



## Victoria's High Country

North East Victoria

### Tourism Information Update - September 2009

#### North East Victoria Tourism Inc.

Campaign Committee for Victoria's High Country  
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**Eric Stewart**  
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#### \$1.5M BUSHFIRE RECOVERY FOR HIGH COUNTRY

On Friday the 28th of August the Australian and Victorian Governments announced details of the \$10 million Victorian Bushfire Tourism Industry Support Package to assist regions economically affected by the February bushfires.

The package provides \$3 million for the enhancement and redevelopment of tourism infrastructure, \$1 million to support regional events and \$6 million for marketing of the bushfire affected areas.

The Victorian Bushfire Tourism Industry Support Package will also provide:

- \$2.2 million for Yarra Valley and the Dandenong Ranges marketing
- \$1.5 million for High Country/Australian Alps marketing
- \$1.5 million for Gippsland marketing
- \$600,000 for Murrindindi marketing
- \$100,000 for Goldfields marketing
- \$100,000 for Daylesford and the Macedon Ranges marketing
- \$50,000 for Grampians marketing
- \$50,000 for outdoor education
- \$30,000 for the Australian Alps Mapping Project

Federal Minister for Tourism, Martin Ferguson said the assistance package was already working to deliver economic benefits to the affected communities and attract visitors back to the regions.

This funding will be used across the region to implement the High Country Bushfire Recovery Strategy 2009 – 2011 and will augment the Regional Marketing Plan 2009-2012.

#### High Country - Key Tactical Campaigns for Spring 2009 and Summer 2010:

- High Country Adventure Trail – featuring Food & Wine, Adventure and Villages
- Great Alpine Road & Touring
- Summer in the High Country
- Cycle Tourism

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## HIGH COUNTRY MARKETING HITS THE STREETS

### BRAND ACTIVITY

Victoria's High Country - *Adventures Happen* Brand Campaign will roll out on the streets of Melbourne and Canberra this month with an outdoor campaign targeted to the inner city market.

Metrolites in high pedestrian traffic areas will be used to feature the HC Storybook campaign, which highlights the key products of Food & Wine, Adventure and Touring (series of 3 images will be used).



Food & Wine image shown above

### TACTICAL CAMPAIGN

This spring and summer we will hero the HC's Food & Wine, Adventure and Villages in a new heavily subsidised tactical campaign titled, High Country Adventure Trail.

The 2009/10 media schedule is currently being finalised so the complete marketing prospectus will be available via the NEVT website in late September.

Remember, only those businesses listed on the Visit Victoria website have access to partake in these great advertising opportunities, so make sure your product is listed on [visitvictoria.com.au](http://visitvictoria.com.au)

## TOURISM EXCELLENCE COMES TO THE NORTH EAST – COMPLIMENTARY ADMISSION

This month sees the launch of a series of Tourism Excellence workshops to be hosted across the region.

Learn valuable skills and techniques to better market your product by attending the workshops, designed to add value to your business at every level.

- **International Marketing**  
22-24 September 09
- **Pricing & Packaging**  
20-22 October 2009
- **E-marketing**  
10-12 November 2009
- **Essential Service Skills – Coffee Making**  
November 2009 (dates TBC)
- **Managing your business in times of economic uncertainty**  
8-10 December 2009

For more information view the full program [here](#).

Positions are limited so to avoid disappointment, secure your place today. All bookings can be made by contacting Narelle Dobson via [project@nevt.com.au](mailto:project@nevt.com.au) or 0418 548 919.

### NEW FACE AT NEVTI

Narelle Dobson joined the NEVTi team in late August after returning to the NE from Melbourne. Born and raised in Mansfield, Narelle has spent the past 10 years working in the advertising and marketing industry, with most of her career being at Carlton & United Breweries as an International Brand Manager.

Narelle's passion and love of the High Country has seen her return to the area where she is now working as the Marketing Officer for NEVT.

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### NZ MEGA FAMIL

Building on the success of the Australian Tourism Exchange (ATE), Australia's premier tourism trade event, 41 NZ Tour Agents descended on Melbourne at the beginning of September for a 2 day immersion session hosted by Tourism Victoria.

Participants met with tourism managers from across the state where they were taken through a number of key products and initiatives.

Susannah from NEVTi joined Clayton Neil, Cycle Tourism Manager and Michael Watson from Adventure Victoria, to showcase the High Country's rich product and experience packages. Pedal to Produce in Milawa was the key product and the agents participated in a virtual tour, donning bike helmets and tasting some fabulous produce kindly donated by members of North East Valleys Food & Wine.

The High Country will again feature on the international stage in late September at 'Corroboree' in Adelaide. Michael Watson from Adventure Victoria will present Victoria's Adventure Trail featuring adventure, food, wine and accommodation from Healesville through the length of the High Country. This will be attended by a collection of international agents, wholesalers and inbound tour operators.

