



Addendum

Ordinary Meeting of Council

Tuesday 14 December 2010 at 7:00pm

Queenscliff Town Hall
50 Learmonth Street, Queenscliff

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10.1 Geelong Otway Tourism (GOT)

Delegate: Cr John Burgess

November has been a very full month in the Region and more particularly Queenscliff.

Region:

- Promotional events have been conducted in partnership with Tiger Airways and Avalon Airport to promote new services into Avalon from Rockhampton, MacKay, Gold Coast, Sydney, Adelaide, Alice Springs and Perth on radio in each of these centres.
- Travel to the Region has continued to grow as a percentage of total travel to Regional Victoria. Visits to Regional Visitor Information Centres (VIC) for the 2010/11 year have increased by 2.5% on average when compared to 2009/10.
- The Bellarine Taste Trail Website was launched on 30th November with high accolades all round for its extensive offering and professional end product.

Go to WWW.thebellarinetastetrail.com.au and judge for your self.

Queenscliff:

- The 24th November saw the Channel Nine morning program (Today Show) presenting its half hourly weather broadcasts from the Queenscliff Harbour. With the involvement of QHPL, GOT, numerous business people, school children and brilliant weather it was voted a very positive exposure of the Harbour and the township of Queenscliff.

The tower at the Harbour lends itself to the exposure of the town as a whole.

- The 26th – 28th November was the annual Queenscliff Music Festival (QMF) under the guidance of its new Artistic Director, Michael Currucan. Notwithstanding the poor weather and the State Election the number of patrons was up, particularly the crowds on Friday night and Sunday. The new approach of having 'head line' artists at these times paid off. This new approach all goes well for the 2011 Festival.

John Burgess
