

GBTA MEMBER E-BULLETIN SEPTEMBER 2010

A WORD FROM THE CHIEF EXECUTIVE OFFICER

Dear Members,

It's that time of year again. The days are getting longer and warmer and the GBTA is gearing up, as we are sure you are too, for the busy summer season ahead.

The 2011 Visitor Guide is well underway with only a few advertising spaces still available. Both the Guide and Map will be available for distribution from the first week in December.

The recent Annual General Meeting marks the start of our 2011 Membership renewal and drive for new members to further enhance the range of products and services we can promote to visitors to the region. Your 2011 Membership Prospectus has now been sent to you in the post and I remind you to sign-up before 31 October 2010 to take advantage of our Early Bird offer. Early renewal will also guarantee your spot on the regional map if you are located within the Shires of Busselton and Augusta-Margaret River.

We would like to take this opportunity to thank those members who attended the AGM held at Bayview Geographe Resort on the 23rd September. Also attached to the email which contains this e-bulletin, is a statement from GBTA regarding coal mining in the Margaret River region that was presented at the 2010 Annual General Meeting.

Please contact Peta Fussell in Marketing on 9752 5802 or peta.fussell@geographebay.com if you have any queries about your GBTA membership. Thanks to all members for their support this year and we look forward to working with you all again in 2011.

Regards, Matt Walker ceo@geographebay.com

VISITOR CENTRE UPDATES

August Booking Statistics - The Visitor Centres' (VCs) sold over \$60,000 of accommodation for August 2010. Whilst this is a decrease on the same month in 2009, tour sales have increased considerably over the same period with almost \$19,000 worth of tours sold.

Do we have copies of your brochure? With the September school holidays complete, now is the time to make sure we have a good supply of your current brochures in stock for the summer. Please call the Visitor Centre staff on 9752 5800 to check on stock or pop by when next in town.

Bookeasy Training Courses Sold Out - Our September and October training sessions have been a complete sell-out resulting in more members going for GOLD, GOLD, GOLD status. We will endeavor to run more such sessions so please register your interest so I may organise more training to get you up and online at geographebay.com.

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:

- Bettany's Margaret River
- Legend Charters
- The Vroom Room
- The Old Post Office Tearooms

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

VISITOR CENTRE NUMBERS

AUGUST 2009 v AUGUST 2010

Total August 2010 traffic through both the Busselton and Dunsborough Visitor Centres was a total of 12,347 visitors, a 4.5% increase on the foot traffic as compared to August 2009.

Visitor numbers through the doors of Busselton Visitor Centre in August 2010 were 6,420, 5% less than August 2009.

Visitor numbers through the doors of Dunsborough Visitor Centre were 5,927, this is up 17% on 2009.

WHY NOT?

Michael Bubl —VIP Corporate Packages:

Enjoy premium corporate hospitality, fantastic food & beverage and live entertainment by Michael Bubl  on his *Crazy Love Tour*. Whether entertaining, networking or celebrating, unique opportunities are now available for booking.

Details:
Sunday 6th March 2011
Sandalford Estate,
Margaret River



Further information can be found at www.zep.net.au or to book contact Donna

Radalj, Director of Events Management at Zaccaria Events.
E: donna@zep.net.au
T: 9227 8149

INFORMATION FOR MEMBERS

Does your venue serve or sell Halal cuisine?

With parts of our emerging international markets having a strong Muslim culture, we are receiving more and more requests to cater specifically to the needs of Muslim visitors. Please advise Peta on peta.fussell@geographebay.com or 9752 5802 if you meet this requirement.

Google mapping—how do I plot my business correctly on www.geographebay.com? Given our regional area, google does not always correctly plot your location on their maps even if the address is correct. This can be rectified by following these steps:

1. Go to www.maps.google.com.au
2. Select 'sign-in' at top right-hand corner. If you are a registered user, enter your *Email* and *Password*, and select sign in. If you are not a registered user, select 'Don't have a Google Account? Create an account now.'
3. Once signed in, enter in your business address at the top in the address field and click *Search Maps*.
4. Select *Move Marker* from the *More* drop down menu
5. Move the marker to the correct location and click *Save*. Please Note: A google moderator may have to confirm this change.

SOIREE THANK YOU'S

MANY THANKS to Ace Central Cinemas, Clairault and Cinéfest Oz for co-hosting our August Soiree. Members enjoyed the usual drinks, chat and nibbles as well as a couple of great short flicks.



A BIG THANK YOU also to Bayview Geographe Resort for playing host to our September AGM & Soiree. Members enjoyed a well earned drink and some lovely food in the comfort of the Tuart Bar following the Annual General Meeting.

GBTA MONTHLY MEMBER SOIREE

OCTOBER SOIREE

Venue: Gamer's Paradise, Busselton
Thursday 21st October 5.30pm-7.00pm
RSVP: Peter Turner
e: peter@gamersparadise.com.au
t: 9754 7123



Come and visit one of Busselton's latest attractions. Gamer's Paradise is a one stop shop for all things gaming. Ever wondered what your teenage kids are talking about when they discuss Guitar Hero, Dance Revolution, Xbox or Wii Sports? Now is your chance to check it out over a drink and a chat at the regular \$5 cover charge!

GBTA MARKETING NEWS

Web Tools Workshop from the Super Online Training Programme: Got a website but looking at other ways to utilise the internet? Online marketing doesn't end at a website – there's much more out there but it can be confusing and overwhelming. This session will introduce you to the myriad of tools available, help you understand what's right for you, and how you can utilise them to boost your online presence, website traffic and importantly, your bottom line. A special focus will include email and database marketing. This workshop has been developed on feedback from actual small businesses:

Building Your Toolkit

Thursday 14th October

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

The Margaret River Regional Super Online Network Training Programme is an Australian Government funded initiative under the Small Business Online program.

Event Listings The GBTA actively promotes events to encourage visitors to the region through a dedicated events page at www.geographebay.com. Events listed on the webpage are then eligible for inclusion in Busselton Dunsborough Mail's monthly events column, RadioWest's weekly events segment and in press releases to media. Members who would like to have their event listed should contact: Jenny Fisher T: (08) 9752 5803

E: m3@geographebay.com

Tip— To save yourself the time, why not just add Jenny's email to your newsletter or contact distribution list?

Thumbs Up to the Following Members

- Cullens for being 1 of 28 trophy winners from nearly 11,000 entries for the world's best chardonnay with their 2007 Kevin John Chardonnay, at the 'Decanter World Wine Awards 2010' in London.
- Envy and Roger Clark won the 2010 WA Wedding Album of the Year from the Australian Institute of Professional Photography
- Happs for winning 'Best Small Producer' & Best West Australian Producer at the Perth Wine Show.
- Knee Deep for earning both an 'Australian Good Food Hat' and a 'Gourmet Traveller Star' in the last 2 months.
- Saracen Estate's 2008 Shiraz for receiving 'Top of the Class' at the Australian Boutique Winemakers Show.
- Tassell Park Wines for picking up several awards at the 2010 Boutique Wine Awards.
- Moss Brothers winning several trophies at 'Cowra Wine Show' and the 'Winewise Small Vigneron Awards'.



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