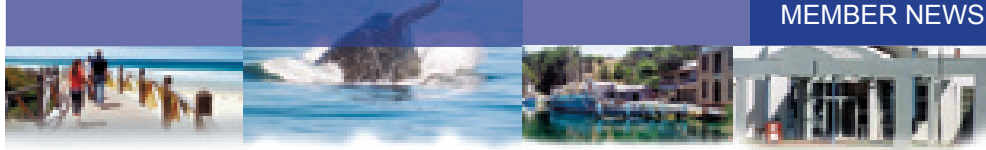




TOURISM

WARRNAMBOOL TOURISM ASSOCIATION INC.
MEMBER NEWSLETTER - JUNE 2009



today

WTA PLANNING FOR THE FUTURE

The WTA Executive Committee has been very busy on behalf of the members carrying out a Business Plan Review followed by a Budget Review as well as the usual regular meetings.

The Business Plan Review was preceded by short briefings from Carole Reid and Peter Abbott 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.

The main purpose of a Local Tourism Association such as the WTA is to look after the visitors after they have arrived in our city. In order to achieve this goal the Executive Committee selected the activities that it felt could best accomplish this task.

The main activities included the further development of Chocolate Week, the instigation of a Street Volunteers program in conjunction with WVIC, the continuation of Familiarisation Tours for locals and for non-locals, the organisation of Information Forums and networking opportunities, sponsorships of visiting tourism groups and major sporting events, funding support for such diverse things as a proposed Tourism Week, the tear-off Warrnambool maps, Welcome Kits, etc.

Both reviews were very productive exercises and provided us with renewed confidence in moving forward along planned guidelines to work for the benefit of the members.

ALL ABOARD FOR THE UPCOMING FAMIL TOUR

A Familiarisation tour for the members of the 12 Apostles Tourism Association is being planned for October. Operators from Port Campbell and district will be invited to participate in a guided tour of Warrnambool and surrounds.

A Port Campbell coach operator will be guided by a WTA member allowing him the opportunity to promote future tours into our region with first hand knowledge.

This WTA initiative will provide the Port Campbell operators with correct information to pass on to guests travelling our way. Any WTA members who wish their property be included on the itinerary please contact Kim Kavanagh on 55632130.

WTA Annual General Meeting

More detailed information will shortly be coming your way with regard to the WTA Annual General Meeting which is usually held approximately one month after 30th June.

We are hoping that this AGM will be an AGM with a bit of a difference. More on that to come!

MINUTES OF MEETINGS

The Minutes of any WTA meetings are available to all Members. Should you wish a copy to be sent to you automatically after each meeting please contact the Secretary, Diane Parker, via phone 55611233 or via email at diane@figtreepark.com

If you do not wish to automatically receive every set of Minutes then specific ones can be requested via Diane as well.

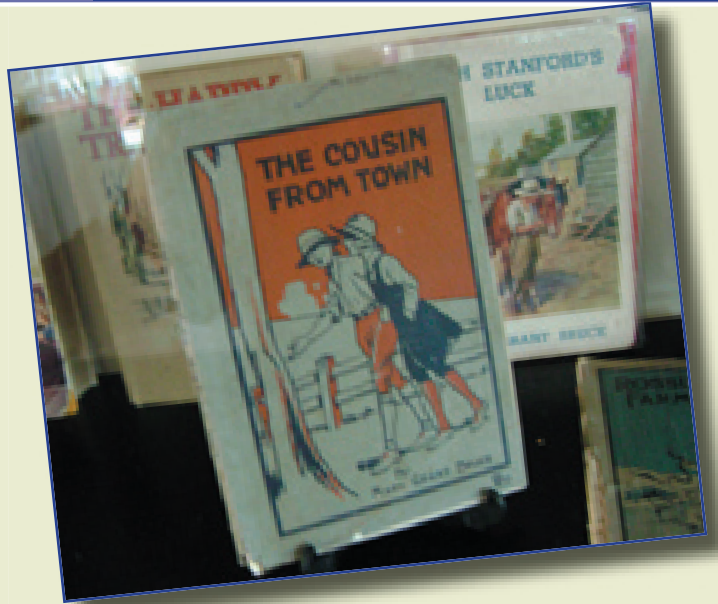
CHEESE WORLD MUSEUM SPECIAL SCHOOL HOLIDAY BOOK DISPLAY

To celebrate the Fun 4 Kids Festival the Cheese World Museum has a special display to delight young and old alike.

