

**Greater Shepparton Calendar of Events:** [www.greatershepparton.com.au/events](http://www.greatershepparton.com.au/events)

<b>August:</b>	15 & 16 Annual Mammoth Scale Fly In
24 & 25 Shepparton Winter Market	16 Shepparton Craft and Produce Market
25 It's a Kind of Magic—Queen tribute show	16 Fruit Loop Ride.
26 Shepparton Runners Club Marathon	29—1 Oct. 13th Annual Junior Country 10 pin bowling cup.
27 Les Ballets Grandivas "Men in Tutus"	30. GVFL Football Grand Final.
30 Aug—2 Sept. Kiwanis International Australia Annual Convention.I	

**September:**

- 1 & 2. Murray Valley Orchid Club
- 1. Bjorn Again—Live!
- 5. Paul Kelly—Live!
- 8. Shepparton Farmers Market
- 9. Shepparton Swap Meet

For further details on these events and more, please go to the Greater Shepparton website at [www.greatershepparton.com.au/events](http://www.greatershepparton.com.au/events)

If you would like to include an event on the calendar, please do not hesitate to contact Sharlene Putman on 5832 9849 or email [visitor@shepparton.vic.gov.au](mailto:visitor@shepparton.vic.gov.au)



Just a quick reminder that Tourism Greater Shepparton 2007/2008 membership subsidies are due now. Please contact Sharlene Putman for your information pack and tax invoice if you have not received them already.

Only with your help through membership can we continue our positive path with regards to Shepparton Show Me, the Chamber of Commerce and the Greater Shepparton City Council.

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

**Tourism Greater Shepparton**

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TOURISM TALK

**Visitor Information Centre Volunteer Newsletter**

The Visitor Information Centre has introduced a weekly update newsletter to keep our volunteers up to date with all the latest developments in the centre, Greater Shepparton and news from our operators. This newsletter will supplement existing communication tools including daily updates book, staff meetings, familiarisation tours, quarterly newsletters and local media publications.

The response received so far from the volunteers has been that this new communication method is very welcome. Each week's edition is finalised on Sundays, and emailed or mailed to volunteers on the Monday.

We would like to invite operators to consider any developments or news they have which may be worth communicating to the staff and volunteers of the Visitor Information Centre through the newsletter, and email them through to [visitor@shepparton.vic.gov.au](mailto:visitor@shepparton.vic.gov.au) with the subject line "weekly update".

Thanking you.

Maree Glasson

Visitor Information Centre Coordinator



# Tourism Talk

ISSUE 4  
WINTER 2007

**New Visitor Map for Greater Shepparton!**

The Greater Shepparton Official Visitor Map has begun production. Currently the Greater Shepparton City Council have a cartographer drawing up elements of the map for inclusion, emphasising the attributes of the region. This is your opportunity to become involved and advertise your business and attraction on what will be the most comprehensive local map ever produced! This map will be used in tandem with the Official Visitors Guide as the main marketing tools for Greater Shepparton through the Visitor Information Centre. It will also be distributed to all accredited Visitor Information Centres throughout the state, southern New South Wales as well as being utilised for all conference delegates and attendees.

The map will be in circulation for two years with a downloadable version available on the Greater Shepparton City Council website.

Generous discounts to advertise are available for 2007/2008 members of Tourism Greater Shepparton as well as a further discount for advertisers in the 2006 Official Visitors Guide. This is an excellent opportunity to get involved and advertise your business for minimal cost. We look forward to you getting involved.

If you are interested in advertising, please contact Sharlene Putman on (03) 5832 9849 or email [sharlene.putman@shepparton.vic.gov.au](mailto:sharlene.putman@shepparton.vic.gov.au)

**TGS Annual General Meeting.**

Over the past year, TGS have built a positive relationship with Shepparton Show Me, the Chamber of Commerce and is a major sponsor of KidsFest. We have been working in conjunction with the Greater Shepparton City Council on a number of ventures including sponsorship of the upcoming Visitor Map, cooperative marketing through Trade Travel which encourages group touring via Probus and Seniors tours.

Tourism Greater Shepparton have scheduled their Annual General Meeting for Wednesday 29 August 2007. We would like to invite all members and non members of TGS to attend the meeting, and consider being a part of the board for 2007/2008.

