

ANNUAL  
REPORT

2008-09



WARRNAMBOOL  
TOURISM ASSOCIATION

# YOUR 2008/2009 WARRNAMBOOL TOURISM ASSOCIATION REPRESENTATIVES

## Executive

**President:**  
**Ros Orr (Retired)**

**Vice-President:**  
**Mike Clark - Quest Apartments**

**Secretary:**  
**Dianne Parker - Figtree Holiday Village**

**Treasurer:**  
**Heath Lyons - City Central Apartments**



Executive Committee:

**Peter Abbott**

- Flagstaff Hill/Visitor Information Centre

**Bev Burns** - Burnbrow Manor

**Anna Dyson** - City Central Apartments

**Paul Schmeja** - Mantra Deep Blue

**Kim Kavanagh**

- Warrnambool Cheese and Butter

**Rick Scott** - City Memorial Bowls Club

**Andrew Clarke** - 104 on Merri

**Peter McLachlan** - Pippies by the Bay

## vision

The Warrnambool Tourism Association vision is for a unified industry working with our Regional Tourism Authority, Local Government, "Business Warrnambool" and the community to develop and grow:

- \* A world class tourism industry that delivers quality products, services and experiences
- \* Sustainable growth and prosperity for the industry
- \* The contribution of the tourism industry to the Warrnambool regional economy

## mission

The mission of the Warrnambool Tourism Association is to provide a united voice, strategic direction and leadership for the sustainable development and growth of the Warrnambool tourism industry.

# minutes of 2007-2008 agm

## **WARRNAMBOOL TOURISM ASSOCIATION ANNUAL GENERAL MEETING**

### **FLYING HORSE BAR AND BREWERY 24/09/2008 at 7:30pm**

**WELCOME TO AGM:** Mike Clark

**PRESENT:** Bev & Robert Burns (Burnbrow Manor), Anna Dyson (City Central), Mike Clark (Quest Warrnambool), Diane Parker (Figtree Holiday Village), Paul Schmeja (Mantra Deep Blue), Chris Hooper (Country Comfort on Raglan), Carole Reid (Shipwreck Coast Marketing), Roslyn Orr, Peter McLauchlan (Pippies By The Bay), Bob & Helen Scarborough (Personalised Tours), Alby Lewis (Surfside Park), Rob Askew (Leahy's Electrical), Matthew Monk (Flying Horse Bar & Brewery), Rhonda Ritchie (Warrnambool Heritage Sweet Company), Peter Abbott (Flagstaff Hill), Marcia McCarthy (Visitor Information Centre), Merran Fyfe (Flagstaff Hill), John Holland (Mini Golf).

**APOLOGIES:** Andrew Clarke, Narelle Allan, Kim Kavanagh, Eric Gilbert, Bill Millard, Robert Lane, Jan Lynch, Dennis Ritchie, Garth & carol Duffy, Keith & Lucy Toohey, Katie Stafford, Heath Lyons, Graham Dyson.

**Moved:** Roslyn Orr    **Seconded:** Peter Abbott

**MINUTES OF PREVIOUS AGM** held at Proudfoots on the River on 25/07/2007

**Moved:** Bev Burns    **Seconded:** Anna Dyson

### **REPORTS**

**PRESIDENT'S REPORT:** Bev Burns. As tabled at the AGM.

**TREASURER'S REPORT:** Heath Lyons. As tabled at the AGM.

**SHIPWRECK COAST MARKETING REPORT:** Carole Reid

**- Re-building relationships    - Funding, - CEO Activities, - Financial members, - Marketing Activities, - Websites, - Spring Campaign.**

**Moved:** Diane Parker    **Seconded:** Roslyn Orr

**ELECTION OF OFFICE BEARERS:** Mike Clark

All positions declared vacant.

Nominations: Bev Burns, Anna Dyson, Kim Kavanagh, Mike Clark, Paul Schmeja, Andrew Clarke, Diane Parker, Chris Hooper, Peter Abbott, Peter McLauchlan, Roslyn Orr. Co-opted: Jan Lynch.

