

## Your 5 Minute Guide to Directions

Short on time? Here's a quick summary of some of the stories in this edition.

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# SHORT BREAKS Campaign Launch



There's always something new to enjoy.

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otwayshortbreaks.com.au

Geelong Otway Tourism (GOT) and the four Local Tourism Associations have worked in consultation with industry to develop a new campaign to market the region.

Experiences and packages will be promoted under the new 'Short Breaks' banner. The 'calendar style' creative has been developed to showcase what we have to offer Melbournians and our neighbours in regional Victoria.

A PR agency has been engaged to promote our stories and drive editorial coverage. Areas of focus will be food and wine, golf, nature and water based activity. We will also leverage key events throughout the region.

Feedback from Geelong & The Bellarine members also led to the development of several themed months. This new initiative will focus PR efforts and help with package development.

The Short Breaks campaign presents industry with a shopping list of activities to pick and choose from. You can tailor activity to suit your individual business needs.

Some opportunities are available year round and they are all heavily subsidised through State and GOT funding.

Opportunities to get involved start from just \$150 for a listing in an email blast to GOT's consumer database.

Other activity includes print advertising, emails to a rented database of over 19,000 consumers and online deals and packages.

For more information or to book your involvement contact Brad at Ivy Street Advertising. T: 5229 2000.

## MORE Ways to Promote Your Business!

The launch of the Short Breaks campaign signals the beginning of a busy time as we all prepare for the peak season.

In August sales will commence for the Official Visitors' Guides for Geelong & The Bellarine and Surf Coast & Otways.

Operators involved with the Great Ocean Walk Partnership Marketing Program are also reminded that a prospectus for the 2010/11 program will be distributed shortly.

## Tiger Flights Make Geelong a Must See

Tiger Airways' expansion across Australia continues, with the June announcement of an increase in the number of aircraft based in the state to 10 and the addition of a new base at Avalon Airport.

Five new aircraft for the state translates to the creation of more than 200 jobs for Victoria through flight crew, ground handling and maintenance partnership positions. It also enables the airline to increase capacity on popular low fare routes to and from Victoria.

Flights to Avalon Airport will commence operation from 10 November 2010.

While a lot of focus has been placed on the varied and exotic destinations the low cost carrier will fly to – Roger Grant, Executive Director of Geelong Otway Tourism (GOT) says Tiger Airways will want to have full planes coming in the other direction.

"Tiger Airways becomes a welcome and important ally in GOT's constant campaigns to increase awareness and attract visitors to the region," said Grant.

"As well as taking people from Geelong to destinations like the Gold Coast when initial flights start in November, Tiger Airways will work to stimulate demand in the other direction. Their own advertising campaigns will promote Geelong, The Bellarine, Otways and Surf Coast."

Talks have been held between Tiger, Avalon and GOT to explore ways of working together to promote the regional destination.

It all adds up to very exciting news for the region. Research shows that for every three people who land at Avalon via a Jetstar service, one turns left to explore our region.

Tiger Airways forecasts bringing millions of passengers into Avalon in the future. The region will happily benefit from visitation from a third of those passengers - while campaigning to improve on that figure with both airlines.



## Grand Plans for Geelong's Most Iconic Venue

The family friendly restaurant on Cunningham Pier is undergoing a dramatic transformation.

In September the doors will re-open to reveal a world class event space, fine dining restaurant, boutique bar, private meeting room and cafe.

The event space, complete with stunning entrance, pre function area and the ability to accommodate 800 people in a sit-down capacity will be known as The Pier Geelong. The Pier Geelong will cater for weddings, corporate events and special occasions. The facility will have a state of the art audio visual system as well as the ability to reconfigure the room with bi-fold doors for more intimate events.

Renowned chef Matt Dempsey will take on the role of executive chef. Matt won the 2009 Electrolux Appetite for Excellence 'Young Chef of the Year' Award.

The Pier Geelong has been chosen by the UCI to be the official entertainment venue of the UCI Road Cycling World championships later this year.



*The Pier.*

## New Director for QMF

The Queenscliff Music Festival Board has appointed Michael Carrucan to the role of Festival Director.

Michael's background includes two years in Hong Kong at the Venetian Macao Resort Hotel and 10 years Colorado working on the Telluride Blues Festival.

## Boys Weekend Chefs Get a Taste of the Region at the Melbourne Good Food and Wine Show

Some of the region's finest food and wine producers took the Melbourne Good Food and Wine Show by storm in June.

Geelong Otway Tourism (GOT) coordinated a regional stand for the first time. 13 producers supported the initiative, exhibiting their fine wine, beer, olive oils, spices, berries, jams and chutneys.