Meeting date: Wednesday 29th August 2007

Time: 7.00pm

Venue: Letizia's Café Bar & Restaurant, Fryers Street, Shepparton

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# Valley Fruit Products

Vera Fleming

Vera Fleming is a woman who is willing to give anything a go and when her parents orchard became too big for them to run, she and her husband Geoff took it on. After some time, Vera and Geoff realized they needed to expand the business and diversified. The opportunity was there to value add to their raw product in a progressive way, just like the Yarra Valley, so they moved into that direction. Gourmet hampers was the way to go as they had increased in popularity, Vera decided to try something new. Pear liqueur had been made for the family's consumption for some time, but it was an excess of apples that spurred her into producing a wider range of products for public consumption. Vera also wanted to attract kids into eating more fruit. What developed from this was caramel and chocolate coated pink lady apples. These apples took a while to perfect with Vera becoming a little obsessed with trying to achieve the right consistency in a cost effective manner - but the outcome is delectable! To compliment her new treats, Vera also developed a range of relishes, pastes, jams, dessert sauces, wines and liquors, all to be sold under the name of "Spirit of the Valley". All of these products utilize the fruits that are grown on the family orchard. But it is the chocolate coated apples that Vera is most proud of. "They have become quite popular and I get orders for hampers from all over Australia" Vera said. "People

particularly love the caramel layer that's under the chocolate coating—but the recipe is a trade secret!"

After just two and a half years in business, Vera's initiative was recognized when she received star runner up status at the RIRDC (Rural Industry Research and Development Corporation Awards). She is also an active participant of the Victorian Women in Agriculture and Resource Management team that advises the Minister for Agriculture on issues that face women and their industries. But Vera has not forgotten about the primary product and is the current chair of the Shepparton Fruit Growers Association. "It's all about the fruit really", she said. "It's so important to this region and personally, to my family. Without the fruit you don't have anything, that's where it starts and ends."

So do yourself a favour and visit Vera at one of the many farmers markets in the region or at her business on School Road, Shepparton East. Or you are a restauranter—why reinvent the wheel, Vera's apples would be a delightful edition to a dessert menu or gourmet hamper!



**You can contact Vera at**  
**Valley Fruit Products on**  
**0428 210 049**  
**Location: 95 School Road,**  
**Shepparton East.**  
**Email:**  
**vera.fleming@bigpond.com**  
**Open by appointment**



## Trade Travel Expo—Adelaide

On Monday 30 July 2007, both Sharlene Putman and Maree Glasson from the Tourism Department in Council trekked over to Adelaide to participate in the Trade Travel Adelaide Expo. For those of you who are unfamiliar with Trade Travel, they are a company who have a firm grasp on Probus and Seniors touring groups. We have joined forces with Trade Travel in the hope of increasing the number of coach tours coming to Greater Shepparton. Discussion with attendees regarding the Greater Shepparton district was very

positive and we hope to be welcoming Adelaide natives to our region very soon.

We would like to again thank Tourism Greater Shepparton's contribution to the participation within the Trade Travel network and assisting the Tourism

Department and the Visitor Information Centre with much needed help in covering the costs associated with attending these shows.



**Sea Eagles are currently giving a great display whilst on Kingfisher Wetland Cruises!**



**Visitor Information Centre**  
**Volunteer Profile—Jeanette Doherty**



Jeanette Doherty began volunteering at the Visitor Information Centre in June 2005 to contribute to the community in a positive manner whilst ensuring she kept busy in her retirement. The Visitor Information Centre was an opportunity to provide visitors to the area with a friendly, positive experience, whilst also being enjoyable and interesting. "The best thing about volunteering is the people and the staff", Jeanette said. "I love to meet people and see them leave contented and happy with the service they have received". The fact that Jeanette has not missed a familiarisation tour is a true sign of her dedication to the centre. The staff at the visitor information centre well know that Jeanette is thorough in her service, as she is a real talker, always happy and cheerful and has an excellent rapport with everyone in the centre. When asked about what she loves about Shepparton, Jeanette ponders everything that is good. The weather, the countryside, the central location and just thinks it's a great place to be! Testament to the fact is that she has lived in the area all of her life!

Jeanette is very conscious of giving back to the community. As well as volunteering at the VIC she also participates in Turaton, including productions and visits nursing homes to give musical entertainment, both playing piano and vocally. Add to the fact, Jeanette is also a mad keen tennis player and reeks havoc on the court in the local competition!

Jeanette has a background in administration and is an asset to the centre. So we take this opportunity to thank Jeanette and look forward to working with her for a number of years to come. Thanks Jeanette!

## Business Development Training Courses—2007.

The Greater Shepparton Business Centre is designed to assist new or emerging businesses to establish themselves as independent entities which can survive and prosper in the open commercial environment. In addition, the Business Centre is a resource to the wider business community and can assist existing businesses with training facilities, meeting spaces, business development training, up to date information and resources from other Government agencies.

The Greater Shepparton Business Centre runs a number of training seminars which are available to the public to attend. Tourism Greater Shepparton has received a information of this upcoming session which you see below.

