

In this issue:

- Digital Enterprise Program
- Access to local tourism images
- Cradle Coast Spring/Summer Campaign

Tourism News is a Waratah-Wynyard Council monthly email newsletter covering headline, local tourism events and news.

August Edition

BUSINESS DEVELOPMENT OPPORTUNITY - Digital Enterprise Program Thursday 26th September

At the last LTN meeting operators put their names down for the federal government's *Digital Enterprise Program*. Council has engaged 3P Consulting to host a **free group training seminar** tailored for tourism operators. The session will help you take advantage of and understand online opportunities such as Search Engine Optimisation (SEO), Facebook and integrating social media with your website. Participants are also offered **free one-on-one follow-up coaching** (up to 4 hours each) tailored to their business needs. Register your interest with Stephanie Hudson via shudson@warwyn.tas.gov.au or 64438321 and tell us which areas you'd like to learn more about.

WOW Visitor Numbers

| August | August '12 | August '13 | % Difference |
|------------|------------|------------|--------------|
| Visitation | 1853 | 1827 | -1.4% |

| | FY 2011/ 2012 | FY 2012/ 2013 | % Difference |
|-------------------|------------------|------------------|------------------------------|
| Annual Visitation | 39,478 | 35,801 | - 9.3 (or 3,677 visitors) |

Need new images to promote your business and the region?

If you're looking for some fresh images for your website or brochure and haven't got the cash to invest in a photographer take a look at Council's Flickr page [here](#). You can request a variety of photos including those from the Bloomin' Tulips Festival, 2012 Best of My Backyard Photography Competition and the recent tourism photo shoot. Simply record the number of the image (e.g. WWC_South_004) and send your request via email to shudson@warwyn.tas.gov.au.

Supporting your buy-in to the Cradle Coast Spring/Summer 2013 Campaign

Waratah -Wynyard Council will be promoting our destination through the 2013 Cradle Coast Spring Summer Campaign. We've worked with the Cradle Coast Authority to ensure our package option gives us maximum benefit in destination promotion yet supports operators who have also bought into the campaign.

Council is allocating an additional \$1,500 to support operators participating in the campaign to strengthen the representation of products from our area. This is eligible to operators purchasing package 2 or 3 who will receive a \$200 and \$100 subsidy respectively. This capped investment is available to the first operators who register before the \$1,500 allocation runs out.

Registrations close 14 September and must be directed through to Kylie Scolyer (6431 6285 or kscolyer@cradlecoast.com). For a copy of the campaign prospectus visit http://www.cradlecoast.com/tourism_promotions.html.

WOW Art Gallery Exhibitions

September's exhibition is *Piecing Friendships* by the Wynyard Cottage Patchworks group. A collection of exquisite works of patchworks currently on display from 3 – 29 September. October will show case entries from Waratah-Wynyard Council's *Faces of Waratah-Wynyard: people, pride and passion* photography competition.

Also remember the WOW familiarisation tour combined with the Local Tourism Network Meeting on **Wednesday October 2nd at WOW, 11am – 1pm.**

For more information on articles in this newsletter or events at WOW please contact:

Stephanie Hudson
Tourism Development Coordinator or
Waratah-Wynyard Council
64438321
shudson@warwyn.tas.gov.au

Wonders of Wynyard Exhibition and
Information Centre
8 Exhibition Link, Wynyard
6443 8330
wowreception@warwyn.tas.gov.au

