



come see whittlesea
melbourne's slice of country

tourism news
April 2006

**Putting Local Tourism On The Map
Tourism Networking Event**

The Whittlesea and Plenty Valley Tourism Association invites local tourism operators to attend the Tourism Business Networking Event to be held on Tuesday 18 April, 6.00pm to 8.30pm at Plenty Ranges Arts and Convention Centre.

From the 1930's Farm Vigano was famous for its Italian hospitality. \$5M will be invested in restoring the historic property into an art, food and cultural destination. The restoration and development of Farm Vigano is based on the Vigano family's own unique and multi-faceted use of the property which was pivotal to the family's contribution to the development of Victoria's food and wine industry, music and the visual arts.

Dr Jan Penney, Executive Chair of Mint Inc, the State Government group responsible for the redevelopment, will be providing an insight into the plans for Farm Vigano. Come along and hear about: its history, current state, redevelopment plans and what it all means for local tourism.

You must register to attend this free event. Contact Tina Pugliese on 9217 2278 or email tourism@whittlesea.vic.gov.au by Monday 10 April.



SOUTH Morang's historic gem Farm Vigano will be restored and turned into a mecca for art, food and culture within two years, after a significant State Government funding announcement last week.

Dr Penney said the group would restore Farm Vigano's gardens and access to the house before installing a caretaker.

Farm's \$5m rebirth

"It puts us on the map"

**Promoting Tourism
3D Style**

In order for the Whittlesea and Plenty Valley Tourism Association to capture festival and events patrons' attention, the Executive Committee is currently researching the possibility of creating 3D maps of the City of Whittlesea and local tourism operations. These will be used to showcase our local tourism assets and better showcase the local tourism products and services on offer.

The Executive Committee is currently getting quotes. WPVTA will consider subsidising part of the cost of developing the models. For further information please contact Tina on 9217 2278 or email tourism@whittlesea.vic.gov.au.



Progress Update

By the 30 June, the Whittlesea and Plenty Valley Tourism Association hopes to achieve a number of initiatives.

Whittlesea Courthouse and Information Centre

Complete Policies and Guidelines for Merchandise and Brochure Displays
Purchase new brochure stands
Stock local and regional tourism related brochures in accordance with the Accreditation guidelines

Tourism Website

Add "Markets" and "Accommodation" as separate sections and finalise extranet to allow members to communication online

Interactive Tourism Displays

Development of 3D tourism displays to promote local tourism destinations

Tourism Brochures

Develop a comprehensive DL size tourism brochure

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

NMIT Tourism Courses

If you are interested in developing your skills and those of your staff, NMIT are offering various courses in Tourism Development.

Dual Diplomas of Tourism (Operators Management) and Tourism (Marketing and Product Development)

Dual Diplomas of Tourism (Operations Management) and Event Management

Certificate III in Tourism (International Retail Travel)

Certificate III in Tourism (Tour Guiding)

If you are interested in any of these courses, please contact NMIT on 9269 1466 or tourism-info@nmit.vic.edu.au. General short courses are also available and you can find out what is available by visiting www.nmit.vic.edu.au.

Metropolitan Tourism Initiative

City of Whittlesea's Economic Development Unit is working with six other Councils in Melbourne's North to consider ways of encouraging local residents to visit local or neighbouring tourism attractions. Research has shown that many of our residents are unaware of the great events and attractions within close proximity to visit with family or visiting friends. A number of initiatives to promote these local tourism highlights are being considered by the group.

Please submit suggestions and story ideas to the Newsletter Sub-committee

C/o City of Whittlesea
Economic Development Directorate
Locked Bag 1
Bundoora MDC 3083
Ph: 9217 2278
Fax: 9217 2167
Email tourism@whittlesea.vic.gov.au

Fishing Anyone?

If you enjoy fly distance, fly accuracy and plug casting then this is just for you! The Australian Fly Casting and Plug Accuracy Championship is coming to Yarrambat Park Lake starting on Friday 21 April 2006.

The Championship, which goes for 3 days, showcases the best casters in Australia competing in a range of disciplines that tests their skills in accuracy and distance casting. Admission is free so why not come along and be part of all the excitement.

And if that's not enough, the Northern Suburbs Fly Fishing Club is offering free tuition to the public at the Yarrambat Park Lake.

For more information on the Australian Fly Casting and Plug Accuracy Championship, contact Pat Sheridan on 0419 515 950 or email pat.sheridan@aanet.com.au for further information.

Disc Golf Open Championship

This is your first reminder for the **2006 Garden State Disc Golf Open Championship** at Whittlesea Disc Golf course **29 and 30 July**.

This will be the third year of competition and looking forward to beating last years entry of 21 players so encourage all of you to consider participating to make this an even better competition.

More details and entry forms will become available in the next few weeks. FOUR months to go. The count down begins NOW!!

Contact Stuart Jones, Disc Golf Australia Pty Ltd on 5441 6939 or visit www.discgolfaustralia.com.au for further information.

The Tourism Executive Committee is currently preparing an Information Kit which will be mailed to all Fly Fishing participants before the event. It is important for tourism operators to think about promoting tourism products and services to visitors. If you would like to be included in future information kits and marketing activities, Council's Economic Development Unit is happy to accept your brochures and distribute them at festivals and events.

Tourism Marquee – Yours to Use

Local tourism operators and groups are encouraged to utilise the tourism marquee to attend festivals and events to promote their products and services. The only condition is that the borrower must also display the Whittlesea and Plenty Valley Tourism Association promotional material. For further information please email tourism@whittlesea.vic.gov.au.



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www.whittleseatourism.com.au