



victoria
tourism week

Program Guide

September 6 - 11, 2010

www.victoriatourismweek.com.au

destination
melbourne

vtic
VICTORIA TOURISM INDUSTRY COUNCIL

Foreword

Todd Blake

Chief Executive Officer
VTIC



Victoria Tourism Week is a key platform through which the diversity of businesses that make up our industry can be celebrated.

The Victoria Tourism Industry Council (VTIC) is delighted to be managing Victoria Tourism Week 2010. VTIC and its affiliated organisations represent the thousands

of businesses that make up Victoria's dynamic tourism sector, with linkages to transport, accommodation, retail, events, hospitality and many other businesses. VTIC is uniquely placed to highlight just how much tourism is part of Victoria. Unlike many destinations, tourism in Victoria is about the whole experience not just seeing the sites but immersing the visitor in the life of Victoria; this makes tourism part of the daily experience for many Victorians and Tourism Week is designed to celebrate this.

Victoria Tourism Week is a way for our industry, which is so much a part of the fabric of our society, to come together and celebrate its success, its diversity, its contribution to our way of life and even explore solutions to its challenges.

It's a pleasure to be behind Victoria Tourism Week, if the collective outcome of more than 60 activities taking place across the State during Victoria Tourism Week means a greater appreciation of the contribution tourism makes to the economic prosperity and social fabric of Victoria then the event will have been a success.

www.vtic.com.au

Chris Buckingham

Chief Executive
Destination Melbourne



Destination Melbourne is delighted to be the lead partner in delivery of Victoria Tourism Week in partnership with the tourism industry.

As the regional tourism organisation for the whole of Melbourne our vision is to inspire industry to grow Melbourne as an outstanding global visitor experience.

Tourism is a vital industry for Melbourne and Victoria. It generates wealth, employment and cashflow like no other. Educating business, community and government about the value of tourism is core business for all of us.

In its most simple sense tourism generates jobs that keep people close to their community. It is labour intensive, therefore creates lots of opportunities. If it is developed with vision it can enhance the social and economic wellbeing of an entire community.

Tourism encourages investment by smart governments in infrastructure and community assets that enrich the lives of visitors and residents. Good roads, reliable public transport, thoughtfully designed open spaces are all a part of the equation.

With strong positive leadership and sustainable development, tourism provides lifeblood to communities big and small.

As Victoria Tourism Week grows, it will prove a salutary reminder of the role tourism plays in all our lives. Its strength will be the capacity to engage business, community and government in innovative thinking and projects that encourage us to build this amazing industry.

We encourage you to get out in your own back yard, get engaged and connect with tourism through with Victoria Tourism Week.

www.destinationmelbourne.com.au

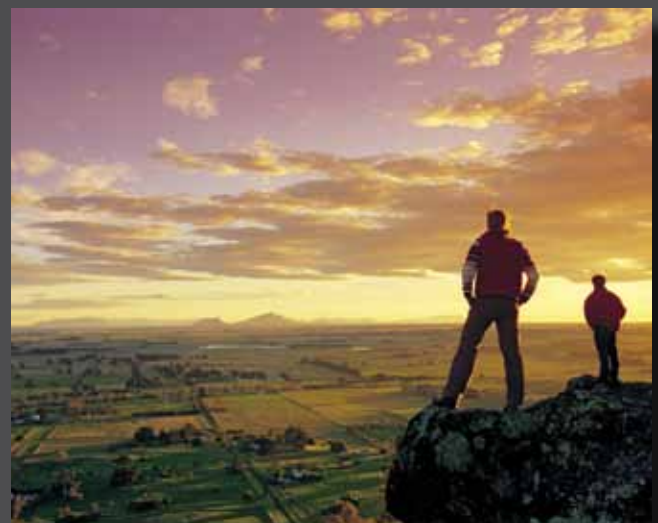
Victoria Tourism Week

Victoria Tourism Week (VTW) is a ground-breaking project that will help people understand the social and economic contribution the tourism industry brings to the community. It was created by a ground swell of interest from the tourism industry. It is an opportunity to get together and celebrate the best things about tourism.

VTIC and Destination Melbourne understand that tourism touches everyone. We want all Victorians to get a closer understanding of how tourism works and have the opportunity to participate.

Through Victoria Tourism Week we will:

- Bring the tourism industry together in a positive and inclusive way
- Identify ways to improve the quality of the visitor experience
- Identify meaningful career paths for people who work in the industry
- Encourage Victorians to get out and about in their own backyard



“Tourism is vital to Victoria’s economy and community. The industry employs approximately 7.1 percent of our State, that’s 184 800 Victorians throughout Melbourne and all regions of the State and contributes \$15.8 billion or 5.9 percent to our Gross State Product (GSP).

But more than that, tourism and events are the lifeblood of our City and State’s vibrancy, image and future. We compete successfully with the world with quality infrastructure, attractions, accommodation and services.

Victoria Tourism Week celebrates this vibrant industry, which is so important to our future growth and prosperity.”

Wayne Kayler-Thomson
Chief Executive Officer
VECCI - Melbourne



Profile Events - September 6 - 11



Monday, September 6 & Tuesday September 7 2010 Adventure & Nature-Based Tourism Forum

The Adventure and Nature-Based Tourism Forum is a major event in the professional development calendar for Victoria's Adventure and Nature-Based sectors. The Forum provides professional development and networking opportunities, stimulates debate and informs delegates about the latest developments in this exciting sector.

