

Milestone for GSTR

For 20 years, the Geelong Otway Tourism region has benefited from being a key stakeholder in Great Southern Touring Route (GSTR).

The GSTR region, which also takes in Melbourne, Grampians and Ballarat Goldfields, is set to benefit from a number of new initiatives to mark its 20th anniversary including iPhone and iPad apps, a new website and online image gallery.

"The Geelong Otway Tourism region is an aggressive player in the tourism market, around Australia and overseas, but in an international context we are a small player," says Geelong Otway Tourism, Executive Director, Roger Grant.

"GSTR was created in partnership with the other regions, to maintain a strong presence in the international marketplace.

"These latest initiatives from GSTR, particularly the iPhone and iPad apps, really put us out there as an innovative region and a great one to visit."

They deliver comprehensive information on Geelong, Great Ocean Road, Grampians and Ballarat Goldfields regions along with information on over 60 product partners. The features include:

- Detailed regional information
- Instant access to product contact details
- Dynamic video content
- Detailed mapping
- Itinerary planner

The GSTR apps are available for FREE through iTunes.



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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Tourism Victoria Regional Marketing Update

VILLAGE VIDEOS

As part of the Villages of Victoria initiative, Tourism Victoria have produced a series of Village Videos. The videos aim to provide an intimate, observational style to draw in the consumer. They tell a visual story about the village, incorporating its unique personality and offerings.

Videos have been produced for Geelong and Queenscliff. They are currently in production for Barwon Heads and Apollo Bay to complete the series. The videos will then be uploaded into the Tourism Victoria video library and will be distributed through YouTube.

REGIONAL GOLF

An advertising feature has appeared in Golf Vacations Magazine profiling regional golf experiences on the Mornington Peninsula, the Bellarine and the Murray.

FLOOD RECOVERY PROGRAM INTERNATIONAL MARKETING

As part of the \$1 million flood recovery funding, key touring routes will be profiled in international markets. The Great Southern Touring Route, the South East Touring Triangle and the Sydney Melbourne Coastal Drive, will be featured in several episodes of a broadcast travelogue program to be aired on Astro Ji Yu channel, with distribution into Malaysia, Brunei, parts of Taiwan and Southern China (Guangzhou) with an estimated viewership of 5 million.

The program is expected to telecast until August to tap into the peak Spring/Summer travel period.

Jetstar Fly/Drive Campaign

The Great Ocean Road region has partnered with Jetstar, Tourism Victoria, Varra Valley and the Mornington Peninsula with a 'Visit Regional Victoria' campaign.

The main burst of advertising activity for the campaign took place in the last week of June and included:

- Jetstar television commercials promoting the Great Ocean Road as a holiday destination alongside a promotional Melbourne airfare.
- A Great Ocean Road specific Jetstar segment on the 7 Network 'Sunrise' program to a national audience.
- Jetstar print advertising into major interstate and national print publications promoting Great Ocean Road / Melbourne promotional fares.
- Jetstar radio advertisements promoting the Melbourne/Great Ocean Road trip.
- eDM to Jetstar's database.
- Online advertising on the Jetstar homepage linking to a campaign microsite.

All campaign activity was directing traffic to a Jetstar hosted microsite built specifically for this campaign. The site included stylised maps of the region including highlights.

The microsite featured itineraries of various lengths (3, 5, and 7 days) with suggested activities, routes and attractions. The itineraries are all based on the themes of food and wine, outdoors, explore and relax.

The microsite will remain live on Jetstar.com until mid-July, including a link from the homepage.

Results for the campaign will be available in the coming weeks.



Discover the Visitor Information Centres

This year Tourism Week is celebrated 5 -10 September. We would like to extend an invitation to all operators and their staff to spend time in the Visitor Information Centres. You may choose any one of the accredited centres open 9am - 5pm, 7 days a week.

This includes the Geelong locations at National Wool Museum and the Geelong & Great Ocean Road Gateway Centre on the Princes Highway at Little River. It also includes Colac, Apollo Bay, Lorne, Torquay or Queenscliff.

You may make arrangements with the manager of your local centre or experience any of the others by contacting Elizabeth Curtain T: 5244 7102.

Come in and see firsthand the types of enquiries that our volunteers and staff assist visitors with.



Otways Welcome Hubs

The Otways now have four official welcome hubs. Hubs are located at The Wye General Store, Otways Tourist Park in Gellibrand, The Otway Fly and The Ridge Cafe in Beech Forrest.

