

Maintain a fully accredited VIC (Hub) in Foster and transition to a Seasonal VIC in Korumburra in peak season

Transition and Engagement Plan

When	Action	Engagement	Who
1 June 2018	Continue current VIC operations until 1 Dec 2018	Continue with two fully accredited VICs at Foster and Korumburra with current staffing and volunteer levels.	<ul style="list-style-type: none"> • Tourism Development Officer (TDO) • VIC staff
1-30 June 2018	Inform the community of the new Visitor Information Services Model	<p>Develop a coordinated plan to inform and educate the businesses and community groups in Korumburra, Foster and the wider area of the new visitor service model. This will take place through a targeted communication plan including information sessions at both VICs.</p> <p>Officers will continue regular communications to target groups including Korumburra Business Association (KBA), Korumburra Round Table (KRT), Foster Chamber of Commerce (FCC), Prom Country Regional Tourism (PCRT), Destination Gippsland (DGL), Parks Victoria (PV), the VIC network and other community groups. Staff will also encourage increased usage of the visitpromcountry and visitkorumburra website and App with the KBA, FCC and general community through the Economic Development and Tourism E-Newsletter.</p>	<ul style="list-style-type: none"> • TDO • VIC staff • Communications team
1 July- 31 August 2018	Commence recruitment of Tourism Ambassadors (TA)	<p>Officers will work closely with Council's Volunteer Development Officer to maximise recruitment of potential Tourism Ambassadors (TA).</p> <p>A targeted engagement and recruitment program will outline the role and responsibilities of the TA. It will be promoted through:</p> <ul style="list-style-type: none"> • Volunteer newsletter and networks • Business and tourism associations • Local newspaper • Council's FB page • Eco Dev and Tourism Newsletter • Community Strengthening networks • VIC database and other networks • PCRT newsletter and networks 	<ul style="list-style-type: none"> • TDO • Volunteer Development Officer (VDO) • VIC staff

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1 September-1 December 2018	Tourism Ambassador Program (TAP) training	<p>The Tourism Ambassador Program (TAP) will attract, train and empower local community members to promote the region and contribute to the growth of local visitor economy.</p> <p>Tourism Officers will implement coordinated, industry specific training to TA's at the Foster and Korumburra VICs. This program will be based on current visitor information service training manuals and will include new processes to cater for the new visitor services model.</p> <p>Training will be ongoing and will align to developments within the local visitor economy.</p>	<ul style="list-style-type: none"> • TDO • Supported by VIC staff
15 November 2018	Install marketing display	Installation of a new brochure display in the Korumburra VIC to cater for local and regional visitor information. This will be promoted to local stakeholders including business and tourism associations through identified communication and marketing platforms.	<ul style="list-style-type: none"> • VIC staff
22 November 2018	Official Launch Tourism Ambassador Program	The official launch will be held in the Korumburra VIC at Coal Creek. It will include Councillors, Officers, industry representatives and the community. This event will be promoted via identified communication platforms and the local media.	<ul style="list-style-type: none"> • TDO • VIC staff • VDO
1 December 2018	Commencement of Seasonal VIC	Korumburra Seasonal VIC operating hours: 10am to 4pm, 7 days per week. Promotion of these new hours will continue through existing communication platforms and local media. Current directional yellow '7' highway and road signage will remain through the Seasonal VIC operations.	<ul style="list-style-type: none"> • TDO • VIC staff
30 April 2019	Seasonal VIC closes	The Seasonal VIC will close one week after Easter. All highway and road directional signage will be removed during the low season and a static promotional display will remain with brochure	<ul style="list-style-type: none"> • VIC staff and ambassadors • Supported by Coal Creek

Attachment 2.1.1

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Agenda - 30 May 2018

Transition and Engagement Plan

		stocks of local and regional information at Coal Creek. The Foster VIC (Hub) will remain in operation throughout the low season and provide continued support to the local tourism industry.	
1 May- 30 November 2019	Re-commence Tourism Ambassador Program (TAP)	Promote TAP in collaboration with Council's Volunteer Development Officer to existing TA's and new local networks. Promotion of the TAP through identified communication platforms will combine with a targeted marketing campaign via local media, Council's website and Facebook page, and other communication platforms.	<ul style="list-style-type: none"> • TDO • VDO
1 December 2019	Commencement of Korumburra Seasonal VIC	The Korumburra VIC at Coal Creek will commence operations from 1 December 2019. Operating hours are 10am to 4pm, 7 days per week. Directional Yellow '7' highway and road signage will be installed for the duration of Seasonal VIC operations.	<ul style="list-style-type: none"> • VIC Staff
Ongoing	Continual monitoring and reviewing of Visitor Information Services	Officers will continue to consult with tourism and industry stakeholders including DGL and PCRT, to ensure that visitor information services in South Gippsland remain relevant and current.	<ul style="list-style-type: none"> • Manager Ec Dev & Tourism • DGL • PCRT