

"Tourism Talk" is produced by the Greater Shepparton Visitor Information Centre on behalf of:

Tourism Greater Shepparton

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Tourism Greater Shepparton AGM.

The TGS annual AGM will be held on Tuesday 25th July at the Wyndhamere Motel, 65 Wyndham Street, Shepparton at 7.30pm. It would be appreciated if all members made the effort to attend this important evening and consider becoming an active board member.

Calendar of Events

As you are all aware, Greater Shepparton has a number of upcoming events. Please find just a few of the events coming to the region

June.

15th Julie Anthony & Simon Gallaher live!

23rd Scared Weird Little Guys Live

23rd—25th Craft Alive

29th. The Adventures of Peter Rabbit.

July:

11th. Karen Knowles Live.

21st The Bush Undertaker (and the Drovers Wife).

25th Tatura / Shepparton Race Club Meet.

28th—30th Nissan Datsun Rally

29th & 30th. Goulburn Valley Rail Club display.

30th. Mooroopna Country Music Club family day.

August:

10th. Burning Embers

17th—20th. Southern Seven Cutting Horse Association Show

20th. Annual Doll and Country Craft Show.

Why join TGS ?

Lifestyle Dookie lets you in on the secret!

Lifestyle Dookie is a group of local women with a passion for Dookie which is devoted to promoting and building the emerging wine, food and tourism ventures in the Dookie district.

The group is also very committed to improving the quality of life-style in the Dookie district and building the Dookie brand.

As a new member of Tourism Greater Shepparton the group hopes to build on its profile in the region both to locals and visitors.

Lifestyle Dookie has identified a vision and exciting direction for the enterprising Dookie community and being involved in progressive tourism bodies like TGS will help build that profile in a positive and professional manner.

Lifestyle Dookie publicity officer, Cheryl Hammer, said the Dookie group has been very successful in attracting renewed interest in the area.

With some relatively new ventures such as the historic Dookie Winery cellar door, Woodlands Estate Lavender Farm, the refurbished Gladstone Hotel, an antique/art gallery and accommodation projects, the district is looking forward to welcoming many more visitors, new businesses and even a growth in population.

Lifestyle Dookie considers the opportunity to be involved with TGS as a positive step towards consolidating identity and brand through a number of publications, maps and electronic advertising available to TGS members.

22nd—24th Victorian Caravan Parks Association Conference

25th. Winter Market.

Regular events include the Craft and Produce Market—3rd Sunday of each month. Treasure and Trash, every Sunday morning.

For a full listing of the upcoming events, please go to www.greatershepparton.com.au/events

Tourism Member winning battle.

One of the staunchest supporters of local tourism Liz Battye from Stone Crop Fine Art Galleries in Violet Town is reportedly showing good improvement in her battle to recover from a severe stroke.

We wish Liz and husband Con all the best in the recovery process and look forward to Liz again becoming an active member in local tourism.



Tourism Talk

VOLUME 1, ISSUE 1
WINTER 2006



Welcome...

Welcome to what is the first of many quarterly newsletters produced by the Greater Shepparton Visitor Information Centre in conjunction with Tourism Greater Shepparton. The newsletter is packed with information on what's been happening in tourism, upcoming events, future projects and opportunities. You will also find profiles on local operators, businesses, volunteers at the Visitor Information Centre and quirky facts and figures.

We hope you enjoy this the first edition and look forward to exciting stories in future editions.

Busiest Month Ever!

Did You Know?

In regional Victoria alone, tourism is worth \$3.3 billion and responsible for employing 61,000 people.

How do you measure the economic impact of tourism?

Tourism is recognised by many regional communities as an important economic driver. It has the capacity to provide additional income and jobs. However, quantifying its economic value to a region, particularly one within a local government boundary, has always been difficult. Measuring tourism's economic impact to a Local Government Area (LGA) requires the application of a suitable mode that multiplies visitor numbers x visitor spending x regional multiplier. Multipliers and economic ratios can be used to convert visitor spending in income and jobs as well as to capture secondary impacts of visitor spending. A sales multiplier of 2.0 for example, means that for every dollar received directly from a visitor, another dollar in sales is created within the region through indirect or induced effects. Lengthy academic dissertations discuss the use and misuse of tourism multipliers in calculating the economic impact of tourism.

One thing we can be sure of is that tourism is one of Australia's fastest growing industries. Within Victoria alone, tourism contributes \$8.5 billion to the Gross State Product, employing over 6% of Victoria's workforce. (Information supplied by Tourism Alliance.)

The Greater Shepparton Visitor Information Centre recorded its busiest month ever during January 2006. Statistics have been taken at the centre for the past 12 years with a steady increase being recorded over this time.

January's record of just over 7000 enquiries was an increase of 11.856% compared to the same time last year. This also compares to a huge 113.89% increase to January 1994.

Statistics since January have steadied with the Commonwealth games unfortunately not impacting on the centre's enquiry numbers.

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The “who’s who” of local tourism operators:

Kym & Kaye Bernardi—Big4 Shepparton East Holiday Park

Kaye and Kym have been married 18 years and have 2 sons aged 13 & 10.

“We moved over to Shepparton from Adelaide with Kaye’s mum and dad (Marlene and Kevin) when we bought the leasehold of the park in November 1999 (and yes, we’re still avid Crows supporters!)”

