



e-news from GRAMPIANS TOURISM

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Welcome to Grampians Tourism e-news

Cycling and walking have long been activities closely associated with our region. The Board of Grampians Tourism has just appointed two sub-committees to work closely with Parks Victoria and other agencies on developing our capacities to deliver superior experiences across both of these popular visitor activities.

The Board has also signed off on the 2009-2010 Business Plan. It has now been posted at the home page of our [website](#)

Grampians Tourism has also been working to develop consumer understanding of the experiences we offer holiday makers. One project has been the creation of a series of 30-45 second video "vignettes". Some have already been posted - have a look at <http://www.zeemaps.com/120127> noting that we still hope to have another 20 or so posted by the end of the year shot at Boroka Lookout, Mt Sturgeon, Mt William, Buangor, Mt Stapylton, in St Arnaud National Park, at country markets and elsewhere.

If you want to be involved in the shooting, please liaise with our cameraman, Mark Shea - ozdocos@hotmail.com We are always looking for brightly clad 'film stars'.

*Chris Burchett - CEO
Grampians Tourism*

Public Relations Appointment

The contracting of professional PR agencies has delivered great results in our region and other key tourism destinations.

With consumers becoming more 'savvy' about where they source holiday inspiration, paid advertising alone is not enough.

Grampians Tourism have entered a 12 month contract with Tyrrell Publicity and Promotions to help gain greater exposure across state and national media.

If you have ideas that could be used by our PR contractor, please forward them to [Kylie Schurmann](#)

Upcoming Events

August:

- 1-2 Dunkeld Open Gardens & Galleries
PH: 1800 807 056
- 2 Stawell Orchid Society Winter Show
PH: 5358 2146
- 3 - 4 Hamilton, Sheepvention
PH: 5572 2563
- 9 Buangor, Big Sunday Lunch
PH: 1800 657 158
- 13 Melbourne Symphony Orchestra in Horsham
PH: 5382 9777
- 13 Seduction by Tastebuds "Dalwhinnie"
PH: 1800 206 622
- 29-30 Coleraine Arts Show
PH: 5575 2669

September:

- 4 - 6 Classics in Wartook Valley
PH: 5382 9779
- 5 - 6 Discover Dunkeld
PH: 1800 807 056
- 5 Grampians Petanque Club Doubles Tournament
PH: 5356 4755
- 15 Ararat Seasonal Farmers Market
PH: 5355 0249

E-Marketing Seminar - or 10 things you need to know about being "on-line"

GT has arranged a 2 hour seminar with 3 experts talking about

- *Google Analytics* – the how and why of using it to improve your web-presence;
- *ATDW* – why it keeps you connected effectively without extra hassles;
- *Tourism Exchange Australia* – real-time booking capacity for small to medium size tourism businesses.

If you want to know more about improving the on-line exposure of your business, there are two seminars - Monday 17th August 10.00am at Hamilton (Venue TBA) or 2.00pm at Mural Room, Brambuk, Halls Gap.

Please email your RSVP by Wednesday 12th August to admin@grampianstourism.com.au There is a charge of \$30 per head to offset costs.

Expressions of Interest- Grampians Tourism Leadership Program

GT has the opportunity to coordinate a tourism leadership program focusing on education and skills development, and providing training to enable graduates to take on the responsibilities of leadership within our local industry. The program has been successfully run in other regions over the past few years.

Participants would commit to a total of approximately 10 seminar days over 6 months in 2010. Topics covered will include tourism marketing, media management, public speaking, meeting procedures and governance, delivered by guest speakers and professional facilitators.

While no commitment is needed yet, an indication of interested will guide the development of the proposal.

Please contact GT for [further information](#).

Regional Tourism Community Awareness Campaign

Grampians Tourism has joined with other regional tourism agencies and Tourism Alliance to raise awareness of the value of tourism across to regional Victoria. The ad is currently airing on the Prime TV regional network until early August.

Search for top 101 Accommodation

RACV's 101 Best Places to Stay in Victoria is a new online campaign, which follows the success of the 101 Best Things to See & Do campaign.

Visitors to www.racv.com.au can nominate and vote for their favourite accommodation property