All nominations accepted.

The Executive to meet within 7 days to determine positions on Committee and members of Sub-Committees.

**AUDITORS:** Sinclair & Wilson.

**Moved:** Chris Hooper    **Seconded:** Carole Reid

### **GUEST SPEAKERS**

Matthew Monk (Flying Horse Bar & Brewery) Paul Schmeja (Mantra Deep Blue) – "Chocolate Week"

### **TOUR OF THE FLYING HORSE BAR & BREWERY**

Light refreshments of Chocolate Slice and Chocolate coloured beer, in line with the forthcoming Chocolate Week.

## PRESIDENT'S REPORT - Ros Orr

**The last nine months has been a time of reflection and adjustment for the Warrnambool Tourism Association and its Executive Committee.**

In that time Shipwreck Coast Marketing shouldered the responsibility for sourcing membership and for organising and implementing the promotion of our city and our region.

The Warrnambool Tourism Association resumed the standard role of a local tourism association which is to make sure the necessary services and facilities are in place to enhance the visitors experience once they have arrived here in Warrnambool.

It is not the responsibility of the WTA to carry out the marketing of our city. However, it is essential for our successful tourism future that the key organisations of WTA, VIC, SCM and the WCC work co-operatively together to form a strong and vibrant partnership and this we are now doing.

The WTA was instrumental in instigating the inaugural Chocolate Week in October 2008. This event was designed to attract people to our city and to then help move them from the accommodation businesses into the retail and restaurant sectors. The support we received from Shipwreck Coast Marketing, the City Council, Coast FM/3YB, Southern Cross Ten and the

Warrnambool Standard was enthusiastically given and gratefully received. Many thanks also to Paul Schmeja, the originator of the idea, the WTA Chocolate Week Committee and to all those businesses that supported this venture. It is planned to make it an annual event and that the next one will be bigger and better.

The Warrnambool Executive Committee carried out a Business Plan Review followed by a Budget Review in order to determine the direction and type of our activities.

The Business Plan Review was preceded by short briefings from Carole Reid from Shipwreck Coast Marketing and Peter Abbott from the VIC so that we were all completely up to date with proposed future promotional plans and campaigns that may have affected our decisions.

Goals, objectives and action plans were reviewed and discussed to make sure that we were 'on the right track' in the way in which the WTA supports tourism in Warrnambool and therefore best serves the interests of the member businesses. We then selected and budgeted for the activities that could best accomplish these tasks.

The main activities have included the further development of Chocolate Week, the continuation of Familiarisation Tours for locals and non-locals, the organisation of Information Forums and networking opportunities, planning of tourism sponsorships and funding support for the tear-

## president's report - cont,

off maps. New initiatives already in the pipeline include the instigation of a Street Volunteers program in conjunction with the Visitor Information Centre, updating the WTA website to be solely member-based and the production of Welcome Kits for new members.

The WTA has also been active in regularly communicating the needs of tourism in Warrnambool to other organisations that may be influential in meeting those needs.

Issues in 2008/2009 have included:

- the impact of price boards in the street stating dollar amounts;
- differential advertising rates in WCC publications for members as against non-members;
- the need for renovations on the Breakwater boat ramp; the situation regarding camping at the Showgrounds;

- the current lack of signage to Warrnambool on the Geelong ring-road;

- the possible effect of seismic testing on the whales;

- and the proposed re-branding of the Shipwreck Coast to The Apostle Coast.

In closing I would like to thank the WTA Executive Committee for all their support, dedication, time and expertise. In particular, I would like to thank Diane Parker for her commitment, dedication and ready availability in assisting me by carrying out the role of Secretary.

New members will be coming on board for 2009/2010 and we look forward to working with them in continuing to be an active and energetic Warrnambool Tourism Association Executive Committee.

Thank you, everyone, for attending tonight.

Enjoy your evening.

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## membership report

### **The Warrnambool Tourism Association membership numbers reached 166 for the 2008/2009 financial year.**

The regional tourism body, Shipwreck Coast Marketing, sources members and collects the fees.