More Information...



Tuesday, September 7 Melbourne Tourism Industry Exchange

The Melbourne Tourism Industry Exchange provides the opportunity for the tourism sector to engage at a grassroots level to network, exchange information and share knowledge in an informal setting. Attractions, restaurants, retailers, transport companies, regional destinations and other service providers will showcase their products to VIC volunteers and staff, conference organisers, professional tour guides and hotel concierges.

More Information...



Wednesday, September 8 Tapping into Tourism Breakfast

The 'Tapping into Tourism' local council breakfast will provide an opportunity to hear from leading expert in tourism campaign marketing, Cathie McBean, Director of Leisure Tourism, Brisbane Marketing. Cathie is in the second year of implementing a Visiting Friends and Relatives campaign in the Brisbane municipality called 'My favourite Spot'. This event is a must attend for local council staff with an interest in tourism, local trader group representatives, and councillors.

More Information...



VTIC & VEIC Sports Tourism Forum

Melbourne's home of sport, the MCG will play host to AFL CEO Andrew Demetriou, VRC CEO Dale Monteith and Bicycle Victoria's Public Relations Manager Garry Brennan as they discuss the importance and value of sports tourism to our city and state.

More Information...



Wednesday, September 8

Starting up in Tourism (SUIT) Workshop

If you've just started a tourism business - or you're planning to - and would like to know more about who to talk to, what steps to take and how to go about it, then this workshop is for you!

More Information...



Thursday, September 9

Melbourne Tourism Industry Leadership Summit & Dinner

The Summit is designed to explore new ways of thinking about inspiring leadership to grow the whole of Melbourne as an outstanding global visitor experience through cross pollination and sharing ideas. A leadership dinner will follow on from the Summit.

More Information...



Thursday, September 9

Sovereign Hill comes to Fed Square

To celebrate its 40th year Sovereign Hill is bringing all your favourite activities to Melbourne. Come and see us at Fed Square from 10am and enjoy the best of the 1850s Gold rush in the centre of the city!

More Information...



Friday, September 10

The Tourism Industry Amazing Race

The wider tourism community will come together and showcase some of the fantastic sights and sounds of Melbourne. Teams will race throughout the CBD completing a series of challenges and activities. Get ready for a battle of the industry as sectors, regions and businesses vie to become the most successful team to cross the finish line, to win a fantastic prize. The award ceremony, celebratory drinks and nibbles will follow.

More Information...

2010 Adventure & Nature-Based Tourism Forum - Monday September 6 & Tuesday September 7

The 2010 Victorian Adventure & Nature-Based Tourism Forum will be held during Victoria Tourism Week at the Mercure Ballarat. The two day forum will offer professional development opportunities for adventure and nature-based operators, including adventure tourism, wildlife tourism, outdoor education providers, licensed tour operators, accommodation and transport operators.

Keynotes Speakers include:

Geoff Ensor - Tourism Industry Association New Zealand

Geoff Ensor is Advocacy Manager for the Tourism Industry Association New Zealand (TIA). Geoff provides advocacy and support across a wide range of issues to operators in a number of industry sectors, including the Adventure and Outdoor sector. Recent activity has included leading a national forum to better manage freedom camping in NZ, representing the tourism industry on the Land and Water Forum, contributing to the review of safety in the adventure and outdoor sectors and working closely with the Department of Conservation (DOC) on a range of initiatives related to commercial recreation and conservation.

Michael Ledzion- Go Ape

Michael's work spans the conventional (Cambridge University Degree, Strategy Consulting) to a highly successful shoe-string start-up, and a Tier 1 Silicon Valley financed semi-conductor venture (US\$50m+ funding) amongst others. Having spent the past 10 years leading tech ventures in the UK, Michael moved to Australia in 2009 with his Tasmanian wife to start Go Ape! As "Chief Australian Gorilla", he is now at the forefront of the exploding adventure tourism industry. About the only common thread to Michael's career is to be at the cutting edge of innovation and to do something different each time. Michael lives in Sydney with his wife and two daughters, and spends as much time as available on two wheels, two skis or swinging through trees.

Date: September 6 & 7

Venue: Mercure Ballarat - 613 Main Rd, Ballarat

Cost: From \$170

For a Full Program and To Register Click Here



Melbourne Tourism Industry Exchange

Tuesday September 7

The Melbourne Tourism Industry Exchange provides the opportunity for the tourism sector to engage at a grassroots level to network, exchange information and share knowledge in an informal setting. Attractions, restaurants, retailers, transport companies, regional destinations and other service providers are invited to showcase their products.

Who should attend:

- Visitor Information Centre staff and volunteers
- Hotel concierges and front office staff
- Conference organisers
- Tour coach drivers and guides
- Travellers Aid staff and volunteers
- Tourism Victoria staff
- Tour operators

If you are interested in exhibiting at the exchange, **please click here**

Stand Booking Deadline August 10th

If you would like to attend the exchange, **please click here**

Date: Tuesday September 7, 2010

Time: 1 - 4pm

Where: Medallion Club, Etihad Stadium

To find out more information please contact Kellie Monger on 9869 2444 or email kellie@destinationmelbourne.com.au



“It was well worth the trip into Melbourne. It was an excellent opportunity to meet operators from other regions, to learn about their products and to discover ways in which we can work together. Came home with ideas on how to improve the experience for our visitors.”

