

Destination Gippsland Industry eNewsletter June 2008 Edition

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Message from the Chairman, Chris Buckingham

Dear Friend of Tourism

This special edition of Destination Gippsland's Industry Newsletter is being circulated to give you a comprehensive update on developments as the Gippsland Tourism Sector embarks on an exciting period of change.

Recruitment of the inaugural Chairperson of Destination Gippsland Ltd is underway and is due to be concluded early next week. The selection panel is Mr Lyndon Webb CEO Wellington Shire, Don Richter Acting CEO Tourism Victoria and Pearl Findlay-James Deputy Chairperson Destination Gippsland Inc.

As soon as the new chairperson is on board, candidates for CEO Destination Gippsland Ltd will be shortlisted and interviewed.

Chris Buckingham will be finishing up on June 20th for a 10 day holiday (in Gippsland) before commencing in a new role as CEO Destination Melbourne.

To ensure a smooth transition Craig Stubbings will be acting General Manager, Gippsland Tourism from June 23rd - 30th and then Acting CEO Destination Gippsland Ltd from July 1st - July 20th. Craig is on secondment from Parks Victoria and is very much looking forward to working with the industry across the region over the coming weeks.

Once the permanent chairperson and CEO are appointed, there will be a public recruitment process for the new board.

The members of Destination Gippsland Inc will form the marketing working group for Destination Gippsland Ltd. They will continue to meet on a monthly basis to guide the implementation of the Inspired By Gippsland Campaign under the auspices of Destination Gippsland Ltd. They will also be responsible for ensuring the completion of the marketing elements of the Bushfire Recovery Program.

Two key reports are being finalised in the next seven days that will summarise the key activities and outcomes achieved through the Gippsland Bushfire Recovery Program and General Manager, Gippsland Tourism Project. These will be posted on www.destinationgippsland.com.au before June 20th.

If you have any questions about the transitional arrangements please call Chris Buckingham on 0429 869 638 or Jenny Brown on 5142 3499

New Destination Gippsland Prospectus Launched

Destination Gippsland's Inspired by Gippsland Marketing Prospectus has been released. We are already getting a steady stream of enquiries from operators and tourism associations. The success of the campaign is reliant on support from the industry. The more 'buy in' the greater our collective impact.

The Prospectus offers a great opportunity to buy in to the campaign, invest in highly subsidised marketing activities and support the promotion of Gippsland as an inspirational place to visit.

The prospectus has been designed to suit businesses of all sizes. There are a range of opportunities from \$250 + GST for an online listing on www.inspiredbygippsland.com.au through to full blown advertising campaigns in metro print media and Destination Gippsland's key motivational brochures.

There are also extra incentives designed to encourage people who book early, reward those who are members of Local or Regional Tourism Associations and assist those building structured marketing campaigns.

If you would like to become involved, would like more information or a copy of the prospectus, please contact Jenny Brown on 5142 3394 or email Jenny.Brown@wellington.vic.gov.au

Gippsland Tourism Week 2008

Thank you to everyone who made the time to join in and participate in Gippsland Tourism Week. It was a terrific opportunity to showcase tourism in this great region. It was fantastic to see so many people getting involved, networking and spending time working on their business. Anecdotal feedback from participants has been overwhelmingly positive. It hit the mark in terms of meeting the industry's business development and networking needs.

A total of 416 participants (an increase of over 200 on 2007) attended the seven events held during the week. Many people attended multiple events with a small and committed group making it to every event!

A survey is currently being undertaken of participants so keep an eye out in the next newsletter for industry feedback and a full report on the week's events will be posted on www.destinationgippsland.com.au

Gippsland Tourism Awards 2008

The Gippsland Tourism Sector celebrated a great year in tourism at this year's Gippsland Tourism Awards last Thursday. Thank you to the 140 people who came along to support the night and especially to the fantastic businesses who entered. There were 8 winners, 1 certificate of merit, 4 finalists and 8 certificates of commendation awarded across 10 Categories.

The evening was marked by happy acceptance speeches and a real sense of optimism as the tourism industry celebrated the achievements of their peers. Mr Geoff 'Coxy' Cox entertained the crowd with a series of very funny anecdotes about his travels and some advice for the future of regional tourism in Victoria.

Congratulations to all of our placegetters this year:

Tourism Wineries

Winner- Brandy Creek Wines and View Café

Finalist- Wild Dog Winery

Commendation - Toms Cap Vineyard

Commendation - The Gurdies Winery

New Tourism Development

Commendation - Lakes Explorer

Commendation - Nickelby at Darnum

Tourist Attractions

Winner - Mount Baw Baw Alpine Resort

Finalist - Candalaraine Alpacas

Tourism Marketing

Winner - Prom Country Regional Tourism

Hosted Accommodation

Winner - Stringybark Cottages Bed and Breakfast

Finalist - Lakes Entrance Waverley House Cottages

Finalist - Cypress Hill Bed and Breakfast

Commendation- Springbank Bed and Breakfast

Luxury Boutique Accommodation

Winner - Montfort Manor

Deluxe Accommodation

Commendation - Frog Gully Cottages

Visitor Information and Services

Winner - Latrobe Visitor Information Centre

Merit- Prom Country Visitor Information Centre

Commendation - Wellington Visitor Information Centre

Tourist and Caravan Parks

Winner - Toora Tourist Park

Commendation - Inverloch Holiday Park

Tourism Education and Training

Winner- Gippsland Tourism Industry Leadership Program

Gippsland Touring Map

The 2008 Gippsland map was launched by Coxy at Montfort Manor on the last day of Gippsland Tourism Week and is now available throughout the region.

If you would like some copies for your business please give your nearest Visitor Information Centre a call:

South Gippsland - Prom Country Visitor Information Centre 1800 630 704

Bass Coast – Wonthaggi Visitor Information Centre 1300 854 334
Inverloch Visitor Information Centre 1300 762 433

Central Gippsland - Latrobe Visitor Information Centre 1800 621 409
Wellington Visitor Information Centre 5144 1108

East Gippsland - Lakes Entrance Visitor Information Centre 5155 1966
Bairnsdale Visitor Information Centre 5152 3444

West Gippsland - Baw Baw Shire Council - Janiene Ayre 5624 2538

IMPORTANT: Please call first to ensure they have enough supplies on hand

Destination Gippsland Key Contacts

For further information about Gippsland visit

www.destinationgippsland.com.au – the official industry site

www.inspiredbygippsland.com.au – the official consumer site