinating body for tourism accreditation in Victoria is the Better Business Tourism Accreditation program, Level 5, 315 Flinders Lane, Melbourne 3000 ph 9620 4199.



## NMIT Students Give Local Tourism a Boost

Gaining real world experience is invaluable for any student preparing to enter the workplace and will be of enormous benefit to them in their future careers.



*Students presenting their work*

Over the past 6 months, the Tourism Development Committee has worked closely with NMIT in a project to help students put their

theoretical skills into practice.

Under the mentorship of the Committee, the students have developed concepts for a logo and branding for the Tourism Association, a website, brochures covering what to see and do in the City of Whittlesea, and photography for the Tourism library.

'Discover the Plenty Valley—The Ranges and Beyond' tourist route and locality guide was launched in November at the Whittlesea Courthouse Visitor Information Centre.

The map includes parks, events, dining, entertainment and much more. Call 9716 1866 to obtain a copy or visit the Visitor Information Centre (Cnr Beech & Church Streets, Whittlesea, open 7 days 9am -5pm) or Epping Plaza.

## What's On

### Getaway



The popular television program 'Getaway' is looking for Australian tourism operators to feature on the show, including tours, hotels, B&B's, walks, scenic flights, cruises, camping and caravan sites.

Send pictures, brochure and background information to: Getaway Research Department, PO Box 50, Willoughby, NSW 2068 or e-mail [getaway@nine.com.au](mailto:getaway@nine.com.au) or contact toll free 1800 091091.

### Aussiehost

AussieHost is a full-day customer service training program which aims to create a new culture of service excellence in Australia by building personal, professional and community pride to inspire greater commitment to quality customer service. The course focuses on interpersonal communication, customer relations and service.

An upcoming workshop will be conducted on Wednesday 19 November 2003 at the Melbourne Town Hall. Contact the City of Melbourne Training Manager, Chez Asch on 9658 9949 for further information.

### Small Business Network

A Small Business Network is being established for owners and operators of small businesses within the City of Whittlesea. Currently in the planning stages, it is envisaged that members will get together on a bi-monthly basis to meet and share knowledge, experiences and skills. It is hoped that local business owners/operators will be engaged as guest speakers at each forum.

Contact Faye Aforozis, City of Whittlesea Business Development Officer on 9217 2360.

Please submit suggestions & story ideas to the Newsletter Sub-committee  
C/o City of Whittlesea  
Economic Development & City Marketing  
Locked Bag 1  
Bundoora MDC VIC 3083  
Ph: 9217 2360 Fax: 9217 2167  
Email: faye.aforozis@whittlesea.vic.gov.au  
For information on how to get involved in the Tourism Development Committee or to receive future copies of this newsletter, contact Faye Aforozis  
Ph: 9217 2360

**The Tourism Development Committee wishes you a Merry Christmas and a Joyous New Year!**

## Have you Browsed?

### Department of Industry, Tourism and Resources

[www.industry.gov.au](http://www.industry.gov.au)

The Department of Industry, Tourism and Resources is responsible for developing and implementing the Federal Government's tourism policy and programs.

### Country Victoria Events Program

[www.cvtc.com.au](http://www.cvtc.com.au)

The Country Victoria Events Program is administered by the Country Victoria Tourism Council. The program offers advice and funding to promoters of events in regional Victoria.

### Tourism Victoria e-Newsletter

For all the latest news from Tourism Victoria, you can subscribe to the e-newsletter and view back-issues at [www.tourismvictoria.com.au/newsletter](http://www.tourismvictoria.com.au/newsletter).

### Tourism Training Victoria

[www.tourismtrainingvic.com.au](http://www.tourismtrainingvic.com.au)

Tourism Training Victoria is the operating name of the Tourism and Hospitality Industry Training Board of Victoria Inc.

## MARKETS

**BROADFORD - Broadcare Indoor Winter Craft Market - First Sunday of the month** at Broadcare 158-162 High Street, Broadford. Stalls \$10. ENQ: Broadcare 5784 2043.