The hubs are designed to deliver visitor information at strategic points around the Otways, to encourage visitors to stay longer and to provide a friendly welcome to visitors so they can maximise their experience.



Food & Wine Events

Classic Christmas in July

Book now for Christmas in July in one of the classic restaurants in Queenscliff or Point Lonsdale. Enjoy the fun and festivities with a special menu filled with Christmas treats. You can also make a weekend of it with accommodation packages! 15, 16 & 17 July 2011.

Weblink: www.queenscliffe.vic.gov.au for participating restaurants and accommodation.

Jack Rabbit – 'Christmas in July' dinners

The Bellarine vineyard is hosting two very special dinners – Saturday 16 July and Saturday 23 July.

Enjoy a three course Winter Christmas dinner, a glass of sparkling on arrival and a festive atmosphere for \$60 pp. Drinks are available at restaurant prices.

Lyndsay Sharp from Jack Rabbit vineyard said the cold winter months were perfect to savour hearty Christmas fare.

"Christmas in December is often too frantic to actually kick back and enjoy the delicacies that should be savoured - and winter brings with it robust appetites as well - so it's a good excuse to get together and relax with friends and family whilst celebrating all the trappings a traditional Christmas has to offer," she said.

The two 'Christmas in July' dinners also present a good opportunity to sample the newly released Jack Rabbit red wines - the Pinot Noir 2010 and Cabernet Sauvignon 2010.

For bookings T: 5251 2223 or
E: events@jackrabbitvineyard.com.au

Wine and Whisky Series at Black Bull

Black Bull will host a series of wine and whisky dinners.

Wine makers and a whisky facilitator will be attending the evenings to discuss wines and whiskeys. Dinners are \$60 per person, if you book and pay for all three dinners in advance you will receive a \$30 gift voucher from Black Bull to use on your next dining experience.

Seats are strictly limited so book early. Dates are:

Pettavel wine dinner Thursday 14 July
Leura Park wine dinner Thursday 11 August
Glenfarclas Whisky dinner Thursday 8 September

Contact Tamara to book. T: 5229 6100.

Sunday Jazz at Otway Estate

Bring along your friends and family and enjoy a great afternoon of free entertainment.

Otway Estate host regular Sunday Jazz sessions on the 3rd Sunday of each month. Music starts from 1pm. Pencil these dates in your diary:

- Sunday 17 July - Kissing Harriet
- Sunday 21 August - GazJazz
- Sunday 18 September - The Gavin Franklin Trio

A New Era for Food at Vue Grand

Lyndon Betts, the new chef at the Vue Grand, wants to take the culinary experience at one of Queenscliff's grand old hotels to a new level.

"It's an exciting and challenging new prospect, said Lyndon, who joins the Vue Grand from the award-winning Pettavel restaurant, along with his friend and sous chef Nathan Darlington and food and beverage manager, Caleb Fleet.

"We want to build the menu into something that will become synonymous with the Vue Grand.

"The Bellarine has such wonderful fresh produce and great wines. We'll continue to exploit the best of what's on offer."

Lyndon is reluctant to say it aloud but his vision is to create an experience the equal, or better, of a fine dining restaurant in Melbourne.

Lunch will be served from Thursday to Sunday and dinner from Wednesday to Saturday.

"We plan to create a new era for food in Queenscliff!" Lyndon said.



New Executive Chef Lyndon Betts and Food & Beverage Manager Caleb Fleet

Amy's Grand Fondo Featuring the Great Ocean Road

The inaugural Amy's Gran Fondo, featuring the Great Ocean Road will be held on Sunday 18 September. This mass participation road cycling event will allow up to 3,000 participants the opportunity to ride on a fully closed 120km circuit taking in the iconic Great Ocean Road, the Surf Coast and Colac Otway regions. There is \$20,000 in prize money up for grabs.

Event partner Cycling Australia is pleased to provide cyclists with the opportunity to take part in this style of 'big ride' which is unique among the current landscape of cycling events in Australia. It is certain to become an iconic event on the Australian cycling calendar.

Phil Anderson, Australian cycling legend and AGF Patron believes this event is a step forward for Australian cycling.

"Everybody who rides in this event will be part of history in the making," said Anderson.

Amy's Gran Fondo is for all levels of ability. Riders can ride at their leisure or compete for prize money.

