

## **The last SCT newsletter for 2010!**

Well here it is – the last newsletter for 2010. Hasn't the year just flown – and what a year its been! Christmas is upon us and the peak holiday season about to start. Remember to keep your big smiles in place and lets all work together to provide our oncoming summer visitors an amazing and memorable summer holiday experience they will never forget!

## **What's been happening since the last newsletter?**

SCT has been busy promoting the Sapphire Coast through a number of marketing initiatives since our last newsletter. These have included:

### **Canberra Home & Leisure show attendance**

SCT hosted a stall at the Home & Leisure show up in Canberra in October and received many interested inquiries and positive comments on past experiences and future visitations. It was a well attended show and again a good opportunity to promote the region and the wide variety of products and services available on the Sapphire Coast. SCT would like to extend a special thanks to those volunteers who helped out and offered to help SCT man the stall.

### **East Gippsland Newspaper Sapphire Coast Feature**

The East Gippsland newspaper produces a quarterly promotion specifically on the Sapphire Coast and SCT chose to participate in the last quarter feature edition, taking out a 1/4 pg full colour ad and the opportunity to highlight and promote our region to our fellow Victorians who love to visit the Sapphire Coast.

### **On the Road magazine Dec 09 edition**

OTR magazine is the only national leisure travel magazine that is 100% dedicated to promoting travel by Caravan, motor home, fifth wheelers, tents, and 4 wheel drives in Australia. The Dec edition contained a 4pg feature on NSW South Coast Kayaking and Merimbula, concentrating on the beauty of the coastline. SCT took the opportunity to tag onto this feature placing a full pg colour ad directly after this feature to drive interested parties and inquiries through to the SCT website for further information and online booking.

### **Cartoscope Maps – Sapphire Coast**

In previous years, SCT had always advertised on the back page of the Sapphire Coast Cartoscope map, using this valuable opportunity to promote our region via Cartoscope Maps wide distribution network including all Visitor Information Centres locally, regionally and nationally and at many of the national and regional travel shows. The opportunity arose to again purchase this major promotional spot and SCT would like to advise you all that we have secured the back page advertising position for the 2010 Sapphire Coast map.



## **Australia's Coastal Wilderness update**

SCT has welcomed the news that Australia's Coastal Wilderness (ACW) National Landscape is the recipient of funding by Tourism Australia (TA) and the Commonwealth Dept. of Resources, Energy and Tourism (DRET) to develop a Brand Toolkit and to develop a top class Website to support its key position on Tourism Australia's [www.australia.com](http://www.australia.com)

The Brand Toolkit will provide a suite of identity and promotional material that allows businesses, agencies and local government to strongly deliver a consistent brand message, while a top class web portal that introduces our region through the TA ACW page accessing the attractions and services on the Sapphire Coast is integral. The TA website already receives over 1 million hits per month and is readable in 9 different languages. In modern tourism by far the majority of potential visitors are researching their travel decisions on the web.

Council has budgeted for a complete re-refresh of the BVSC tourism signage system and the ACW toolkit will be used as the basis for the re-refresh project. SCT have been advised that these two projects will be undertaken in the new year as a pilot for application to all 10 of Australia's current National Landscapes. The program will ultimately identify the top 15 Australian experiences for use by Tourism Australia in its international marketing programs and campaigns.

## **TQUAL Grant Success!**

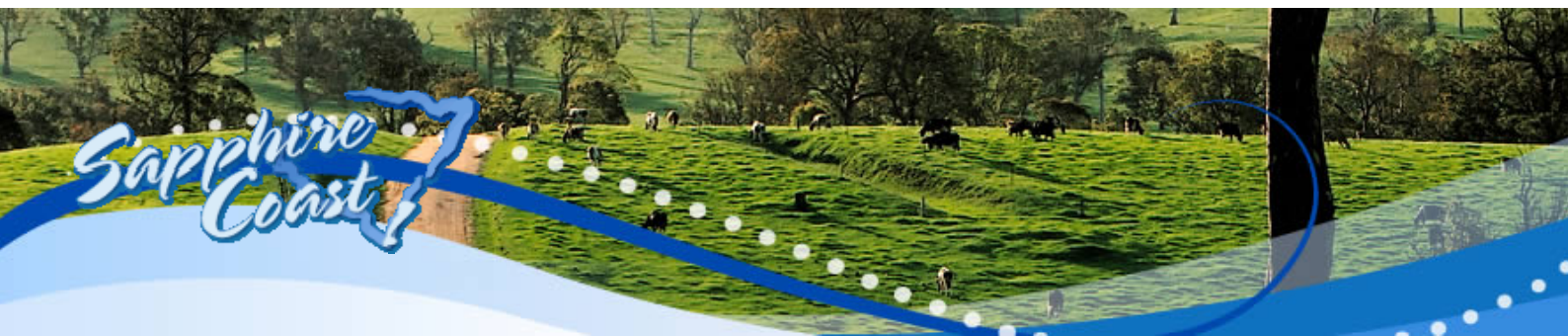
TQUAL is the federal government initiative and a highly competitive funding program that was formerly known as the Australian Tourism Development Program. The objective of TQUAL Grants is to stimulate sustainable growth in the Australian tourism industry by supporting initiatives that:

