



# DESIGN PORTFOLIO

# Nothing to see here A Tourism Partnership

Throughout late 2019 and into 2020, Chatterbox Marketing worked collaboratively with the Mitchell, Murrindindi and Strathbogie Shire Councils to produce a bold promotional tourism campaign and generate new visual assets for each Council to use beyond the campaign.

The campaign was built around a cheeky tagline - "Nothing To See Here".

There no giant giant pineapples, coastal views or cute penguins in and around the towns of Nagambie, Seymour, Tooborac, Marysville, Euroa and Yea.

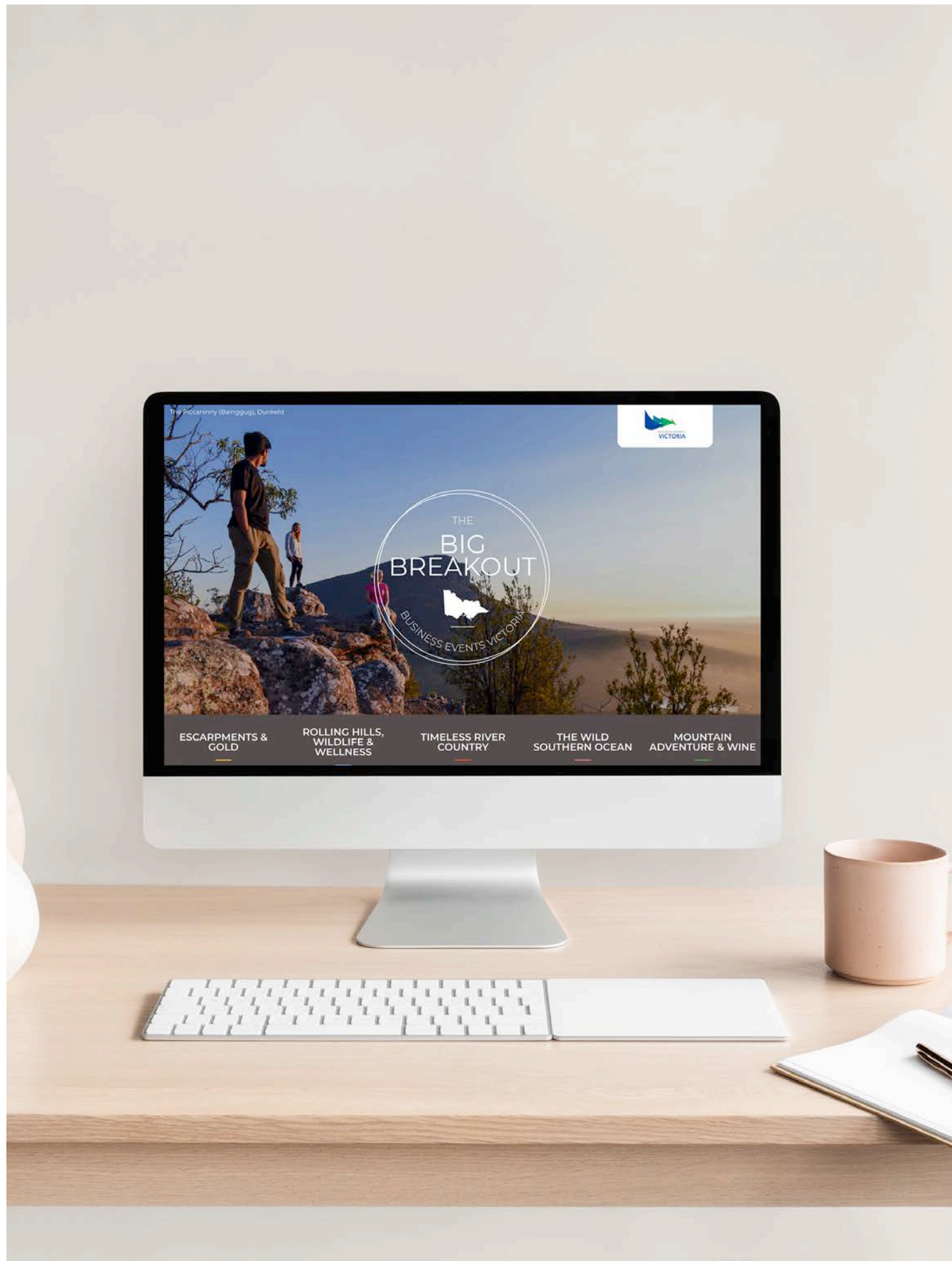
There's just down to earth hospitality, epic scenery, untouched wilderness, boutique wineries, breweries, plenty of history, a few crystal - clear lakes and some quiet fishing spots.