The partner event, Amy's Great Ocean Road Ride, is a recreational ride for visitors with free entry for the local community.

This means locals can also feel the thrill of riding on the Great Ocean Road while it is closed to other traffic.

A two day cycling expo and range of family friendly entertainment in Lorne is also planned to support the event.

The Amy Gillett Foundation was established in 2005 following the death of Amy Gillett while cycling with the Australian Women's Cycling Team in Germany, when a driver careered across the wrong side of the road into the riders. The Foundation aims to raise \$100,000 with this event. Money raised will expand programs promoting the safe cycling and driving message in schools nationally.

Weblink: www.granfondo.org.au



Lorne Performing Arts Festival

Transport yourself to a bygone era and glam up 1950's style when Lorne hosts the inaugural Lorne Performing Arts Festival. It runs from 9 – 11 September and the theme is '50's – 60's Culture by the Sea.'

Immerse yourself in the beauty of Lorne while you enjoy stellar performances from some fabulous artists. Music, visual arts, photographic exhibitions, burlesque, circus, a swing spectacular, DJ's, parties, poetry, storytelling and more!

The Gala Opening Night Cabaret will kick off the festival. Saturday afternoon will be a Swing Spectacular and the entertainment is set to continue all over town.

This is an exciting addition to Lorne's event calendar, which already includes the Falls Music & Art Festival in December and the Lorne Sculpture 2011 in October.

Weblink: visit www.lovelorne.com.au

Tourism Events & Excellence Conference

The inaugural Tourism and Events Excellence (TEE) Conference will be staged at the Melbourne Cricket Ground (MCG) 5-7 September 2011.

The conference promotes the continuous development of a profitable, sustainable, innovative and professional tourism and events industry. The program will showcase Australia's leadership in Tourism and Events, whilst also promoting best practice across a range of industry sectors.

Weblink: www.teeconference.com to download the conference brochure.

Small Business Workshop

Tourism Geelong, Bellarine Tourism, Central Geelong Marketing and The Borough of Queenscliffe are taking part in the Small Business Festival being held this August.

The workshop 'Working with the Media' being held on August 8 from 2pm - 5pm is part of the month long festival and is free for members to attend.

For more information or to secure your spot contact Jessica Lewis at Tourism Geelong E: jlewis@geelongcity.vic.gov.au

New Direction for Searoad Ferries

There are exciting times ahead for the Queenscliff-Sorrento ferry service. The company has a new CEO, new business model and a range of new promotions that will revitalise and energise the service.

While transporting passengers between the Bellarine and Mornington Peninsula will still be the core operation for Searoad Ferries, the trip will become a memorable travel experience, rather than simply a transport option.

The whole operation will be rebranded 'Searoad Ferries' to reflect the new business direction. The ticketing system is being upgraded, making online bookings available. A cooperative marketing program Peninsula Partners (see below) will be implemented to promote 'Around the Bay' travel and showcase the best of the two regions the ferries connect.

One of the two vessels in the fleet, the MV Queenscliff, will undergo a major modern and innovative refurbishment this winter. It will see the addition of an exciting new interior, a new café, children's playground, adult lounge and bar areas and the addition of wi-fi on board. There will be dedicated visitor information areas and TV screens showing regional footage throughout the vessel.

Other new initiatives at the Ferry now include 'High Tea on the High Seas' – the last Sunday of each month an indulgent high tea is served on board the ferry. During School Holidays there will be hands-on children's activities conducted on board and all kids travelling in a car on board the ferries will travel and eat free at the Queenscliff Ferry Terminal Beach Café.

Weblink: www.searoad.com.au for more information.

Peninsula Partners

Searoad Ferries are seeking expressions of interest from the tourism industry. Be part of a new program to promote your business to ferry passengers.

For more information contact Leanne Jones
E: marketing@searoad.com.au

Otway Estate Beer Showcase

Otway Estate's Prickly Moses beers will be showcased at Melbourne's famous Young and Jacksons hotel for the month of July. Beers on show include the Black Panther IBA (India Black Ale) and Raconteur (India Pale Ale). The Blueberry Heff will be showcased in the rooftop cider bar.

Weblink: www.youngandjacksons.com.au/beer.html

Search for 'Buried Treasure' on the Great Ocean Road

Now there are even more reasons to get out of the car and get active while visiting the Surf Coast. That's because there is buried treasure in these parts, a high-tech version of the pirate's chest full of bullion called geocaching.

