



d'Vine

Barossa Council newsletter

November 2015

Four in a row for Barossa Visitor Centre

Barossa Visitor Centre has done it again, claiming its fourth consecutive win in the category of Visitor Information Services at the South Australia Tourism Awards on Friday night.

The Centre was highlighted for providing an excellent visitor experience and praised for its high calibre of service.

Manager Jo Seabrook said it was an unexpected surprise to be named the Best Visitor Information Centre (VIC) four times in a row.

"This truly is a credit to our staff and volunteers who take exceptional pride in the customer service they provide and seek to make the Barossa experience a memorable one for each and every one of our visitors," she said.

It was a landmark year for the VIC which for the first time generated over \$1 million in sales which is redirected to

tourism operators to deliver regional economic benefit with the aim of enticing visitors to stay longer and spend more money across the region.

Mayor Bob Sloane said the VIC's innovation has made it a star performer in the tourism sector.

"It's so much more than a traditional visitor centre with a wide range of services and facilities that value-add to the visitor experience," he said.

The past financial year saw the opening of the Cycle Hub, bike hire initiatives, the Barossa calendar, activation of Tanunda Town Square through markets and events, CWA hall hire, Vintage Festival Hub and a new ticketing service.

The VIC will stand alongside Australia's best when it contests the national awards in Melbourne next year.



The Visitor Centre team, Kerstin Ward-Lohmeyer, Stacy Modra, Mayor Bob Sloane, Jo Seabrook, Elaine Wilson and Rebecca Reynolds.



Royal
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OUR BETTER BAROSSA

COMMUNITY PLAN

33%
FOUR WEEKS TO GO

42
ONLINE SURVEYS
www.ourbetterbarossa.com.au

148
POSTCARDS RETURNED

f **SUCCESSFUL ENGAGEMENT THROUGH SOCIAL MEDIA**

INITIAL FACEBOOK POST LAUNCHING THE COMMUNITY PLAN REACHED AN AUDIENCE OF 4532

OTHER FACEBOOK POSTS RELATING TO COMMUNITY PLAN SESSIONS ARE REACHING ON AVERAGE 717 PEOPLE EACH TIME

50
PEOPLE ENGAGED VIA THE WORDS WITH ... SESSION

25
PARTICIPANTS IN THE KEY STAKEHOLDER SESSION

Have a vision for the Barossa?

We want to hear from you and invite you to join the Community Plan conversation.

To find out more visit www.ourbetterbarossa.com.au

Visit our photo gallery at www.barossa.sa.gov.au