

# Shoalhaven Tourism Board

26 October 2007

## Newsletter

Dear Shoalhaven Tourism Operator

### 1. State Tourism Awards

Four Shoalhaven tourism businesses have made it through to finalists in the State Tourism Awards. They are:

- Crystal Creek Meadows of Kangaroo Valley
- Dolphin Watch Cruises of Huskisson and Jervis Bay
- Lady Denman - Huskisson
- Milton Country Cottages at Milton.

The State Tourism Awards will be held on Thursday evening 15 November, 2007 and we would like to wish these four Shoalhaven tourism businesses all the best of luck.

### 2. Paper Bark Camp takes out Major Gold Food Award

The Gunyah Restaurant at Paperbark Camp, competing against 19 other regions from around Australia, including such places as Margaret River, Barossa and Hunter Valley has won a gold medal at the Tasting Australia Lifestyle Food, Channel Australian Regional Culinary competition.

The small team from the Gunyah won a Gold Award for food and wine matching (using wines from Coolangatta Estate, Cambewarra Estate and Seven Mile Vineyard) and were placed fourth overall just points behind third place for the best region.

Congratulations to the team from Gunyah and Paperbark Camp for this wonderful win. This is the first time that anybody from the South Coast has entered this award and to go straight to Gold is a huge effort. Congratulations.

### 3. Tourism Statistics

The Statement of the Economic Impact of Tourism (our industry) on the Shoalhaven has been released. Within that report it is detailed that the tourism industry contributed \$552 million to the economy of the Shoalhaven for the calendar year ending December 2006. This is an increase of over \$50 million on 2005.

The Shoalhaven tourism industry continues to be responsible for generating employment for nearly 20% of the workforce in the Shoalhaven and it is the Shoalhaven's largest industry.

Congratulations to you all. If you would like a full copy of the report please contact me at [phillips@shoalhaven.nsw.gov.au](mailto:phillips@shoalhaven.nsw.gov.au) or visit the Council's website [www.shoalhaven.nsw.gov.au](http://www.shoalhaven.nsw.gov.au) and download it for yourself.

### 4. Marketing Campaigns

#### Shoalhaven Print Marketing Campaign

As detailed in the last Shoalhaven Tourism Board Newsletter the Shoalhaven has an extensive print marketing campaign. Opportunities exist for operators, such as yourself, to buy into this campaign. Full page advertisements in various colour magazines have been run and up to 6 operators per page can buy in.

The remaining program and remaining availability is as follows:

<b>Date</b>	<b>Name of Publication</b>	<b>Circulation</b>	<b>Comment</b>
<b>2007</b>			
4 November	Delicious ABC	129,171	Sold out
4 November	Life Etc ABC	60,000	Sold out
4 November	Sun Herald TV Magazine	575,710	Sold out
11 November	South Coast Style	10,000	Sold out
18 November	Sun Herald TV Magazine	575,710	Right Hand page - 3 spots available
2 December	Delicious ABC	129,171	Sold out
<b>2008</b>			
6 January	Life Etc ABC	60,000	Full page - Six spots available
13 January	South Coast Style	10,000	Full page - Five spots available
3 February	Delicious ABC	129,171	Full page - Four spots available
10 February	Sun Herald TV Magazine	575,710	Right Hand page - Two spots available
24 February	Sun Herald TV Magazine	575,710	Right Hand page - Three spots available
2 March	Weekends for Two	30,000	Three page feature of which one full page will have three spots available.
2 March	Delicious ABC	129,171	Full page - Four spots available
2 March	Life etc ABC	60,000	Full page - Six spots available
9 March	South Coast Style	10,000	Full page - Six spots available
9 March	Sun Herald TV Magazine	575,710	Right Hand page - Three spots available
30 March	Sun Herald TV Magazine	575,710	Right Hand page - Three spots available
6 April	Delicious ABC	129,171	Full page - Five spots Available
13 April	Sun Herald TV Magazine	575,710	Right Hand page - Two spots available
4 May	Delicious ABC	129,171	Full page - Five spots available
4 May	Sun Herald TV Magazine	575,710	Right Hand page - Three spots available
4 May	Life Etc ABC	60,000	Full page - Six spots available
11 May	South Coast Style	10,000	Full page - Six spots available
18 May	Sun Herald TV Magazine	575,710	Right Hand page - Three spots available
1 June	Delicious ABC	129,171	Full page - Three spots available
15 June	Sun Herald TV Magazine	575,710	Right Hand page - 6 spots available
6 July	Life Etc ABC	60,000	Full page - Six spots available
7 September	Weekends for Two	30,000	Three page feature. Full page available - 6 spots

To book your "spot" please send an email to [phillips@shoalhaven.nsw.gov.au](mailto:phillips@shoalhaven.nsw.gov.au). Requests will be logged with date and time and will be honoured on a first in best dressed basis.

