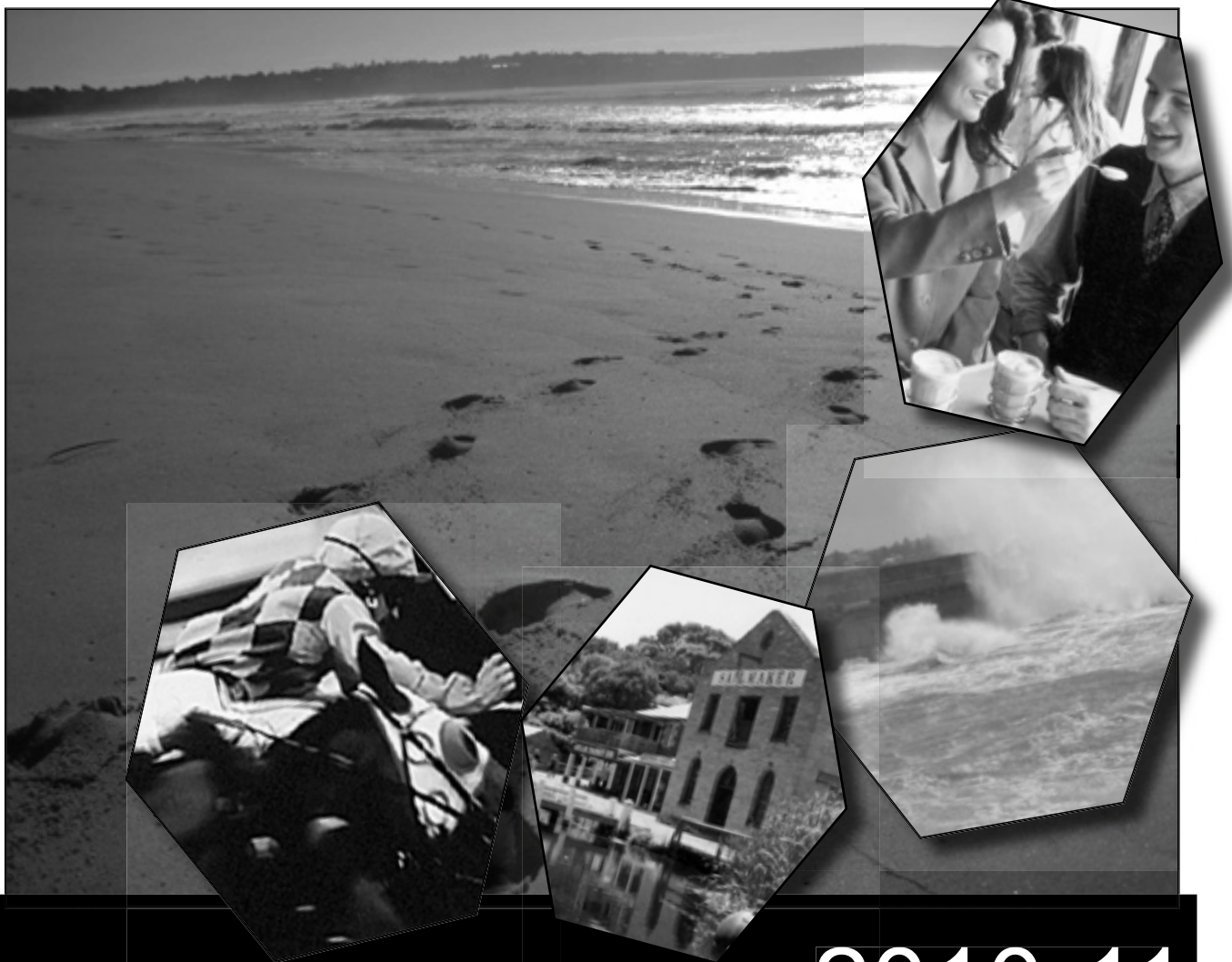


ANNUAL REPORT



WARRNAMBOOL
TOURISM ASSOCIATION INC.



2010-11

YOUR 2010/2011 WARRNAMBOOL TOURISM ASSOCIATION REPRESENTATIVES

vision

The Warrnambool Tourism Association vision is for a unified industry working with our Regional Tourism Authority, Local Government, and all other interested parties 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.

Executive 2010/2011

President:
Ros Orr

Secretary:
Dianne Parker
- Figtree Holiday Apartments

Treasurer:
Anna Dyson
- City Central Apartments

Executive Committee:

Bev Burns

- Burnbrow Manor

Kim Kavanagh

- Cheese World

Simon Kettyle

- Simon's Waterfront Restaurant

Kristian Lindhe

- Sebel Deep Blue

Stephanie McMillan

- Visitor Information Centre

Bob Scarborough

- Southwest Explorer Tours

Rick Scott

- City Memorial Bowls Club

Max Taylor

- Surfodesy

Jon Watson

- Lady Bay Resort

Robyn Whyte

- Raglan Motor Inn

minutes of 2009-2010 agm

WARRNAMBOOL TOURISM ASSOCIATION **ANNUAL GENERAL MEETING** **SEBEL DEEP BLUE TUESDAY 7TH SEPTEMBER 2010 at 6:00PM**

6:00PM-6:30PM: Arrivals, drinks and canapés.

