



Message from the Regional Tourism Manager - Jo Barrie

Congratulations to everyone who has entered our Yorke Peninsula Tourism Awards. It is great to see such a high standard of entries and I hope to see you at the inaugural 2010 Yorke Peninsula Tourism Awards Gala Night to celebrate the achievements and excellence of our tourism industry!

You don't have to have nominated to be part of the celebrations so don't forget to book your tickets for the gala night, which will be hosted by Kym Dillon and entertainment by Little Black Dress. See below for more details about the night and how to book your tickets.

Please don't hesitate to contact either myself or Nicole if we can help in any way or if you would like to know more about how we can work together.

Best regards, Jo

Yorke Peninsula Tourism Awards Gala Night

The Yorke Peninsula Tourism Awards Gala Night will be held on Friday 4th June, at the Ardrossan Town Hall, with Triple M & Channel 9's Kym Dillon to host this important industry night and entertainment by Little Black Dress. Operators and industry are invited to come along to help us celebrate, and tickets are now available to purchase for \$45.00 per person. Please complete the attached Ticket Registration Form to book your tickets, or contact Yorke Peninsula Tourism, phone 8821 2663 or email admin@yorkepeninsula.com.au.

Free Tourism workshops - Tuesday 18th May

Creating Advertising That Works

Yorke Peninsula Tourism and Regional Development Australia – Yorke & Mid North are pleased to invite you to attend the 'Creating Advertising That Works' workshop which will be held on Tuesday 18th May at Maitland, 10.45am – 2.30pm. Please see the attached flyer for further information about this free workshop and how to book.

South Australian Tourism Industry Council (SATIC)

Following on from the 'Creating Advertising That Works' workshop, SATIC invites you to come along and meet the whole team at the 2010 series of the Let's Talk SATIC seminars. The Yorke Peninsula workshop will be held on the 18th May at Maitland from 3.00pm – 5.00pm. This is your opportunity to engage with the Industry Council and see how they can help you. SATIC offer a range of activities from training seminars, workshops and industry representation to accreditation and certification programs, industry surveys and working groups. Registration for this seminar is essential, book online at www.mybookingmanager.com/letstalksatic2010.

Note: The workshops can be attended individually or if you have time, why not attend both?

Awards programs now open for nominations

South Australian Tourism Awards

Yorke Peninsula tourism operators are invited to nominate their business in this year's SA Tourism Awards, with nominations closing on Friday 9th July. Categories includes accommodation, transport, attractions, festivals & events and much more.

Don't forget if you have nominated in the Yorke Peninsula Tourism Awards, your nomination fee into the South Australian Tourism Awards is already paid. You will still need to nominate through the SA Tourism Awards site – simply visit <http://eawards.com.au/qata10/sa>, and create a new account (as this site is separate to the Yorke Peninsula Tourism Awards log in), then log in using those details and complete your nomination into the state awards. When you get to the payment screen, it will ask if you have entered regional awards - if you tick 'yes', it will skip the payment section.

For more information, please visit the SA Tourism Awards website, www.satic.com.au/awards or contact Anneliese Powell, SATIC's Awards & Events Coordinator, on 08 8110 0127 or email awards@satic.com.au.

Advantage SA Regional Awards

Nominations are now open for the 2010 annual Advantage SA (formerly SA Great) Regional Awards, which celebrate outstanding achievement in regional South Australia. Nominations are open to individuals, groups and businesses who live and/or work in regional South Australia, and award categories include tourism, sustainability, small business, innovation and community groups. Nominations can be made online by visiting www.advantagesa.com.au, or by collecting a nomination form from visitor information centres, shopping centres and Telstra dealerships across the State, with nominations closing on Friday 4th June.

'Untangle My Web' - Online marketing workshop

Fabienne Rabbiosi from Untangle My Web will present 2 half day workshops on Thursday 24th June at the Chatt Centre, Maitland. Fabie has a wealth of knowledge when it comes to the tourism industry and maximising your online presence and if there is only one training workshop you attend this year – this should be it!