### HIGH COUNTRY VOTED BEST IN VICTORIA

The Age Good Food Guide announced the 2010 winners this month in their prestigious annual awards. Congratulations to:

- **Provenance in Beechworth**  
Chef's Hat and Best New Country Restaurant of the Year – 2010
- **Warden's Food & Wine Beechworth**  
Chef's Hat for the 3<sup>rd</sup> year running (2008, 09 and 10)
- **Simone's in Bright**  
Retaining their two chef's hats again!

### VICTORIAN TOURISM AWARDS

Congratulations to our High Country operators who have entered the Melbourne Airport 2009 Victorian Tourism Awards.

The Awards Ceremony publicly recognises the state's finest tourism businesses. Many hours are spent preparing award submissions, so the best of luck on the night to the High Country's 6 entrants:

#### 2009 Entrants:

- **Bogong Horseback Adventures**
- **The Spa at Beechworth**
- **Spirits High Spa Dreaming, Mansfield**
- **Ovens Valley Motor Inn**
- **Wombat Hills Cottages**
- **Bright Brewery**

Well done on showcasing the best the High Country has to offer! For those interested in supporting our High Country entrants at the fabulous Gala Awards Ceremony on Monday 16<sup>th</sup> November, just let us know. Join us on our High Country tables to cheer on our entrants.

For more information visit

[victoriantourismawards.com.au/Home/](http://victoriantourismawards.com.au/Home/)

### NEWS FROM TOURISM VICTORIA

To read the current edition of Tourism Victoria's Industry News please [click here](#).

Remember you can receive this newsletter directly along with other key tourism information if you subscribe to Tourism Victoria at [www.tourism.vic.gov.au](http://www.tourism.vic.gov.au)

For key information relating specifically to the High Country, see following section.



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### **HIGH COUNTRY VISITATION UP 16.2%**

In the most recent Tourism Research Australia (TRA) International Review, which monitors visitation by region, the High Country was up 16.5% for the year ending June 2009 (vs last year). Total international overnight visitors for the year was 17,257.

Whilst we are working off a small base, this is great news for the region in the lead up to our busiest time of year! Why not attend the [Tourism Excellence – International Marketing workshop](#) in September and learn more about this market?

### **REGIONAL TOURISM BOARDS**

Tourism Victoria had a number of informal meetings in the High Country with local government, tourism operators and representatives from North East Victoria Tourism to ascertain the support for a Regional Tourism Board. As a result of the meetings, there seemed sufficient interest to progress discussions for a Regional Tourism Board.

The Local Government CEOs have agreed upon the basic principles required to establish a Regional Tourism Board. In the coming months Tourism Victoria will undertake a small research project to identify all the structures that currently exist in the region and their funding source.

The research project will provide a clearer picture as to who should be involved with the Implementation Steering Committee. The steering committee is expected to be set up within eight weeks.

Victoria's High Country will then align with the direction outlined in Tourism Victoria's *Regional Tourism Action Plan 2009-2012* where campaign committees will be replaced by strategic boards that are charged with a broader role than marketing.

It is hoped that the Regional Tourism Board will be functioning from 1 July 2010. Until this period, it is 'business as usual' and the current structures and/or funding arrangements should continue.

### **PRODUCT DEVELOPMENT ENQUIRIES**

Tourism Victoria's Product Development Team has launched a new online process for enquiries on Tourism Victoria's corporate web site at <http://www.tourism.vic.gov.au/productenquiry>

This is a pilot procedure, effective immediately, and will be trialed for a period of six months with a subsequent review.

The aim of this initiative is to provide a more updated and streamlined procedure, enabling product operators to:

- Access fact sheets on a number of product development topics, e.g. starting up an accommodation business, starting up a touring business, marketing your tourism business.
- Lodge a specific enquiry via the online Information Form.

Any queries can be sent via email to [productenquiry@tourism.vic.gov.au](mailto:productenquiry@tourism.vic.gov.au)

### **STARTING UP IN TOURISM (SUIT) SEMINARS**

Whether you're interested in starting up a new tourism business or are just interested in reviewing the basics again to make sure you are on the right track, then the SUIT seminars are for you!

The aim is to provide a strategic insight across a range of essential business practices and improve overall business acumen and planning.

Workshop notes and a comprehensive resource kit, including industry publications will be provided, as well as relevant industry contacts and networking opportunities.

There is one remaining workshop for the year - **Melbourne, Wednesday 7 October**

SUIT seminars are FREE to all full paying Tourism Alliance members. For more information please go to <http://www.tourismalliance.com.au> or call Chris on 03 9650 8399.



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### PR & MEDIA REPORT

Michelle Armstrong, our NEVTi PR contractor has been keeping very busy promoting the High Country and our unique product and experiences.

In the past few months Michelle has coordinated and hosted travel journalist visits to the region resulting in features across the following publications, plus more to come:

- **Escape News Ltd (Herald Sun, Adelaide Advertiser, Sunday Mail, Hobart Mercury, Sydney Telegraph)**  
King Valley 'La Dolce vita'  
Pedal to Produce
- **The Age - Traveller**  
Beechworth – Spa and Restaurants  
Mt Beauty - Skafferi Opening at Svarmisk
- **Herald Sun - Escape**  
Kangaroo Hoppet 'Falls Creek'
- **Australian Traveller**  
Ovens Valley/NE Valleys
- **Qantas Manazine**  
Beechworth
- **The Age/Border Mail**  
Hoppet/x country skiing (further stories to appear in Vacations & Travel Magazine)
- **Wangaratta Chronicle**  
Kelly Country Classic cycling event
- **Postcards magazine**  
Brown Brothers/Milawa

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

**Congratulations** to NEVTi's very own Michelle Armstrong on being named **Communicator of the Year** at the recent Australian Society of Travel Writers Awards Ceremony in Bangkok. Well done Michelle!

