



CALENDAR OF EVENTS

JULY

3-5: The Shepparton Advisor Home Expo & Lifestyle Show—Features home expo lifestyle, food & wine, garden, outdoor adventures, 4WD, camping, caravans, cars and motorcycles.

4: The Kursk—An inspiring true story of hope, courage and love.

5: Phunktional—Melbourne Breaks—Award winning and critically acclaimed break dance, hip hop theatre show, Melbourne Breaks has been blowing audiences away with its high energy tricks and feats that really have to be seen to be believed.

5. Championship Dog Show—An exhibition of registered dogs at which Best of Breed and Challenge Certificates are awarded.

9-10: Baby Boomer Blues—An hilarious West Australian comedy about love and life gone wrong.

12: Murchison 10,000 Professional Foot Race—Draws crowds of enthusiasts to participate and watch.

19: Shepparton Craft and Produce Market

21-22: Steel Magnolias—The quintessential story of friendship, Steel Magnolias serves up a slice of life in Louisiana that's as warm and comforting as sweet potato pie.

AUGUST

1: Shepparton Road Classic—Men's, Women's and Masters 147km race

5: Melbourne Symphony Orchestra—At the Eastbank Centre

8: Shepparton Police & Fireman's Ball—Annual Ball at Eastbank Centre

13: Embers—Gripping, lyrical, comically overwrought when it seems tragic, and deeply moving when all appears lost, Embers is the story of a fire—and the people who conquered it.

14: David Helfgott in Recital—David Helfgott, one of the world's best loved pianists, returns to Shepparton with an exciting programme played on Shepparton's magnificent Steinway.

14-16: Australian Great Outdoors Expo—The expo for all that enjoy the great outdoors—McIntosh Centre.

20: GV BRaIN Dinner—Guest Speaker Dianna Williams, Founder of Fernwood Women's Health Clubs.

25: Sadako and The Thousand Paper Cranes—Adapted from Eleanor Coerr's moving classic based on a true story.

27: Tenterfield Saddler—The Peter Allen Story

29: ADS Shepparton Dance Festival—The Australian Dancing Society Festival in Shepparton

30: 2009 Shepparton Runners Club Marathon—Marathon Course, Half Marathon Course, 10km race and 3km race.

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

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The Shepparton Chamber of Commerce and Industry will be hosting the 2009 Powercor 95.3SR FM Business and Service Excellence Awards. These awards are intended to showcase and celebrate the amazing diversity of the business within the Greater Shepparton business community. The awards are an opportunity to recognise and honour outstanding contributions and to encourage future business success.

The 2009 Powercor 95.3SR FM Business and Service Excellence Awards are now open for entry. These awards are open to any business operating throughout the Goulburn Valley. From May to September we are inviting businesses to nominate themselves for the Business Excellence Awards, Apprentice/Trainee Award, and a new award, the Exporter Excellence Award.

We are encouraging businesses to promote the customer nominated awards by displaying posters, flyers or signs in their business in an effort to make their customers aware of the consumer nominated awards of Excellent Service Award, Apprentice/Trainee Award and another new award this year, the Tourism Excellence Award.

Weekly or monthly awards depending on the category will be judged and awarded throughout the awards period, with each winner moving to the finalists stage, where they will be judged against the set criteria for each award and a final winner awarded and announced at the Gala Dinner and Awards Presentation evening.

The Gala Dinner and Awards evening will be held on Friday 23 October 2009 and will this year be held at the GV Hotel in Shepparton.

Tourism Excellence Award:

To recognise and develop the tourism businesses throughout the region. This award is to reward the tourism operators for their outstanding service, knowledge of their product and other attractions in the area, along with the overall experience and service provided to their guests.

The prize for this award is a marketing plan and consultation package to the value of \$4,000 courtesy of Synergy Advertising. Nominations run for 20 weeks with 10 finalists announced fortnightly every second fortnight on 95.3SR FM from May to September 2009.

Nomination forms can be downloaded from www.tourismgreatershepparton.com.au



Tourism Week: October 18-25

(An address by TGS board member, Cheryl Hammer, at the network lunch in May).

