

Calendar of Events—April 2009

1-2: Australian Schools Cycling Cup
 Tour de France for schools



1: Scooby Doo in Stage Fright

The Scooby gang are set to solve the mystery of a supernatural ghost



3: Deep Blue Orchestra

Looks like an orchestra, acts like a band, feels like a movie

5: Merrigum Museum Heritage Day

Demonstrating pioneering skills

7: Sleeping Beauty

In the tradition of the 'holiday pantomime' this one takes the well known story and runs with it



8: Toni Childs

Live in concert with support act Josh Owen



9: Don Giovanni

Mozart and da Ponte's sublime creation is an undisputed masterpiece

11: Pear Fest 2009

Includes demonstrations, displays, food tasting, music, childrens activities and more

21-22: Stretch of the Imagination

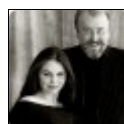
Monk O'Neill, one of the great comic creations of Australian dramatic literature

24: Time Warp, A Rocky Horror Musical

This show oozes sexuality, sensuality and the dark thoughts that people have thought but don't talk about

29: Guys and Dolls

A condensed version of the ever popular musical with all the emotion, humour and sheer magic of Guys and Dolls



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

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Networking for Greater Business

INSIDE THIS ISSUE:

Visitor Information Centre Open Day 2

Monichino Wines Wins 3

Mooving Art Website 3

President's Report 4

Tourism Victoria Online 5

Greater Shepparton City Council Website 5

Calendar of Events 6



Tourism Greater Shepparton together with The Shepparton Chamber of Commerce are holding a Greater Shepparton Business & Tourism Networking Evening.

This relaxed enjoyable evening will provide a wonderful atmosphere where like minded professional businesses can network with each other in an effort to increase local business knowledge and develop a sense of Greater Business.

Come and enjoy a casual night with fellow business owners or operators and develop your network. Drinks and Finger Food will be provided.

When: 6pm Wednesday 25th March 2009

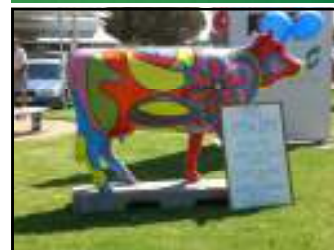
Where: Country Comfort, Wyndham Street Shepparton

RSVP: sheppchamber@mcmedia.com.au or telephone 03 5821 9186

by Tuesday 24th March.

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Greater Shepparton Visitor Information Centre

OPEN DAY 2009



On Saturday 28 March 2009, the Greater Shepparton Visitor Information Centre held it's open day. The day was designed to educate locals on what the Visitor Information Centre does and on the vast array of tourist activities and attractions around Greater Shepparton. 3SRFM had a live radio broadcast and free BBQ outside, while inside the VIC the Greater Shepparton Official Visitors Guide and new Mooving Art website were being launched.

The Visitor Information Centre plain white Mooving Art Cow was the centre of attention with a competition being run to give her a name. Previously known only as Shelf Cow, a new name and personality were in order and with over 45 entries coming in with fantastic suggestions like Practicow, Missy Moooo and Milky Bar a new name will not be easy to pick. The staff and volunteers at the Visitor Information Centre are taking a vote on the new name and will announce it shortly.

Throughout the day local producers (TGS members) each spent an hour promoting their tourist businesses and products in the Meet The Maker program. Valley Fruit Products, Tranquil Hills, Woodlands Estate Lavender, Broken River Vineyards, Locheilan Farmhouse Cheese and Monichino Wines all offered free samples and taste testing of their products and received great promotion and advertising from 3SRFM in their live broadcast.



The open day proved to be a great success with more than 250 people attending throughout the day, and judging by the Mooving Art competition entry forms a large percentage of these visitors were local. Due to the success of the Meet The Maker program the Visitor Information Centre is looking at doing something similar again in the future. If you have any suggestions or would like to be involved in any future Meet The Maker programs, please phone the Visitor Information Centre on (03) 5831 4400 or email rebecca.ross@shepparton.vic.gov.au.

Thank you to everyone who helped out, participated and visited during the open day, you helped to make the day the success that it was.



TOURSIM ONLINE MARKETING E-KIT

(Article from Tourism Victoria Industry Website)

Tourism Victoria, in partnership with other state tourism organisations through the Australian Tourism Data Warehouse (ATDW), has produced a series of online marketing tutorials for tourism operators.

The Online Marketing e-kit covers everything from the basics of developing a good web site to advanced topics like search engine marketing and online product distribution.

You'll also:

- Get step-by-step lessons on e-marketing
- Find out what resources are available to you
- Gain a greater understanding of ATDW
- Find out what TXA is and its benefits

How to access the Tourism e-kit

The e-kit is free of charge and can be downloaded at www.tourism.vic.gov.au

You can download each tutorial individually or download the entire e-kit as a single file if you have a broadband internet connection.

GREATER SHEPPARTON CITY COUNCIL'S NEW LOOK WEBSITE

The Council has recently updated it's website and given it a complete overhaul. The new look website has some fantastic features and helpful links for not only visitors, but also for tourism businesses in the region. There is an extensive range of maps to cover the whole of Greater Shepparton including Shepparton CBD and street maps as well as rural maps covering areas such as Congupna, Bunbartha, Merrigum and Orrvale. The calendar of events has been given a new look and now has a feature that allows you to target a specific date and find out the events on for that time.

