

GeographeBay

BUSSELTON | DUNSBOROUGH | YALLINGUP | MARGARET RIVER WINE REGION

GBTA MEMBER E-BULLETIN SEPTEMBER 2009

A WORD FROM THE CHIEF EXECUTIVE OFFICER

Dear Members,

Some exciting news! After several months of work by our marketing team in conjunction with the marketing sub-committee and GBTA board, we are delighted to introduce our new logo as it appears above and also on the GBTA membership prospectus which you will receive via post shortly.

As part of a larger branding process, key objectives in refining the logo were to create a simple but strong presence that has longevity and can be localised to represent different member businesses throughout the Geographe Bay and Margaret River Wine Region. We hope you agree that the new logo achieves those objectives – not only is it eye-catching and easy to read, it is capable of reflecting the essence of the region for many years to come. The new brand will be rolled out over the next 12 months and has been designed for use by the GBTA and its members to promote the Geographe Bay region. We are encouraging all members to utilise the logo in their marketing communications. Brand guidelines will be distributed by the marketing team shortly.

The marketing team is currently considering positioning statements to support the brand. Suggestions so far have included:

Simply Stunning – Geographe Bay

Immerse Yourself – Geographe Bay

We are inviting all members to put forward their suggestions for a positioning statement. You can email your suggestions in 1-3 words to Sharna Holben me@geographebay.com or telephone 9752 5801 by 31 October 2009.

Regards, Matt Walker
ceo@geographebay.com

VISITOR CENTRE UPDATES

The month of August saw the number of people through the doors of the Dunsborough Visitor Centre record a 6% increase on the same month last year, with Busselton Visitor Centre recording a 2.8% decrease for the same period.

The opening of the new Highway saw visitors arriving into our Visitor Centres half an hour to an hour earlier than is usually the case with the school holiday crowds, which is great news as the longer people spend in our region the better!

Please keep the Visitor Centre Staff up to date with accommodation **availability** during school holidays. Please keep the Visitor Centres well stocked with brochures and ensure that your brochure stocks are being printed now and sent to us by November in time for the busy Summer season.

Best wishes,

Jan Stewart —Visitor Services Administrator
Direct telephone: 9752 5810
Direct Email: ysa@geographebay.com
Visitor Centre: Busselton@geographebay.com
Visitor Centre: Dunsborough@geographebay.com



GBTA 2010 MEMBERSHIP

We welcome the following new members:

- Busselton Bike Hire
- Clarke Rubber Busselton
- Dunsborough Bike Hire
- Meal-Up Dunsborough
- Tranquillita Dunsborough

WHY NOT?

Invitation to GBTA members for DYCCI Sundowner: Hear updates & presentations from 13 of the 16 Busselton Shire Council Nominees who will be in attendance! Plus Dunsborough

Foreshore Design update
When: Tue 6 Oct, from 5.30pm
Where: Dunsborough Country Club, Gifford Road

Cost: \$10 per head includes free welcome

drink & light snack.
RSVP essential: Noel Smith T: 9756 8924
waterfront_1@bigpond.com

Internet Marketing Seminar: All tourism related businesses in the SW are invited!

Learn about—Australian Tourism Data Warehouse, search engines & search engine optimization, social media & how to take advantage of it, how to generate on-line bookings. Experienced presenters with extensive Tourism Australia market development experience.
When: Wednesday 14 Oct, 5.30-8.30pm
Where: Broadwater Beach Resort, Busselton
Cost: \$35 payable on the night via cash or credit card. Receipts issued on the night.
RSVP essential to Shannon Kardi, mco@geographebay.com by Tue 13 Oct. See you there!

The King of the Cape is an elite ocean paddling event that has been held for the past 3 years from Smiths Beach round to Bunker Bay. This year it looks like the event will be included in the international event calendar. 30 paddlers are expected who are high income earners and represent a good niche market to target for the Dunsborough/Yallingup area. Most competitors are from Perth but we hope to grow the interstate & international contingent. This event is scheduled for Nov 7 this year, if you can help please email Matt Walker at ceo@geographebay.com

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INFORMATION FOR MEMBERS

Leavers WA Dates: Following on from the Official leavers dates listed in the August GBTA e-bulletin it has been pointed out by some members that in our region Leavers celebrations actually commence from **23 November**. Note that a small number of students do not finish their exams until 25 November 2009. For more information contact James Stewart, Leavers WA Project Manager on Tel 97222 9326 or visit www.leaverswa.com.au

Western Australia Planning Commissions Planning Bulletin 99—Holiday Homes Guidelines is attached to this September GBTA member e-bulletin email. If you require any further information contact corporate@planning.wa.gov.au Tel: 1800 626 477 or see www.planning.wa.gov.au