“Definitely a ‘must-go-to’ event for everyone from tourism students to volunteers, concierges and industry associations...”

Feedback from attendees, MTIE 2009

destination
melbourne

“Tapping Into Tourism” Wednesday September 8

Local Council Tourism Breakfast

Destination Melbourne encourages people with an interest in growing tourism in their community to attend the ‘Tapping into Tourism’ local council breakfast.

This special event is an opportunity to hear from leading expert in tourism campaign marketing, Cathie McBean, Director of Leisure Tourism, Brisbane Marketing.

Cathie is in the second year of implementing a Visiting Friends and Relatives campaign in the Brisbane municipality called ‘My favourite Spot’. The campaign aims at engaging the local community as tourism ambassadors and influence VFR behaviour through the host.

Attendees will also receive a copy of the ‘Tapping into Tourism’ resource kit, a new publication developed by Destination Melbourne to help councils and businesses get more involved in tourism.

The guide will provide valuable information on how to tap into industry resources, accreditation programs, training and marketing opportunities.

This event is a must attend for local council staff with an interest in tourism, local trader group representatives, and councillors.

Date: *Wednesday 8th September, 2010*

Location: *Tree tops room, Melbourne Museum*

Time: *7am - 9am*

Cost: *\$45 GST inclusive*

To Register Click Here



**destination
melbourne**

VTIC & VEIC Sports Tourism Forum - MCG

Wednesday September 8

Melbourne's home of sport, the MCG will play host to the next VTIC and VEIC Industry Forum on Sports Tourism. Come and join AFL CEO Andrew Demetriou, VRC CEO Dale Monteith and Bicycle Victoria's Public Relations Manager Garry Brennan as they discuss the importance and value of sports tourism to our City and State. An interactive Q&A session will be followed by wine tastings and networking.

Date: Wednesday 8 September 2010

Complimentary entry into the National Sports Museum from 3pm.

Time: Forum 4 - 6pm

Wine tasting and canapés 6pm - 7pm

Venue: Jim Stynes Room, MCG

Enter through Gate 3

Take the lift to Level 2

Cost: Member: \$66
Non-member: \$86

RSVP: Wednesday 1 September

Email: events@vtic.com.au

Fax: 03 8662 5449

Register and Win!

Register for this event and you will go into the draw to win one of two amazing prizes.

A 30 minute scenic flight with mild aerobatics on the Tiger Moth plane thanks to Vintage Tigermoth Joyflights.

An opportunity for two to swim with the dolphins and seals in Port Phillip Marine Park. Includes wetsuits, snorkelling equipment and light refreshments. Courtesy of the Crew at Sea All Dolphin Swims.

To register Click Here

vtic
VICTORIA TOURISM INDUSTRY COUNCIL

veic
VICTORIA EVENTS INDUSTRY COUNCIL



Starting up in Tourism Workshop

Wednesday September 8

If you've just started a tourism business, or you're planning to and would like to know more about who to talk to, what steps to take and how to go about it, then this workshop is for you!

Tourism Alliance Victoria, Small Business Victoria, Tourism Victoria and the OAMPS Insurance Brokers, have combined their expertise and resources to develop this introduction to the tourism industry for new and potential businesses. The aim is to provide a strategic insight across a range of essential business practices and improve overall business acumen and planning. Workshop notes and a comprehensive resource kit, including industry publications will be provided, as well as relevant industry contacts and networking opportunities for you to follow-up.

The following topics will be covered in the three hour workshop:

SETTING UP A TOURISM BUSINESS

- Licenses & insurance
- Health & safety
- Risk management
- Business and marketing planning

TOURISM INDUSTRY OVERVIEW

- Tourism industry structure
- Research
- Networks and resources available to help you

Details:

6 - 9pm

Melbourne Industry House, VECCI
5th Floor 486 Albert Street, East Melbourne

Parking is available close to the venue.

Your investment (incl. GST)

\$110 per participant

\$165 per partnership or business couple

To Register [Click Here](#)



Sovereign Hill comes to Federation Square!

Sovereign Hill is celebrating its 40th Birthday with a special event at Federation Square.

Visitors will have the opportunity to watch Sovereign Hill's costumed staff perform street theatre, have a costumed photograph taken and pick up some of Sovereign Hill's famous boiled sweets for the trip home. There will be a big birthday card to sign, special giveaways throughout the day plus plenty more excitement and fun for everyone...This is a free event, all welcome.

Sovereign Hill will be at Federation Square
Thursday September 9th, 10am - 4pm

For more information visit:
www.sovereignhill.com.au



Habitat HQ - 1st Birthday

Habitat HQ's 1st Birthday Celebration - ALL WELCOME!!!!

Habitat HQ invite the industry, volunteers, regional visitors & local St Kilda businesses to experience our habitat for a night of fun, food, entertainment & networking, in support for Victorian Tourism Week & to celebrate our 1st year

Date: Tuesday 7th September 2010

Time: Start 6pm

Location: Habitat HQ - 333 St Kilda Road, St Kilda
(Between Inkerman & Carlisle St) Free secure parking available at rear (entrance via Blanche St)

Enjoy Our Hospitality: Free beer, wine & bubbly will be provided for all our guests so please join us for a celebratory drink.

City Transport Provided: Autopia Tours are running a FREE pick up for those travelling from the city...too easy...starting from 5:15pm/5:45pm
(pick up points to be confirmed)

The number 3 and 67 tram stops outside the hostel for an easy trip home to the city.

RSVP: Thursday 2nd September 2010

Contact: Molly Redmond, Event Guru

To Register Click Here



Melbourne Tourism Industry Leadership Summit

Thursday September 9

MTILP Leadership Summit

The Melbourne Tourism Industry Leadership summit will bring together the participants for the 2009 and 2010 Melbourne Tourism Industry Leadership Program with the board of Destination Melbourne. The Summit is designed to explore new ways of thinking about inspiring leadership to grow the whole of Melbourne as an outstanding global visitor experience through cross pollination and sharing ideas.

Date: Thursday 9th September 2010

Time: 8:30am - 5:00pm

Venue: Clarendon Suites, Melbourne Exhibition Centre



MTILP Leadership Dinner

The MTILP leadership dinner will follow on from the MTILP summit and will provide attendees of the leadership summit with the opportunity to come together with key tourism industry leaders to unwind over drinks, dinner and presentation from guest speaker - Khoa Do, 2004 AFI Award for Best Director, and 2005 Young Australian of the Year.

Date: Thursday 9th September 2010

Time: 6:30pm - 10:30pm

Venue: Langham Hotel, 1 Southbank Ave, Southbank



The Leadership Summit and Dinner are invitation only events

For more information on the Melbourne Tourism Industry Leadership Program, please contact Denise Castro on 03 9869 2444 or denise@destinationmelbourne.com.au



The Tourism Industry Amazing Race

Friday September 10

The wider tourism community will come together and showcase some of the fantastic sights and sounds of Melbourne. The Backpacker Operators Alliance of Victoria (BOAV) together with the Hotel, Motel and Accommodation Association (HMAA) presents The Tourism Industry Amazing Race! Teams will race throughout Melbourne's CBD completing a series of challenges and activities to score points - it's all about strategic planning - the fastest runners won't necessarily win. So get ready for a battle of the industry as sectors, regions and businesses vie to become the most successful team to cross the finish line and win some fantastic prizes!

Date: Friday 10 September

Race Start: 1:30pm for a 2pm sharp challenge at VECCI, 486 Albert Street, East Melbourne

Finish Pit Stop: 5pm - at a secret location

5pm - 7pm award ceremony and networking - drinks and finger food provided.

Cost: Per Participant: Member \$20 | Non Member \$30 (teams are restricted to 3-5 participants only)

Dress: Teams are encouraged to dress up in a theme relevant to your business or region
E.g. If you come from Mildura you might want to dress as oranges! Prizes and bonus points will be awarded to the best dressed team.

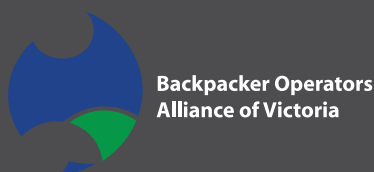
RSVP: Friday 27 August

Registrations will not be accepted after this date. Please fax or email the attached registration form with payment details to:

Fax: (03) 8662 5449

Email: events@boav.com.au

To Register Click Here



Getting out and about in your own backyard



Visitor Information Centres (VICs) are a vital ingredient in the success of Victoria's tourism industry. They play a significant role in enriching the visitor experience, contribute to regional dispersal and often increase the length of stay and dollars that visitors spend in a destination.

Open seven days a week, Victoria's accredited Visitor Information Centres are staffed by friendly, professional and trained people with extensive local knowledge. They offer a broad range of services from accommodation and tour booking services, to local product sales and event ticketing.

On Saturday September 11th, Visitor Information Centres around the state are opening their doors for locals and tourism businesses alike to spend some time with their local VIC and discover the wide range of visitor services they provide. From Ambassador programs to attraction showcases, find out how your local VIC are helping people discover the best things about your local area. They are a great first step to finding out how your destination is promoted and a chance to get out and about in your own backyard.



Visitor Information Centres' Open Day Saturday, September 11



Surf Coast Visitor Information Centres (VIC) Open Week

Surf Coast VICs are inviting the local community and tourism operators to spend time in either the Torquay or Lorne Visitor Centres to learn the way in which the many thousands of enquiries are met and understand the positive impact a VIC can have on a town and region.

Location: Lorne Visitor Centre, 15 Mount Joy Pde, Lorne

Time: 9am - 5pm, September 6 - 11

Contact: Simon Loone

Phone: 03 5261 0608

Email: sloone@surfcoast.vic.gov.au

Web: www.surfcoast.vic.gov.au



Destination Albury Wodonga

Destination Albury Wodonga VIC - BBQ

Destination Albury Wodonga VIC will be hosting an open day to encourage local councillors, local tourist operators, businesses and the community to see what their local VIC offers to both locals and visitors. A free "Sausage Sizzle" will be provided on the day.

Location: Visitor Information Centre,
Gateway Island, Wodonga

Time: 11am

Contact: Andrea Westerdale

Phone: 02 6051 3757

Email: awesterdale@destinationalburywodonga.com.au

Web: www.destinationalburywodonga.com.au



Alpine Visitor Information Centre - Bright BBQ Dinner & Wine Tasting

Meet the Wine makers of the Great Alpine Valleys for a BBQ dinner celebrating the value of tourism to Councillors and Mayors while thanking Ambassadors for their support. Requests for gold coin donations which will be provided to a Charity Partner.

Cost: Gold coin donation

Location: Alpine Visitor Information Centre,
119 Gavan Street, Bright

Time: 6pm - 11pm

Contact: Jason Sharp / Bronwyn Zambellakis

Phone: 1800 111 885

Email: jasons@alpineshire.vic.gov.au

Web: www.greatalpinevalleys.com.au

Visitor Information Centres' Open Day Saturday, September 11



Ararat and Grampians Visitor Information Centre **Be a Tourist in Your Own Town**

Ararat VIC will host a BBQ on the “Get to know your VIC” day as part of their “Be a Tourist in Your Own Town” week

Cost: Gold coin donation

Location: Ararat and Grampians Visitor Information Centre, 91 High Street, Ararat

Time: 10am - 2pm

Contact: Sarah Race

Phone: 03 5355 0239

Email: srace@ararat.gov.vic.au

Web: www.ararat.giv.vic.au



Beaufort Visitor Information Centre **Beaufort Visitor Information Centre - BBQ**

Beaufort VIC will host an Open day and BBQ to encourage local businesses and the community to see what their local VIC offers. Several activities will be run within the centre.

Cost: Gold coin donation

Location: 72 Neil Street, Beaufort

Time: 10am

Contact: Norman Prueter

Phone: 03 5349 1183

Email: norman.prueter@pyrenees.vic.gov.au

Web: www.pyrenees.vic.gov.au



Corryong Visitor Information Centre **Upper Murray Valleys Showcase**

Showcasing local produce and country hospitality, major events and attractions from the Towong Shire, magnificent Upper Murray and surrounding valleys - your Gateway to the NSW Snowy Mountains, Victoria, headwaters of the Murray River - Man from Snowy River Country.

Cost: Gold coin donation

Location: Corryong Visitor Information Centre & Man from Snowy River HUB, 50 Hanson Street, Corryong

Time: 9am - 5pm

Contact: Faith Damm

Phone: 02 6076 2277

Email: vic@towong.vic.gov.au



Echuca-Moama Visitor Information Centre

The Echuca-Moama Visitor Information Centre's (VIC) role is to enrich a visitor's experience and to encourage visitors to say longer in the region and repeat visitation. This is achieved through informing the visitor of what to see and do and where to stay in both the Shire of Campaspe and Murray Shire. Come and meet the newly launched VIC Ambassadors and discover how the region is promoted. A sausage sizzle and local tourism product on show will also take place on the day.

Location: 2 Heygarth Street, Echuca

Time: 10am - 2pm

Contact: Belinda Owen

Phone: 03 5480 7555

Email: belinda@echucamoama.com

Web: www.echucamoama.com



Greater Shepparton Visitor Information Centre

The Great VIC BBQ & Open Day

Enjoy a sausage sizzle at the Greater Shepparton's Visitor Information Centre. Learn about the passion that goes in to creating local produce, as well as an update on new attractions and activities in the region. A day to experience the region as a visitor would!

Cost: Gold coin donation (sausage sizzle)

Location: Visitor Information Centre, Victoria Park Lake, 534 Wyndham Street, Shepparton

Time: From 10am

Contact: Maree Glasson

Phone: 1800 808 839

Email: info@discovershepparton.com.au

Web: www.discovershepparton.com.au



Hobsons Bay Visitor Information Centre

"A Taste of Williamstown"

Hobsons Bay VIC is encouraging all locals to come and have a taste of Williamstown. Participating cafes, restaurants, and tourism attractions will have special deals on offer. Call into the Visitor Information Centre to collect your voucher.

Vouchers available from 9am to 5pm

Location: Hobsons Bay Visitor Information Centre, Cnr Syme St & Nelson Place

Contact: Shirlee Campbell

Phone: 03 9932 4313

Email: scampbell@hobsonsbay.vic.gov.au

Web: www.visithobsonsbay.com.au

Visitor Information Centres' Open Day Saturday, September 11



Latrobe Visitor Information Centre

What's in your backyard, Latrobe VIC Open Day 2010

Staff and volunteers at Latrobe Visitor Information Centre are encouraging locals & visitors to explore what is in their backyard.

Location: *Latrobe Visitor Information Centre, The Old White Church on the Princes Highway, Traralgon*

Time: *11am - 1pm*

Contact: *Shannyn Kiss*

Phone: *5176 3030*

Email: *shannynki@latrobe.vic.gov.au*

Web: *www.visitlatrobacity.com*



Loddon Visitor Information Centre

Loddon Welcomers Day

Free sausage sizzle with local entertainment

Cost: *Free*

Location: *Loddon VIC, 24 Wilson Street, Wedderburn*

Time: *11am - 3pm*

Contact: *Pauline Brown*

Phone: *03 5494 1257 or 03 5494 3489*

Email: *pbrown@loddon.vic.gov.au*

Web: *www.loddon.vic.gov.au*



Mansfield Mt Buller High Country Visitor Information Centre

Mansfield Mt Buller - Information Centre BBQ & Open Day

Mansfield Mt Buller High Country Visitor Information Centre located in the Station precinct will have a BBQ sausage sizzle, children's activities, balloons and other giveaways. The Mansfield History Centre located in the precinct will be open.

Cost: *Gold coin donation*

Location: *Mansfield Mt Buller High Country Visitor Information Centre, High Street, Mansfield*

Time: *11am - 3pm*

Contact: *Pam Hume*

Phone: *1800 039 049*

Email: *industry@mansfield-mtbuller.com.au*

Web: *www.mansfield-mtbuller.com.au*



Mount Beauty Visitor Information Centre

Mount Beauty VIC - BBQ Lunch

Mount Beauty VIC will be hosting a BBQ lunch celebrating the value of tourism to Councillors and Mayors while thanking Ambassadors for their support. Requests for gold coin donations which will be provided to a Charity Partner.

Cost: Gold coin donation

Location: Mount Beauty Visitor Information Centre, 31 Bogong High Plains Road, Mt Beauty

Time: 12pm - 2pm

Contact: Jason Sharp / Catherine Smith

Phone: 1800 111 885

Email: jasons@alpineshire.vic.gov.au

Web: www.greatalpinevalleys.com.au



Myrtleford Visitor Information Centre

Myrtleford VIC - Pancake Breakfast

Host a Pancake BBQ breakfast celebrating the value of tourism to Councillors and Mayors while thanking Ambassadors for their support. Requests for gold coin donations which will be provided to a Charity Partner.

Cost: Gold coin donation

Location: Alpine Gate Café / Myrtleford Visitor Information Centre, Post Office Complex, Great Alpine Road, Myrtleford

Time: 8am - 10am

Contact: Jason Sharp / Lauren Heidke

Phone: 1800 111 885

Email: jasons@alpineshire.vic.gov.au

Web: www.greatalpinevalleys.com.au



Port Fairy Visitor Information Centre

BBQ, Port Singers and Community Group Information Day

Port Fairy VIC will be hosting a BBQ, Community Group Information day whilst chorused by our Port Singers Group.

Cost: Gold coin donation

Location: Port Fairy Visitor Information Centre, Railway Place, Bank Street, Port Fairy

Time: 12pm - 1:30pm

Contact: Andrea Lowenthal or Sharon Parker

Phone: 03 5568 2682

Email: vic@moyne.vic.gov.au

Visitor Information Centres' Open Day Saturday, September 11



Prom Country Visitor Information Centre

Prom Country Open Day

Prom Country Visitor Information Centre will be hosting an open day to encourage local councillors, local tourist operators, businesses and the community to see what their local VIC offers to both locals and visitors. Refreshments will be served.

Location: Korumburra Visitor Information Centre, Coal Creek Complex, South Gippsland Hwy, Korumburra

Time: 9am - 5pm

Contact: Danielle Todaro

Phone: 1800 630 704

Email: infocentre@southgippsland.vic.gov.au

Web: www.visitpromcountry.com.au



Warrnambool Visitor Information Centre

Warrnambool Welcomers BBQ

Warrnambool Welcomers and Friends of Flagstaff Hill will operate a BBQ for locals and guests.

Cost: Gold coin donation

Location: Warrnambool Visitor Information Centre, Flagstaff Hill Tourism Precinct, Merri Street, Warrnambool

Time: 10am - 2pm

Contact: Stephanie McMillan

Phone: 03 5559 4601

Email: smcmillan@warrnambool.vic.gov.au

Web: www.visitwarrnambool.com.au



Wellington Visitor Information Centre

BBQ, wine and cheese tasting, information day

Wellington VIC in Sale will host a BBQ, information day plus wine and cheese tasting.

Cost: Gold coin donation

Location: Wellington Visitor Information Centre, 8 Foster Street, Sale

Time: 10am - 4pm

Contact: Mark Watson

Phone: 1800 677 520

Email: admin@tourismwellington.com.au

Web: www.tourismwellington.com.au
www.wellingtonsouvenirsandgifts.com.au

Getting out and about in your own backyard



Victoria Tourism Week is a great opportunity to discover new tourism products and experiences that may be just next door. A number of attractions have unique events happening as part of the week. Why not take some time out to try something new?



The Grampians

Be a tourist in your own town week

Monday September 6

Launch of the Ararat and Surrounds Guide

Cocktail Party to launch the latest edition of the Ararat and Surrounds Guide, promoting tourism, attractions and businesses throughout Ararat Rural City.

Thursday September 9

Locals Night Out

Night out to promote local restaurants and pubs. Locals will receive discounts or other promotions on food and drinks.

Saturday September 11

Launch of 'Tell a Rel' and Ararat Ambassadors Program

Launch of the 'Tell a Rel' and Ararat Ambassadors Program, where locals are asked to represent their town to friends and relatives and invite them to come and stay and play in our region.

For more information on these events:

Contact: Sarah Race

Phone: 03 5355 0239

Email: srace@ararat.vic.gov.au

Web: www.ararat.vic.gov.au



Melbourne



Monday September 6

The National Opal Collection

Free Opal Screening and Tour of Museum

Enjoy muffins, tea and coffee whilst discovering everything there is to know about Australia's national gemstone, the Opal. Come and view a free screening of 'The Opal Story', hear stories about the opal mines from our very own opal cutter and view the most important display of opalised fossils in the world. A free opal gift will be given to every guest and an exclusive 20% discount offered storewide.

Cost: Free

Location: 119 Swanston Street, Melbourne

Time: 10am - 11am

Contact: Sarah Cody

Phone: 03 9662 3524

Email: sarah@nationalopal.com

Web: www.nationalopal.com

Friday September 10

Yarra River Business Association

Yarra River Precinct Guided Arts Walk

Guided walking tour of the public art and cultural institutions of Southbank.

Cost: Free

Location: Starts at the Southgate Staircase

Time: 1pm - 4pm

Contact: Please contact Tim Bracher for further information

Phone: 03 9787 0962

Email: bracher@satlink.com.au

Web: www.yarrariver.info





Every day throughout Victoria Tourism Week

Cooks' Cottage

2-for-1 entry to Cooks' Cottage

Mention this "Tourism Week" offer at the Cooks' Cottage Ticket Box and receive 2-for-1 entry to the cottage.

Cost: Adult: \$4.50, Child: \$2.20, Senior / Pensioner / Student: \$2.70, Family: \$12.00

Location: Cooks' Cottage, Fitzroy Gardens, Wellington Parade, East Melbourne

Time: 9am - 5pm

Contact: Please contact the Ticket Box for bookings or further information

Phone: 03 9419 4677

Email: cookscottage@melbourne.vic.gov.au

Web: cookscottage.com.au

**Only valid for tickets of equal value between 6 and 11 September 2010, inclusive. Not valid with any other offer.*



RAAF Museum

Interactive Flying Display each day during VTW at 1pm

The Flying program introduces visitors to the history of Australian military aviation and gives you the opportunity to see aircraft close up and ask questions of the pilot before they take to the skies for a flying demonstration.

Cost: Free

Location: RAAF Museum, Point Cook Rd, Point Cook

Time: 1pm

Contact: For bookings please 03 8348 6040

Email: RAAF.MuseumInfo@defence.gov.au

Web: www.airforce.gov.au/raafmuseum

The Great Ocean Road



Wednesday September 8

Moyne Shire Council/Parks Victoria

Guided tours of volcanic attraction Mount Eccles, including the Lava Tunnel Cave

Mount Eccles is a national park rich with wildlife and native species. There are a huge amount of fascinating volcanic attributes, caused when the volcano erupted. This day will highlight the incredible array of geological formations - in a spectacular, scenic setting!

Cost: Free

Location: Mount Eccles National Park

Time: 11am and 1.30pm

Contact: Andrea Lowenthal

Phone: 5568 2682

Email: vic@moyne.vic.gov.au



Friday September 10

Parks Victoria/Worn Gundidj

Indigenous experiences at Tower Hill State Game Reserve

Indigenous cultural experiences, interpretive tours and wildlife stories at dormant volcano and State Game Reserve Tower Hill, near the Irish Village of Koroit.

Cost: Free

Location: Tower Hill, enter from the Princes Highway, just past the turn off to Koroit

Time: 11am - 1pm

Contact: Andrea Lowenthal

Phone: 5568 2682

Email: vic@moyne.vic.gov.au

Web: www.visitportfairymoyne.com.au



Saturday September 11

Port Fairy Historical Society

Port Fairy's historic lighthouse open to the public (weather permitting)

The Port Fairy lighthouse guided ships safely at night since its development in 1859. The historic lighthouse is a sight to behold and has a rich history. It is rarely open to the public.

Cost: Gold coin donation

Location: Griffiths Island, Port Fairy

Time: 1pm - 4pm

Phone: 5568 2682

Email: vic@moyne.vic.gov.au

Web: www.visitportfairymoyne.com.au

Victoria Tourism Week Supporting Events

Tourism - The People and Culture Industry - A Current Issues Forum

This industry forum will focus on tourism as 'the people industry' and some of the challenges and opportunities in tourism with regards to people. The guest presenters are: Geeta Heffernan and Eddie Zhao, International Business Development experts on India and China who will present on cultural issues and provide tips and tricks on the growing Chinese and Indian markets; Alex Marriott, VECCI Workplace Relations Manager, who will cover industrial and workplace relations and Tourism Victoria's John Dalton who will speak about their Workforce Development Strategy. The event will be followed by networking and drinks.

When: Friday 3 September 2.30pm - 4pm

Where: Victoria University Flinders Street Campus,
300 Flinders St, Melbourne

Who: Victoria University and VECCI are co-hosts of the Forum

Cost: Free

Numbers are limited, to register, please email info@vtic.com.au

Register and Win!

Everyone who attends the Forum will have the chance to win a night's accommodation for two at the renowned and award-winning Shizuka Ryokan Japanese Country Spa & Wellness Retreat in Hepburn Springs, complete with fully cooked Australian or Japanese breakfasts. www.shizuka.com.au

For further information please visit:
www.victoriatourismweek.com.au

Victoria University

17th Annual Hospitality Tourism and Events Expo

This is the major annual careers event of the year for related courses, and provides industry operators with a valuable opportunity to meet potential recruits and discuss a variety of career and employment prospects

It is open to all VU students in Hospitality Tourism and Event Management degree, vocational and post-graduate courses.

For further information on how to exhibit and/or attend as a guest, please contact Barry Broons at the contact points shown below:

Cost: Free

Location: Victoria University - City Flinders Conference Centre (12th Floor, 300 Flinders St, Melbourne)

Time: 11am - 1pm

Contact: Barry Broons

Phone: 03 9919 4546

Email: Barry.Broons@vu.edu.au

Web: www.vu.edu.au

RSVP: 25 August



**A NEW
SCHOOL OF
THOUGHT®**



Victoria Tourism Week Accommodation Offers

Grand Mercure Docklands

Grand Mercure Docklands is located in New Quay Docklands, Melbourne's most exciting and prestigious inner city, waterfront precinct, offering contemporary designed, fully self contained 1, 2 and 3 bedroom apartments

Special Victoria Tourism Week Offer

15% off best available rate of the day. Complimentary parking for 1 vehicle per apartment.

For bookings contact: 1300 789 200

Email: info@grandmercuredocklands.com.au

Web: www.grandmercuredocklands.com.au

**Offer is based on bookings of min 2 nights. Must quote promo code VTW2010 when making the booking in order for the discounted rates to apply. Cannot be used in conjunction with any other offer. Offer valid 6th - 11th September 2010 inclusive.*

Radisson on Flagstaff Gardens Melbourne Victorian Tourism Week 2010 Special Offer

To celebrate the 2010 Victorian Tourism Week, Radisson on Flagstaff Gardens Melbourne has put together an exclusive offer, which includes:

- A 10% discount off our daily rates
- Two free drink vouchers on arrival (per stay)
- Discounted buffet breakfast price of \$20.00 per person in HQ's on William Restaurant

Make your booking today!

For bookings contact: 1800 333 333

Email: resmelb@radisson.com

Web: <http://www.radisson.com/melbvictourism>

**This special offer is valid until 24 September 2010 and is subject to availability.*

City Edge Serviced Apartments

Mention VECCI or Victoria Tourism Week to City Edge serviced apartments to receive a special offer.

5 locations in East Melbourne

For bookings contact: 1300 248 933

Email: info@cityedge.com.au

Web: www.cityedge.com.au

Big 4 Holiday Park, Port Fairy

Stay for 3 pay for 2

Stay 3 nights in any of our cabins or Shearwater units and only pay for 2. Or enjoy our Tick, Tick, Tick special. Stay 3 nights in any of our cabins or Shearwater units and receive FREE wine, chocolates, family mini golf voucher, Go Kart family ride, 2 hours free wireless coverage and late check out.

For bookings contact: 1800 063 346

Email: contact@big4portfairy.com.au

Web: www.big4portfairy.com.au

Address: 115 Princes Highway, Port Fairy

Great Ocean Road Tourist Park- Petersborough

Stay in any cabin or at any site before September 17 and enjoy a 20 per cent discount!

Address: Peterborough, on the Great Ocean Road

For bookings contact: 1800 200 478

Email: stay@gortp.com.au

Web: www.gortp.com.au

The Island Accommodation "Penguins" - Phillip Island

10% OFF Normal Retail Prices. Tickets to the penguins & more! Plus Accommodation Was 65.00 Now 58.95. So that's Accommodation(12 bed multi-share), Penguin Parade, The New Koala Conservation Centre, Churchill Island Heritage Farm, Nobbies Centre.

Address: 10 - 12 Phillip Island Tourist Road, Newhaven

For bookings contact:: 03 5956 6123

Email: info@theislandaccommodation.com.au

Web: www.theislandaccommodation.com.au

**All bookings must be direct with The Island Accommodation. Accommodation upgrades available with 10% offer across all room types. You must mention VECCI to secure this discount.*

Quest Echuca Serviced Apartments Echuca Tour & Taste

This 2 night getaway takes guests on a gastronomic tour of some of the very best wineries and attractions Echuca has to offer... This package includes lunch and a Paddle Steamer Cruise.

\$230 per Studio Apartment per night based on 2 night MINIMUM Twin Share

For bookings contact: 03 5481 3900

Email: questechuca@questapartments.com.au

Web: www.questechuca.com.au

**Offer expires 11/09/2010*

Peppers Moonah Links Resort "It's all about winter pampering"

Indulge yourself with a warm winter escape at Peppers Moonah Links Resort. Your stay includes luxury overnight accommodation in your choice of Open Room or One Bedroom Suite, full breakfast in Pebbles Restaurant, 9 holes of golf on the Open Course with a motorized cart and a public access bathing pass at Peninsula Hot Springs.

\$195.00 per person, based on twin share (\$390.00 per room)

Address: 55 Peter Thomson Drive, Fingal

For booking contact: 03 5988 2000

Email: moonah@peppers.com.au

Shizuka Ryokan Japanese Country Spa & Wellness Retreat

Special Offer to celebrate Victorian Tourism Week

Winner of the 2008 and 2009 Hepburn Regional Tourism Awards and Finalist for the 2009 Victorian Tourism Award, Australia's renowned Japanese guesthouse is an indulgent retreat featuring traditional accommodation, delicious cuisine, luxurious spa treats as well as holistic wellness and health treatments. 10% off the B&B rates for multiple night stays and 5% off the B&B rate for single night stays.

Address: Lakeside Drive, Hepburn Springs

For bookings contact: 03 5348 2030

Email: info@shizuka.com.au

**Valid for bookings made before October 2010 for stays before Christmas 2010. This "Victorian Tourism Week" special offer must be claimed at the time of the initial booking. Some blackout periods apply.*