The display features an extensive collection of children's books dating from the early 1900s. Many were popular Christmas and birthday gifts and school prizes presented for a good year's work.

There are story books, picture books, boy's and girl's illustrated annuals, bible stories, bed time and adventure stories. The highlight of the display is a collection of first edition novels by Mary Grant Bruce and Ethel Turner.

For 48 years from 1894 there wasn't a single year with out a new book from one of these two wonderful Australian



Authors. Some of the titles many will remember are best selling children's novel 'Seven Little Australians', and much loved school readers 'Rossiters Farm' and 'The Cousins from Town'.

The books will be on display from now until August and admission is free as part of your visit to Cheese World.

YOUR VOICE MAKING A BIG DIFFERENCE

The WTA Executive Committee is always actively involved, on behalf of the Members, in regularly communicating the needs of Tourism in Warrnambool to other organisations that may be influential in meeting those needs.

Topics in 2008/2009 have included: the negative effect of price boards stating dollar amounts; differential advertising rates in WCC publications for members as against non-members; the need for renovations at 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.

If any members are aware of any issues that should be brought to the attention of the WTA Executive Committee please contact the President, Roslyn Orr, by email ro56278@bigpond.net.au or by phone 55616367.

CO-ORDINATOR PROPOSED FOR CHOCOLATE WEEK

The WTA Executive Committee has plans in place to engage a short-term part-time coordinator to organise Chocolate Week which will take place in the second week of the September-October school holidays, 28th Sept-4th October.

The purpose is to have a dedicated Chocolate Week planner who can focus on growing and improving the Festival. 2008 was the inaugural year for Chocolate Week and it is proposed to make it "bigger and better" in 2009.

The Co-ordinator will be guided by the WTA's Chocolate Week Committee. The objective of Chocolate Week is to enhance the visitors' experience of Warrnambool, to create an event that will attract more visitors to our city and to increase visitors' patronage of the restaurant and retail sectors. More information will be forthcoming as we move closer to the event.

Getting to know your Executive

profile



Our inaugural profile is of Peter Abbott whose expertise and input into the development of Tourism in Warrnambool is invaluable. Peter was asked to provide the WTA Newsletter with a short summary of his professional life.

"I started in Tourism driving a miniature train at the Fauna Park next door to where I grew up in the Yarra Valley.

After finishing university I worked at Falls Creek in the winter and then headed to Canada for a further winter in ski lift operations. I returned to Australia and worked at the Cradle Mountain Resort in Tasmania before coming back to Melbourne to work at Crown Casino as the Administration Manager Gaming Machines.

Following this I then travelled to various locations in an AVIS Rent-a-Car Business Development role before taking a position as Event Operations Manager at the Melbourne Exhibition and Convention Centre where I managed all operational departments running events as diverse as Motor Shows, Home Shows, Dental Conferences and Sexpo.

I took a tree change when we shifted our family to Mount Gambier where I was the Regional Manager for Limestone Coast Tourism. I moved to Warrnambool approximately 2 years ago to manage Flagstaff Hill and my role has now been expanded to include Tourism Services for Warrnambool City Council."

Many thanks to Peter for sharing this information with us.

The Warrnambool Tourism Association Executive Committee is made up of twelve members. These members currently include Roslyn Orr (President), Mike Clark (Vice-President), Diane Parker (Secretary), Heath Lyons (Treasurer), Bev Burns, Anna Dyson, Kim Kavanagh, Peter Abbott, Paul Schmeja, Peter McLachlan, Andrew Clarke and Rick Scott.

In each newsletter we plan to progressively do a small profile on each committee member in order to familiarise all WTA/SCM members with their professional backgrounds. We hope that you will find this of interest and perhaps it may even prove to be helpful in some way.

BUILDING ON OUR MEMBERSHIP

Our membership numbers remain steady at 167. It is the responsibility of Shipwreck Coast Marketing to source members and collect funds. These processes are supported by assistance from the WTA Executive Committee when required.

If any members know of someone who may be interested in also becoming a member please contact Katie at Shipwreck Coast Marketing via phone 55617894 or email her at katie@shipwreckcoast.com.au