



February 2010 News

Keeping our members, stakeholders and partners informed



This is an exciting year for Hills Hawkesbury and we are starting with a comprehensive Newsletter! So I apologise for the length but I hope you see the value in making sure your business is on top of what's going on...

FIRST OF ALL - let me congratulate Lesley George and the team who never gave up fighting for the Pioneer Village!! Well done and its great to see its returning to its rightful use! HHART look forward to working with the committee to help promote this wonderful asset!

A quick reference of topics in the newsletter include; (click to go to article)

* [Dates for the Diary in 2010](#) * [The NEW HILLS HAWKESBURY Guides](#) * [Mungerie Milestone](#) * [Sydney Morning Herald's Winter Weekends Opportunity](#) * [Tourism NSW Partnership](#) * [Other opportunities](#) *

Happy reading...

Lori Modde
Chief Executive Officer

DATES FOR THE DIARY - 2010

January	February	March
April	May	June
July	August	September
October	November	December

HHART will always try to keep you up to date with crucial events and dates to help you in your business. Here are a few to start;

MONDAY 15th FEBRUARY '10 - Hhart Board Meeting (Board only)
WEDNESDAY 24th FEBRUARY '10 - First Operator Showcase Session
FRIDAY 2nd APRIL '10 - Good Friday & School Holidays Commence
MONDAY 19th APRIL '10 - School Holidays Finish

** Please note up to 3 operators can participate in any Operator Showcase. This involves coming to Mungerie House for a Morning Tea in which our volunteer visitor services officers come to hear from you about your product. The first is on the 24th Feb - so if you want to nominate your organisation to attend this session email tania@hhart.com.au - first in best dressed, but these will be held regularly so your nomination can go towards another date if its already filled.

NEW HILLS HAWKESBURY GUIDES

HHART are producing two new guides to assist in bringing more tourists to the area. The first ensures we tap into a market we are already seeing but not capitalising or maximising, which is our Visiting Friends & Relatives (or VFR).

"Experience Hills Hawkesbury Riverlands" will be distributed within the Hills Hawkesbury area to educate our residents on the assets we have that they in turn can introduce to their visiting friends and relatives. Statistics show we have equal visitation to that of the Blue Mountains but over 60% is VFR. Stats also indicate these 60% spend their time day tripping out of the region to see our neighbouring regions for their leisure experience. Well "Experience" will aim to stop this! All members will be emailed the media kit in the coming weeks, or to be the first to receive it [click here](#).



The second guide is the "Hills Hawkesbury Riverlands Destination Guide" which will ONLY be distributed outside of the region, through the Visitor Information Centre network, travel shows, strategic partners in Canberra and interstate. To download the costs and booking form, [click here](#).

Why should you advertise in these guides?

All HHART members are invited to advertise in these publications and receive cost reductions compared to that of non-members. These are targeted publications with measurable outcomes that the consumers are needing balance our area against others. To discuss or inquire more on either of these guides please contact Tania De Stefano on 02 9656 1597.

Sydney Morning Herald EXCLUSIVE DEAL!



The Sydney Morning Herald are offering HHART an exclusive deal in their 44 page Winter Weekends Away guide, it will have a 12 month shelf life and will feature accommodation offers from Sydney's and Regional NSW's best short break accommodation providers. They are also requesting a special **stay offer** to go with your ad which must also be valid for 12 months. The guide will be an essential reference for Sydney siders who are interested in inner city and regional short breaks this winter season. You will have exposure to one million Saturday readers and you will attract direct shoppers to your place of business by attaching a special offer to your ad.

There are only four spots available at \$1,250.00

Tourism NSW & Hills Hawkesbury Tourism



Tourism New South Wales

Hills Shire Council and Hills Hawkesbury Tourism have been able to partner with Tourism NSW on our 2010 Marketing Campaign. Through their assistance we will be undertaking the following activities;

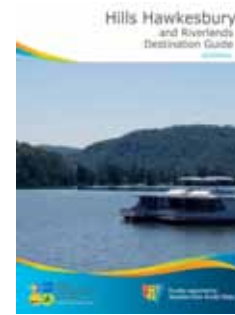
- Publications as indicated above
- Search Engine Optimisation
- Social Media Campaign
- Advertising in the No Leave No Life Publication
- Familiarisations for Journalists and Wholesalers

We have also been able to secure Hawkesbury on the itinerary for NZ Wholesalers when they come to Sydney in June. For anyone in the lower Hawkesbury area; Wisemans to Brooklyn that wish to partake in this famil please contact us as soon as possible on info@hhart.com.au

[au](mailto:info@hhart.com.au)

(inclusive of GST) each, approx 1/4 page in size. This is a fantastic opportunity for all of our members to combine your product with others in a package and share the cost!

Please contact Tania before 20 February if you would like the detailed prospectus or if you would like to book your quarter spot on 9656 1597 or at tania@hart.com.au



Mungerie House Visitor Information Centre Rouse Hill



We are getting closer (believe it or not), the centre has had some delays but it will be worth it. Tenders for the cafe are going out soon, but we expect to be in by the end of the month. So confident we are that the operator briefing for the volunteers is being held there on the 24th February!

We *will* be having a grand opening, if there are any tourism operators or businesses who would like to be involved in any way please contact Tania Di Stefano at tania@hart.com.au or 02 9656 1597.

OTHER OPPORTUNITIES



- **Tourism Conference** - October 2010. If you have a venue that caters for between 120 - 200 people in a classroom format, please let us know to consider your venue for the 2010 conference.
- **North West Business Events** - HHART are also talking with our business partners in the area about supporting the area, as a result we will be holding regular events for our business partners to keep up to date with key issues. Sponsorships are now open for these events that will start in the coming months. Call Tania for more information 9656 1597 or email us at info@hart.com.au
- **Another Exclusive Deal - Australian Traveller** - 100 Gourmet Experiences edition has offered HHART members an exclusive rate of \$1062.50 per 1/4 page for this edition. If we get four interested parties we will be able to commit to this great deal... AND / OR 10% off March Hot Deals on Australian Traveller Newsletter, sent out every third Tuesday of the month to more than 53,000 subscribers.

For the month of March Australian Traveller are giving Hills/Hawkesbury members 10% off the March Hot Deals for \$450 for a Hot deal!

Client supplies 30 words including contact details URL and image, these Hot deals receive 30-100 clicks depending on deal. Email tania@hart.com.au should you wish to take up these fabulous offers.



This email was sent by Lori Modde, Executive Manager, Hills Hawkesbury & Riverlands Tourism, PO Box 222, Galston, Australia 2159
to ben@straliaweb.com.au

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