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Join in the conversation

ONLINE TRAINING SESSION ...
Hosted by the Alpine Shire in November the session was well attended. The session gave operators an overview of the processes and fees involved in selling accommodation online and through the shire’s tourism websites. Most attendees gained valuable insights and were surprised how affordable the council sites were in comparison to mainstream distributors such as ‘wotif’ etc. If you were unable to go along to the planned sessions and would like some information please contact Nikki Farmer at nikkif@alpineshire.vic.gov.au or mobile 0458 079 411

NEW VISITOR GUIDE ...
Is in the making. The new guide has a delivery date just prior to Easter and will be a motivational piece to attract visitors into the region. It will not contain individual business advertising but have a strong call to action directing people to our websites. If you require a current guide prior to then you may order them here or by emailing the tourism team tourism@alpineshire.vic.gov.au

VISITOR INFORMATION CENTRE BROCHURE DISPLAYS ...
All businesses that reside in the Alpine Shire may display a brochure FREE of charge in their neighbouring Visitor Information Centre (Bright, Myrtleford or Mount Beauty) - it’s as simple as filling out a few details, signing the paperwork and sending back to our membership officer. If you don’t already have your tax invoice filled out for this year your brochure will be removed from our visitor centres.

FIRE OPERATIONS PLAN 2015/2016...
DELWP have provided information regarding planned burns. For more information click here

If you would like a copy of the Tourism Business Fire Ready Kit in preparation of the warmer months please feel free to pick up a folder from the Alpine Shire Council Offices. To request a copy sent to you please email tourism@alpineshire.vic.gov.au

BUSINESS PHOTOGRAPHY OPPORTUNITY ...
Will be available again to tourism related businesses early in the New Year. If you are interested in participating please register your interest to bronwynz@alpineshire.vic.gov.au. There are limited spaces available and positions will be allocated in relation to your response and subject to Tourism and Events discretion. Responses will be compiled and responded to in the New Year. There will be a small co contribution for post production editing and opportunity limited to one business per operator.

AUTUMN SPECIALS AND PACKAGES ...
We are looking for operators with Autumn specials and packages to be used on the websites and our enewsletter. Please put your thinking caps on and email piak@alpineshire.vic.gov.au with any ideas or queries. This is a great opportunity to fill the quiet times over Autumn.

MEDIA MENTIONS ...
For all of our Alpine Shire Tourism related media mentions in the past months please visit the Alpine Shire Council Website here

BROCHURES ...
It time to stock up with brochures ready for the busy Christmas rush. We have a good stock of brochures at the Council Offices so please email your form direct to tourism@alpineshire.vic.gov.au

WISHING YOU A VERY BUSY, HAPPY AND HEALTHY HOLIDAY PERIOD ...
... from all of the Tourism and Events team! Just a reminder that the Alpine Shire Council Offices will be closed from 25th December and will reopen on Monday 4th January 2016

HAPPY READING ...
FROM THE EVENTS AND MARKETING TEAM, SARA, MELANIE, PIA AND BRONWYN
(03) 5755 0555
TOURISM@ALPINESHIRE.VIC.GOV.AU
EVENTS

EVENT WRAP UP

Spring Event Season was one of the busiest event seasons the Alpine Shire Council has ever had with over 35 events not including markets and Spring Festival open gardens. The events held throughout the Alpine Shire had diversity in genres and locations throughout from Fly fishing, Films nights, Motorcycling, Spring Festival fireworks to Oktoberfest along with a very successful cycling events including the Thule B24. This year saw The 25th Iconic Rod Run held here in Bright as one of the most successful Rod Runs held, with over 8000 at the gates to see the Show n Shire and approximately 15,000 over the weekend. New events throughout Spring were ½ Marathon Harrietville, Reel Rock 10 film night, Victorian Veteran Golfer Association (Myrtleford), Barrowthon, CCDA 4WD Competition (Dederang) and the very successful re-location and expansion of the Swagger Festival.

UPCOMING EVENTS FOR SUMMER 2015-16

Mother nature has already given us a taste of summer with some glorious spring days. The summer calendar of events will be taking full advantage of the long days and warm nights with plenty to keep the kids occupied during the school holidays and lots of fun to be had by the adults too!

Christmas is just around the corner and Carols by Candlelight performances are happening in Myrtleford (12 Dec), Mount Beauty (15 Dec) and Bright (19 Dec) to get you in the festive spirit. The annual Australia Day community celebrations will be in full swing in 2016 in Bright, Harrietville, Myrtleford, Mount Beauty and Mudgegonga so make sure you get to your nearest event to enjoy an egg and bacon roll and some great local entertainers.

Aside from our major events, there is plenty happening during the school holidays to keep young and old entertained. A sample is below:

- Music and Entertainment in the Park (Howitt Park) - 27 Dec, 3 Jan, 10 Jan, 17 Jan
- Mount Beauty Neighbourhood Centre School Holiday Program – 11 Jan, 12 Jan, 15 Jan and 19 Jan
- Bright Rotary Twilight Market – 7 Jan
- Myrtleford Flea Market (second Sat monthly) – 9 Jan
- The 26th Great Australian Duck Race (Bright) – 9 Jan
- Bright Make It Bake It Grow It Markets (third Sat monthly) – 16 Jan
- Harrietville Historical Society Annual Bush Market – 10 Jan
- Myrtleford Cotters Market – 24 Jan
- Major events during summer to mark on your calendar are below. The Festivals and Events guide for Summer is here so keep an eye out for it for all the details.
  - Tour of Bright (4-6 Dec)
  - Myrtleford Golden Spurs Rodeo (26 Dec)
  - Dederang Picnic Races (2 Jan)
  - Myrtleford Bush Market (8 Jan)
  - Harrietville Music Camp (8-17 Jan)
  - Audax Alpine Classic and Bonjour Bright (23-24 Jan)
  - Sweet Valley Sounds (6 Feb)
  - Adventure Travel Film Festival (12-14 Feb)