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Links

www.visitgrampians.com.au

www.grampiansgrapeescape.com.au

VISIT GRAMPIANS  Broadcast Yourself™

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Message from CEO

The recent lovely autumnal weather has given us the opportunity to show case the region at its best to many visiting media representatives.

Inviting journalists and TV shows to visit the Grampians is a major element of Grampians Tourism's marketing plan. Recently we have hosted the live weather cross team from Channel 9's Today Show, as well as a crew filming for Channel 7's Coxy's Big Break program. Royalauto & Australian Geographic magazines have visited to file stories on the Pyrenees wine region and outdoor adventure respectively. Journalists from Sunday Age, Leader Newspapers and Women's Health magazine and a researcher from Getaway participated in a nature based itinerary.

On a final note our congratulations to the organizing committee of the Grampians Grape Escape Festival which attracted record numbers this year and lots of positive feedback from visitors.

Chris Burchett

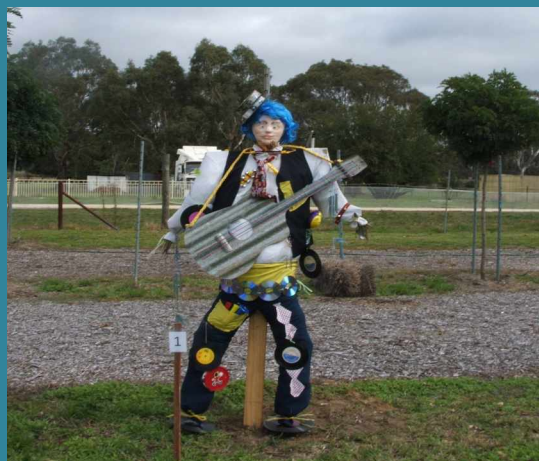
Steve Jacobs from the Today show at Brambuk



DID YOU KNOW??...

The Ararat & Grampians Visitor Information Centre entered in the Scarecrow competition

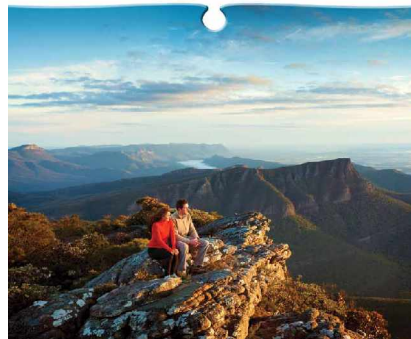
Meet "Vaudeville VIC"



Do you have any interesting 'Did you know' items that we can include in the next e-news?

New Official Visitor Guide Launch

Hon Tim Holding MP to launch new visitor guide in the Grampians



See attachment for full invitation

New Business's

4 ½ star self contained accommodation in Dunkeld
'Kerala Mountain View'

The Nati Café
Natimuk



Ararat Local Traders

Ararat operators are moving towards establishing a Local Tourism Association. Plans will be discussed on ways to establish this industry body with responsibilities for nurturing local industry development, cooperative activities and as a lobby group to Council, Grampians Tourism and state agencies.

The move follows the establishment of LTAs in Pomonal, Halls Gap and Wartook Valley.

The meeting is set down 10am-noon, Tuesday 18thMay at the Municipal Offices Meeting Room.

Please advise Sarah Race [M: 0428732808](tel:0428732808) if attending.

Our Board

Ross Hatton-Chair

Aaron Davis

Bob Farmer

Chris McClure

Graham Parkes

Hugh Koch/Mary McArthur

Jeremy Clark

Judy Vanrenen

Ray Davies

Robyn Dalkin

Samantha Magill

Stephen Chapple

Chris White (TV Observer)

Meets monthly at different venues around the region.

IMPORTANT

Don't forget to let us know if any of your details change, this helps us keep our database up to date.

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Seniors Card Participation

This September, the Victorian Seniors Card program will deliver their biennial Tourism, Leisure & Recreation directory to more than 650,000 households across Victoria.