**CAR BOOT SALE - Hurstbridge Bowling Club Carpark, 36 Greys Harps Rd, Hurstbridge. Last Sunday of the Month (excluding DEC) Runs SEP - MAR 9am - 3pm. \$10 per boot or table, \$18 for both. ENQ: Jenny 9718 1076 (after 1pm).**

**HURSTBRIDGE COMMUNITY MARKET - Quarterly on a Sunday** Allwood Neighbourhood House, 901 Main Rd, Hurstbridge. 10am-3pm. Contact Allwood Neighbourhood House 9718 2717 (Mon, Tue, & Wed 10am-5pm) for information or bookings.

**KILMORE TRACKSIDE MARKET - Every third Saturday, Kilmore Racecourse, East Street, Kilmore. Mel. Ref. 509 K9. 9am - 2pm. Fresh farm produce, gourmet foods & quality crafts. ENQ: 5783 3114 or 0408 501 832.**

**WALLAN OLD TIME MARKET - Second Saturday of the Month, Hadfield Park, Northern Highway, Wallan. 7.30am - 2pm. Craft ENQ. 5783 1417, Trash 'n' Treasure ENQ. 5783 1715.**

**WHITTLESEA SECONDARY COLLEGE (In aid of the Chaplaincy Committee) Third Saturday of the Month (except January) Laurel Street, Whittlesea. 8am - 1pm. ENQ: 9716 2908**

## EVENTS

**12 DECEMBER—CAROLS BY CANDLE-LIGHT— 7.30 pm.** Redleap Reserve, Redleap Ave, Mill Park. Mel. Ref. 9 K4. Admission FREE. Large community choir/brass band, roving performers & more. ENQ: Renee Steain 9217 2377

**11 JANUARY - KINGLAKE RAPSBERIES ANNUAL FAIR - ENQ: 5786 5360**

**26 JANUARY—AUSTRALIA DAY CELEBRATIONS—From 6.30 pm.** Plenty Ranges Arts & Convention Centre, Ferres Blvd, South Morang. Mel. Ref. 183 A10. Entertainment, food & special guests. Australia Day Awards presentations, Citizenship Ceremony & Fireworks Display at 9.30 pm ENQ: Renee Steain 9217 2377

**6, 7 & 8 FEBRUARY - WHITTLESEA COUNTRY MUSIC FESTIVAL**  
**DAY 1: Victorian and national Country Music Awards**

Where: Plenty Ranges Arts and Convention Centre, Ferres Blvd, South Morang

When: Friday 6.30pm—12.30am  
Cost: \$70 per person. Bookings essential.

Contact: 9217 2317

Email: [info@pracc.com.au](mailto:info@pracc.com.au)

Gala evening of entertainment & awards presentation to professional country artists. Three course dinner, drinks, nibbles & supper.

**DAY 2: Street Party**

Where: Church Street, Whittlesea (Mel. Ref. 246 F9)

When: Saturday 10.00am-5.00pm

Cost: Free

A day of free entertainment with music, Telstra Countrywide talent search, buskers competition, street stalls, two stages, kids entertainment and loads more.

**Victorian Showcase and Hoedown**

Where: Whittlesea Showgrounds, Yea Rd, Whittlesea

When: Saturday 7.30pm—12.30am

Cost: Adults \$15, Children \$5, Family \$35. Tickets at the gate.

Lots of fun for the whole family with renowned artists. Sponsored by Epping Plaza Regional Shopping Centre

**DAY 3: Sunday Spectacular, brought to you by Envestra**

Where: Whittlesea Showgrounds, Yea Rd, Whittlesea

When: 9.30am—6.00pm

Cost: \$20

Contact: 9217 2291

Email: [countrymusic@whittlesea.vic.gov.au](mailto:countrymusic@whittlesea.vic.gov.au)

**22 FEBRUARY—ROCKIN' @ REDLEAP CHILDREN'S CONCERT—3pm-6pm.** Redleap Reserve, Redleap Ave, Mill Park. Mel. Ref. 9 K4. Admission FREE. ENQ: Renee Steain 9217 2377

**21 MARCH - CITY OF WHITTLESEA COMMUNITY FESTIVAL -** Midday to 9.30pm. Lots of stalls, entertainment and fun for all ages. ENQ: 9217 2333.