GBTA MEMBER SPECIAL OFFERS

If you have an industry rate or special offer which is available to other GBTA Member business owners &/or staff (ie. Not direct to the public) please email them to Shannon Kardi mco@geographebay.com to be included in the next edition of our e-bulletin. This month the following fantastic special offers are available to GBTA members:

Wyndham Resort & Spa Dunsborough

GBTA Member Special Offer: (also available to all WA Residents): Stay 3 Days, Pay for 2 days. From \$108 per person per night mid week (twin share). Includes 30 min Revitaliser Spa Package, 2 course gourmet dinner at Toby's Restaurant and bottle of wine. Call Wyndham on 9756 9777 or email Dunsborough.reservations@wyndhamvrap.com

Bush Tucker River & Winery Tours

GBTA Member Special Offer: Free tours, all days except Saturdays, to any GBTA Member who has staff at front of office. Call 97579084 to talk to Lucy to do a free winery / brewery tour or free cave / canoe tour starting 10.00am daily, with pick up service too! (wine tours). Family can accompany you also at 10% off! . Please see www.bushtuckertours.com

All offers are subject to availability and must be booked direct with the operator.

GBTA SOIREE

Thank you to Wyndham Dunsborough for hosting our September AGM / Soiree. See you at our next Soiree!

OCTOBER SOIREE
PALANDRI Cellar | Store | Cafe
Thursday 22 October
5.30pm-7.00pm.

\$5 cover charge includes welcome drink and finger food.
Additional drinks at bar prices.
RSVP: Fiona Flugge Tel: 9756 5656
Email: Fiona.flugge@3oceans.com.au

Bussell HWY, cnr Boundary Rd, Metricup



MARGARET RIVER, WESTERN AUSTRALIA

GBTA MARKETING NEWS

You will receive your **2010 GBTA Membership Prospectus** via post in the next few days. Please keep an eye on your post box and if you do not receive your copy contact Shannon Kardi Tel: 9752 5802 or email mco@geographebay.com

Tourism Futures Conference: GBTA President Natalie Venosi recently attended this National conference to find out more about the exciting future of tourism. You can access some interesting and informative presentations on-line at: <http://www.tourismfutures.com.au/proceedings09Home.html> Topics covered include—Consumer Research & Market Winning Insights—definitely worth a look!

BookEasy has a new owner: Tourism Holdings recently purchased BookEasy. Tourism Holdings CEO David Oliver stated that "...we will continue to work closely with....destination marketing organizations to develop cutting edge technological applications and to revolutionise consumer purchasing..". David Oliver co-founded Resonline & Last Minute Manager before selling both businesses to Roamfree in 2006. We will keep you posted! *E-travel blackboard 24Sep09*

GBTA 2010 Visitor Guide: It is not too late, we are taking last minute bookings. Information is available on-line at: <http://gbta.gumption.com.au> or contact Sharna Holben on Tel: 9752 5801 E: me@geographebay.com

DID YOU KNOW?

The 2010 Australia's South West Holiday Planner is on sale NOW! Well recognised by consumers and trade, this publication is a quality full colour brochure with an extensive distribution of over 370,000 copies. Advertising in this key destination marketing tool is open to all operators located or promoting products within the Australia's South West regional boundary. Please go to ASW website - http://www.australiassouthwest.com/en/Industry/Advertising_Opportunities/Pages/Advertising_Opportunities.aspx to download a copy of the prospectus. All advertising booking enquiries to go to Allison Cormack at Print Logic – Allison@printlogic.com.au or 9388 1366.

National Ride to Work Day: You are all invited to ride to work on Wednesday 14 October! If you work in Busselton you are invited to a FREE Community breakfast. Where: Mitchell Park, Busselton
When: Wed 14 Oct, 7.30-8.30am
What: Bring your bike as proof that you actually rode!
For more information contact Jeremy O'Neill, Recreation Officer, Shire of Busselton. E: Jeremy.O'Neill@busselton.wa.gov.au Tel: 9781 0356

Tourism Council Western Australia Annual General Meeting: GBTA members are strongly encouraged to become **Tourism Council WA accredited member businesses**. If you are already a member you may like to attend the AGM on Mon 12 Oct between 4.00-6.00pm at Perth Convention Exhibition Centre. For more information about Tourism Council Australia see: www.tourismcouncilwa.com.au or contact Minda Penn, Business Development Manager Tel: 9416 0706 mpenn@tourismcouncilwa.com.au
Please send feedback & suggestions regarding the e-bulletin GBTA publication to mco@geographebay.com