

# Tourism News Waratah-Wynyard

November 2013

## In this issue:

- New arrival for Tourism Development Officer, Stephanie Hudson
- Putting the Jigsaw Together—Work Smarter not Harder—4 stage workshop
- Digital Enterprise Program Workshop – Jan
- WOW stats and exhibitions

## **Congratulations Stephanie!**

Waratah-Wynyard Council Tourism Development Officer Stephanie Hudson has given birth to a beautiful baby girl—Harper—on the 27th November. Those of you who attended the website launch on that day would have noticed her absence, but she did have a very good reason for not attending! We know you will join us in wishing Stephanie all the best for her maternity leave, and we look forward to seeing her on her return in mid 2014.

## **Fantastic opportunity to really get to know your business bottom line**

At the last meeting on the 10th December, a discussion about the importance of knowing the costs associated with operating your business led to an offer by Justin McErlain to run the following sessions for operators. I strongly recommend attending—as sometimes we get so caught up in the day-to-day running of our business that we forget that we need to get paid for what we love to do!

### **Putting the Jigsaw together - Working smarter not harder—Tuesday 11th Feb**

#### **Session 1: Understanding your costs or I don't want to work for free !!!**

An interactive workshop to help operators of all sizes understand the costs to run their business. Covering difference between fixed and variable costs, how to find breakeven, setting your daily operating costs. From this we can start to work out price setting and maximise profits and finally not work for free!! Justin and Cassidy will run you through some examples and help explain how to derive a cost per room figure. Bring along your questions and real world examples and we will help get you started

The following sessions will be offered at future LTN meetings:

Session 2: Maximise distribution and selling opportunities, yield management.

Session 3: Using Technology to make you work smarter not harder

Session 4: Putting it all together: charting your business performance daily, weekly, monthly.

## **Embrace technology—FREE business development opportunities!**

### **Digital Enterprise Program – 11am – 1pm Wednesday 15<sup>th</sup> January 2014**

As part of the federal government's *Digital Enterprise Program*, Council has again engaged 3P Consulting to host a **free group training seminar** tailored specifically for tourism operators. This workshop will be a repeat of the session run in September. 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 Rachael Hogge via [rhogge@warwyn.tas.gov.au](mailto:rhogge@warwyn.tas.gov.au) or 64438321 and tell us what you would like to learn more about.

**Booking Button: Learn how you can make it work for you!**

Anyone wishing to learn more about the Booking Button, and how it can be made to work for your individual circumstances—please contact Justin McErlain on email [justin@thewaterfront.net.au](mailto:justin@thewaterfront.net.au)

**WOW visitor numbers update**

Annual Visitation	F	Y	% Difference	November Visitation	November 2012	November 2013	%Difference
	2011 / 2012	2012 / 2013		November Visitation	November 2012	November 2013	%Difference
	39,478	35,801	- 9.3% or (3,677 visitors)		3293	3565	+8.25%

**WOW Art Gallery Exhibitions**

Exhibition for November and December is *Fury & Serenity - Nature's Extremes* by Virginia Saward (in collaboration with Greg Saward). A stunning exhibition of glass artefacts inspired by the extremes of nature. On display until 31 December.

**Important dates**

**Council closure over Xmas break**

Waratah-Wynyard Council will be closed from 1pm on Friday 20 December 2013 and reopening at 8.30am on Monday 06 January 2014.

**Next Wynyard and Surrounds Local Tourism Network meeting date: 11 Feb 2014**



*We wish you and your families  
a very  
Merry Christmas and a safe  
and Happy New Year!*



*Tourism News* is a Waratah-Wynyard Council monthly email newsletter covering highline, local tourism new and events  
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