Kevin and Marlene retired in June 2004 to travel around Australia in their caravan and Kaye and Kym purchased the freehold of the park in November 2005.

Before buying the business, Kym spent 20 years in banking and finance and Kaye as a legal secretary / paralegal for

various law firms in Adelaide. While working, Kym studied part-time to gain his Diploma in Small Business Management.

“We previously spent two years traveling around Australia in our Kombi Van “Cyril”, working along the way in mainly the hospitality industry (thankfully never having to pick fruit!)”.

“The park is set on 12 acres and the majority of guests are tourists. The park also has 14 privately owned mobile homes and other semi-permanent accommodation on site and fruitpickers / SPC Ardmona factory workers during the season.”

“We currently employ 8 staff from the local area and as much as possible, buy all supplies, whitegoods, electrical goods and building suppliers.”

“We have found Greater Shepparton a great place to live—the weather, the central location, the shopping, the sporting facilities, the job opportunities. Shepparton really has it all.”

The one downside is the lack of a strong co-ordinated effort between all groups in relation to tourism. That’s why I became a board member of Tourism Greater Shepparton, in the hope that by us all banging our head against the wall together, one day it will fall down.

Recently the Visitor Information Centre underwent some much needed repairs and TLC. Restumping, repairs and a fresh coat of paint has vastly improved the look of the exterior of the building. Upcoming further improvements include a new “i” sign at the entrance to the building.

Thank you to the members of TGS for their ongoing support and for the contribution made towards the Visitor Information Centre upgrade.



COGS Tourism Manager

Last June, the Tourism Manager for Greater Shepparton, Liz Dobson took long service leave for some much needed rest and relaxation. Liz enjoyed the lifestyle so much we unfortunately accepted her resignation in September. During her absence and subsequent retirement the

Visitor Information Centre Coordinator, Sharlene Hasan undertook the role as Acting Tourism Manager. Currently located at the Visitor Information Centre, Sharlene has now accepted the position as the manager and will be relocating to the Greater Shepparton’s

City council offices in the near future. Sharlene is looking forward to future challenges, and working with the operators to increase visitation and the tourism profile of the City of Greater Shepparton.



Big4 Shepparton East Holiday Park

Visitor Information Centre undergoes a facelift!

VIC Doozie Questions:

Some of the strange enquiries received at the VIC (yes they are real!)

“Where can I purchase a stethoscope?”

“Who can I get to do sky writing so I can propose to my boyfriend!?!”

Fred’s Red. Broken River Vineyards

The O’Keefe family Broken River Vineyard commenced grape growing in 1984 when they purchased a 10 hectare vineyard at Shepparton. This vineyard had been planted to Shiraz, Mourvedre and Cabernet Sauvignon in the early 1970’s. In 1997 land was purchased on the banks of the Broken River where a further 10 hectares of wine grapes were planted. This is also the site of the outstanding cellar door. Fred produces a number of wines including Fred’s Red, a great wine for easy drinking. Ruth’s Red which is lighter in

style and should be served chilled is perfect for summer salads and antipasto platters. A Sparkling Rose and Sparkling Shiraz is also big hits with visitors. If red is not your taste, ensure you try the Chardonnay or the Chenin Blanc, fantastic for the lovers of white wine.

The cellar door is open Friday to Sunday and public holidays from 10am—5pm and located on River Road. Capable of catering for functions and meetings, Fred and Ruth will be happy to make your visit a memorable one.

Fred and Ruth recently became members of TGS and capitalized on the discounted advertising offered in the visitors guide. They also were the lucky winners of a nights accommodation at The Echoes Country House and a pamper pack.

So it seems like they will have everything—good accommodation on their weekend away, good food, good company and of course good wine.

Broken River Vineyards
River Road, Shepparton
Phone: (03) 5827 1257



A note from the TGS President

Our newly formed Tourism Greater Shepparton Action Group have compiled this, the first of what will be a quarterly newsletter to circulate to our members, Greater Shepparton City Councilors, the Chamber of Commerce, Shepparton Show Me and our neighboring local tourism associations.

The Tourism Greater Shepparton board and myself whole heartedly commend this action and I know it will be welcomed by all who receive it as an update of tourism activities in Greater Shepparton and an introduction by way of profile of tourism identities in our city. If on reading this first edition

you feel you know others who would appreciate receiving it by email please advise Sharlene at the Visitor Information Centre and she will see to including them on future circulation lists.

visitor@shepparton.vic.gov.au

VIC-Volunteer Profile

Bill Brown

Bill Brown has been a volunteer at the Visitor Information Centre for so long, he has almost become part of the furniture! Beginning in 1991, Bill decided to partake in volunteer work to keep himself busy after retirement. The initial plan was to work at the centre for approximately six

months, but 15 years later he still dedicates 4 hours a week and sometimes more! “To me volunteering was a way of ‘paying back’ to those members of our community who offered their services, on a voluntary basis, to the educational youth programs that I co-ordinated during my working life. Without the dedication and the varied experiences of those people the programs would have failed. Why did I choose the VIC? Simply because once retired, I needed to do ‘something different’!

The fact that I am still involved proves that I made a wise choice. The staff, my fellow volunteers and, most importantly, the visitors who seek our assistance have now become an important part of my life.” We take this opportunity to thank Bill for his contribution to the centre. Thanks Bill!



“The visitors who seek our assistance have now become an important part of my life.”