Just an hour from Melbourne, a collection of hero locations from the three Shire areas were curated to show there truly WAS something to see.

## Outputs:

- Campaign and tagline creative
- Design and development of micro website:  
<https://www.nothingtoseehere.com.au/>
- Photography (Over 60 x new high quality images provided to each LGA (180 total))
- Videography (2 x Short and 2 x Longer edits per LGA, plus one overarching campaign
- Social Media suggested posts and scheduling
- Media Liaison





# Big Breakout Business Events Victoria

Business Events Victoria (BEV) is the convention bureau partner for regional Victoria. Formed in 1996, the BEV team provides event organisers with unbiased, free expert advice to help them find the perfect destination for their business event, meeting or conference and supporting activities.

During 2020, the Business Events Victoria (BEV) team travelled the length and breadth of Victoria shooting a series of five amazing video and still photography packages that showcase the best of regional Victoria's business events offerings.

Under a campaign tagline of The Big Breakout, Chatterbox Marketing was then charged with getting these stories to their target audiences across Melbourne, regional Victoria and Sydney in a compelling and coherent package.

And showcase it we did!

## Outputs:

- Design and development of micro website:  
<https://www.thebigbreakout.com.au/>
- Social Media posts and scheduling
- Media Liaison
- Paid advertising across Google Display, Trade media websites, search and social media
- eDM newsletter series - before, during and after campaign launch
- Competition promotion and management
- Introduction of online 'Book an appointment' functionality

The Big Breakout campaign was developed with the support of Business Events Australia and Victoria State Government.





# Phillip Island Nature Parks Visitor Centre Opening

Chatterbox Marketing stepped up a gear in 2019 to support the opening of the new Penguin Parade Visitor Centre in July.

## Services included:

- Event Management for the Gala Opening event.
- Arranged, briefed and supported Master of Ceremonies, Craig Reucassel.
- Designed, printed and posted invitations to guests.
- Managed all aspects of the event, including audio visual, lighting, catering, styling, security, and even coach transport to and from Melbourne.
- Hosted media before, during the after the Gala event.

## Media Coverage

- 204 items on television and radio stations (broadcast).
- 206 items in print and online publications.

## Key news items included:

TV, radio, online:

- ABC - national coverage across ABC television, radio and online publications.

TV:

- Nine News - Syndicated across Australia.
- WIN TV News - Syndicated across Australia.
- Channel 10 News - Syndicated in Darwin and Brisbane.

Radio:

- Interviews on 3AW, Fox, Triple M.

Print:

- Herald Sun news article - syndicated in Geelong Advertiser, Brisbane's Courier Mail, Gold Coast Bulletin, Cairns Post, Northern Territory News.
- News.com.au - online video featuring time lapse footage and interior images of Visitor Centre.

Magazines:

- RACV RoyalAuto, Time Out Magazine, Australian Traveller, Tiger Air In-Flight Magazine.

Digital and Niche Outlets:

- New Daily, Concrete Playground, Broadsheet, Solar Power News, Renewable Snaps, Australian Senior, Architecture AU, Australian Leisure Management, Outback Magazine.

Bloggers:

- Out & About with Kids, Holiday with Kids, Travel Play Live, We Are Explorers.





# Puffing Billy

Chatterbox Marketing has been engaged to provide ongoing Public Relations services for Puffing Billy Railway since July 2013.