The WTA assists in this process as circumstances require and receives \$100 per member to carry out its responsibilities as the local tourism body.

Payment of these fees results in automatic membership of both organisations.

Just some of the benefits of membership include:

- access to your local tourism association (WTA) that is focussed on local issues that benefit tourism,

- the right to display brochures in relevant Visitor Information Centres,

- the opportunity to participate in the booking system "Book Easy" which is managed by the Warrnambool Visitor Information Centre,

- up to a 5-page individual profile of your business on the destination website and involvement in all Shipwreck Coast Marketing Online,

- Public Relations and Media campaigns designed to drive visitation to individual destination websites and in turn member businesses.

## Warrnambool Visitor Information Centre

Staff at the WVIC continue to develop services at the centre that targets the operational vision **“to influence guest behaviour to stay longer and do more activities in Warrnambool.”**

The return of volunteers to the WVIC will continue through the coming year. We see this service expanding in the future with the potential for more volunteers in the WVIC and roaming WVIC Volunteers through peak season and events. We will be seeking the support of WTA to expand these volunteers roles to further deliver guests services.

Rachel Edwards has been appointed as the WVIC Coordinator. She has worked with operators through the introduction of the Warrnambool Booking Service and she is always available to assist operators to maximize their exposure through the booking service and VIC. Please make contact with her on 03 5559 4601 or [redwards@warrnambool.vic.gov.au](mailto:redwards@warrnambool.vic.gov.au)

Warrnambool continues to be the only regional centre that has a staffed VIC service after hours. Our VIC has trained staff on site from 9am to 9pm (10pm Summer). This is made possible by the co-location of Flagstaff Hill and WVIC.

### Booking Service Update

Total Revenue Processed	\$571,659
Bookings	2,175
Nights	3,631
Operator Page Views	128,251
Referrals to Operator Web Sites	18,571

The introduction of the booking service has allowed for the WVIC to provide greater levels of reporting to the industry on exposure of their product. The above statistics highlights that the booking service is not just about accommodation – 300 bookings were processed through the system for attraction products which we hope to grow in coming years.

### New Phone Systems

WCC have updated the phone systems which will give us more flexibility to manage calls to the WVIC. Through peak times we do experience delays in answering calls and the new system will allow these calls to be distributed through other parts of the precinct.

### Great Ocean Road Web Site Redevelopment

An updated web site strategy by Great Ocean Road Marketing should provide a clearer path to operators and visitwarrnambool web site. It is important for operators to benefit from the strength of the Great Ocean Road brand and maintain a listing on the Great Ocean Road web site, as well as the [visitwarrnambool.com.au](http://visitwarrnambool.com.au) site.

### Online Sales Ability

The internet has become the vital link between guests and operators. If you don't have the ability to make on line sales you are missing vital traffic flow to your business. In simple terms waiting by the phone for calls is only one source of business, online sales ability is just as important as having a phone in your office.

Bookeasy have recently updated the ability to have accommodation managed on multiple online sites. Siteminder and other online management tools allow you to list your beds on multiple sites with the chance of double bookings. Please contact Rachel Edwards to find out how you can become a gold member of Bookeasy systems and manage instant sales.

### Get Involved In Your Industry

I encourage all operators to get involved in your industry. Attending WTA or Shipwreck Coast Marketing functions is a great way to meet other operators and be involved in bringing more people to Warrnambool. If you don't get involved who will?

Peter Abbott, Manager – Tourism Services

## Flagstaff Hill Maritime Village

Continued updates to the FSH tourist attraction has occurred through the past year. Winning the 2008 Victorian Tourism Award – Tourist Attraction highlights that we are actively working to develop the site as a tourist attraction for Warrnambool and the Great Ocean Road. The awards does not state we have the largest rides or biggest budgets, it does reflect the work we do to act as a regional attraction for our city and the Great Ocean Road.

### Flagstaff Hill Attendances

Attendances at Flagstaff Hill Maritime Village have risen overall through 2008/09.