### CYCLE TOURISM NEWS

With the weather starting to heat up, bikes are being dusted off by most of us however the hard-core roadies seem to have ridden straight through winter!

As the cycling industry continues to gain momentum, in 2009/10 we have developed a unique communications plan for cycle tourism encouraging people to travel to the High Country with their bike.

Specifically we will be focusing on the following key audiences and products:

- **Pedal to Produce**
- **Road Cycling**
- **Mountain Biking**
- **Rail Trails**

More information will be released once the marketing prospectus is finalised. In the meantime if you have any questions regarding cycle tourism please contact Clayton Neil on 03 5722 0777 or at [c.neil@wangaratta.vic.gov.au](mailto:c.neil@wangaratta.vic.gov.au)

### ALPINE ASCENT CHALLENGE (AAC)

One of our key objectives is to drive increased summer visitation to the High Country and our alpine areas. With a focus on encouraging road cyclists (and friends) to our alpine areas, NEVT and the Board of Alpine Resorts Tourism (BART) team up to run the AAC. This year's promotion is shaping up to be bigger and better with an increased prize pool and more chances for participants to win.

In 2009/10 in addition to the major prize (a trip to the Tour de France), we will also be offering a "Peak Prize" specific to each resort, designed to encourage novice riders and beginner riders to take up the challenge. Prizes will also be used to entice winners back to the High Country during summer and autumn.



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#### **SPRING 2009 & SUMMER 2010 TACTICAL CAMPAIGNS**

NEVT are busy coordinating communications plans and media buy for our fast approaching spring and summer campaigns.

Each year NEVT creates a multi-faceted tactical (advertising) campaign as part of the Regional Marketing Program and this year it is extended by the Bushfire Recovery Strategy.

The campaigns are heavily subsidised and NEVT partners with key High Country stakeholders to fund these campaigns.

The advertisements utilise High Country branding and feature strong, experience packages and deals. Each advertisement is destination or experience themed, carrying a strong message to our target market. All packages and deals are also listed on [visitvictoria.com](http://visitvictoria.com) for three months.

All operators have the opportunity to participate in these campaigns, with the only prerequisite being a listing on [visitvictoria.com](http://visitvictoria.com) and membership of a local tourism association.

#### **OUR 2009 / 2010 CAMPAIGNS INCLUDE:**

##### **High Country Campaign**

A partnership between NEVT, local government, Resort Management Boards, product groups and individual operators.

Our largest campaign is a multi-faceted program featuring key destinations and product strengths of the HC. To gain maximum leverage from Tourism Victoria initiatives like 'Villages of Victoria' and the Food & Wine Campaign, this year there is a strong focus on High Country villages, food & wine, and of course adventure. We will also be promoting the strength and concentration of product all throughout the High Country and the journey from Melbourne (or Albury) to and through the High Country (Victoria's Adventure Trail).

Operators are strongly urged to participate in these campaigns (print and online), to feature packages and deals within each of the advertising opportunities.

##### **Summer in the High Country Campaign**

A partnership with BART (the Board of Alpine Resorts Tourism).

This campaign is specifically to drive increased alpine resort visitation during summer months. We will be seeking alpine operators to feature packages and deals in the campaign advertisements (print and online opportunities).

##### **Great Alpine Road Campaign**

A partnership with the committee of the Great Alpine Road.

This campaign has a whole of road focus (from Wangaratta to Bairnsdale) and has a strong touring and 'villages of the Great Alpine Road' theme. Operators along the road are encouraged to participate in this print and online campaign.

##### **Cycle Tourism**

A partnership with the three shire's Cycle Tourism initiative (Rural City of Wangaratta, Indigo Shire and Alpine Shire).

Targeted to specific cycling markets this campaign features Pedal to Produce, road cycling and Murray to Mountains Rail Trail experiences. Operators and events that participate in cycle tourism are invited to participate in these campaigns.

A full Prospectus will be available online at [www.nevt.com.au](http://www.nevt.com.au) in the coming month.

#### **SEASONAL e-NEWSLETTERS**

One of the regular advertising opportunities is the seasonal eNews featuring five deals/packages and 3 events or key items of visitor information. It is sent out direct to our High Country consumer database of 10,000 consumers (and growing).

Whilst the Spring eNews (November 2009) is fully subscribed, spaces are available in the summer edition, themed 'Alpine Summer', going out in February 2010. Autumn and Winter issues will go out in May and August 2010.

For more information or to book your space, please contact Narelle at [narelle@nevt.com.au](mailto:narelle@nevt.com.au)

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