All accommodation properties who have advertised in the Greater Shepparton Official Visitors Guide and Visitor Map have an accommodation listing on the website with property details and photo and each listing has an enquiry form attached for accommodation enquiries.

You can find PDF files of the Official Visitors Guide, Visitors Map and Shared Pathways brochures as well as links to the Murchison and Dookie brochures.

Please find the time to have a look at the new website as many improvements have been made to make it as user friendly and helpful as possible.

www.greatershepparton.com.au or www.greatershepparton.com.au/visitors (to get directly to Tourism and Visitors information).



President's Report

Over the past three months the Board have been working extremely hard on facets of the action plan that was put in place at last year's AGM. In particular we have:-

- begun our quarterly newspaper advertising "swap" with the Shepparton News,
- held an extremely successful open day "Meet the Maker" at the Visitor Information Centre,
- organised a new Tourism Award at this year's Chamber of Commerce Business Excellence Awards,
- been organising Tourism Week,
- developed an exciting new Marketing Plan; and
- developed a new fee structure.

The old fee structure has been extensively reviewed and comparisons have been made with other regional Victorian tourism associations [Bendigo, Geelong and Ballarat]. Whilst our new fee structure remains cheaper than most, the Board realised the urgent need to increase fees to allow us to market our region appropriately against our competitors.

We know that with the marketing plan we have put in place, members will see a greatly increased exposure of our region.

In addition, the Board is working closely with the new Council who have been extremely supportive to date.

We believe they will support many of our initiatives in our marketing plan with the allocation of funds from their budget. We will be meeting with Council again soon to present our final marketing plan and discuss funding. We will let you know the outcome in due course.

We look forward to your continued support of our vision to put Greater Shepparton on the map.

To be continued...

GREATER SHEPPARTON OFFICIAL VISITORS GUIDE

The brand new Greater Shepparton Official Visitors Guide was launched at the Visitor Information Centre Open Day in February with hundreds of visitors and locals taking a copy home with them.

If you still haven't received any copies of the new guide, please call the Visitor Information Centre on 5831 4400 and request some copies, or drop in and see the staff. The Visitor Information Centre always has plenty of copies on hand for you so don't hesitate to ask.



MOOVING ART WEBSITE

The Shepparton Mooving Art website has been redeveloped and was launched at the Visitor Information Centre Open Day. The new website (www.sheppartonmoovingart.com.au) has everything you need to know about our herd of Mooving Art Cows including maps of where the cows are located, a picture gallery of the herd, names of the artists, history of the cows, application to paint a cow and details on how to hire a cow for events and conferences. There is also fun for the kids with opportunities to name a cow, colour a cow picture, complete a cow puzzle and send a virtual Mooving Art postcard.



Monichino Wines Win Chris Killeen Memorial Trophy for 2004 Vintage Port



Monichino Wines were awarded the Chris Killeen Memorial Trophy for the Best Australian Vintage Fortified Red (Vintage Port). The wine is the 2004 Monichino Vintage Port.

Terry was presented with the award by Chris Killeen's widow, Ann at the 120th Rutherglen Wine Show presentation evening. The Monichino family was honoured to receive such a prestigious award. The Rutherglen Wine Show is one

of Australia's major wine shows and wineries come from all over Australia to compete, and it's tough competition as there are over 2000 wines vying for the awards across many categories. "The Chris Killeen trophy is particularly sentimental for the Monichino family as they knew Chris Killeen very well and were thrilled to receive the award from his family".

In the winemaking industry Chris was known as the 'Prince of Port', he was a sixth generation winemaker from Rutherglen, and judged at the Rutherglen Wine show for a number of years. He always maintained that Australia could make some of the world's great vintage ports. Chris revolutionised vintage port production in Australia, so to win an award presented in his memory is very special.

Monichino Wines Vintage Port has already picked up more than its fair share of awards taking out two gold medals at the Australian Small Wine Makers Show in 2007 and 2008, and at the Victorian wine show in 2007, along with silver medals at wine shows in 2006 and 2007.

Monichino Wines Shiraz has also picked up a silver medal this year and Cabernet Sauvignon won bronze at the Ballarat Wine Show.

EARTH HOUR 2009

In 2007, 2.2 million people took part in the world's first **Earth Hour** in Sydney Australia. Just one year later, 50 million people in 370 cities and towns, in more than 35 countries worldwide switched off their lights for Earth Hour.

Greater Shepparton City Council took part in **Earth Hour** in 2008 and again this year invites all residents and tourism businesses to join in Earth Hour.

Earth Hour 2009 aims to reach more than one billion people in 1000 cities around the world, inviting communities, business and governments to switch off lights for one hour at **8.30pm on Saturday 28 March** and sending a powerful global message that we care enough about climate change to take action.

Join us for **Earth Hour at 8.30pm Saturday 28 March 2009**. Sign up at <http://www.earthhour.org/>

As an **extra incentive** tourism businesses that sign up to **Earth Hour 2009** could receive **free publicity** in the **Shepparton News** who are partnering the cause. If you sign up, please let **Amanda McCulloch** know amanda.mcculloch@shepparton.vic.gov.au