The spots are \$200 each plus \$20 GST. For the first 21 days operators can only buy one spot then after that all remaining spots will be "up for grabs" so please indicate your number and preferences.

The material that can go in your "spot" is:

- The name of your property/business
- A photo (JPEG, 300 DPI please)
- A 34 word description of the package that you are promoting
- The Price - Generally all inclusive price for 2 people for 2 nights
- Availability - e.g. "up to 30 November, 2007. Not including Long Weekends"
- Your Phone number
- If you want to include your web address it has to be within the 34 words.

## 5. Co-operative Marketing with Tourism New South Wales

The Shoalhaven Tourism Board in conjunction with the South Coast Regional Tourism Organisation Inc and heavily supported by Tourism New South Wales will be implementing a major marketing program immediately at the end of summer 2008.

This program will include:

- Capital City TV advertising in Sydney and Melbourne  
The Great Outdoors and Better Homes and Gardens - 30 second segments and "in program" segment.
- New Idea - full colour page plus destination review
- Yahoo 7 Travel - Great Outdoors and Great Deals
- Better Homes and Gardens Magazine - full page colour plus destination review.
- [www.betterhomes.com.au](http://www.betterhomes.com.au) - home page plus advertisement plus newsletter
- Insiders Guide - Sunday Magazine NSW only - double page spread
- Housed on line on the Insiders Guide from February 3<sup>rd</sup> through to 30<sup>th</sup> June
- Google ad words and Yahoo 7 ad words - February and March program.
- Sydney Capital City TV - Brand Shoalhaven/South Coast promotion - 10 February through to 24 February.
- Regional NSW TV including Canberra - 10 February through to 24 February.
- Tactical Shoalhaven advertisements on Capital City TV Sydney - 17 February through to 9 March.
- Tactical Shoalhaven advertisements on Regional TV including Canberra - 17 February through to 9 March
- Shoalhaven promotion on The Great Outdoors - Sydney only first half of March.
- Sunday Magazine NSW only - full page colour advertisements - 10 February and 24 February
- Shoalhaven advertisements Good Weekend - NSW only - ½ page colour - 17 February
- Sunday Canberra Times - full page colour - 2 March.
- Sydney Morning Herald - NSW Traveller - ½ page advertisement - 24 February
- On-line advertising - Daily Telegraph - Spotlight - 10 February
- On-line advertising - News.com.au - February right through to March
- Sydney Morning Herald - Promo box - 65,000 impressions.
- Sydney Morning Herald/The Age.com - multi link - coverage second half of February and early March.
- Escapes e-newsletter feature - 10 February

The total investment in this program is \$700,000.

There are opportunities for operators, such as yourself, to buy in to the tactical side of the program in print with the Sunday Magazine, The Good Weekend, The Canberra Times and the Sydney Morning Herald NSW Traveller. If you would like to be included in this program then the cost of \$200 plus \$20 GST with the same requirements as detailed in Item 4 above.

If you would like to be included in the tactical responses for on-line and TV then these spots are available for those Shoalhaven operators who are members of [www.shoalhavenholidays.com.au](http://www.shoalhavenholidays.com.au) and a separate newsletter will be going out to those Shoalhaven Holidays partners.

## 6. **E-Marketing and Packaging Workshops**

A very successful E-marketing and Packaging Workshop was held in Batemans Bay on 20 September.

Two additional workshops are being held, one in Wollongong on 28 November and one in Kiama on 29 November.