And just to make sure people knew what to do with the rich array on display the chefs from Lifestyle Food's popular TV show Boys Weekend were on hand to answer questions, sign autographs and talk about their regional food preferences during an exclusive appearance.

The chefs from the Boys Weekend program are Manu Feildel (My Kitchen Rules), Gary Mehigan (Master Chef), Adrian Richardson and Miguel Maestre.

The chefs visited the region in 2008 to film three episodes for the series. They rate what we have to offer very highly, and were keen to lend their support so visitors to the show could get a taste for our region and plan their own visits.

The Good Food & Wine Show is an annual celebration of tastes, flavours, products and techniques from hundreds of exhibitors. This year the event attracted almost 30,000 visitors over three days.



*Chefs from Boys Weekend with GOT's Terry Hickey.*

## BIG4 Beacon Resort Celebrates 40 Years

The owners of Australia's number one holiday resort are toasting an unbeaten 40 years of setting industry benchmarks this year, at their multi award-winning, family owned and operated holiday park, BIG4 Beacon Resort in Queenscliff.

Industry pioneers, the Golightly family have transformed what used to be a cow paddock in the 1970's, to one of the most preeminent accommodation providers in Australia. Beacon Resort is the first Victorian Holiday Park to be crowned five-stars, and was recently awarded the 2009 Qantas Australian Tourism Award for Tourist and Caravan Parks.

Owner, Lorraine Golightly, explains how her family's vision and innovation have not only helped to build Beacon Resort from the ground up, but has revolutionised the holiday park experience and the industry as a whole.

"Our dream has filtered through the generations, from 60 sites in the middle of a cow paddock when my parents started the park, to a resort where we now provide 31 luxury cabins with LCD televisions, iPod docks, a new indoor pool and spa, state of the art kitchen facilities and 38 powered sites.

"It has been an incredible journey for us," says Lorraine.

The true point of difference at Beacon Resort is the personable experience that the Golightly family and their staff offer guests, keeping them coming back to the park time after time.

It is no surprise that 75 per cent of Beacon Resort customers are through referrals, which speaks volumes for the top line quality and service provided at the award winning resort.

**Weblink:** [www.beaconresort.com.au](http://www.beaconresort.com.au)

**Come camp with BIG4 for FREE!**

Save the date - Friday 5 November. This is when BIG4 Holiday Parks open their doors for one night only of FREE camping under the stars.

Local parks BIG4 Beacon Resort, BIG4 Anglesea Holiday Park, BIG4 Bellarine Holiday park and BIG4 Wye River will be participating in the event.

Reservations open later this month.  
To reserve your powered or unpowered camping site online visit:  
[www.big4.com.au/comecamp](http://www.big4.com.au/comecamp)

## Success for Leura Park at International Wine Challenge

Leura Park Estate went head-to-head with the world's finest at the recent International Wine Challenge (IWC) 2010 in London and is now officially classified as producing two of the best wines in the world.

The local vineyard's hand picked Block 1 Reserve Chardonnay 2008 took out Silver and its Pinot Noir 2008 took out Bronze in the 27th annual IWC, which is heralded as the world's most prestigious and influential independent wine competition. This year a record number of 46 countries and more than 4,000 wines from around the world entered the challenge.

Director of Leura Park Estate, David Sharp said it was extremely exciting to be benchmarked against the best wines in the world.

"We entered two wines – our reserve BLOCK 1 Chardonnay (nicknamed 'Blockbuster') and our Pinot Noir out of curiosity to see how they ranked against the rest of the world. It's all very well to believe in your own wine but to have that belief verified on the international stage is particularly gratifying.

"We are delighted with the results - essentially it's undisputable confirmation that Leura Park Estate wines are up there with the best in the world," said Mr Sharp.

Mr Sharp said the medals also contribute to Geelong's reputation as an outstanding force in Australian wine.

"Increasingly, Geelong wines are regarded as flagship representations of premium Australian wine. It's an honour to add to this reputation. My wife and I are so passionate about this region and all it has to offer."

Mr Sharp said the wines were a credit to winemaker, Ray Nadeson, Australian Winemaker of the Year Finalist 2009.

## Business Events Geelong Wins National Award

Business Events Geelong took out the National award for best Regional Destination Marketing Organisation in April. The presentation was held during the Meetings & Events Australia National Conference.

Andrew Hiebl, Convention Bureau Coordinator was thrilled with the win.

"The commitment and support from the City of Greater Geelong towards marketing business events over the last 10 years has made this possible," he said.