## Outputs:

- Media Releases and media liaison
- Social Media Influencer Hosting

## Outcomes:

- Supported the achievement of record passenger numbers between 2013 and 2018 through the generation of over \$4M worth of media coverage each year.
- Hosted a successful Instameet weekend with relevant influencers which generated 5,000+ likes and 40,000+ impressions.
- Manage the media for the Great Train Race event each year, including attendance by ABC TV News, Channel Nine News, Channel 10 News and Channel 7, as well as radio interviews with 3AW and 774 pre-race.



# cultura.

WIN A TRIP FOR 2 TO ANYWHERE!

**GLOBAL CONNECTIONS**

CULTURA'S 1ST BIRTHDAY WISH

Our birthday wish is to strengthen our global connections!

Already representing over 80 different nationalities and as Geelong's leading multicultural organisation, we want to stand true to our ambitious intent to connect, inspire and embrace culturally diverse individuals.

We want to send two lucky winners to any corner of the world to celebrate our 1st birthday milestone and be true to our vision to connect cultures from across the globe!

**We are giving away 2 x return airfares to a country of your choice! Any international destination!**

To enter, simply tell us in 25 words or less why you deserve to make global connections!

  
**ENTER NOW**





  
**MARKETING & COMMUNICATIONS PLAN 2022/23**

Presented by Chatterbox Marketing

**harness  
the power of  
storytelling**

MARKETING & COMMUNICATIONS PLAN 2022/23



**Cultura.**  
**New name,  
New brand,  
New us.**

Cultura emerged as the vibrant new organisation from the merger of Diversitat and Multicultural Aged Care Services (MACS).

By joining forces, we combine over 70 years of knowledge and experience.

**WE ARE CULTURA.**

We have an ambitious intent to connect, inspire and embrace culturally diverse individuals throughout their life journey. We provide a support network and a unified voice for multicultural communities in Greater Geelong.

We still offer the same quality services in settlement services, youth and community programs, arts programs and cultural events, community services and aged care.

**cultura.org.au**  
**ph: 03 4210 0000**

  
CONNECT. INSPIRE. EMBRACE.





# age is just a number!

**5 X ACTIVE WORKSHOPS TO REDISCOVER YOUR PASSION IN OCTOBER/NOVEMBER**

**WORKSHOPS:**

- 3 Oct** Yoga chair based program with Fiona
- 11 Oct** Add some colour and movement to your day and learn **Bollywood dancing** with Mario
- 19 Oct** Watson introduces you to the art of **Taichi**
- 27 Oct** Shake your hips with Mariela and her **Zumba** dance.
- 4 Nov** Music to make you feel good with Lucy and her **accordion**.

Don't let age get in the way.  
Discover a new talent or revisit past passions.  
Dance, bend, stretch, move and find out what makes you tick!

All sessions are access friendly and suited to all levels and abilities.

Join us at the  
Cultura Healthy Living Centre  
25-41 Arunga Ave, Norlane.  
1.30-2.30pm

Bookings essential  
To book, **phone 5222 7275**

CITY OF GREATER  
GEELONG

This event is supported by the City of Greater Geelong through its Community Investment and Support Fund.



new name   new brand   skills for the future

CHC30121  
Certificate III in  
**Early Childhood Education and Care**

CHC33021  
Certificate III in  
**Individual Support (Ageing and Disability)**

CHC43121  
Certificate IV in  
**Disability Support**

HLT43021  
Certificate IV in  
**Allied Health Assistance**

CHC50121  
Diploma of  
**Early Childhood Education and Care**

CHC51015  
Diploma of  
**Counselling**

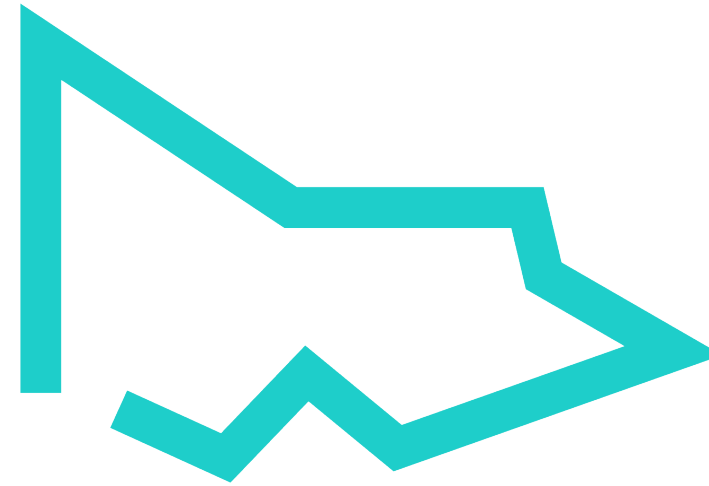
CHC52021  
Diploma of  
**Community Services**