6:30PM: OFFICIAL WELCOME AND OPENING OF AGM: Bob Scarborough, MC.

PRESENT: Mayor Michael Neoh, Bruce Anson (CE WCC), Merran Fyfe, Peter Abbott, Roslyn Orr, Kristian Lindhe, Kim Kavanagh, Bob Scarborough, Helen Scarborough, Bev Burns, Robert Burns, Diane Parker, Robyn Whyte, Jon Watson, Stephanie McMillan, Max Taylor, Simon Kettyle, John McInerny, Eric Gilbert, Chris Considine, Anna Stapleton, Rhonda Ritchie, Jan Lynch, Margaret McKenzie.

APOLOGIES: Melissa Franc, David Mills, Carole Reid, John Maher, Tom Lindsay, Nick Rule, Helen Ullman, Gary Parsons, Alby Lewis, Rob Askew, Ben Hammond, Anna Dyson, Graham Dyson, Jennifer Lowe, Greg Wood, Jim Balkin, Rick Scott.

At Carole Reid's request, it was announced that she was unable to attend the WTA AGM due to her Regional promotional commitment on the same day at Etihad Stadium for Victorian Tourism Week.

MINUTES OF AGM ON 29TH JULY 2009 **Motion:** That the Minutes of the AGM of 29th July 2009 be accepted.
Moved: Jon Watson **Seconded:** Peter Abbott

ANNUAL REPORTS

President's Report: as tabled and presented by President Roslyn Orr.

Treasurer's Report: as tabled in written AGM report.

Partner's Report: re WVIC as tabled in written AGM report

Motion: That the official reports be accepted. **Moved:** Bev Burns **Seconded:** Kim Kavanagh

ELECTION OF WTA EXECUTIVE COMMITTEE MEMBERS All positions declared vacant.

Nominations: Roslyn Orr, Kim Kavanagh, Anna Dyson, Bev Burns, Kristian Lindhe, Jon Watson, Bob Scarborough, Simon Kettyle, Diane Parker, Stephanie McMillan, Robyn Whyte, Rick Scott.

No further nominations. All nominations declared elected.

ELECTION OF OFFICE BEARERS All positions declared vacant.

President: Roslyn Orr (nominated by Diane Parker)

Vice-President: Kim Kavanagh (nominated by Jon Watson)

Secretary: Diane Parker (nominated by Roslyn Orr)

Treasurer: Anna Dyson (nominated by Bev Burns)

No further nominations. All nominations declared elected to relevant positions.

ELECTION OF AUDITORS for 2010/2011.

Motion: That Sinclair Wilson be appointed as Auditors. **Moved:** Roslyn Orr **Seconded:** Robyn Whyte

CLOSE OF WTA AGM.

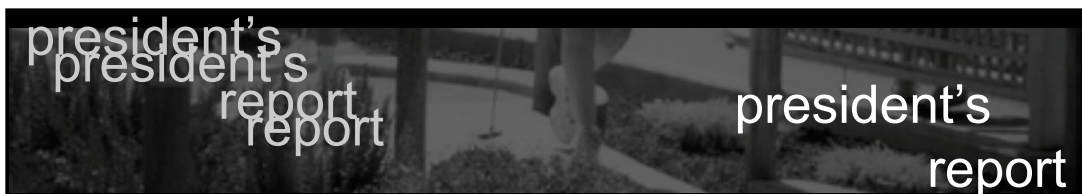
INTRODUCTION OF MERRAN FYFE (FLAGSTAFF HILL) AS THE FIRST SPEAKER.

Merran spoke about her professional development trip overseas that was the result of her success in winning the Victorian Tourism Young Achiever Award for 2009.

INTRODUCTION OF BRUCE ANSON (WCC CE) AS THE SECOND AND FINAL SPEAKER.

Bruce spoke about the positive future of Warrnambool with regard to the increased industrial developments in our region and the expected population growth and expansion of the city of Warrnambool.

7:30PM-8:00PM Coffee and cakes.



PRESIDENT'S REPORT

- Ros Orr

Once again it has been a very busy year for the Warrnambool Tourism Association. In 2010/2011 the Executive Committee consisted of 13 dedicated members who have found the time in their busy schedules to meet approximately every six to eight weeks to discuss matters of local importance in the areas of tourism and hospitality. The Committee has communicated its discussions, ideas and decisions to the Members via a quarterly Newsletter and the distribution of the Minutes of meetings.