The events won by Business Events Geelong and hosted in the region during 2008/09 translated to \$58.8 million of visitor expenditure for Geelong and the Great Ocean Road.

## Australia PGA Launches New Look Knockout Event

Australian golf bosses have launched an innovative new tournament which they said would "challenge the traditional way" the game is played.

The Surf Coast Knockout will feature three rounds of traditional strokeplay, with the field of 132 cut twice at 36 and 54 holes, followed by a knockout matchplay series of six-hole games on the final day.

"This exciting concept will take a shortened version of the game live on the final day to millions of viewers both in Australia and overseas, engaging a new golf audience," said PGA of Australia chief executive Max Garske.

To be played at The Sands Torquay 20 - 23 January 2011, the Knockout will be a full PGA Tour of Australasia Order of Merit event, with prize money of at least \$135,000.

It has attracted the interest of marquee players including Peter Lonard, Craig Parry and Stuart Appleby.



## Queenscliff Prepares for 150th Anniversary Celebrations

This September marks the 150th Anniversary of a military presence at Shortland's Bluff, the current Fort Queenscliff site.

Three days of celebrations will mark the occasion, hosted by the Fort and the Borough of Queenscliffe.

Celebrations include a parade along Hesse Street, concerts featuring both military and civilian bands, displays of military equipment, local school involvement in music, theatre and art, Museum and Fort tours and other local community events, from the Queenscliff Marina to Point Lonsdale.

**Weblink:** [www.fortqueenscliff.com.au](http://www.fortqueenscliff.com.au)

## Airshow in For the Long Haul

Victorian Premier John Brumby has announced that Avalon Airport will be the venue for the Airshow until at least 2015.

Airshow CEO Ian Honnery says he's delighted that the Airshow will be staying at Avalon for the long haul.

"This agreement with Avalon Airport Australia means that we can continue to grow and improve our event with the knowledge that we have a long term operational base."

Avalon 2011 will also mark a major milestone in the history of one of the event's key military stakeholders.

Next year is the 90th anniversary of the Royal Australian Air Force, and Avalon 2011 will be the centerpiece of celebrations to mark the occasion.

"The Australian Defence Force, and in particular the Royal Australian Air Force are our key military stakeholders, so we are thrilled that the 2011 Airshow coincides with such a special celebration," Mr Honnery says.

The 2011 Australian International Airshow and Aerospace & Defence Exposition will deliver the most comprehensive collection of international military aircraft ever seen in Australian peacetime.

Avalon 2011 will be held from 1– 6 March.

**Weblink:** [www.airshow.net.au](http://www.airshow.net.au)

## Short Break Holidays

The Sustainable Tourism Cooperative Research Centre has released a comprehensive report which explores the current status of short break holidays in Australia and identifies potential strategic destination management opportunities to build market share in this growing market.

The research delivers a number of key findings based on the results of customer focus groups, industry interviews and a national telephone survey which was weighted up to the latest ABS population statistics.

The STCRC report delivers a comprehensive insight into the characteristics of short-break holidaymakers, the features that attract them to specific destinations, preferred forms of travel, length of holiday and the amount spent during the trip.

The results suggest that there is an opportunity for communities other than capital cities and major coastal resorts to capitalise on the short-break holiday market.

**Weblink:** [www.crctourism.com.au](http://www.crctourism.com.au) to download the report.

## Discover the Elk Horn Roadhouse

In 2008, two Aussie gals took a 'Thelma & Louise' trip across the USA and were impressed with the concept of the "roadhouse" cafe where customers are greeted with a warm smile and atmosphere to relax the road weary traveller in recharging their batteries. Terri Bitton and Julie Taylor decided then and there they would open their own cafe when they returned to Australia.

"The Elk Horn Roadhouse was born and we decided to make it a unique venue with linen napkins that has the charm and feel of a home with the food to match," said Terri.

Situated on the Bellarine Peninsula along Wallington Road just outside of Ocean Grove, the Elk Horn Roadhouse has created quite a sensation since opening in 2009. It has a rustic, rural setting and offers an la carte breakfast and lunch menu.

The cafe offers house made, high quality food and chef Nathan Veach showcases local and regional produce.

The Store also offers a small range of gourmet produce including natural honey with honeycomb, local handpicked saffron and unique giftware.

The surroundings create a relaxed country setting providing a unique meeting place for friends and families. Canine friends are also welcome.

**Weblink** [www.elkhornroadhouse.com.au](http://www.elkhornroadhouse.com.au)



## Business Events Geelong Launches New Website

Business Events Geelong is proud to unveil a new website. It has been significantly enhanced with user-friendly features including online venue booking capabilities linked to amazing hot deals, easy reference tabs, and simplified search functionality to locate local venues and services.