- develop innovative product, services or systems within the tourism industry
- contribute directly to long-term economic development in the host region
- develop or support high quality visitor services and experiences

As detailed in our mission statement and core business objectives, SCT exists not only to promote the Sapphire Coast region but also to further the strategic development and future of our tourism industry. To further this aim, SCT applied for and has recently been advised of our successful TQUAL grant application.

The grant funding will be used for the development of a Cultural & Heritage strategy to examine the natural, cultural and historic heritage of the Sapphire Coast region. The potential of the non-national park areas of the region will be explored as well as gaps in visitor information, infrastructure, facilities, services and employment and a framework developed to deliver these natural and heritage assets and experiences to our visitors. Heritage tourism is a growing trend in the market and by having properly defined information, products and experiences, this longterm initiative will provide wider choices and products to compliment the recreational beach holiday and provide a reason for our visitors to stay longer in our region.

SCT would also like to congratulate the Sapphire Coast Marine Discovery Centre on their successful grant application. TQUAL grants funding will be used for the master planning stage of the Discovery Centre building, including a development strategy, draft budgets, exhibition themes and concept exhibit-design work.



## Tourism NSW Get Connected

Have you registered your business on Get Connected? Recent communication from TNSW advises us that less than 100 businesses on the Sapphire Coast have taken up this opportunity. Tourism NSW gives the NSW tourism industry the opportunity to showcase their tourism products online **FREE of charge** and tap into over 300,000+ potential customers a month, both domestic and international.

In a 12-month period to June 2009, Tourism NSW, through its [www.visitnsw.com](http://www.visitnsw.com) website delivered 790,000 pre-qualified business leads to tourism operators. By registering your business with Get Connected your details will be listed on the following websites and databases:

1. [www.visitnsw.com](http://www.visitnsw.com) Tourism NSW's primary consumer website which attracts over 310,000 visitors a month
2. [www.sydney.com](http://www.sydney.com) This international website, has market and language specific versions for the following countries; Hong Kong, China, Korea, Japan, United Kingdom, North America, New Zealand, Singapore, France, India, Malaysia, Middle East, France, Italy and Germany
3. [www.australia.com](http://www.australia.com) Tourism Australia's website attracts over 6.8 million visitors per year, delivers 50 million pages of information to customers worldwide, and is the primary call to action in all international tourism marketing and promotional activities
4. [The Australian Tourism Data Warehouse](#) A centralised database of Australian tourism product and destinations, supplying NSW product to a variety of websites and accessed by TA and TNSW for promotional regional information and prospective media and PR visits

To keep the information current, you need to access and confirm your details **every 6 months**. Don't let this opportunity for free business exposure pass you by. To find out more about the criteria or to register your product and service, visit [www.tourism.nsw.gov.au/getconnected](http://www.tourism.nsw.gov.au/getconnected)

There's big plans underfoot for 2010, with EOs for the 2010 SCT Visitor Information Guide soon to be released and a variety of co-operative marketing opportunities available for your benefit – so please choose to support SCT and our regional tourism industry and renew your membership or join with SCT in 2010. Memberships are being taken for the 1st 6 months at this stage (to bring them back into line with the financial year) and you should have received your membership prospectus recently – if not via email then it will be on its way in the post to you.

Big happy Christmas wishes and a successful summer season to you all! SCT is looking forward to working with you and supporting you and our regional tourism industry in 2010.

Kindest regards  
The SCT Team