



# tourism news



## Whittlesea Tourist Guide

The Whittlesea and Plenty Valley Tourism Association have recently developed a new brochure outlining major local tourism activities and must see sights. The Tourism Committee is hoping to expand its brochure distribution network. If you are a local business and would like to display the tourism brochures on your premises, please email [tourism@whittlesea.vic.gov.au](mailto:tourism@whittlesea.vic.gov.au).

The next Tourism Meeting will be held on Wednesday 13 September and will focus on planning marketing initiatives for the next 12 months. If you would like to become involved in promoting local tourism please email [tourism@whittlesea.vic.gov.au](mailto:tourism@whittlesea.vic.gov.au). New members are always welcome.



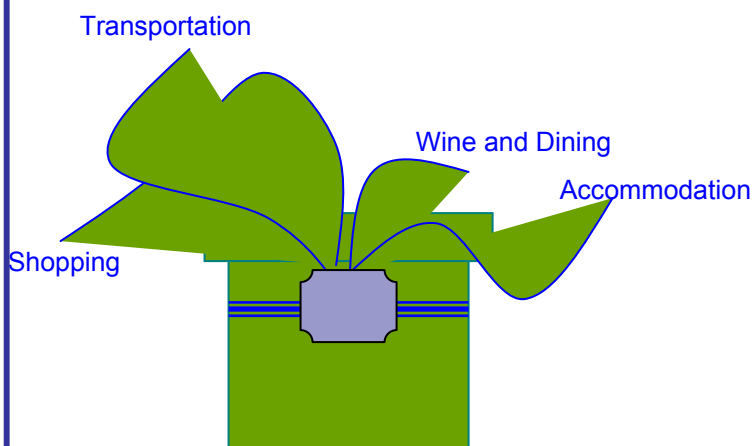
## Packaging your Product

Packaging represents an opportunity for small single businesses to develop a product package enabling businesses to develop networks with other product and tourism service providers.

It involves combining a number of component products to form a package and sold or marketed to specific target markets. The package would normally involve compatible products such as accommodation, attractions, meals and tourism. Packages can make it more appealing for tourists to take up your product and can also assist driving business to your product during low season. Attractive pricing can also assist in driving business to your product during low seasons.

**So, next time you are at a tourism networking meeting or happen to meet another local tourism operator, think about how you can work together to develop a tourism package.**

Further marketing hints and tips can be found at [www.tourismvictoria.com.au](http://www.tourismvictoria.com.au).



## Industry Websites



**JobSearch** can advertise your small business jobs for free and help you find quality applicants quickly and easily. Businesses can search the database of more than 600,000 online resumes. JobSearch attracts more than one million visitors a month, giving your job maximum exposure to people actively looking for work in small business.

**Register and let [www.jobsearch.gov.au](http://www.jobsearch.gov.au) find the right person for your small business job.**



**QualityTourism** provides information and tips on setting up, running and promoting your business within the tourism industry. Whether you are a tourist attraction, provide accommodation or involved in event and conference

management, this website provides the tools to understand and implement quality systems based on your selected area of interest.

**Visit [www.qualitytourism.com.au](http://www.qualitytourism.com.au) for further information.**

**Tourism Committee Meeting  
6pm, Wednesday 13 September  
Whittlesea Courthouse and Information Centre (Cnr Beech & Church Streets, Whittlesea)**



[www.melbourne.com.au](http://www.melbourne.com.au) can help you promote your tourism products and services.

## Local Events

### **Farm Vigano – A taste of what's to come**

*Presented by the Friends of Farm Vigano and Mint Inc.*

Mario and Teresa Vigano established the Farm as both a family haven and a salon for artists, musicians and intellectuals. Set on the stunning Plenty River, it is being restored as a cultural and community centre. Come along, enjoy a picnic in the gardens and find out more about the project. Live entertainment, music and balloons for the kids. Food and drink available, including local produce. Undercover areas available in case of wet weather.

