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LATROBE CITY, VICTORIA, AUSTRALIA – ONLY 90 MINUTES FROM MELBOURNE

Tourism Talks e-newsletter May 2012

 *Tourism Talks* is brought to you by the Latrobe City Business Tourism Association Inc., and the Latrobe Visitor Information Centre

Latrobe City Business Tourism Association Inc.



Our industry's night of nights will be held on Tuesday 22 May at the Moe RSL. The *Telstra Latrobe City Business Tourism Association Inc., People's Choice Awards* is the chance for us to get together and celebrate the accomplishment of local businesses, as recognised by the public. All finalists have received notification. Good luck to all businesses.

Committee Updates

The Executive Committee met on 19 April and the General Committee meeting was held on 26 April 2012. The General meeting was held at Ryan's Hotel in Traralgon. Helen from Ryan's provided an insight into the history of Ryan's Hotel and her plans for the future.

Guest Speaker at the event was Glenda Gibson from Gibson Accounting in Traralgon. Glenda's presentation focused on Employer Responsibilities. The presentation was very informative and we appreciate Glenda making the time available to our members.

Members present were also able to meet Trish Reardon who has been appointed as LCBTA Inc – Administrator (you have probably started seeing the emails coming from Trish). We also met the new owners of Century Inn Jamie Wei and Duke Diao.

Alan Lewis from the Grand Strzelecki Track (GST) spoke passionately about the Track and brought members up to date on the details for the opening event held on 5-6 May. There is also an opportunity for members to be involved with sponsorship. For further information, on the GST visit www.grandstrzeleckitrack.org.au

May Events



1 – 31 May

Creative Gippsland Arts Festival – Various venues

Saturday 5 to Sunday 6 May

Moe Music Festival, Old Gipps town Moe

Saturday 5 to Sunday 6 May

Grand Strzelecki Track Opening, Saturday Morwell National Park – Junction Carpark; Sunday Tarra Bulga National Park

Tuesday 22 May

Telstra LCBTA Inc, People's Choice Awards - Moe RSL, Moe

May - Latrobe Regional Gallery Exhibitions, Commercial Road Morwell

- Overland CBus Collection of Australian Art
- Colin Bennison ...On a White Canvas
- MAY'S Exhibition: The May Lane Street Art Project



Marketing Workshops – Small Business Seminar Series

15/05/2012	Marketing for Growth	6.00pm - 9.30pm	\$30
20/08/2012	Your Business Online	6.00pm - 9.30pm	\$30
22/10/2012	Improving your Cash Flow	6.00pm - 8.00pm	\$20

For further information and to book visit www.lcbta.org or log onto www.business.vic.gov.au

Telstra LCBTA Inc. People's Choice Awards 2012

Voting has now closed! Around 400 businesses have been sent their Certificate of Recognition. An amazing number of businesses have been nominated in the 13 voting categories. A large number of businesses have also received votes in more than one category! Letters and certificates have been sent to all Finalists.

Be quick to book your tickets for this Gala Evening. Tickets can be purchased individually or in tables of ten.

Date:	Tuesday 22 May 2012
Venue:	Moe RSL, 63-67 Albert Street, Moe
Time:	6.00pm - 12.00pm
Tickets:	\$65.00 per person

Ticket price includes complimentary drink upon arrival, canapés and two course dinner.

To book your tickets, please contact the LCBTA Inc. Secretary – Leisa Anderson at the Latrobe Visitor Information Centre on 1800 621 409 or visitorcentre@latrobe.vic.gov.au

2012 RACV Great Victorian Bike Ride – Coming to Latrobe City

Gippsland is the feature of this year's RACV Great Victorian Bike Ride starting from Lakes Entrance on Saturday 24 November and arriving in Latrobe City on 27 November. Traralgon will host the rest day activities on Wednesday 28 November.

The RACV Great Victorian Bike Ride is a long established event and celebrates 29 years in 2012. The 8 day cycling and 1 rest day is established as a camping based cycling holiday, however some cyclist prefer hotel style accommodation. The event attracts 4,000 to 5,000 riders as well as 500 or more volunteers.