Tourism Week will be launched on Sunday 18 October and we hope to generate generous media coverage of what the week will offer both locals and visitors to our region.

Tourism Week has been developed around the inaugural Tourism Award in the Shepparton Chamber of Commerce's Business Excellence Awards which will be announced on Friday 23 October.

Two family tours will go some way to showing participants what Greater Shepparton has to offer, while the gala event of the week for the tourism industry and associated businesses will be a luncheon, with a quality guest speaker and introducing the ambassador or the face of Tourism Week—which we will reveal in the next few weeks.

Free workshops, a Shepparton Chamber of Commerce breakfast, the second annual Meet the Maker day at the Visitor Information Centre and individually organised events such as a Bridal Fair at Country Comfort, a Lavender Blues encore afternoon at The Churches, open days at accommodation facilities, a photographic exhibition and the chance to visit farm gates just to name a few.

I would like to encourage all businesses and individuals to come up with their own ways to showcase their business or products through this week and we would be happy to include it on our program which will be advertised extensively leading up to and during the week.

This week will endeavour to excite the people who live here, educate them about how wonderful their own backyard is and entice them to tell everyone we've got it all—that whoever you are, we—Greater Shepparton—is well worth experiencing.

It will also help build a positive profile for Greater Shepparton and put it firmly on the tourism map through wider media coverage. We don't want to wait anymore for people to discover us—we are going to start telling them we are worth the visit. No longer are we going to open the door and hope they will come—we will make it so attractive they can't resist.

Of course, with all these events we are working hard to secure sponsorship and other funding to provide most of these events for free—so if you want to be part of this, if you want to take advantage of the activity we will create, cash in on the trend to spend in Shepparton, then think seriously about becoming a member of Tourism Greater Shepparton. It's a club full of great benefits you'll want to be part of.

This is not a one off event—I envisage that with the recent announcement about our joining forces with Murrumbidgee and Strathbogie, this promotion will become a regional week long festival with Greater Shepparton at the heart of it all—I dare to dream about it being a month of activities spanning the three shires that will rival any other regional event.

As you can see I am passionate about bringing people here and I want you to be too.



Grow Me The Money (article from Tourism Alliance Victoria).

Tourists are some of the most influential consumers driving green purchasing today. For businesses in the tourism sector, it's important in the current climate to set yourself apart from your competitors and save money in the process.

Grow Me The Money is a Victorian program run by the VECCI and the EPA Victoria. The program provides businesses with a step by step guide to help reduce business resource consumption. Participants can save energy and water, reduce waste and save money by using the program's online tools, resources and Helpdesk.

Eleven percent of Grow Me The Money's participants are tourism related businesses which are already doing their bit towards business sustainability.

An example of a business using Grow Me The Money is the Comfort Inn and Suites Blazing Stump, a motel in Wodonga, who have used the program's tools and activities and have already identified resource efficiency improvements and developed an action plan. Within 12 months they have implemented a mix of small process and equipment changes, staff and customer education initiatives and saved almost \$3,500!

Grow Me The Money is FREE to register until 30 June 2009 so this is a great opportunity for your tourism business to begin the journey towards sustainability, saving money and learning as you work through the program.

For further information and to register for Grow Me The Money visit www.growmethemoney.com.au. It's easy to register and will only take a few minutes.

GREATER SHEPPARTON BUSINESS CENTRE SEMINARS

15 July—Cashflow Management, 6.00pm—8.00pm, \$20pp. Will provide useful tools to assist business with managing immediate cash flow and how planning for the future will provide certainty cashflow.

29 July—Getting The Right Staff, 6.00pm—8.00pm, \$20pp. Gain practical knowledge on identifying staffing needs, successful advertising, creating workplace policies, recruitment requirement and starting your tax and superannuation needs.

13 August—Record Keeping Workshop—Australian Taxation Office, 1.00pm—5.00pm, No charge. If you operate a small business as a sole trader, partnership, company or trust these sessions will provide invaluable advice and guidance.

