



Albury Wodonga Regional Tourism Forum Inc

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NEWSLETTER – SUMMER 2009

Our Committee has been very busy the past couple of months and have now created a strong pathway that will expand our activities and networks across the region. We want to be prepared for the potential recession and have come up with several new initiatives – come along to our next General Meeting and see what we have been doing.

Some other good news is that we have secured ongoing sponsorship plus new funding for co-operative marketing opportunities. Despite the unbelievable heat, we have forged ahead, however some cooler weather would not go astray at all!

GENERAL MEETING

Guest speaker – James Ross, Manager Strategic Marketing, City of Wodonga

19 February 2009 (Thursday) – 7.30pm

Elizabeth Room, Commercial Club, 618 Dean Street, Albury

Originally from New Zealand, James has worked in marketing and strategic planning roles in New Zealand, England and Australia. After a 20 plus year career in mainly Financial Services with a smattering of telecommunications, he has done the ‘tree change’ and is now the Manager Strategic Marketing for the City of Wodonga. In this role James oversees the promotion of Wodonga as a desirable destination to live, work and invest, targeting metropolitan areas in Melbourne, Adelaide and Canberra. James is also on the Regional Development Victoria steering committee for marketing promotion of provincial Victoria and is the Wodonga Council officer responsible for tourism.

James has a Bachelor of Business Studies from Massey University in New Zealand, a MBA from Henley Management College in the UK and is a full member of the Chartered Institute of Marketing (UK).

The City of Wodonga has joined us and we are going to work in partnership with them to produce some win win situations for the tourism industry. Please call John on 02 6929 3213 if you can attend, it should be a great meeting and very informative.

Albury City & the Commercial Club Albury Renew Sponsorship for 8th Edition of our Guide-Map

Our regional guide-map continues to grow in popularity meaning new editions need to be produced to meet the demand for this brochure. Thanks go to Albury City and the Commercial Club Albury for being the main print sponsors, their support is greatly appreciated as is the support from Specialty Press and WAW. Ian Cossor will be making a few changes that members have suggested for the map.

Many visitor information centres stocked up before Christmas and experienced about a 10% increase in visitors this summer period, this certainly depleted our stock of the brochure. If members want any changes made to their details please let us know as we are finalising artwork. Contact Christine on 03 5728 7311 or email the changes to info@albury-wodonga-region.com.au

Discover North East Victoria & Southern Riverina of NSW Brochure – A4 brochure

This brochure is well underway and will be a very important publication that is going to be marketed to visitors, locals and potential new residents. We now have many of the regional Councils involved with this brochure and this coupled with a wide variety of information will make it a very attractive

Member update

Congratulations to Doug Meyers, CEO of the Henty Machinery Field Days Co-operative for receiving an Order of Australia Medal (OAM) on Australia Day. Doug has done a tremendous job building the field days up to the great success they are today.

Welcome to New Members

City of Wodonga

Hovell Street, Wodonga. Postal: PO Box 923, Wodonga 3689. Phone: 02 6022 9300

www.wodonga.vic.gov.au Email: info@wodonga.vic.gov.au

Wodonga is a vibrant City that provides a variety of accommodation choices and attractions. Visit Sumison Gardens overlooking Belvoir Lagoon, go bike riding or walking on well maintained tracks. Enjoy the Army Museum at Bandiana or the historic Bonegilla Migrant Centre at Lake Hume. We are active promoters of tourism and welcome major conferences and events. Visit our website for information on our attractions, upcoming events, retail sector and city-country lifestyle.

Office Hrs: Mon-Fri 8.30am to 5pm

Steannicholls

Licensed Real Estate Agents

621b Dean Street, Albury. Telephone: 02 6021 5233 Fax: 02 60 41 1779

www.steannicholls.com.au email: realestate@steannicholls.com.au

Our company, Steannicholls has a distinctive corporate image and takes pride in the fact that there is a consistency of quality in everything we do. We employ twelve staff who are dedicated to providing close personal communication and professional support. Steannicholls has a suite of real estate services; home, residential sales, commercial/industrial sales, residential rental, commercial/industrial rental.

Mid Term Membership Offer

Several businesses have expressed an interest in joining us so we have a mid financial year membership fee of \$176 which takes these businesses through to the 30 June this year. If you know anyone who is interested in joining, please phone John on 02 69 293 213. This is a great time to come on board as the tourism business will be in the 8th Edition of the guide-map, on the website, in the new A4 brochure etc. Without sponsorship support we would not be able to provide such a comprehensive marketing mix. This offer expires very soon, so please let anyone interested know by the 13 February. Membership is subject to approval.

Federal Government -Volunteer Grant Program

Christine successfully applied for a grant to provide fuel to some of our volunteers who travel long distances to be involved in our activities. Part of the grant of \$2,500 will cover some of the costs incurred in creating the next edition of the guide, the A4 brochure, meetings with Councils, industry groups, printers etc. This grant will also make it easier for the committee and our volunteers to commit their time more freely if there is a reimbursement of fuel costs.

Brochure Stands

All members should be aware by now that the Commercial Club in Albury has a brochure stand available only to our members to promote their business, it is part of the Club's sponsorship arrangement with us. Christine monitors the supply of brochures and keeps the pockets replenished. Unfortunately demand is outstripping the supply. Any members wishing to grow their business are encouraged to put their brochure on display, you can this by;

- Forwarding brochures to; AWRTF, PO Box 775, Wodonga 3689.
- Take your brochures and put them directly in the brochure rack in the Elizabeth Street foyer of the Commercial Club. Please let the staff know that you are a member.
- If attending one of our meetings please bring a supply of brochures with you.

Recession Buster Activities

Networking with others is a very powerful promotional tool; we are committed to establishing partnerships to increase business for members. Shortly, we will be involved in a national marketing campaign. If members have any recession buster ideas please let us know, your input is appreciated.