



Victoria's High Country

North East Victoria

Tourism Information Update February 2009

North East Victoria Tourism Inc.

Campaign Committee for Victoria's High Country
ABN 38 822 949 309 - AO 0031290J

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NEVTi COMMITTEE

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Members Kate Biglin
Indigo Shire Council

Gina Bladen
1860 Luxury Accommodation

Matt Broadbent
Falls Creek Resort Management

Kate Green
Rural City of Wangaratta

Jeanie Hall
Benalla Rural City

Debra Shaddock
Rural Skills Connect

Eric Stewart
Mount Buller Chalet

BUSHFIRE RESPONSE & RECOVERY

North East Victoria Tourism extends its heartfelt condolences to the families, friends and communities of our region, who have suffered tragic losses over the past few weeks.

Clearly the scale of loss associated with these fires has not been experienced before and our region has been impacted both in human and economic terms. We can however use the knowledge gained from past bushfire experience to implement immediate tourism response and recovery action.

NEVT have held two Bushfire Response & Recovery meetings attended by key High Country tourism stakeholders. A High Country [Bushfire Response & Recovery Committee](#) has been formed and will coordinate tourism recovery efforts in conjunction with Tourism Victoria, industry, Regional Development Victoria, Parks Victoria and local government. Will Flamsteed, Executive Officer of NEVT is chairing this committee.

The [Bushfire Recovery](#) section of our website gives you up to the minute information and links where you can source useful information about:

- Recovery action and direction
- Bushfire Impact Survey
- Media points of contact
- Communication with consumers
- Tourism Victoria actions and direction

The key measure for our tourism recovery is visitation. NEVT is collecting your industry feedback on the impact of the bushfires on tourism in our region. This information is vital in our work with Tourism Victoria to better direct recovery efforts and support.

Please complete the [Bushfire Impact Survey](#) if you haven't already done so. In addition we will be requesting your feedback on a regular basis, so please make the time to complete the current survey and subsequent surveys. Your information is vital to the recovery effort.

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NEW COMMITTEE FOR NEVT

We are delighted to welcome three new members of the NEVT committee.

- **Eric Stewart** - from Mount Buller Chalet
- **Gina Bladen** - from 1860 Luxury Accommodation in Beechworth
- **Jeanie Hall** - from Benalla Rural City

The Campaign Committee comprises skills-based representatives from across the North East. The aim is to ensure that committee members bring a range of skills to assist the committee achieve its goals. The committee requires members to possess a regional approach, and who have a demonstrated history of leadership, lateral, and strategic thinking. Typically, the committee seeks a mix of members with tourism industry related strengths such as marketing, PR, planning, finance, food, wine, research, economic development, and management.

Member terms are for a period of two years, with approximately half of the committee positions expiring at each AGM.

To find out more about the committee you can read NEVT's [committee policy](#) or read [About NEVT](#) on our website.

A full list of our committee members and office holders is on the first page of this newsletter or on our website.

A huge thank you to our two departing NEVT committee members, Dean Belle and Anne Brown. Dean and Anne have been valuable and important contributors to the strategic marketing direction of Victoria's High Country over a number of years.

NEW INDUSTRY WEBSITE FOR NEVT

NEVT's new website is LIVE!

The new look layout and design features some of the latest High Country hero images.

There is a host of new links and useful information available for tourism industry operators and stakeholders.

All of the usual information is available including:

- About NEVT
- Marketing Prospectus
- Victoria's High Country
- Industry News
- Business Development
- Industry Partners
- Contact Us
- Useful Links
- Bushfire Response

In addition you can subscribe to this newsletter (and all industry updates) online and link to Visions of Victoria for the latest High Country image library images and Tourism Victoria corporate site information.

You are also able to book your spot in our upcoming tactical advertising campaigns.

Future development of the site includes our online payment facility, so you will shortly be able to book and pay for your spot in our heavily subsidized regional marketing campaigns. Watch this space . . .

Your feedback, comments and suggestions will help our site develop to better meet industry requirements, so jump online, check out [the site](#) and contact us with your ideas.

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PR & MEDIA REPORT

Bushfire Recovery & PR

NEVTi and Tourism Victoria are working closely together to deliver a timely and effective message to our key markets.

The "High Country open for business" is a key message in the short term communications plan and will focus on promoting events falling on the Labour Day Long Weekend (March 2009) and subsequent weekends including Easter.

It aims to encourage new and repeat visitors to celebrate the High Country by its diverse events and quality food

High Country PR

Michelle Armstrong, our NEVT PR guru has an extremely busy few months ahead. Michelle reports the Australian Society of Travel Writers are involved in a bushfire fight back strategy to prioritise stories about the High Country and bushfire affected areas.

Michelle's plans for the next month (**yet to be finalised**) include the following media famils and activities:

March

Herald Sun

EXTRA Go 'getaway' Zoe Skewes (famil)
New accommodation review – Mount Pleasant, Tarrawingee/Milawa. Rail Trail.

The Age 'Traveller'

Sue Wallace (story from famil in Jan ready to be published) Beechworth spa & 1860

The Age 'Traveller'

Sue Wallace (story from famil in Jan)
Hedonistic Hiking: Alpine Valley/Kiewa Valley/various operators

The Age 'Traveller'

Paul Edwards (famil date tbc)
Pocket Guide: Mansfield

Support event organisers

Send info to Events Listings (metro media).

Melbourne Weekly

Joanne Sim (famil)
Destination story - Autumn in the High Country: Mansfield?