TOID 45814



# BUSINESS EVENTS VICTORIA



## TABLE OF CONTENTS

- 4 BUSINESS EVENTS VICTORIA BOARD MEMBERS  
ADMINISTRATOR/ SECRETARY  
STRATEGIC PARTNERS
- 5 CHAIRPERSON REPORT
- 6 EXECUTIVE OFFICER REPORT
- 10 FINANCIAL REPORT

Business Events Victoria  
ABN: 47 881 187 545  
Suite 201A, Level 2, 360 Elizabeth St, Melbourne, 3000  
03 7035 5721  
info@businesseventsvictoria.com  
businesseventsvictoria.com



## EXECUTIVE OFFICER REPORT CHRIS PORTER

While the start of the financial year proved challenging with the ongoing lock downs, as spring and summer rolled around, we were pleased to be able to get back to what we do best.

BEV continued to deliver a suite of activities and carefully planned promotions to capture the returning demand of business events. This included a return to some of our most popular activities including our Famil Program and the Regional Victoria Showcase. In addition we were pleased to be able to redevelop the BEV brand and website to ensure that BEV as an organisation continued to be at the forefront of business events nationally.

### A NEW BRAND FOR BEV

The BEV Board made the strategic decision to update our long-term BEV logo and roll out a new suite of marketing and industry collateral. The new brand had to speak to the new 'us'. BEV has evolved and changed so much as an organisation that it was felt that the brand needed to speak to this, break the mould and come along for the ride. It needed to be more progressive, real, inspiring and trustworthy.

The BEV brand refresh features a strong, clean, crisp, modern typeface. This is easily legible, aesthetically strong and incredibly versatile in its ease of application across all mediums. The typeface, when paired with the stylised map of Victoria, forms a bold, strong, progressive brand. The addition of the bright, vibrant colour palette allows for a modern feel and is a reference to the rivers, lakes and coastal regions of Victoria.

### BUSINESS EVENTS AUSTRALIA DOMESTIC BOOST PROGRAM - NEW WEBSITE AND THE BIG BREAKOUT

BEV were successful in securing funding from the second round of funding from the Domestic Boost Program with funding utilised to refresh the BEV website and align to the new brand. The new website showcases regional Victoria in a fresh new light and aims to encourage event organisers to think outside the box when it comes to planning their next conference, event or retreat.

We did a great deal of work behind the scenes listening to what our members and clients wanted and analysing core trends in the events arena to ensure we created a bold new website and a refreshed brand that serves a purpose.

Now with an improved search functionality and a more intuitive framework, we can match event organisers with the right venue or experience at the click of a button, providing a more tailored user experience.

After a few steps and starts BEV were also pleased to be able to officially launch the Big Breakout Campaign in September 2021 (<https://www.thebigbreakout.com.au/>). This included a targeted promotion campaign across September, October and November promoting each video. The campaign featured over forty venues and destination partners from across the state and provided BEV the opportunity to showcase regional Victoria in a new light.



## START YOUR VENUE SEARCH

Search Map

Select Venue Type...

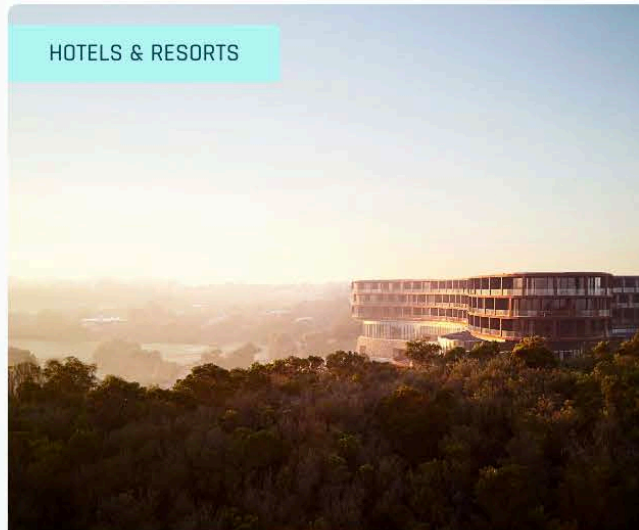
Select Region...

