

GBTA MEMBER E-BULLETIN OCTOBER 2010

A WORD FROM THE CHIEF EXECUTIVE OFFICER

Dear Members,

AGM minutes attached:

For those of you unable to make our Annual General Meeting last month, attached to this e-bulletin is a copy of the meeting minutes.

Voice your broadband needs:

The South West Development Commission has announced that they will be working to develop a case for the early rollout of the national broadband network through the region. Now is the opportunity for local businesses and our local tourism industry to voice our broadband needs.

A consultation session will be held at the Shire of Busselton on November 9 from 5.30pm with another meeting at the Bunbury Chamber of Commerce on November 11 from 5.30pm. Information from these sessions will then be collated and used to help determine our region's broadband needs. I encourage members to attend the consultation sessions.

To register your interest in attending, or for further information, please contact Ashley Clements, the Infrastructure & Technology Officer at South West Development Commission.

T: 9792 2000

E: ashley.clements@swdc.wa.gov.au

Regards, Matt Walker ceo@geographebay.com

VISITOR CENTRE UPDATES



September Booking Statistics – Tour bookings through both Visitor Centres continue to exceed expectations with almost a 250% increase in sales as compared to the same month in September 2009. Accommodation sales recorded a slight decrease on the same month in 2009.

Now is the time to 'tart up' your page on geographebay.com! Attached to this e-bulletin is a PDF of how you can improve the information on your business page. We aim to run more bookeasy training courses in the not-too-distant future, please contact myself to register your interest.

New Tour Desk fully operational! With our tour sales up almost 250% I would like to thank the efforts of both our great Visitor Centre Staff and our tour members who have 'gone for gold' and installed 'book now' buttons on their websites. This is a great way for us to generate bookings for you, whilst you are away from the phone/computer running your business!

Matt Norton – Visitor Centre Manager

Direct Email : vcm@geographebay.com

T: 9754 5810 E: Busselton@geographebay.com

E: Dunborough@geographebay.com



GBTA 2010 MEMBERSHIP

We welcome the following new members:

- Dunsborough Surf Cats
- Fat Duck Cycles & Espresso
- Nauticool Encounters
- The Aqua Resort
- The Deck Marina Bar & Restaurant

More info about these new members can be found on www.geographebay.com

VISITOR CENTRE NUMBERS

SEPTEMBER 2009 v SEPTEMBER 2010

Total September 2010 traffic through both the Busselton and Dunsborough Visitor Centres was a total of 16,820 visitors, a 3.5% increase on the foot traffic as compared to September 2009.

Visitor numbers through the doors of Busselton Visitor Centre in September 2010 were 9,370 1.5% less than September 2009. Visitor numbers through the doors of Dunsborough Visitor Centre were 7,450, this is up 10.3% on the same month in 2009.

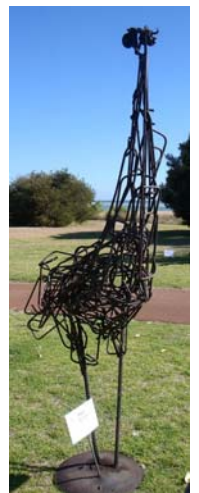
WHY NOT?

Sculpture by the Bay
5th & 6th March 2011
Dunsborough Foreshore

An initiative of the Dunsborough Districts Progress Association, a call is being put out to all local artists to enter this event.

The vision for the event is to: increase local awareness & appreciation in public art; increase local participation in sculpture art; and therefore increase public art works in the region.

Prizes to the value of \$3000 are up for grabs and although entries don't close until January, there is only limited artist space. Email Nita Pratt on prattn@bigpond.net.au or call 9755 2500.



INFORMATION FOR MEMBERS

More sessions from the Super Online Training Programme! The Margaret River Regional Super Online Network Training Programme is an Australian Government funded initiative under the Small Business Online program. The next session is:

Design School

Thursday 11th November
Abbey Beach Resort, Busselton

Time: 5.30pm - 8.30pm

Cost: \$15 per person (Includes light refreshments)

RSVP to Lisa Hoskin at

events@margaretriver.com or 9780 5917

Is your website really hitting the mark? Grab your creative hat and work with web design professionals to develop your hierarchy and 'customer journey'; learn about different website systems and which one will best suit your needs; and uncover the ins and outs of website design, including what's possible, what works, what's available and how to create a point of difference.

