

# PRESS RELEASE

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## Driving Tourism Partnerships

Otway's tourism businesses will have the opportunity to discover tricks of the trade and industry secrets when they participate in the first of three Business to Business Familiarisations of the Otway Hinterland on Tuesday 6<sup>th</sup> December, 2005.

The aim of the Familiarisations, or '*Famils*' as they are more commonly known, is to visit tourism businesses across the region and in turn explore partnerships, cross promotional opportunities and increase awareness of products and businesses within the Colac Otway Shire.

The full day Famil will include visits to accommodation, cafes/restaurants, cellar doors, created attractions, tour operations as well as other tourism product. An additional component to the Famils will be presentations from guest speakers on topics such as Packaging, the Art of Hosting Familiarisations, and New Business Opportunities.

"At the Otway Hinterland Tourism Community & Business Futures Forum held in Colac in August, the community identified key words to describe what success would look in their region." said Erin Slattery, Project Officer, Tourism Alliance Victoria.

"On-selling, Packaging, Networking, Team Work, Awareness, Partnerships, Collaboration, Co-Operation and Cross-Referrals were just a few of the words used to describe success."

"We believe these Famils are one way to support the tourism community to achieve success." Ms Slattery said.

The first Famil will be focussed on the Hinterland, including the townships of Colac, Forrest, Gellibrand and Beech Forest. The two subsequent Famils to be held in early 2006 will be coast centric.

There will be no charge to participate in the Famils and participants will be driven around the countryside on board a coach.

Tourism Alliance Victoria through the Department of Sustainability & Environment funded Otway Hinterland Capacity Building Project is coordinating the Famils, with support from the Colac Otway Shire and Otways Tourism.

The Capacity Building Project is one of 19 projects supported by the State Government through the New Future for the Otways Tourism Initiative. The Otway hinterland is one of Victoria's most precious natural settings and to make the most of this, the Government is investing in this suite of tourism projects.

The government's \$7 million commitment to tourism in the Otways is one of Victoria's largest ever, public land tourism investments.

To find out more about the Business to Business Famils or the Otway Hinterland Capacity Building Project visit [www.tourismalliance.com.au](http://www.tourismalliance.com.au) or contact Erin Slattery, Project Officer, Tourism Alliance Victoria on 03 9650 8399.