Meeting Capacity

☐ 10+ ☐ 25+ ☐ 50+ ☐ 100+ ☐ 250+ ☐ 500+

[Advanced Search](#)

HOTELS & RESORTS



### RACV Cape Schanck Resort

Mornington Peninsula

450 204

[View Venue](#)

PERFORMING ARTS CENTRES & THEATRES



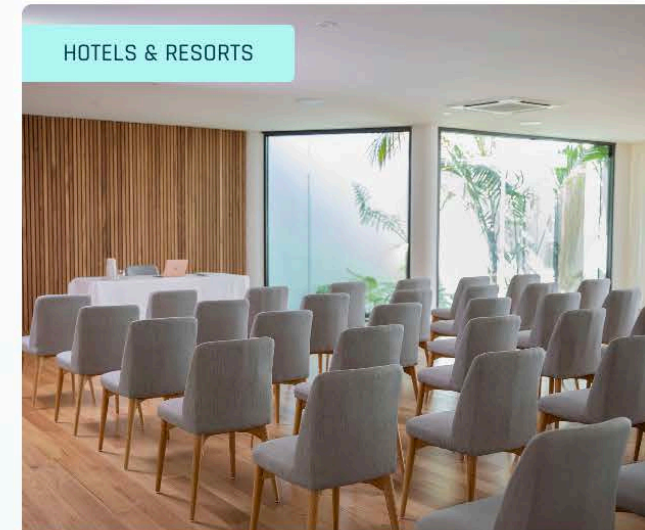
### The Capital Theatre

Goldfields - Ballarat & Bendigo

480 0

[View Venue](#)