**Date & Time:** 1 October, 11am to 4pm  
**Cost:** FREE  
**Location:** Bushmans Way, South Morang  
**Melway Ref:** 183 J9  
**Contact:** Giuliana Mecoli 0412 343 880

### **10<sup>th</sup> Anniversary of the opening of the Whittlesea Courthouse Visitor Information Centre**

*Presented by the Whittlesea Courthouse Association Inc.*

Display to celebrate the restoration of the historic Whittlesea Courthouse (Circa 1864) and its opening in 1996 as a Visitor Information Centre. The historic Police lockup onsite will also be open for viewing.

**Date & Time:** 15 to 29 October, 9am to 5pm  
**Cost:** FREE  
**Location:** Whittlesea Courthouse Visitor, Information Centre, Cnr Beech and Church Streets, Whittlesea

**Melway Ref:** Map 246 G8  
**Contact:** 9716 1866

### **Town Crier's 20<sup>th</sup> Anniversary Celebrations**

*Presented by the Town Crier*

Celebration of 20 years of the local monthly community magazine, The Town Crier: Photographic collection and displays from 1986 to 2006. Launch of a combined commemorative edition of the original "Doodles" by renowned local artist Marg Towt and "At the Editors Sink" by Cheryl Kerr, who were both involved with the First Edition in November 1986.

**Date & Time:** 15 October, 2pm to 5pm  
**Cost:** FREE  
**Location:** Whittlesea Masonic Lodge, Beech Street, Whittlesea  
**Melway Ref:** 246 G8  
**Contact:** Sue Ewert on 9716 2267  
**Email:** gwsmewert@ozemail.com.au

### **20<sup>th</sup> Art Exhibition and Sale**

*Presented by the Whittlesea and Northern District Art Society*

Local art will be exhibited and on sale during this weekend event. Guest artist Cheryl Kerr from King Island, formerly a Yan Yean resident will be entertaining guests. Cheryl has kindly donated a painting which will go to the lucky winner of the raffle. Cr. John Fry will open the weekend Exhibition and Sale on Friday 24 November.

**Date:** Opening Wine and Cheese (*you must register*) Friday 24 November  
Exhibition and Sale Saturday 25 Sunday 26 November  
**Time:** 10am to 5pm  
**Cost:** Wine and Cheese evening \$11.00 per person, Exhibition and Sale FREE entry  
**Location:** Community Hall (Assembly of God), Forest Street, Whittlesea  
**Melway Ref:** 246 G8  
**Contact:** Trisha Hayward on 9716 2008

Please submit suggestions and story ideas to:  
Newsletter Sub-committee, C/o City of Whittlesea  
Economic Development Directorate,  
Locked Bag 1, Bundoora MDC 3083  
Ph: 9217 2360 or Fax: 9217 2167  
Email [tourism@whittlesea.vic.gov.au](mailto:tourism@whittlesea.vic.gov.au)

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

## Tourism Marketing Workshops...

### **Tourism Marketing Masterclass...changing the way you market.... 4 October**

Virtual tourists, e-itineraries, low fares and high expectations – Victoria's tourism businesses are competing for the tourist dollar in a crowded market place that is always changing. Find out what you need to know about reaching target and prospective domestic audiences, and how to achieve better results from your marketing efforts.

At Tourism Victoria's 2006 Masterclass session and workshops, industry experts will take you through new and conventional marketing channels and tactics for reaching your desired audience.

Some workshops include: Future trends in eMarketing, Branding and design principles, baby boomers and their impact on tourism, cooperative marketing and marketing in a competitive environment.

**When:** Wednesday 4 October 2006

**Where:** Melbourne Exhibition and Convention Centre

**For further information visit [www.visitvictoria.com.au](http://www.visitvictoria.com.au) or email [vickipagliarello@tourism.vic.gov.au](mailto:vickipagliarello@tourism.vic.gov.au).**

### **Accommodating a Growing Industry...11 & 12 September**

As Victorian tourism goes from strength to strength, tourism operators must be prepared to meet the opportunities that go with this growth with sound businesses, innovative marketing and ease of access to bookings by potential guests.

The AGV Conference is your opportunity to keep up with fast moving trends and to gather your own strength and resources from meeting and sharing ideas and practices with your industry colleagues.

**Visit [www.agv.net.au](http://www.agv.net.au) for further information.**