Latrobe City mayor, Cr Ed Vermeulen said, "For Latrobe City to host several days of the route is terrific. The economic boost, the potential for tourism opportunities and the vast influx of visitors will put our municipality firmly in the spotlight".

The Latrobe City events team is compiling a program of activities and events with Bicycle Network Victoria to enhance the rider's experience and is looking to engage interested parties who would like to be involved in this years activities. To find out more about this event, contact Tara Donegan Events Officer Latrobe City Council on 1300 367700.

Grand Strzelecki Track Official Opening – A huge success!

The Grand Strzelecki Track was officially opened on Saturday 5 and Sunday 6 May and was a huge success. Russell Northe MLA Morwell, Phillip Davis MP Eastern Victoria and Peter Ryan MP Deputy Premier all participated in the opening of the Track. Free BBQs and entertainment provided by the Watbalimba Indigenous Dance Groups featured on both days.

To view a full copy of the track layout www.grandstrzeleckitrack.org.au

Southern University Games – 2 to 6 July

It's only weeks until the University Games begin, when 1600 students will arrive in Latrobe City.

How can you get involved? As a local business you can support the event in a number of ways. Providing supplies, services or offering discounts to participants is just a small way in which your business can be involved. All 1600 students will come from outside the Latrobe City area which will provide a substantial economic boost for the region. For more information on sponsorship packages or how you can be involved in the Games contact elecia.douglas@unisport.com.au

Do you know a volunteer? The Games will be recruiting a number of workforce personnel including over 80 volunteers to work on the event. If you know of someone interested in volunteering or you want to put yourself forward, contact the Games event coordinator Jess Lloyd via email: sug.coordinator@unisport.com.au. There are volunteer roles in a variety of areas such as: sport, admin, operations, special events, media, photography, journalism and registrations. In addition, the Games will hire over 200 officials to referee and officiate the various sports. These officials will be sourced from local sporting clubs and associations and be paid to referee.

Want to know more? Then check out the Games website www.unigames.com.au

Gippsland Tourism Audits

Gippsland Tourism Business Audits and Gippsland Town Audits will run until the end of June. As part of the process, businesses and towns will be "mystery shopped" by an independent third party. The purpose of the audit is to independently and objectively measure, track and assess the actual customer experience being delivered in our region, providing an honest snapshot of how we are performing against other Victorian regions. Business audits are conducted in the following categories: Accommodation, Restaurants/ Cafes, Attractions, Retail, Winery and tasting experiences.

This year 12 Town audits and 36 business audits will be conducted. All participating businesses will receive an extensive report including scoring for day-to-day operations, first impressions, presentation, quality of the overall experience and the likelihood of return visitation and recommendation to others.

For more information contact Industry Development Officer Phoebe Honey: phoebe@destinationgippsland.com.au

Tourism Talks May 2012

National Volunteer Week – 14 to 20 May

National Volunteer Week (NVW) is the largest celebration of volunteers and volunteerism in Australia, and provides an opportunity to highlight the role of volunteers in our communities and to say thank you to the more than 6 million Australians who volunteer. The theme *Every One Counts* – sends a strong message to existing volunteers that they are valued and supports potential volunteers by reinforcing that every single volunteer makes an important contribution to the broader community.

Mt Baw Baw Alpine Resort

The Green Season is wrapping up, as the Resort prepares for the winter ahead. Visitation has grown over the summer months, largely due to the *Sea to Sky restaurant* which has developed a reputation for excellent local food and wine, attracting good patronage midweek and weekends.

Winter recruitment is underway with close to 100 jobs on offer across a range of departments including; Guest Services, Snowmaking, Housekeeping and Lift Operations. The Resort seeks to employ as many locals as possible, with advertising focussed in Latrobe Valley and West Gippsland.

Mt Baw Baw looks forward to a terrific winter ahead. For more information about the Resort visit www.mountbawbaw.com.au or contact Guest Services on 03 5165 1136.

DGL - Inspiring Gippsland Rides Brochures

Destination Gippsland Ltd rides brochure features the following Latrobe City rides: Grand Ridge Rail Trail; Moe to Yallourn Rail Trail; Traralgon to Tara Bulga; and the Country Road. To download a copy of the brochure visit www.destinationgippsland.com.au

THANKS

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Proudly supported by



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