### **Packaging Tourism Product**

The packaging tourism product will consist of:

- What is tourism packaging
- Demystifying the packaging process
- Why Package and the benefits of building more compelling reasons to visit
- Research on packaging and consumer purchasing decisions
- What's the difference between a good package and a great package
- Issues to consider when developing packages
- Elements of a successful package
- How to market and sell your packages (including examples)
- How can you gauge package results and success
- Now we have a package - what's next.

### **E-Marketing Workshop**

This Workshop will include the following topics:

- Welcome to the web - from brochures to websites
- Introduction to using online technology for e-commerce
- Online consumer trends - who's online and what are they doing
- Trends in travel and tourism purchasing online
- Online marketing as part of your business plan not just your marketing plan
- Simple and cost effective ways to get online
- How to use online tools in your business
- Online product distribution
- Online advertising
- Online PR tactics

If you wish to attend either of these workshops it is essential that you register.

For Kiama please call: Kathy McCouat - Ph (02) 4232-3322

For the Wollongong Workshop please call - Mellissa Davis - Ph (02) 4228 0300

## 7. **Sydney Melbourne Coastal Drive**

As Shoalhaven tourism operators would be aware, the Shoalhaven Tourism Board has long been a supporter of the Sydney Melbourne Coastal Drive Marketing Program.

This program consists of promoting itineraries and products from the Shoalhaven and South Coast area to inbound travel agents and wholesale travel agents overseas for the purpose of encouraging international visitors to self drive the South Coast.

Up to now this program has been administered by State Tourism officers of Tourism New South Wales and Tourism Victoria.

However the program has now reached the point where it needs to be industry driven.

As such a meeting will be held on the 28 November at the Tourism New South Wales offices in Sydney for the purpose of forming an Incorporated Association to take over the management of the Sydney Melbourne Coastal Drive Program.

If you would like to attend that meeting and have a say and a role in forming the new incorporated body, please let me know at [phillips@shoalhaven.nsw.gov.au](mailto:phillips@shoalhaven.nsw.gov.au) and I will send you the Business Papers, Agenda's etc.

## 8. Familiarisation Tours

Familiarisation tours that have been run or are being planned for the Shoalhaven and the South Coast are as follows:

- CZ China Southern Airlines - completed on Sunday 16<sup>th</sup> September 2007 and departing Tuesday 18<sup>th</sup> September 2007. Visited as far south as Jervis Bay. Eight agents from China.
- Australian Capital Tourism. 16 travel agents from Malaysia and Singapore 11 and 12 October. Travelling from Canberra to Batemans Bay then Sydney via Shoalhaven. Tour completed.
- UK Corroboree Workshop (Perth - November). Tourism New South Wales supporting 2 familiarisation trips prior to the workshop which will travel to Sydney and the South Coast/Shoalhaven region. 14 travel agents plus 1 Tourism New South Wales representative. All travel agents are Aussie specialists from the UK and Ireland. The group visiting Sydney and the South Coast is targeted towards "first timers".
- Mega famil in conjunction with ATEC (Australian Tourism Export Council) - 50 inbound travel agents coming in Saturday 9<sup>th</sup> February 2008 departing Sydney Sunday 10<sup>th</sup> February 2008.
- Aussie Specialist Program - 50 international inbound tour operators out of China planned for April 2008. Bid put in by South Coast RTO to host some or all of these agents in the northern part of the Shoalhaven extending down to Jervis Bay.

## 9. Shoalhaven Holidays

Shoalhaven's On-line Real Time Accommodation, Attraction and Tours Booking Service is going from strength to strength.

During the financial year ended 30 June, it turned over a total of \$335,093.20.

These are all direct bookings into tourism operations in the Shoalhaven. If you are not part of [www.shoalhavenholidays.com.au](http://www.shoalhavenholidays.com.au) then I recommend it to you.

Please contact Fiona Hatcher, Shoalhaven Visitor Information Centre Manager, Nowra on 02 4429 3414 to find out more details.

## 10. Consumer Shows

### Completed

Since the last Newsletter the Shoalhaven Tourism Board has completed a point of sale promotion at the Canberra Leisure Show on the 19, 20 & 21 October. 900 enquiries were serviced at the Shoalhaven desk.

### Consumer Shows Coming Up

The next Consumer Shows that the Shoalhaven will be exhibiting at are:

- South Coast Caravan and Camping Show - 9 to 11 November - Batemans Bay
- Wagga Wagga Holiday and Travel Show - 2 February, 2008
- Albury Holiday and Travel Show - 3 February, 2008.