Facility updates for Dining Operators on BookEasy:

Did you know that you can list several facilities on your dining operator page on geographebay.com? Let our visitors know if you offer take-away, alfresco dining, BYO, vegetarian or specialised menus. Please contact peta.fussell@geographebay.com for tips on how to update this content on BookEasy.

Has your business or venue got a Bush Fire Management Plan?

With dry conditions and the onset of Summer, now is the time to put a bush fire management plan in place. South West Fire Services is also a local consultancy that may be able to help with your fire management plan. They offer services such as threat analysis, asset protection strategies and staff basic or advance training. Ngilgi Cave & Cape Naturaliste Lighthouse staff have recently benefited from such training. Contact John Evans, on 0427 121 122 to seek advice or contact your local Shire office.

GBTA MONTHLY MEMBER SOIREE

Thank you to Peter and Gary at Gamer's Paradise for hosting the October GBTA Soiree.

NOVEMBER SOIREE

Venue: THE STUDIO Gallery & Bistro

Thursday 18th November 5.30pm-7.00pm

\$5 per person includes a drink and nibbles

RSVP: Lizzy Pepper

e: lizzy@thestudiogallery.com.au

t: 9756 6371



GBTA MARKETING NEWS

Download the latest version of the Tourism e-kit for FREE:

Australian Tourism Data Warehouse has just released the latest version of the tourism e-kit. Version 5.0 now includes 'writing for the web' and 'inbound links and online advertising opportunities.' Download your copy at:

www.atdw.com.au/tourism_e_kit.asp

'Experience Extraordinary' Domestic Campaign:

A \$7.9 million campaign comprising advertising across a range of media (cinema, press, digital, PR, in-flight) has now been launched by Tourism WA. The campaign will target the intrastate and interstate market until the end of the year. To view the 11 current adverts go to:

http://www.westernaustralia.com/experience_extraordinary/Pages/Extraordinary.aspx?CID=domestic_campaign:1011:talking_tourism

GBTA makes finals of WA Tourism Awards:

Along with several members, the 'Official Geographe Bay Visitor Guide' and 'Ngilgi Cave Adventure Tours' have been selected as finalists of the WA Tourism Awards. The GBTA marketing team are just putting the final touches on the 2011 edition which goes into print next week!

ADVERTISE NOW in the 2011 Australia's South West Holiday Planner:

Well recognised by both consumers & trade, this full colour publication has an extensive distribution of over 370,000 copies and is also available as an interactive download. It is designed to motivate and attract holiday decision makers to choose Australia's South West as their next getaway destination and also encourage them to stay longer with us. Distribution includes Perth, Eastern states, Singapore, Malaysia, New Zealand, Germany & the UK. ASW members receive a 20% discount on advertising costs. [Download](#) your copy of the advertising prospectus or contact Allison Cormack Print Logic on 9388 1366 or email allison@printlogic.com.au

Thumbs Up to the Following Members



2010 Gold Plate Awards:

Congratulations to the following member finalists: Gnarabar, The Nookery Café at Woody Nook, Wise Vineyard Restaurant, Wills Domain, Bunkers Beach Café & The Goose Café.

2010 WA Tourism Awards

A big congratulations to the following member finalists: Sandalford Wines, Saracen Estates Incorporating Duckstein Brewery, Yallingup Maze, Forest Rise Eco Retreat, Natural Olive Oil Soap Factory, South West Coach Lines, Seashells Hospitality Group, Loose Goose Chalets, Vintages Accommodation, Injidup Spa Retreat, Perth Ambassador Hotel & Smiths Beach Resort.

Best of luck for the final awards dinner in Perth on the 20th November, we look forward to seeing you there!

Tassell Park Wines has also taken out several major awards at the 2010 Qantas Wine Show of WA.

Send or advise of your awards & achievements to peta.fussell@geographebay.com or 9752 5802.