Australian Traveller mag

Ewen Bell (famil)
Autumn in the Ovens/Alpine Valleys

Aust. Society of Travel Writers

Members have committed to support tourism recovery. Menu of story ideas to be submitted and new angles for writers who have visited/written stories in past 12 months.

Herald Sun 'Extra Go'

Marianne Betts
'getaway' piece: accomm. Review
Bright/Harrietville

Herald Sun

Robert Hart (food writer) - famil
Fly fishing; restaurants: Provenance; Restaurant Merlot

Country Style

Virginia Imhoff
Beechworth: Stay story – Black Springs
Country Chef story: Michael Ryan
Green Matters: Dalcheri/Pennyweight (tbc). Enterprise: The Larder/Fromagerie

Sunday Herald Sun

Greg Hackett/Jen Kelly
Famil/freelance story Beechworth
destination story/Beechworth honey
Golden Horseshoes Festival

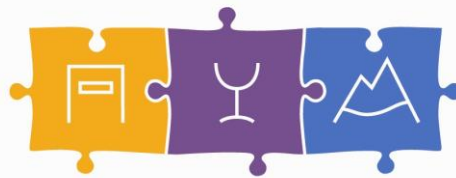
Herald Sun editorial/famils

Susan Bugg
Bushfire affected areas

The Sydney magazine (Fairfax)

& UK newspapers
Mark Chipperfield
Terra Australis (mtnbike epic)
Beechworth: Ned Kelly/Gold/1860
accomm.

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Media Results

To check out High Country articles and advertising in recent media (print and online) visit Tourism Victoria's [media results](#) website.

You will need to register. Then you can view the latest PR and advertising for our region.

Don't forget to visit Tourism Victoria's Corporate site and check out the latest visitation [facts and figures](#).

You may find it useful to measure your own visitation peaks and troughs (actual and online) against media and PR activity.

ONLINE MARKETING TOOL KIT

The Tourism Excellence program helps tourism businesses and destinations get the best from their workforce, deliver the best possible visitor experience, grow tourism by working together and ensure a sustainable industry.

There are seven modules, each supported by a tool kit that includes case studies and identifies resources, programs and grant opportunities.

The [tourism E-Kit](#) is one of the modules and covers everything from the basics of developing a good website to more complex issues such as search marketing and online product distribution. Learn how to market yourself online with this series of free, downloadable tutorials especially for tourism operators.

These modules have been developed by Tourism Victoria, in partnership with other state tourism organisations through the Australian Tourism Data Warehouse (ATDW).

REGIONAL MARKETING PLAN

NEVT's 2009 – 2012 Regional Marketing Plan (RMP) is currently being developed.

Feedback has been collected and collated from key industry stakeholders who attended a workshop in Benalla on 6th February.

Some priorities discussed were:

- Consolidate the "Adventures Happen" Brand campaign in the market place.
- Support and give input into Tourism Victoria's interstate Food and Wine campaign
- Create leverage campaigns from the TV Food and Wine Campaign
- Support and deliver quality campaigns that promote the High Country as the premier destination for cycle tourism in Australia
- Utilise the High Country's "villages", spa and wellness and history product to promote and support destination marketing campaigns
- Promote the accessibility and quality of experience in the villages of the High Country
- Continue to support the development of high quality product to be internationally ready
- Encourage a more unified buy in by industry for tactical campaigns
- Support key destinations and product groups in cooperative marketing opportunities
- Increase intrastate visitation/yield especially from the Melbourne market
- Encourage southern NSW to use the High Country as a short stay option
- Consolidate Canberra consumer visitation
- Be vigilant with regard to the global economic crisis and support the development of new markets when economically rational

The RMP is essentially a three-year action plan detailing key strategic objectives for tourism in Victoria's High Country and specific activities NEVT as Campaign Committee will coordinate to achieve the desired outcomes.



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2009 SUMMER MARKETING OPPORTUNITIES

Due to the bushfires some campaigns have been postponed. The focus for March campaigns is promoting events falling on the Labour Day Long Weekend (March 2009) and subsequent weekends including Easter. Most campaigns will be rescheduled for March and the lead up to Easter. At a state level Tourism Victoria is finalising details of a PR campaign encouraging visitation to regional Victoria, post bushfire. Late summer and autumn campaigns will gain significant leverage from the extensive bushfire recovery PR planned.

2009 Summer Print Media & Online campaigns

- **Regional Press Campaign**
Wagga Daily Advertiser
Moved to mid-March 2009
FULLY SUBSCRIBED
Rutherglen destinational
- **Regional Press Campaign**
Albury Border Mail
Moved to mid-March 2009
FULLY SUBSCRIBED
King Valley/Milawa destinational
- **Herald Sun Escape & EGN double**
Currently on hold
FULLY SUBSCRIBED
Great Alpine Road touring
- **Canberra Times Experiences**
14th March 2009
FULLY SUBSCRIBED
Rutherglen destinational
- **The Age Traveller + editorial**
14th March 2009
FULLY SUBSCRIBED
Mansfield destinational

The cancelled **Summer eNews** will be reworked with a March events focus.

Heavily subsidised tactical marketing opportunities are listed in The Prospectus and can be viewed and downloaded from the NEVT corporate website

www.nevt.com.au

or contact Susannah at

Susannah@nevt.com.au

Seasonal eNewsletters

Direct to our High Country consumer database of 10,000 consumers (and growing)

Autumn 2009

Spaces available

\$200 per space

Winter 2009 eNews

FULLY SUBSCRIBED

Alpine Resorts

Spring 2009 eNews

Spaces available

\$200 per space