If you would like your brochures distributed from the Shoalhaven desk at these Shows, free of charge, please ensure that they are delivered to the **Shoalhaven Visitors Centre, Nowra**, securely packaged and marked "Roadshows" at least 7 days prior to the start of each Show. They will then be taken to the Shows and distributed on your behalf.

## 11. **South Coast Regional Tourism Organisation**

As mentioned in the June Shoalhaven Tourism Board Newsletter, the Minister for Tourism, the Hon Matt Brown, MP, Member for Kiama announced the formation of a new South Coast Regional Tourism Organisation encompassing the areas of Shoalhaven City, Eurobodalla Shire, Bega Valley Shire, Wollongong City, Shellharbour City and Kiama Municipality.

This body has had several meetings and has also held its Annual General Meeting. The operation of this new organisation is proceeding very well and it is getting into its main line of business - marketing the whole South Coast.

If you would like to be a member of this Organisation, then the fees are:

- Local Councils and Government Bodies - \$1,100.00
- Town Tourist Associations or Town Chambers of Commerce \$110.00
- Tourism Businesses or Individuals - \$55.00

Please contact me at [phillips@shoalhaven.nsw.gov.au](mailto:phillips@shoalhaven.nsw.gov.au) for a membership form and a tax invoice.

## 12. **Tourism Board Meetings**

The next meeting of the Shoalhaven Tourism Board will be on Monday 19 November at 7.00 p.m. in Committee Rooms 1 and 2, City Administrative Centre, Bridge Road, Nowra.

If you would like to attend this meeting, meet the members of the Board and have the opportunity to discuss any tourism matters, please contact Mrs Carolyn Haigh on 02 4429 3248 so that we can ensure that we have a cuppa and a biscuit for you on arrival.

## 13. **Meeting of the South Coast Regional Tourism Organisation**

The next meeting of the South Coast Regional Tourism Organisation will be on Wednesday 12 December, 2007 at the Nowra Golf Club, Nowra commencing at 11.00 a.m.

If you would like to attend this meeting as an observer you will be most welcome. Please advise Mrs Carolyn Haigh on 02 4429 3248 so that we can make sure that we have seating available for you.

## 14. **Shoalhaven Visitors Centres Accreditation**

The Shoalhaven's two Visitors Centre (Nowra and Ulladulla) have both been audited as part of the state wide accreditation program. Both Centres came through with flying colours, both remaining at their Level 1 status. Congratulations to all the staff at the Visitors Centres for maintaining their status as leading Visitors Centres in New South Wales.

## 15. **World Youth Day**

As you have probably noticed from the media, World Youth Day is coming to Australia.

This is going to be a huge event with registrations already exceeding 200,000.

Whilst the main event for World Youth Day will be from 15 to 20 July in Sydney, at which over 500,000 delegates and pilgrims are expected to attend, the Cross, the Icon and the Message Stick will travel throughout Australia.

The itinerary for Shoalhaven is as follows:

- Saturday 29 March, 2008 - Evening - Visit to St Josephs at Kangaroo Valley with the pilgrims possibly camping overnight at Bendeela.

- Sunday 30 March, 2008 - Early service at St Mary's Star of the Sea, Milton followed by a Service at the Holy Family Catholic Church at Ulladulla, followed by another service at Ulladulla Harbour at noon.

The Cross, the Icon and the Message Stick will then go to the Community at Wreck Bay followed by HMAS Creswell, HMAS Albatross and over night in Nowra.

- Monday 31 March, the Cross will be walked from St John's High School to St. Michaels, via the Nowra township, after which during the middle of the day it will be walked across to Bomaderry and then will travel by vehicle to Kiama.

Whilst we are certainly not expecting 500,000 pilgrims to attend the journey of the Cross in the Shoalhaven area it is sure to generate large crowds.

## **17. Unsubscribe**

If you would like to stop receiving the Shoalhaven Tourism Board Newsletter please reply to this e-mail and include in the subject line "Unsubscribe". You will be immediately taken from our mailing list and your removal from the mailing list will be acknowledged to you.

Yours faithfully

**Tom Phillips**  
**Tourism Manager**