This involves using GPS co-ordinates rather than a torn and tattered old map to find the "treasure". After finding the containers, players then sign a guest book, exchange small gifts, and they can upload photos to a website.

The caches have been set up by Adventure for Life, a corporate team building and adventure company based in Jan Juc.

"I want to encourage visitors to the region to stay a little longer, get out of their vehicles and explore some off-the-beaten-track highlights on the Surf Coast," said Adventure for Life's owner Iain Lygo.

"We have set up plenty of private geocache events for corporate groups to improve their team work. This new series of caches is open to the public, available on the web, and free to use."

Weblink: www.geocaching.com for cache locations.

The Big Business of Golf

An interesting report on the business of golf was written by Jeff Whalley. It appeared in the Herald Sun on 8 July.

"Golf is a bigger retail network than Bunnings or Big W," according to Brian Thorburn, chief of the Professional Golfer's Association.

Golf is an important niche market for our region. Here are some other interesting statistics about the game.



News in Brief

Visitor Information Centre Reminder

Please continue to ensure you have supplied enough brochures to top up VIC stock and that Roombank is kept up to date. Contact Elizabeth Curtain. T: 5244 7102

Local Winner

Congratulations to Helen Leen of Sabina on Little Myers who won an iPad2 for updating her business details on www.visitvictoria.com

The new my.visitvictoria.com site is now live and ready for all members to update their images and details.

Changes to Membership Categories

Some changes have been made to membership categories for 2011/12.

In the past, all members were classified as either a 'direct' or 'indirect' member of tourism. These levels related to the marketing benefits provided.

The new categories are based on the TYPE and SIZE of your business. There has been minimal change for some businesses, however the 'indirect' membership level has been discontinued.

The new business type categories are:

- Accommodation
- Attractions
- Food, Wine and Dine
- Shopping
- Events
- Transport and Tours
- Support Services
- Business Events Facilities and Services
- Friends of Tourism

Each business has been assessed using the information you supplied on your membership application form.

The size and scope of your business, number of staff and industry sector will determine your membership level.

Please contact Geelong Otway Tourism or your Local Tourism Association Officer if you require any changes to your new category.

Remember - an Early Bird discount is available to members renewing before 15 August.

If you have any questions regarding your membership contact GOT. T: 5223 2588.

2011/12 Membership Renewal

Renewal packs have been distributed to all members from the President or Chairperson of your Local Tourism Association and the Chairman of Geelong Otway Tourism.

The membership prospectus is now packaged as the 'Great Ocean Road Region' to recognise the structural changes of 2011/12.

The pack explains the range of marketing, industry development and partnership benefits available to you.

The new structure will deliver greater opportunities for partnership at the local and state level, improved services and even greater benefits.

The tourism industry has changed considerably in the last ten years. The new structure will see the industry better placed to address future challenges and capitalise on new opportunities.

We look forward to your continued support through tourism membership during this time of transition.

FREE Online Marketing Opportunities

As part of your 2011/12 membership we are pleased to offer eligible businesses a free www.visitvictoria.com webpage until 30 July 2012. This is valued at \$250 - or \$100 for accredited businesses.

This offer allows you to create and manage your own listing, complete with images, a full description, facilities, rates and map that can be updated at any time. You can also get a personalised web address and be profiled on the Great Ocean Road Region's official tourism websites.

Your product listing on www.visitvictoria.com can be stored with the Australian Tourism Data Warehouse (ATDW), accessed by travel and tourism websites across Australia including your regional tourism website, www.visitgreateoceanroad.org.au along with www.australia.com; www.planbooktravel.com.au; www.about-australia.com.au and www.pleasetakemeto.com.

The screenshot shows the 'Welcome to VICTORIA' website. The header includes the Victoria logo and the text 'THE OFFICIAL SITE FOR MELBOURNE, VICTORIA, AUSTRALIA'. A navigation menu lists: HOME, MELBOURNE, VICTORIA'S REGIONS, ACCOMMODATION, ATTRACTIONS, EVENTS, DEALS & PACKAGES, VIDEOS, TRAVEL INFO. There is a search bar on the right. Below the navigation, there are several sections: 'EXPERIENCE VICTORIA' with a list of categories like Food & Wine, Arts & Culture, etc.; 'MAPS OF VICTORIA' with links for Melbourne, Victoria's Regions, etc.; 'SPECIAL INTERESTS' with links for Backpackers, Green Victoria, etc.; a large promotional banner for 'Play Melbourne' with the text 'And you could win a weekend for two. Every Wednesday, for 52 weeks, we're giving away a weekend for two in Melbourne. All you have to do is take a chance. Are you game? LET'S PLAY'; and 'TUTANKHAMUN: THE BOY KING' with a link to explore artefacts.