### Monday 8, 15, 22 and 29 October. UNM (Under New Management) Strategic Business Planning.

This workshop enables participants, over a six week period to look at their current and future business needs. This program will consist of 16 hours of group work and then 5 hours of workplace involvement (one on one time). The sectors targeted include: Retail, home based business, tourism, succession planning. You will: Assess your current position, set targets for the future growth, develop a map showing how to reach your targets and finally check your progress. Time: 6.00pm-10.00pm each Monday night. Cost \$200.00 per participant. Tourism Greater Shepparton will subsidise members \$30.00 per participant for this course (total cost \$170.00).

To book your spot in this course, or for further information on upcoming courses in 2008, please contact Rochelle or Sarah at the Shepparton Business Centre on (03) 5832 1100, be sure to mention you are a member of Tourism Greater Shepparton to ensure you receive the applicable subsidy.

### New Pricing Structure for online listings on visitvictoria.com

From 16 July the annual listing fees for visitvictoria.com will change:

For non-accredited tourism businesses the fee will change from \$180 to \$250 per year;

- Accredited tourism businesses will pay \$100 per year representing an annual discount of \$150 per year.

All fees paid by operators for listing on visitvictoria.com will be returned as a grant to their respective regional campaign committees who will provide new regional online marketing initiatives in collaboration with Tourism Victoria. For more details go to the Tourism Victoria corporate website [tourismvictoria.com.au/emarketingopps](http://tourismvictoria.com.au/emarketingopps). This is the first increase in listing fees since visitvictoria.com was launched more than six years ago. The benefits of listing continue to increase with over five million visitors per year to visitvictoria.com.

Events, not-for-profit organisations, and Visitor Information Centres will continue to receive free listings.

#### Existing listings on visitvictoria.com:

Accredited operators already listed on visitvictoria.com will be prompted to pay the new listing fee of \$100 from 1 November 2007. For non-accredited operators with existing listings, the new pricing of \$250 will only apply when listings are due to be renewed. Operators will be notified by email and telephone at this time.

Operators who have bought a listing along with participation in tactical marketing brochures will not be affected by these changes until the campaign period finishes. At that point they will be given the opportunity to participate in the next campaign or purchase a listing on visitvictoria.com at the new price.

For more information go to [tourismvictoria.com.au/tourisonline](http://tourismvictoria.com.au/tourisonline) or contact the Support Desk on email: [onlinecomments@tourism.vic.gov.au](mailto:onlinecomments@tourism.vic.gov.au)

## Local Wineries Win Awards!

Shepparton's own Broken River Vineyard brought home the gong for the "Best Fortified Wine" at the recent Association of Australian Boutique Winemakers wine awards. The award winning port is one of three vintage ports the River Road winery will release. The winery's 2001 Shiraz Grenache Mourvedre Blend also scored a bronze award. The award winning drop then went on to win the Gold Medal and top of class in the esteemed Cowra wine show. Vineyard owners Fred and Ruth O'Keefe are stoked with their win and hope this will increase the profile of the winery and cellar door, which is located on River Road, Kialla. Broken River Vineyards Cellar door is open Friday to Sunday from 10.00am to 5.00pm.



To follow on from Fred's success, Guido Vazzoler of Murchison Wines at Longleat was awarded the Best Riesling of the Show at the Cowra Wine Show earlier this month for its 2004 Riesling. This came as a real surprise to Guido as the Riesling category is usually dominated by bigger wineries. Doubly so, this drop was the first wine Guido made after he and his award winning cheesemaking wife, Sandra purchased the property at the end of 2003, so he got it right from the very start. The Cowra Wine Show is one of the largest national wine shows in Australia, and this year attracted more than 2700 entries.

We congratulate both wineries on their respective wins. These awards help to market the Greater Shepparton region to visitors and locals alike. We hope that the local restaurants and caterers support the local producers and stock their wines or do yourself a favour and head out to see Guido and Sandra and Fred and Ruth and try their award winning wines and cheeses. You wont be disappointed!

## A note from the TGS President

How blessed we are to live in an area with such magnificent weather. While it's cold, drizzly and dreary down in Melbourne, our days are alive with bright blue skies and golden sunshine.

Every evening as I look out my front window I am greeted with a sunset to match anything that the Whitsundays can dish up!

The air is fresh, the water is clean and we have the most wonderful array of locally grown fresh fruit and vegetables in the country.

Our sporting facilities, our entertainment venues, our shopping, our restaurants, our wineries, our accommodation – Greater Shepparton has it all.

We who live here in the Gouburn Valley know how good it is. It's now time for us all to work together to make sure that everyone else in Victoria, and Australia for that matter, knows it too.

I look forward to seeing you all at the AGM of Tourism Greater Shepparton at the end of the month.

Kind regards,

**KAYE BERNARDI**

President – Tourism Greater Shepparton