HOTELS & RESORTS



### Great Ocean Road Resort

Great Ocean Road

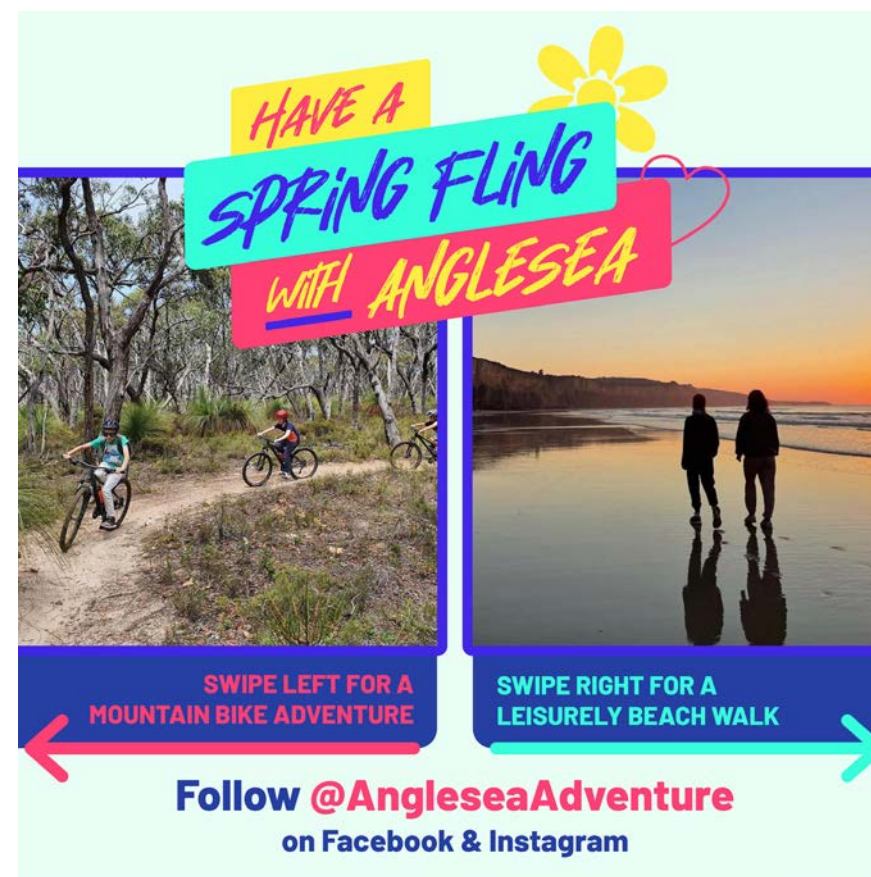
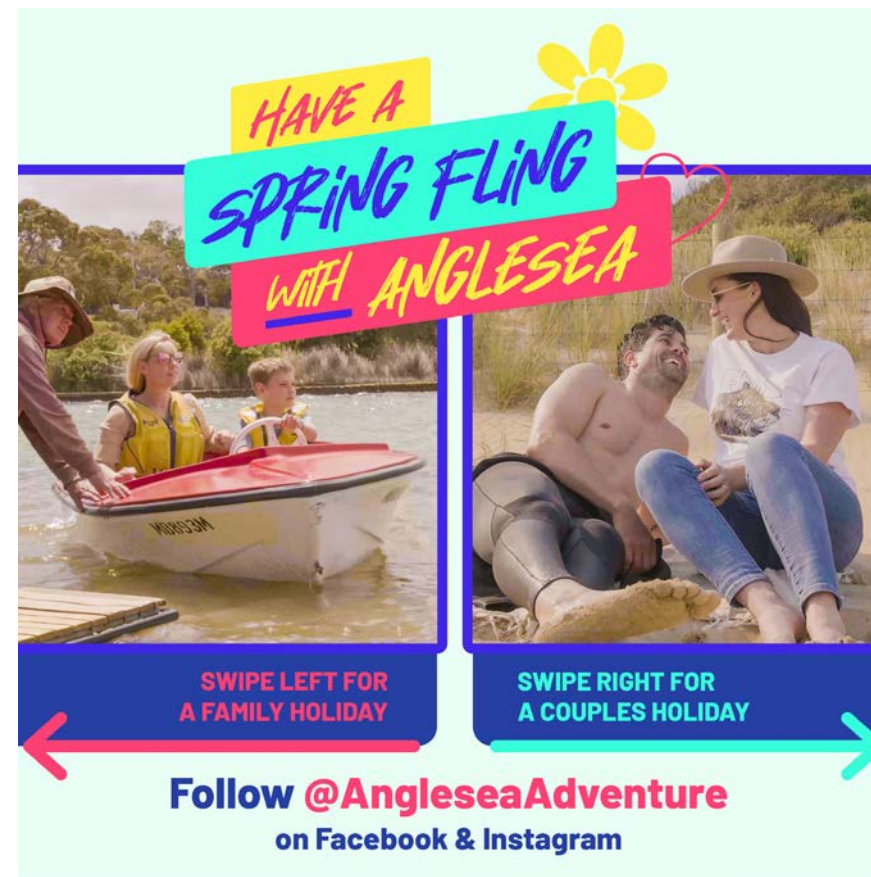
150 35

[View Venue](#)

CONTACT THE BEV TEAM

[Click Here](#)









# WIN A NATURE-BASED WEEKEND ESCAPE



TRUST FOR NATURE  
Habitat forever



Major prizes include weekend stays at **Boroka Downs** and **Boogoolum**.

## ENTER NOW

AT [TRUSTFORNATURE.ORG.AU/WEEKENDESCAPE](https://trustfornature.org.au/weekendescape)



**BOROKA DOWNS**  
experience the magic



**BOOGOLUM**  
experience the magic





TRUST FOR NATURE  
Habitat forever



# WIN A NATURE-BASED WEEKEND ESCAPE

Major prizes include weekend stays at **Boroka Downs** and **Boogoolum**.