19 August—Marketing from Growth Workshop, 6.00pm—9.00pm, \$30pp. Will help to achieve your business growth targets by identifying areas for improvement in communication, development of promotional products or services and gaining a better understanding of your target market.

16 September—Profit in Your Business, 6.00pm—8.00pm, \$20pp. Will show participants how to calculate profit margins, mark up and break even analysis from the financial information in their business.

For more information, phone the Greater Shepparton Business Centre on 5832 1100.



President's Report

Kaye Bernardi

What a fantastic start to Winter with a couple of inches of rain already—great for everyone and lets hope it's a sign of good things to come for the remainder of the season.

It's amazing to remember back in February when it was 47° - seems like a lifetime ago now. Bring on the snow season and all that lovely traffic flowing through from Adelaide...

As usual there are a plethora of events in the pipeline for the coming year, the largest of course being the BMX Nationals in May 2010. This event will see thousands of visitors coming to Greater Shepparton for over a week in traditionally one of the quieter months of the year.

This weekend sees junior cyclists from all over Victoria converge on Shepparton as part of the 2009 Victorian Road Series.

A-league soccer comes to Deakin Reserve on Saturday 4 July.

Then there's the Lifestyle Show, Agricultural Shows Convention, more cycling events, tennis and the list goes on and on.

Thanks to the dedicated team at the Events Department for their continued hard work in bringing these events to town to keep our cash registers ringing. Please continue to support the Department and the Visitor Information Centre by allocating rooms or restaurants when asked. Without them, the marketing that we would all have to do individually would be way harder and more costly!

Lastly, I want to urge you to all get involved in this year's inaugural Tourism Excellence Awards. The prize is sensational—a \$4,000 business and marketing package courtesy of Synergy Advertising as well as free publicity in the Advisor and on radio for every fortnightly winner. Keep handing out the forms for your guests to complete—it's totally painless!

VICTORIAN HOLIDAY OFFER

Tourism Victoria and the tourism industry have developed the Victorian Holiday Offer Program, which will provide free short breaks (accommodation only) to those who lost their homes in the recent Victorian bushfires.

Accommodation providers can assist by donating room nights which will give survivors an opportunity to enjoy a much needed break during this difficult time.

Letters from Tourism Victoria will be sent out to accommodation providers in early May outlining the Program and how they can assist.

The Victorian Holiday Offer Program will begin in June 2009 and donated rooms will need to be available between 1 July and 20 December 2009 (subject to conditions and availability).

More information, including how operators and businesses can donate room nights, can be found at www.tourism.vic.gov.au/bushfireoffer



Quest Shepparton Opening

Quest Serviced Apartments, the largest serviced apartment network in Australasia, will open their newest property in the heart of Shepparton on the 6 July. Quest Shepparton features 69 brand new and stylishly furnished serviced apartments just off the Goulburn Valley Highway on Welsford Street. With plenty of space for work and play, each apartment has been built to the highest standards for guests comfort and also providing LCD TVs, broadband, fully equipped kitchens and internal laundries.

This brand new purpose designed property features complimentary onsite undercover car parking, onsite gymnasium and Austar digital television.

Quest Shepparton will provide a 'home away from home' atmosphere to their guests, providing them with breakfast options, restaurant charge back at a selection of local cafes and restaurants, a babysitting booking service, pantry shopping service and reception will be available 7 days a week to provide guests with the personalised service that Quest is renowned for.

Onsite conference facilities can cater for up to 70 people in theatre style, and provide a perfect venue for a board meeting, product launch, training session or a sit down dinner. Whether you need to meet for half a day or longer, or require catering and audio visual equipment, their purpose built conference facilities provide you with quality, choice, flexibility and convenience.

Business owners Sonya Boaden, Peter Sweetland and Robert Sumpton are grateful for the support that has been shown to them by other tourism operators in town, Council and the general business community.



Quest Shepparton

177–183 Welsford Street, Shepparton

1800 232 384 (Pre 6 July 2009)

(03) 5814 4800 (Post 6 July 2009)

www.questshepparton.com.au