There are a record number of venues, accommodation, attractions, incentives and professional services listed on the website and much much more!

Visit [BusinessEventsGeelong.com.au](http://BusinessEventsGeelong.com.au) today to see the changes for yourself.

## News in Brief

### LTA Membership Renewal 2010/11

The renewal period is underway. On behalf of your local tourism association, GOT would like to remind you that your renewal paperwork was sent at the start of June. All members will have the opportunity to renew at an 'early bird rate' if the membership is paid before 31 July 2010.

### Regional Website - How to Improve Your Listing

Geelong Otway Tourism recently wrote to all tourism businesses asking them to update their business categories. The aim is to deliver better search results for visitors using the site and more opportunity for your business to be found in a search. Businesses were also asked to include a short 140 character description of their business.

Disappointingly, less than 30% of businesses responded to take up this free opportunity.

If you have not returned the correspondence by ticking the boxes and completing the 140 character business description, you are missing out on additional exposure for your business!

It's not too late to act now. You can return the information via the letter you received in April or by editing the web category area in the Member Details Update you received with your membership renewal. If you have any questions please contact Tracy Jamieson T: 5244 7120.

### Commemorative Wine Geelong Glasses For Sale

The Geelong Winegrowers Association has Geelong Wine tasting glasses for sale at \$15 + GST for a box of six.

They come in cartons of 24 (four boxes of six glasses) or 48 (eight boxes of six glasses). Purchase a carton for use in your business - or sell them at your price, making a small profit.

Email: [robyn@pettavel.com](mailto:robyn@pettavel.com) or T: 5266 1120 to place an order. To be collected from Pettavel Winery & Restaurant, 65 Pettavel Road, Waurin Ponds. Payment on collection.

### The Wildes at Ba Ba Lu Bar

Alt-country quartet The Wildes from Melbourne set out on their own national tour this July and August in support of new radio single 'Sue Ellen'.

The band will cover the coast from Sydney to Bundaberg and back to Melbourne – including a number of appearances in regional Victoria. The Wildes will play Ba Ba Lu Bar in Lorne on 15 August.

**Weblink:** [www.babalubar.com.au](http://www.babalubar.com.au)

## New Recruit for b Bar and Grill, Lorne

b Bar and Grill have recruited the globally credentialed Kevin Middleton as Executive Chef.

Kevin's arrival coincides with the completion of renovations of the deck and also the start of a new restaurant on the famous Lorne shoreline.

b Bar and Grill Lorne owner Andrew Mackey said he is ecstatic that he was able to lure a chef of Kevin's talent to Lorne.

"Kevin brings a great deal of knowledge and cooking experience to the Surf Coast and with the new restaurant and deck area able to cater for functions of up to 200 people, we believe this will be the perfect combination," Mr Mackey said.

"Kevin will provide lighter style meals on the deck area and relaxed dining in the restaurant, all as our customers watch the waves rolling in and the world going by."

Kevin Middleton has extensive global experience including Le Clochettes Chalet in Megeve France, Mews of Mayfair in London, Ubon by Nobu, Canary wharf London and local institutions such as Donovans, Becco, Il bacaro and The Court House Hotel in North Melbourne.

b Bar and Grill, Lorne is open 7 days a week for breakfast, lunch and dinner. P: 5289 2882 for further information.



Melbourne Good Food and Wine Show 2010.

## Be Pampered at Whitesbeach

Whitesbeach Torquay has opened a luxury day spa at their spectacular beach side location.

It is set amongst the tranquil gardens of Whitesbeach, with relaxing décor, offering the ultimate in private pampering.

Guests can relax by the pool or spa prior to their treatments.

Professional spa therapists are dedicated to enhancing your sense of well being with delightfully indulgent and truly effective treatments that are sure to soothe and invigorate mind, body and soul.

Guests may choose to combine their pampering with an indulgent stay at Whitesbeach Torquay. You can also top off your weekend with a gourmet dining experience. Monthly themed dinners were also launched recently.