Scarf Festival 2011

Scarf Festival 2011 runs until August 21, and it provides a visual celebration of the diverse textures and techniques used in the creation of spectacular scarves. It is being held at the National Wool Museum in Geelong.

While the Geelong region no longer rides on the sheep's back as it did in the 19th and early 20th centuries, it is still in the forefront of research into new and better ways to use wool through the Australian Future Fibre Research and Innovation Centre being built on Deakin University's campus at Waurin Ponds.

There's no need to be sheepish about coming to the National Wool Museum this winter.

Where: National Wool Museum
Address: 26-32 Moorabool St, Geelong 3220

Weblink: www.nwm.vic.gov.au

NEW OPENING HOURS!
The NWM is pleased to announce that from July onwards, opening hours on Saturdays and Sundays will be extended. Now open 10am to 5pm.

The earlier opening time will give overnight visitors earlier access to the museum and bring the museum in line with other tourist attractions in Geelong and Melbourne.

Visitor Information at Avalon Airport

A Visitor Information Booth is now operating at Avalon and staffed by two volunteers daily between 12.30pm and 4.30pm. The booth displays 'Geelong and Bellarine', 'Surf Coast and Otways' and 'Melbourne' OVGs. No individual operator brochures will be displayed.

The 'Geelong and Bellarine' maps are currently on display. 'Otway and Surf Coast' maps will also be displayed when we have them in stock.

A television screen displays the Great Ocean Road video on continuous play.

A computer will be installed shortly with direct access to Google to assist the volunteers with their inquiries. A direct phone line to the VIC at Little River is available between 9am - 12.30pm when the booth is not staffed.



The new Visitor Information Booth at Avalon Airport

People Power at the 2011 RACV Victorian Tourism Awards

The 2011 RACV Victorian Tourism Awards revs into gear as Victorians are once again invited to help determine the winners of the two 'People's Choice' categories.

Just by voting online for their favourite Victorian accommodation provider, consumers will have the chance to win one of one of seven \$500 RACV Cruises and Tours Travel Vouchers and one \$1000 RACV Cruises and Tours Travel Voucher. The victors will be announced at the gala awards night at Crown in Melbourne on 14 November.

The guest review facility at racv.com.au/travel is designed to help holidaymakers decide which accommodation is best for them by reading independent property ratings from fellow travellers.

RACV Tourism and Travel general manager Neil James said increasingly people are looking for independent reviews to verify their choices.

"People want to make informed decisions about their choice of accommodation to ensure that they have the holiday experience they were looking for, whether that's at a caravan park or a five star resort," said Mr James.

The RACV Victorian Tourism Awards celebrate and promote leading businesses and individuals for their contribution to the Victorian tourism industry.

Weblink: victoriantourismawards.com.au

Member Profile

The Ridge Cafe in Beech Forest offers sensational food, handmade with fresh produce. The daily menu changes according to the seasons, the produce available from nearby organic and biodynamic farmers and the inspiration of chefs.

Business partners Ray Cooper and Sue Ladewig share a passion for great tasting, organic food.

They opened their café two years ago and they have just launched a fantastic new web site. Take a peek, the site will entice you to visit and try the delicious range of home made pastries, biscuits, tortes, cakes and pies for yourself! Through the new website you can also purchase the range of dressings, chutneys and jams.

If you're on holiday or staying locally, there is also a takeaway menu available online.

The Ridge is fully licensed and can also cater for licensed functions at the café or the venue of your choice.

The Ridge Cafe
20 Gardner Street, Beech Forest
T: 5235 9273

Weblink: www.theridgecafe.com



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MUNICIPAL PARTNERS
City of Greater Geelong
Surf Coast Shire
Colac Otway Shire
Borough of Queenscliffe
Golden Plains Shire

TOURISM PARTNERS
Tourism Geelong www.visitgeelong.org
Bellarine Tourism www.thebellarine.com.au
Otways Tourism www.visitotways.com
Surf Coast Tourism www.visitsurfcoast.com

Principal Partners

Geelong Region
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Queenscliff Sorrento Ferry



Executive Partner



Green Partner