The 1st workshop is from 9.00am to 12.30pm and the 2nd workshop from 1.30pm to 5.00pm, with limited places available. The normal cost of this workshop is \$150 per person, but Yorke Peninsula Tourism is subsidising this cost for tourism operators. The cost to attend is \$50 per person, and includes morning or afternoon tea. To reserve your place at the Online Marketing Workshops, please phone 8821 2663 or email admin@yorkepeninsula.com.au (an invoice will be issued following your booking).

For more information on Untangle My Web, visit www.untanglemyweb.com.

Nicole and I have both undertaken online training with Fabie and were so impressed, we are flying her down from Queensland to put these workshops on. Jo Barrie

Check your information at www.yorkepeninsula.com.au

Don't forget to check your Australian Tourism Data Warehouse (ATDW) listing online at www.yorkepeninsula.com.au for accuracy and any updates that need to be made. If you wish to register with the ATDW or change your listing, please contact Online Services on 8463 4560 or email onlinesatc@tourism.sa.com.

There are also a range of pages which include information about the region, and the products & services available – these include seafood suppliers, beaches, surfing, dining out, walking trails and much more. The website also has town pages for most towns on Yorke Peninsula, www.southaustralia.com/YorkePeninsulaOurTowns.aspx -please take a moment to look through these listings and let us know of any changes or updates.

If you notice any errors on these pages or have suggestions, please contact our office on 8821 2663 or email admin@yorkepeninsula.com.au.

Adelaide Boat Show – Thursday 15th to Sunday 18th July

Yorke Peninsula Tourism Marketing will be promoting Yorke Peninsula at the Adelaide Boat Show and is looking for volunteers to help 'man' the promotional stand at the Adelaide Convention Centre. It's a fantastic way to promote the Yorke Peninsula and your business, as well as enjoying some time looking around the show. Don't hesitate to call to register or find out more!

“Regionwrite”

Rosemary Cock, former Editor of the Yorke Peninsula Country Times has started up a new freelance writing/editing business “regionwrite”. With over 20 years experience, Rosemary can help with writing, editing or proofing and her services cover everything from media releases to submissions, reports, newsletters, documents, promotion or community articles, events or speech writing. For more information contact Rosemary Cock, phone 8821 2011, mobile 0428 262 246 or email rrc@netyp.com.au.

Tourism Future National Conference online survey

The Tourism Futures National Conference program will this year include a one day Tourism Online Futures Forum to assist tourism organisations in becoming more familiar with the online environment. In the lead-up to the conference, all South Australian tourism operators are invited to complete a quick and easy five minute online survey which will help provide insights into how Australia's tourism operators are adopting and using online technologies and e-marketing tools. All survey respondents will go in the draw to win one free registration for the Tourism Online Futures forum. Survey results will be collected and released at the Tourism Online Futures forum, to be held on 7 July in Brisbane. The survey is online now and can be accessed visiting the website www.surveymonkey.com/s/CBQ59R7.

Yorke Peninsula Tourism office – window display area

At the new Yorke Peninsula Tourism office in the Ascot Theatre, we have a window display area for promoting the region. You may have noticed recent promotions for the Wooden & Classic Boats Regatta, the cruises by the One & All around the Yorke Peninsula coast and the Yorke Peninsula Fishing Guide.

If you are interested in setting up a display in the window, please contact our office on 8821 2663. Those wanting to use the space for a display would be required to do all the set up, and also take down the display once finished within the agreed times. Please note that you may need to be flexible with your dates, due to prior bookings.

Yorke Peninsula Visitor Guide & Fishing Guide

Stock of the Yorke Peninsula Visitor Guide & Yorke Peninsula Fishing Guide can be collected from either the Yorke Peninsula Visitor Information Centre, Minlaton, Ph 8853 2600, or the Copper Coast Visitor Information Centre, Kadina, Ph 8821 2333. Wherever possible, please phone ahead to let them know when you are collecting guides.

If you do not wish to continue receiving the Yorke Peninsula Tourism e-News, please click [unsubscribe](#) and an email will be sent to Yorke Peninsula Tourism with your request.



PO Box 417, Kadina, SA 5554
Phone: 08 8821 2663
Fax: 08 8821 4588

Jo Barrie rmm@yorkepeninsula.com.au
Nicole Page admin@yorkepeninsula.com.au