Flagstaff Hill Day	Up 17%	47,785
Shipwrecked	Down 6%	29,986

Continued development of special events and activities across the site have broadened the appeal of the site. Local membership has grown from 30 families just 18 months ago to over 560.

The development of new events and functions will continue through 2009/10 with a focus on shoulder and off peak events. Please look to highlight these special events on your web site and add a special reason to come to Warrnambool.

Shipwrecked attendances were down 6% with much of these lower numbers coming from trading prior to November 2008. This reduction was also off a peak year in 2007/08.

### New Laser Show Launched

#### – Animal Kingdom

The new show was operated through the winter school holidays. The assessment of the show is still being

conducted and a decision will be made if the show will return in the September school holidays. The new show needs to not impact on the higher yielding Shipwrecked show for it to be considered a success.

### What Does This Mean To The

#### Wider Tourism Industry?

- 38% of guests surveyed highlight that Shipwrecked directly influenced their decision to stay in Warrnambool overnight;
- More overnight stays means more dollars for all businesses in Warrnambool

### How Does Your Business Link

#### To These Stays?

FSH has a large number of businesses in the city that sells tickets to FSH over their counters. This allows you to quickly convert guests to potentially stay longer and do more things in Warrnambool, and yes potentially stay and extra night.

If you wish to join the Accommodation Partners Program please contact Merran Fyfe at FSH 03 5559 4602.

Flagstaff Hill Maritime Village continues to look for ways to partner with local businesses to develop tourism spend in our city. Please feel free to contact me to discuss any ideas you may have on 03 5559 4608.

Peter Abbott

Manager – Flagstaff Hill Maritime Village



# professional development committee report

## **LOCAL FAMIL.TOUR**

Seventeen operators were visitors in their own town when they recently participated in our local familiarisation tour.

With tour guide Kim and coach driver Eric they visited seven major attractions and enjoyed a scenic drive through Warrnambool, Koroit, Mailors Flat, Wangoom, Allansford, Logan's Beach and return.

At each Attraction they were greeted by the operator for a tour of their property and an explanation of the services they offer to visitors.

This firsthand experience assists in passing on accurate information to guests to encourage them to stay longer in our city and enjoy all the activities on offer.

On behalf of the WTA and the participants on the tour we acknowledge the following participating businesses. Warrnambool Visitor Information Centre, Flagstaff Hill, Aqua Zone, Tower Hill, Air Warrnambool, Cheese World and Logan's Beach Day Spa and Fitness Centre.

Due to time restraints it wasn't possible to call in to all members' properties but many were pointed out and discussed as we drove by.

## **WTA CHRISTMAS DINNER**

Members took some welcome time out before the busy holiday season began to enjoy each others company at Beach Babylon at the Association's Christmas Dinner.

Operators expressed their appreciation to be offered the opportunity to network with others to exchange ideas and experiences.

For many it is difficult to leave their business to attend regular meetings throughout the year and this was an ideal way to catch up whilst enjoying a delicious meal and a few drinks.

## **WTA/SCM WEB SITE LAUNCH**

Our committee worked with SCM to organise a member's function to launch the updated [visitwarrnambool.com.au](http://visitwarrnambool.com.au) web site.

The guest speaker was the chairman of the Great South Coast Food and Wine Group, Ted Rafferty.

Mr Rafferty spoke about the role his group plays in promoting regional product to visitors and locals and the proposed introduction of local Farmer's Markets.

The GSCFWG has also developed a Web Site which will greatly assist with future marketing.

## **SHEEPVENTION PROMOTION**

WTA committee members operated a stand at the Hamilton Sheepvention to promote Warrnambool as a holiday destination to our nearest neighbours.

Many of those attending the show were from Portland, Heywood, Hamilton and the Mallee with others attending from the Lime Stone Coast area of SA. All were interested in our City as a weekend/short stay destination for shopping and visits to the beach.

On behalf of the PD committee I would like to thank all the members who participated in our activities this year and encourage your continued support.

Kim Kavanagh