In the winter of 2010 the Warrnambool Tourism Association worked with Shipwreck Coast Marketing to promote the presence of the whales at Logans Beach by contributing \$4400 towards the cost of airing the TV advertisement for three weeks. The number of whales was significantly less in 2010 than in 2009 but it was still necessary to let potential visitors know they were here as even a sighting of just one whale can be a great thrill for those who have never before been able to enjoy the unique land-based viewing experience offered at Warrnambool's Logans Beach.

In July 2010 Carole Reid at Shipwreck Coast Marketing organised a wonderful Tourism Week to promote the food and wine of the region and to encourage locals to appreciate their area through the eyes of visitors. The Warrnambool Tourism Association contributed \$2000 towards the production of the brochures that were developed to promote this very successful event.

It was decided at a meeting in July 2010 that Eric Gilbert would be approached to be the spokesperson for the WTA to promote our activities during his radio talks on 3YB. Eric, with the support of Peter Heedon, very kindly agreed and has continued throughout the

year to inform his listeners of upcoming WTA events and functions. Kim Kavanagh was given the task of keeping Eric supplied with relevant topics and Eric has done an excellent job of passing on this information in a relaxed and chatty manner. Many thanks to all concerned.

A full-day familiarisation tour with members of the Port Campbell Tourism Association took place on 19th July and was extremely successful. It resulted in a great deal of enthusiasm, improved knowledge of our local tourism world and an increase in co-operative promotion of each towns' assets. On 29th November Port Campbell Tourism Association reciprocated also with a full-day familiarisation tour of their region. John McInerney was our cheerful guide. We were informed of the Craters to Coast Discovery Program and then taken on the very enjoyable "Food, Wine and Vistas Loop". In April 2011 local operators and staff were treated to a short 3-hour familiarisation tour, this time of their own area. It is important that those who are involved in tourism are very well informed of all that their area has to offer including the lesser known attractions such as the Lavender Farm and Lake Gilleear. Many thanks are due to Kim Kavanagh for organising these wonderful tours and to Bob Scarborough for contributing his time and his enthusiastic local knowledge to help ensure their success.

In August 2010 the WTA sponsored the dinner for the Visitor Information Centre Summit that was attended by staff from many Regional Information Centres. This Summit promoted camaraderie, information, communication and co-operation between Information Centres all of which can only be a benefit to the tourism industry as a whole.

The Warrnambool Tourism Association and the Visitor Information Centre jointly sponsored the Tourism Accommodation Services & Golden Plate Award at the Powercor Business Awards in October 2010. Congratulations to the winner, Muffin Break, and to Club Warrnambool for being Highly Commended.

Many years ago the Warrnambool Tourism Association and the Visitor Information Centre reached an agreement that the WTA would purchase the Bookeasy online booking system and the VIC would install and manage it. Anna Dyson, a long serving member of the Committee and our current Treasurer, made the initial suggestion which we all supported. Since that time the frequency of online bookings has increased quite dramatically. Therefore it was decided in 2010 that it would be in the best interests of tourism in Warrnambool if the ownership of the Bookeasy licence was transferred from the WTA to the VIC. This transaction was successfully completed to the satisfaction of both parties in December 2010.

The annual WTA Christmas function was held on 16th December and was well attended. We began the evening at John Holland's Mini-Golf By The Sea and then moved on to the Surf Club. After a very interesting talk at each venue we all shared a delicious finger food buffet on the deck at Simon's Waterfront. Coffee and cake was then enjoyed at the newly opened Pavilion. It was a very informative evening.

The Warrnambool maps are re-printed by the Warrnambool City Council approximately every 18 months. The Warrnambool Tourism Association contributes approximately \$2000 to the cost of each print-run and is involved each time in the adjustments required in the details of the map. The map was re-printed in April/May of this year.

A formal Information Session was recently held at the City Memorial Bowls Club on 27th June in order to provide an opportunity for WTA Members to inform themselves of the various ways in which Warrnambool is being promoted. The function was well attended. Many thanks to Carole Reid from Shipwreck Coast Marketing and Peter Abbott from the Visitor Information Centre for their enlightening presentations.

The Warrnambool Tourism Association Executive Committee is currently involved in developing a "Things To Do" list that will be designed to be easily distributed to guests to encourage them to increase their length of stay. A sub-committee consisting of Jon Watson, Bob Scarborough, Kim Kavanagh and Max Taylor is also working with Carole Reid in formulating the coming Shipwreck Coast Spring Marketing Campaign. The Warrnambool Tourism Association has agreed to provide up to \$10,000 towards this campaign. These two initiatives have been instigated in the 2010/2011 financial year and will be finalised in the 2011/2012 financial year.