**BOROKA DOWNS**  
experience the magic



**BOOGOLUM**  
experience the magic

## ENTER NOW

AT [TRUSTFORNATURE.ORG.AU/WEEKENDESCAPE](https://trustfornature.org.au/weekendescape)

# GO WILD!



# WIN A NATURE-BASED WEEKEND ESCAPE

## PRIZE 1

Accommodation for two people for 2 x nights at **Boroka Downs**, Halls Gap



[borokadowns.com.au](https://borokadowns.com.au)

**BOROKA DOWNS**  
experience the magic

## PRIZE 2

2 night stay for up to 12 people at **Boogoolum**, Mornington Peninsula



[boogoolum.com.au](https://boogoolum.com.au)

**BOOGOLUM**  
experience the magic

To celebrate the 50th anniversary of **TRUST FOR NATURE**, we are giving you the chance to win a weekend getaway!

Trust for Nature is a charity that protects nature on private land forever with conservation covenants. Let's celebrate the heroes – the more than 1,500 Victorians who have voluntarily protected their properties, including Boroka Downs and Boogoolum. And let's celebrate the more than 110,000 ha Trust for Nature has protected across Victoria!



TRUST FOR NATURE  
Habitat forever





## ENTER NOW

AT [TRUSTFORNATURE.ORG.AU/WEEKENDESCAPE](https://trustfornature.org.au/weekendescape)

Prize Terms & Conditions: The accommodation prize for Boroka Downs is for 2 x adults only (adult only venues) and available for use outside of Christmas and Easter holidays. Boogoolum accommodation is available for up to 12 people (families very welcome) and is available to prize winners outside of mid-December through to the end of January. No pets at either venue. Competition closes October 30, 2022. Winners will be announced at Trust for Nature's 50th birthday party on November 5, 2022.









SCAN  
FOR  
MORE

**The Anglesea Way:**  
 A friendly nod  
 A silent handshake  
 A cheeky grin,  
 A wave  
 The Anglesea Way  
 Must be all the sea air,  
 It keeps us real  
 We've got each other's back.  
 So go on; shop local, eat local, spend local  
 ...the Anglesea Way.



#TheAngleseaWay









A photograph of a branding mockup. A rectangular piece of olive green cardstock is placed on a light beige surface. The cardstock features the 'HAY DESIGN STUDIO.' logo in white, sans-serif, uppercase letters. The word 'HAY' is significantly larger than 'DESIGN STUDIO.', which is stacked in two lines to its right. The 'H' and 'A' in 'HAY' are connected. To the right of the cardstock, a small branch with several dark green, elongated leaves is visible. The background consists of a light beige surface with a curved, darker beige shape in the upper left corner.

HAY DESIGN  
STUDIO.















# ALCOCKS.

SINCE 1853





# Hey Blossom

BY TAMIKA SCOTT





# mpt

## Travel & Lifestyle Group











# TALL TREES





# westedge

PROPERTY MANAGEMENT





# Adelaide royal coach.















Wishing you a Merry Christmas and a Happy New Year from Parry Beach Breaks,

From our family to yours! We look forward to your next break.

Angie, Darren + Stella x



[www.parrybeachbreaks.com.au](http://www.parrybeachbreaks.com.au) | [stay@parrybeachbreaks.com.au](mailto:stay@parrybeachbreaks.com.au) | (08) 9848 1810



# Bayside Aquatics

*At Mentone Grammar*





# LUX DAY SPA

*Gift vouchers available!*

PACKAGES + FACIALS + MASSAGES + BODY + BEAUTY TREATMENTS

>>> FULL LIST OF TREATMENTS AVAILABLE AT [WWW.LUXSPA.COM.AU](http://WWW.LUXSPA.COM.AU) <<<

## DEVINE DUO PACKAGE 90MIN | \$250

- Dual 60 Minute Massage in Private Suite
- Geisha Tub for Two
- Sparkling Wine and Strawberries dipped in Chocolate

## TRI-LUXE 90 MIN | \$165

- Choose three of the following 30 minute treatments:
- Massage
  - Body Exfoliation
  - Manicure/Pedicure

## GIRLS AND HEN'S GETAWAY 75 MIN | \$130

- 30 Minute Massage
- