

Tourism Alliance Victoria

invites you to attend the

2008 Visitor Information Centre Summit in The Yarra Valley

Wednesday 6th to Friday 8th August 2008



Partner Sponsors



Associate Sponsors



Corporate Sponsors



Welcome to Marysville, The Yarra Valley

The 8th Annual Visitor Information Centre Summit. Wednesday 6th to Friday 8th August, 2008.

The Visitor Information Centre Summit is a conference designed specifically for Visitor Information Centre managers and staff members. The Summit has become the most important event on the Visitor Information Centre professional development calendar. It provides a chance for delegates to learn, network, share information and continually improve.

Day One - Familiarisation Tours and Dinner

On Wednesday 6th August all delegates are invited to attend one of 3 FREE familiarisation tours showcasing many of the magnificent attractions in the Yarra Valley region.

Time: 9.00am to 5.00pm.

Meeting Place: All three familiarisations will be meeting behind the Marysville Country Bakery, Pack Street, Marysville at **8.45am sharp**. All three tours will return to Marysville by 5pm.

Mystic Mountain Meander



Please wear layers of warm clothing and good walking shoes.

Relax Rejuvenate and Revive yourself during the Mystic Mountains famil.

Your day will commence at **Bruno's**

Sculpture Garden where you will meet Bruno and discover a magical paradise full of beauty, whimsical humor and fantasy. Meet the chefs Ashraf and Christine at the **Marysville Patisserie** where you will relax and enjoy Belgium hot chocolate, great coffee and homemade fudge.

Enjoy crystals, fairies, jewelry and much more at **Crystal Journey**, an old guest house surrounded by beautiful gardens. Learn how to be hooked on a Rainbow trout or Atlantic Salmon at **Buxton Trout and Salmon Farm** and sample Mitch's famous Mountain smoked Trout and caviar! Next stop is **Lake Mountain**, where you will have the chance to throw a snow ball, have a sled ride or sit in warm comfort and look out over the spectacular scenery.

Camberville is next where you will get a chance to walk to the Big tree and Coralyn Falls as well as hear a talk by local rangers. The day will finish up at the **Terracotta Room** with some Regional Wine tasting and afternoon tea.

Yarra Valley Wine, Food & Ale



This famil will take you on a tour around the beautiful food and wine valley surrounding Healesville. The day will commence at **Healesville Sanctuary** followed by a visit to the **Yarra Valley Dairy** where you can enjoy tastings of the farmhouse cheese. Enjoy a cleansing ale at **Coldstream Brewery** followed by a visit to the **Yarra Valley Gateway Estate** where award winning wines, handmade relishes and preserves are made on site. Lunch will be enjoyed at **Domaine Chandon** along with a brief tour of this magnificent winery. The best of the valley's accommodation facilities will be explored with a visit to **Balgownie Estate Vineyard Resort & Spa**, a stunning 5 star vineyard resort as well as **Yering Gorge Cottages** which is set on 110 acres of nature reserve. Relax over afternoon tea and enjoy the view. The afternoon will conclude with a visit to the **Tarrawarra Museum of Art**.

Visitor Information Centre Summit Networking Dinner

Following the familiarisation tours, there will be an opportunity to catch up on the day's events at an informal networking dinner. Relax with Yarra Valley wines and enjoy a winter indulgence of fine food in front of a roaring fire at the Black Spur Inn (ten minute drive from Marysville). There will also be a chance to get to know the region a bit more at the Buxton, Narbethong, and Taggerty Expo.

*There will be a bus departing from the Marysville Country Bakery at 6.15pm to visit the famous and majestic floodlight falls, Steavenson Falls. The bus will then make its way to **The Black Spur Inn, 436 Marooondah Highway, Narbethong** for dinner at 6.45pm. The bus will return to Marysville following dinner at approximately 9.30pm.*

Nillumbik - Where Melbourne Meets the Yarra Valley



Enjoy a drive through mountain ash forests of the **Toolangi** area and a welcoming morning tea as you begin your journey into the arts part of the Yarra Valley. A brief stop to see the unique **St Andrews Market** bush site before a prelunch wine tasting at **Lovegrove's of CottlesBridge Vineyard and Winery**.

Enjoy a relaxed lunch in Hurstbridge followed by a walk around the **Hurstbridge Heritage Trail**. From there travel to the historic artists colony of **Montsalvat** and be inspired by art and history. Then it's a real hands on art experience as you visit a working studio and the lifestyle of a true **Artist** - and maybe even turn a pot or two yourself.

Relax and take in the views of the valley as you enjoy an afternoon tea to remember at **Wellers of Kangaroo Ground**.

To end your visit to Nillumbik we will visit the **Kangaroo Ground Memorial Tower** which affords you a magnificent view you will long remember as you travel back to Marysville via Yarra Glen and Healesville.

"I found the speakers very interesting, and gained a great deal of useful information and ideas from the event. The networking events were excellent and it was great to meet people in the same field."

2007 Visitor Information Centre Summit Delegate

Visitor Information Centre Summit Program

On both Thursday 7th and Friday 8th August, the summit will be held at the **Cumberland & Villa Day Spa Marysville**, 34 Murchison Street, Marysville.

Day Two Thursday 7th August

8.30am to 8.50am

Registrations

8.50am to 9.00am

Welcome Address

Anthony McIntosh,

Chief Executive Officer,
Tourism Alliance Victoria

9.00am to 9.20am

Yarra Valley Regional Update

Jennifer Hutchison,

Chief Executive Officer, Yarra Valley
& The Dandenongs Marketing

9.20am to 9.55am

**South Burnett: A benchmark in regional
VIC networking**

Carolyn Knudsen, Manager, Tourism,
Arts & Culture, South Burnett Regional
Council, Kingaroy, Queensland

9.55am to 10.10am

AAA Tourism update

10.10am to 10.40am

Morning Tea

10.40am to 11.15am

Retail & your VIC:

Reflecting Regional Strengths

Brook Powell, The Department of
Hospitality, Tourism & Event
Management, Swinburne University

11.15am to 11.55am

**Engaging with your Indigenous
Community**

Mikael Smith, Managing Director
Australian Aboriginal Management
Solutions P/L

11.55am to 12.45pm

Innovations, Issues & Ideas Workshop

Facilitated by Tourism Alliance Victoria
and Tourism Victoria

12.45pm to 1.45pm

Lunch

2.00pm to 4.00pm

Marysville & District Afternoon Activity
Timber, Tourism & Gold

Day Three Friday 8th August

8.00am to 8.25am

Registrations

8.25am to 8.30am

Welcome to Day Two

Anthony McIntosh,

Chief Executive Officer,
Tourism Alliance Victoria

8.30am to 8.50am

Tourism Alliance Victoria update

Anthony McIntosh

8.50am to 9.30am

A Source of Funding:

Accessing & Obtaining Grants

Patrick Moriarty, Director of Training &
Development, Our Community

9.30am to 10.10am

An International Perspective:

i-SITE Visitor Information Centre

Network, New Zealand

David Wilks, Executive Manager,

i-SITE New Zealand,
Tourism New Zealand

10.10am to 10.35am

Morning Tea

10.35am to 11.50am

Four Victorian VICs in Profile:

Snapshot & Panel Discussion

11.50am to 12.20pm

**Parks Victoria - Working with Visitor
Information Centres**

Alysia Brandenburg, Strategic Tourism
Adviser, Parks Victoria

12.20pm to 1.05pm

Lunch

1.05pm to 1.35pm

Online Booking Systems,

Speaker TBC, Tourism Victoria

1.35pm to 2.05pm

Innovations, Issues & Ideas Wrap-Up

Facilitated by Tourism Alliance Victoria

2.05pm to 2.45pm

Cultural Intelligence At Work

Donna De Zwart,

Learning and Development Manager,
Diversity At Work

2.45pm

Summary & Closing

Anthony McIntosh,

Chief Executive Officer,
Tourism Alliance Victoria

Visitor Information Centre Summit Networking Dinner

The Visitor Information Centre Summit Networking dinner is one of the highlights of the three days where delegates get a chance to kick off their heels, indulge in the regional food and wine and network with fellow delegates.

The theme for the evening is "**Winter Wonderland**", a theme which inspires winter indulgence, a magical fairytale land, simplicity and style. **Dressing up for the occasion is a must!**

**Rochford Winery, Cnr of Maroondah
Hwy & Hills Rd, Coldstream**

6.30pm- 10.30pm

Buses will be departing from Marysville at 5.45pm sharp from behind the Marysville Country Bakery, Pack Street, Marysville.

At the conclusion of the evening, the first bus will be departing Rochford at approximately 9.30pm and the second bus at 10.30pm to return to Marysville.

Accommodation Options

Please find enclosed the 'VIC Accommodation Guide' which outlines accommodation options during the conference as well as VIC contacts in the region.

Need Further Information?

Contact Fiona Brooke, Industry Development Officer on 03 9650 8399 or fiona@tourismalliance.com.au