80% of Seniors Card holders regularly refer to their directory when planning a trip / activity*. This presents an exceptional opportunity to promote your business to this large consumer segment, as listings within the directory are FREE for all registered business supporters who provide a discount to Seniors Card holders.

The directory will be valid until December 2012. To list your business for FREE within the 2010 Tourism, Leisure & Recreation directory, apply before May 24 by visiting www.seniorcard.vic.gov.au or contact the Senior Card team on 1300 797 210.

Australian Tourism Exchange

Grampians Tourism, as part of the Great Southern Touring Route will be at the major international travel trade show, Australian Tourism Exchange in Adelaide next week. 600 buyers from Australia's key source markets across Asia and Europe, NZ and North America will be in Adelaide and a hectic appointment schedule provides one on one briefings.

Royal Mail Hotel, D'Altons Resort, Mountain Grand, Balcony Restaurant, Brambuk, DULC Cottages, Boroka Downs, Gum San, BSK Adventures, Hamilton Regional Gallery will be featured in our presentations

Upcoming Events – Tourism Workshop

ONLINE BOOKING ROADSHOW COMES TO THE GRAMPIANS Tourism Victoria is inviting tourism operators to learn how online booking capabilities can benefit their business at a free roadshow to be held at Halls Gap Colonial Motor Inn on 25th May from 10.00 – 3.30pm.

The sessions will also include google tools, getting more out of your website and understanding distribution of tourism related products and services.

RSVP by email admin@grampianstourism.com.au or phone 035361 4010

TOURISM AWARDS WORKSHOP

Tourism Alliance Victoria, on behalf of Tourism Victoria, is presenting a 3 ½ hour workshop for businesses considering entering the Victorian Tourism Awards. Entrants will receive valuable step-by-step suggestions on completing the submission, including templates, helpful tips and important dates. See what winning entries look like.

Grampians Tourism has secured the services of former Awards winner, judge and mentor, Glen Warren, proprietor of Absolute Outdoor Adventure. He will be available over the next two months to offer suggestions, feedback and general assistance to those entering the Awards.

Noon to 3.30pm, Thursday 3rd June, Mural Room, Brambuk Centre, Halls Gap. RSVP to admin@grampianstourism.com.au by Monday 31st May.

Guest Interview Mr Adam Harding Horsham Regional Art Gallery



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Adam Harding

Director, Horsham Regional Art Gallery

Tell us about your role.....

I am responsible for selecting the 14 exhibitions that we present in our annual program. With my team, my role also encompasses the care of the Gallery's Collection, which includes 2500 objects that reflects the history of the Wimmera, includes the Mack Jost Collection of Australian paintings and works on paper, and our outstanding holdings of Australian photography, from its earliest beginnings in Australia to large scale contemporary works. With the Curator I work towards building and interpreting this collection for visitors and residents alike.

How long have you been in this role?

2 1/2 years, Director for the last 15 months.

What are your plans for the next 12 months?

The Gallery is about to enter a very exciting phase as we embark on an ambitious building project to transform the Horsham Town Hall to include an outstanding regional art gallery, a state of the art performing arts centre and a new flat floor function and events space and more!

During the construction period the gallery will operate from the Jubilee Hall in Roberts Avenue

What's your favourite part of your job?

Selecting and buying a new artwork for the Gallery's Collection is my favourite part of my role, building on the work of those who have gone before me, but also choosing artworks that talk about today and adding them to the works that illustrate our history.

Sum up the Grampians Region in one word.

Sky

Where would you take guests to in Grampians Region? The footy in Laharum! I think it is one of the most beautiful footy grounds I have ever visited. I love getting out on a Saturday afternoon, have a cold one, maybe a pie and hearing the three quarter time speech in the huddle.

Finish this sentence - If only I had a dollar for every time someone said....

"I didn't realise Horsham would be big enough to have such a great Gallery."