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melbourne's slice of country

tourism
news
March 2006

Whittlesea Country Music Festival breaks attendance records

The 2006 Whittlesea Country Music Festival, was the most successful ever. More than 16,000 people turned out to Whittlesea township for the three-day event, now in its seventh year.

This event gave local residents and visitors alike a chance to enjoy a true taste of country. The success it's experiencing provides a terrific boost for the township's economy and for regional tourism.

More than 16,000 people turned out



The free family Saturday Street Party was the biggest on record, with more than 10,000 people filling Church Street, Whittlesea to savor the entertainment feast, including the Buskers' Competition and Talent Search.

Tourism Networking Event

The Event Sub-Committee is currently working on hosting a Tourism Networking Event to be held in early April. The Committee is hoping to secure Dr Jan Penney and Patricia O'Donnell to give key presentations on the redevelopment of Farm Vigano. Dr Penney from Mint Inc currently manages the site and will discuss the future plans and what this means for local tourism. Patricia O'Donnell a successful restaurateur has been an active supporter of Farm Vigano, the family home of her grandparents.

*From the 1930's the property in the Plenty Gorge Parklands was famous for its Italian hospitality and its history is closely connected to the beginning of Melbourne's diverse culinary heritage. The objective of the redevelopment is to ensure a sustainable future for Farm Vigano that combines community use with commercial activities and protection of the heritage value of the site. **Stay tuned for further information.***

Coming Up.....

Women in Business Networking Breakfast

Jennifer O'Sullivan, Manager

Fernwood Women's Health Club will be providing hints and tips on how you can make time to keep active without taking the time away from your business. Discover the benefits of maintaining a healthy life style.

- Light breakfast and refreshments will be provided
- Bring plenty of business cards and promotional materials

When: Friday 10 March, 8.00am to 10.00am

Where: Plenty Ranges Arts and Convention Centre

Cost: Free

RSVP by Friday 3 March

For further information or to register please contact Faye Aforozis, Business Development Officer on 9217 2360 or faye.aforozis@whittlesea.vic.gov.au



City of Whittlesea Community Festival "Many Faces, One Community"

When: 12noon to 9.30pm, Sunday 19 March

Where: City of Whittlesea Public Gardens, Barry Road, Lalor

It is the largest single event in the City of Whittlesea annual calendar with an expected crowd of over 18,000 people. It is a unique celebration of our city and the people and places within it. There will be many attractions, stalls and kids activities and this year a big screen will show highlights from the Commonwealth Games.

The WPVTA will have a stall is looking for volunteers. Please contact Georgie Hardy on 9217 2199 if you would like to help promote local tourism.

Tourism operators should take this opportunity to promote their business by providing Georgie with brochures to display at the stand.



Progress Update

The Victorian Senior Newspaper Advertising

The publication is read by over 350,000 active seniors each month and distributed to over 1,000 outlets throughout metropolitan and regional Victoria. The WPVTA placed an advertisement, "Visit Whittlesea feature" in the January and March issue.

Whittlesea Country Music Festival

The WPVTA stall was supervised on Saturday by Charles Castles and Leila Leaford. A BIG thank you to both. This was a great opportunity to promote the local tourism products and services.

Whittlesea Courthouse and Information Centre

The WPVTA and Economic Development is currently working with the Whittlesea Courthouse Association to develop a Merchandising and Brochure Policy. This will ensure the products and brochures displayed in the centre are local and promote local tourism. The Association have also drawn plans for a new layout of the Courthouse and as a result new brochure stands will be purchased. Faye and Tina from the Economic Development Unit visited the Sunbury Information Centre which will be used as a benchmark to revitalise the Whittlesea Courthouse Information Centre.

Brochure Display Stands

Two new, easy to erect brochure stands have been purchased and are currently stored at Council. They are compact and lightweight making it easy to transport and set-up at festivals and events.

Tourism Website

The tourism website is in the process of being updated. "Markets" will be created as a separate section (currently under Festivals and Events) and "Accommodation" will also be added. Council's Multimedia Unit is also working on an extranet which will be specifically tailored to local tourism operators. Members will be issued a password and user name and will be able to access archived minutes, newsletters, industry information and much more. This is due to be completed in April.

Calendar

The 2006 Community Calendar includes a 1-page tourism feature promoting local tourism activities, festivals, parks and much more. It was sent out to 48,000 households and businesses.

For further information contact the Executive Committee on email tourism@whittlesea.vic.gov.au

Great Victorian Bike Ride

On 3 December 2005 the Whittlesea Township population grew instantly by in excess of 3,500 people. The riders started to arrive in the township early Saturday morning and continued through the afternoon. The Township welcomed them with live music in Church Street, store specials and extended hours which included the local pool. **Many traders reported massive increases in business over the weekend and have had bike riders return to the town since the ride. Feedback from bike riders was positive and they appreciated the effort of the traders to make them feel welcome.**

Creating a Local Learning Culture

Over 30 training and development sessions were hosted by Council's Economic Development Unit during 2005.

The successful programs included three Business for Business networking events, Tax Basic and Record Keeping, Grow Your Business, Business Success Through Lean Manufacturing, Broadband Access, Retail Development, eCommerce Roadshow, Women in Business and Succession Planning. Around 350 local businesses participated in these programs.

Visit www.whittleseabusiness.com.au—What's On section for the current training and development programs available.



Active Women's Week

Where: various

When: Monday 6 March—Sunday 12 March

Contact: 9217 2173

Email: events@whittlesea.vic.gov.au

Features: The program features a range of ways for all women to be active locally. Try new activities, learn about women's health issues and try new things.

Reflections on Cultural Lifestyle

Where: Le Page Homestead, Hawkestone Park, 40 Gordons Road, South Morang

When: Thursday 9 March, from 10am

Contact: 9217 2173

Email: events@whittlesea.vic.gov.au

Features: An inspiring exhibition of art pieces by local women from a variety of cultures and countries.

Australian Fly Casting and Plug Accuracy Championship

Where: Yarrambat Park Lake, Yan Yean Road, Yarrambat

When: Friday 21 April—Sunday 23 April

Contact: 0419 515 950

Email: pat.sheridan@aanet.com.au

Features: It will showcase the best casters in Australia competing in a range of disciplines and the Northern Suburbs Fly Fishing Club is offering free tuition to the public.

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