For more information phone Whitesbeach Torquay: 5264 8875 or E: [bookings@whitesbeachtorquay.com.au](mailto:bookings@whitesbeachtorquay.com.au)

## Association News

### TheBellarine.

- Two operators have kindly offered their services as mentors to help Bellarine Tourism members put learnings from the 2009 packaging workshop into practise. To discuss the support available please contact:  
Hugo T. Armstrong T: 0409 553 702 OR  
Chris Longmore T: 0425 866 804
- Bellarine Tourism, Tourism Geelong and Central Geelong Marketing have developed a new industry training program. Workshops are free for members of Tourism Geelong, Bellarine Tourism and Central Geelong Marketing. The July seminar will be on the subject 'Google - You Can't Afford to ignore it!' Bookings essential. Contact Bellarine Tourism: 5244 7107.
- The Annual Bellarine Business & Networking function will be held on Thursday 26 August , 6pm at Barwon Heads Golf Course. Join us for an evening of fine food, entertainment, networking and the launch of the new brand "Barwon Heads: Golf Village by the Sea." Tickets are available NOW from Bellarine Tourism. \$25 pp for members. \$27 pp non members. T: 5244 7107 to reserve your ticket today.

NEW MEMBERS: Beacon Brewing Co, Elk Horn Roadhouse, Martins@numbers thirty five, Neville Richards Real Estate, 3 Mercer, Chloe's, Wyuna 18, Halyard Cafe.

## Victoria Tourism Week

The Victoria Tourism Industry Council (VTIC) in conjunction with Tourism Alliance Victoria is pleased to announce the inaugural Victoria Tourism Week to be held from 6-11 September 2010.

Victoria Tourism Week will help people understand the social and economic contribution the tourism industry brings to the community.

This will demonstrate Victoria's tourism industry commitment to providing positive leadership and raise awareness of the industry. An extensive range of activities are being planned for the week including the Tourism Industry Amazing Race across Melbourne and a VTIC/VEIC Forum on Sports Tourism.

Geelong Otway Tourism will be hosting some initiatives to celebrate this week so stay tuned for more information.



Tourism Geelong

- Tourism Geelong has contributed towards the Business Ready Kit – in partnership with City of Greater Geelong and Central Geelong Marketing. Businesses in Geelong will receive a copy of the kit soon and its also available online at [www.geelongaustralia.com.au](http://www.geelongaustralia.com.au)
- Approximately half the Mystery Shopper audits for Geelong have been undertaken. The businesses participating in this program have received feedback and many have used this information to make changes and improve the way they run their business. The program has been very well received and will be repeated in future years.

NEW MEMBERS: Darriwill Farm & Café Highton, Victorian Babysitting Service, The Wintergarden – [art@wintergarden.com.au](mailto:art@wintergarden.com.au), The Wintergarden Leaf & Stone Garden Gallery, The Wintergarden Café, Thornhill Classic Car Hire, 105, Camilo Enterprises, Event Assist, DDG, La Madre Bakery and Briarlee Accommodation.



- The Otways Tourism photography competition is on again in 2010. Visit [www.otwaysinfocus.com.au](http://www.otwaysinfocus.com.au) for more information. A Facebook page has also been created. Search for Otways Focus to become a friend.

## Member Profile

### Tarndwarncoort

These boutique wool growers, located near Birregurra, grow wool for woolcrafters worldwide and operate a woolshop on their 170 year old family farm.

Inside the shop you'll find raw fleece for spinning, tops for felting and millspun yarns in natural and hand-dyed colours. There is also a range of Majacraft spinning wheels, Landscape dyes, and locally made hand knitted items.

The shop is set in the beautiful grounds of Tarndwarncoort, a 1848 heritage listed homestead and gardens. Accommodation is available at the property in the Black Sheep Cottage. Sole use accommodation will soon be launched in the homestead for up to 12 guests.

Group visits are welcomed to explore the homestead and learn the history of Australia's first breed of sheep, developed at Tarndwarncoort in 1880.

41 Roseneath Road, Warncoort  
T: 0458 493 363.

**Weblink:** [www.tarndwarncoort.com](http://www.tarndwarncoort.com)

### A Beacon Good Beer on The Bellarine

Founder, Dan Cunningham started out as a keen home brewer from an early age with his passion being ignited after a trip to Europe in the 90's. This planted the seed for what would eventually evolve into Beacon Brewing Co.

Brewing from the site of Victoria's oldest registered brewery, within the Scottish Chiefs Hotel located in Geelong, Dan has rolled out two regular beers: Beacon Bitter, a rich malt driven ale balanced by a powerful bitterness, and Beacon Pale Ale, an intensely hopped, dry refreshing beer in late 2009.

Apart from brewing great tasting beers Beacon Brewing Co is focused on education, with a number of events planned to give consumers more knowledge and insight when it comes to beer drinking choices.

Formal tastings and tours are available by appointment and Beacon Brewing Co beer is currently available at local restaurants, providores and fine beer merchants in Geelong and The Bellarine.

T: 0417 544 542



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