I have not mentioned by name every member of the Executive Committee but each and every one is actively involved in contributing their ideas and opinions at our very lively and enjoyable meetings. I would like to take this opportunity to sincerely thank all of them for taking the time to be directly involved in the activities and meetings of the WTA. I would particularly like to make special mention of Kim Kavanagh who organises many functions and famils on behalf of the WTA as well as working full time as the Promotions and Marketing Co-Ordinator at Cheeseworld. She has been an active member of the Executive Committee for many years and deserves our acknowledgement and appreciation of her contribution. Thank you Kim.

Thank you for attending. Enjoy your evening.

Roslyn Orr, President WTA

Tourism Services

Report 2010/11

Tourism Services details a range of services that the Warrnambool City Council supplies to the tourism industry to support increased spending by guests to the city.

Funding Shipwreck Coast Marketing

Warrnambool City Council supports the funding of a regional tourism association (SCM) so that a partnership between industry and local government can be created. This joint partnership aims to market the region away from our area and so much of the work of SCM is not seen locally. I congratulate SCM for their recent campaigns in what is a very difficult regional tourism market.

Great Ocean Road Regional Tourism Association

Warrnambool City Council has been part of the implementation committee for the new GORRTB.

Given this is the Warrnambool Tourism Association Annual Report it should be noted that the WTA needs to consider their role in this new regional tourism structure. The previous guarantee of WTA membership fee being collected by SCM and paid back to WTA may not exist in the new regional structure. Warrnambool City Council supports the GORRTB with funding and policies to encourage industry to support this combined regional structure.

Warrnambool Visitor Information Centre

The Visitor Information Centre delivers a broad range of information services to visitors both prior to travel to Warrnambool, and those who have arrived. Through co-location within the Flagstaff Hill precinct it is the only centre in regional southern Australia to offer services between 9.00am and 9.00pm 7 days per week (11.00pm in summer).

Services were extended in January 2011 with the opening of the pavilion Hub – Visitor Information Centre at the new Foreshore Pavilion building.

On the staffing front there were a number of changes and moves. Rachel Edwards headed off in 2010 to have her first child, and has recently returned as the VIC Coordinator job sharing with Sue Kinna. Stephanie McMillian was acting in Rachels role for 12 months and left us in May 2011 to take up a job in a French ski resort.

Warrnambool Welcomers Volunteer program was expanded through 2010/11 so that we have volunteers assisting guests to Warrnambool in the Visitor Centre on most shifts of the week. Our VIC Coordinator goes through an induction process with all volunteers and like all staff our volunteers bring a broad range of skills and experiences of living in Warrnambool to their role as ambassadors to our guests to the city.

Visitor Information Centre develops an operating vision of 'influencing guest behaviour to stay longer and do more activities in Warrnambool'.

I thank Visitor Centre staff and volunteers for the assistance this year as we opened the new Pavilion Hub.

Online sales through the visitwarrnambool.com.au website declined considerably this year whilst the level of traffic to the site actually increased. This indicates that people are using the sit to reaserch their trip but we are not converting these into sales online.

To help address this the way accommodation searches on the web site will change giving priority listing to properties that have immediate online available. This allows guests to book and pay online without the need for a VIC staff member to call to double check the room is available.

SCM have run a range of workshops on getting your products online and the updated accommodation searches on [visitwarrnambool](http://visitwarrnambool.com.au) web site will allow us to deliver the booking experiences that guests expect.

Operators that can't or don't wish to "go live" will still be displayed on the site and VIC staff will still actively sell your products, but with close to 40% of booking in the system no being online you will be missing booking opportunities if you don't become a online operator.

Prepare your business for this now!! Become Gold Member and get a book now button on your own web site.

VIC Key indicators	2008/09	2009/10	2010/11
Visitors provided with information and advice to over	170,000	164,035	159,245
Information provided via the website - unique visitors	97,515	116,458	1699
Bookings	2,164	2,274	1699
\$Value	\$559,484 4	\$526,193	\$367,789
Operator Page Views	98,758	89,369	64689
Click Through To Operator Website	9,872	9,534	6807
Visitwarrnambool Unique Visitors			101,212
Visitwarrnambool Page Views			369,875

Whilst the most popular pages differ depending upon the season the most popular pages over the year were

Page Name	Page Views
Accommodation	92,374
Updated Whale Sightings	18,687
Attractions and Activities	16,079
Things to Do	12,805
About Warrnambool	9,752
Webcam	8,410
WhaleWatching	8,287
Restaurants	7,446

Facebook Updates

Warrnambool Visitor Information Centre updates to a range of Facebook pages through the year. The most popular period is through the whale sightings period.

Over 8500 Facebook users are updated on 4 different Facebook pages

I thank Tourism Services staff and volunteers for their efforts through the 2010/11 year.

Peter Abbott

Manager Tourism Services





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