



October 2010

WHITTLESEA & PLENTY VALLEY TOURISM ASSOCIATION INC., A0046875 W

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City of Whittlesea Representative	Tanaya Preece	
City of Whittlesea Councillor	Cr John Fry and Cr Frank Merlino	
Nillumbik Tourism Assoc. Rep.	Carol Jenkinson	

PO BOX 211, Whittlesea 3757

NETWORKING EVENT

This event was held at Whitehaven Receptions on September 29th. **Dr Gwynedd Hunter-Payne** was the guest speaker. Gwynedd and her husband John own and run **Merri Merri Olive Estate** in Woodstock. Gwynne spoke of their decision to change from farming livestock to horticulture as an alternative and profitable way to utilize their property. She returned to study and completed the Charles Sturt University (Wagga Wagga) olive course.

After joining a regional olive association based in Bendigo, Gwynedd was elected first to the Victorian Olive Council & then as a state director to the national industry body, the Australian Olive Association. Their major task was to counteract the importation of European oils which were subsidized, so for sale at very low prices, and were not always true to label. It took the AOA many years to implement a new structure, establish a Code of Practice and define a marketing program to promote Australian Extra Virgin, launched at the 2008 Royal Melbourne Show. Then followed the introduction of the Australian Code of Practice to ensure all Australian oils were of both of a very high quality and true to label. A further promotion 'Fresher Tastes Better' featured at the 2009 Royal Melbourne Show.

Choice wrote articles and this was picked up by the Weekly Times, ABC's 7.30 Report helping to alert Australians to the mislabeling of a great deal of imported olive oil.

Gwynedd also explained the process from growing of the trees to the production of extra virgin olive oil, all this happening at the estate. Merri Merri oils are available at select locations throughout the City of Whittlesea, one of these being the Whittlesea Courthouse Visitor Information Centre.

The recent changes to the Urban Growth Boundary will increase the cost of farming on the urban fringe and the future of this award-winning olive grove is uncertain. The prolonged drought also adversely affected the trees and their production. In 2010 the heatwave over the Whittlesea Show weekend burnt the flowers on 75% of the trees. However, the fruit which reached maturity on the remaining trees as excellent and, when processed by Gwynedd, produced medal-winning extra virgin olive oil.

Our **CONGRATULATIONS** to Merri Merri Olive Grove for their awards at the AOA's 14th National Extra Virgin Awards announced in Adelaide in October 2010. Over 200 entries were received from all over Australia and only 12 Gold Medals were awarded.

Merri Merri was awarded

GOLD for their 2010 Frantoio EVOO & BRONZE for their 2010 Correggiola EVOO



UPCOMING EVENTS

Whittlesea Show—November 6th & 7th 2010
 Hawkstowe Music— 14th November 2010
 MacLeod Christmas Fair - 4th December 2010

tourism@whittlesea.vic.gov.au
www.whittleseatourism.com.au

MEMBER PROFILE

UNCLE NEV'S TRAIL RIDES

'Gallop over the hills or take a leisurely walk through the State Forest on one of Uncle Nev's 60 horses. Don't forget to bring the camera and capture the breathtaking views and abundant wildlife.' *(quote from website)*

All riding levels are catered for from beginners through to experienced riders. Recommended age for children is over 8 years and everyone will be looked after by an experienced team and make sure that you get the right horse for you.

You can make a group booking or just go as an individual rider. Helmets are provided but you must wear suitable footwear and boots are preferable.

Uncle Nev's Trail Rides is located at 1115 Wallan Road, Whittlesea just 50 minutes from the CBS.

Phone (03) 5783 1310 email unclenevs@hotmail.com.



Welcome to New Members

Whittlesea Bowls Club
101 Church Street, Whittlesea
Uncle Nev's Trail Rides
1115 Wallan Road, Whittlesea
F1Management
360 McDonalds Road, South Morang

YOUR BROCHURES

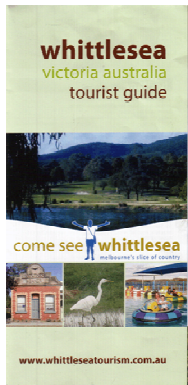
By being a member of our Association with our trailer being present at various events both inside and outside the boundary of the City of Whittlesea we are presenting your company and facility to the public.

Unfortunately some are not able to supply brochures or have a short supply themselves so we are not being a true representative of your business.

Please submit suggestions and story idea to:

Newsletter Sub-committee
Email: johnandleila1@bigpond.com.au

2010 Submission Deadline
January 2011 issue by 12 December



BROCHURE REPRINT

The committee have revamped the brochure making alterations where applicable and including new members who have joined since the second reprint occurred.

Please contact Barry Hill, Secretary if he hasn't been able to catch up with you with a supply of this new brochure.

We have them in many areas so we are giving your business a great coverage.

Whittlesea Visitor Information Centre.

The City of Whittlesea together with the Whittlesea Courthouse Association Inc are conducting a

Whittlesea Tourism Tour
on Wednesday 17th November
8.45am departure and 4.30pm return
(from and to the Courthouse)

All members are invited to attend
Registration is needed to attend and bookings/enquiries are to be made with Tanaya Preece on 9217 2549
RSVP by 10th November

HERITAGE TRAIL

Free Tours of Westgarthtown Heritage Trail are happening on Sunday 21 November 2010, 1pm—4pm

Ziebell's Farmhouse at 100 Gardenia Road Thomastown (Melway Map 8 H5) in partnership with the City of Whittlesea are celebrating 160th anniversary of the 1850 German settlement in Thomastown. All are welcome and afternoon tea will be served throughout the afternoon. The Ziebell Farmhouse precinct will be the focal point of the celebration and will be officially opened at 1pm.

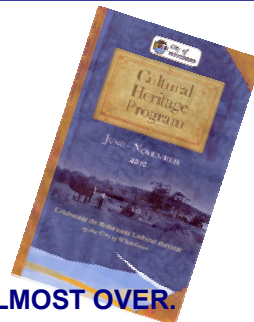
Launch of the new Ziebell Farmhouse Garden Guide and the updated Westgarthtown Heritage Trail brochure as well as new interpretive panels *Westgarthtown Precinct Farm Buildings*.

Tours commence at 2pm and 3pm appropriate walking attire and footwear are required.

NOW AVAILABLE

The Cultural Heritage Program runs between June and November and the program is now available if you would like to have a supply at your business please contact City of Whittlesea

Please enjoy these events if possible and as we are the major sponsor of this event we are very proud to promote wherever possible. **THIS PROGRAM IS ALMOST OVER.**



COMMITTEE MEETINGS

Committee meetings are held on 2nd Wednesday of the Month and start at 6.30pm sharp

Whitehaven Receptions
Cnr Wallan & Glenburnie Rds,
Whittlesea

RSVP appreciated by Monday before the meeting to:

Barry Hill 9465 6764
Or email barry01@people.net.au

The Editor is not receiving any items to be included in this newsletter so if you want this newsletter to continue into the future articles need to be submitted by the due date shown on page 2 of each edition.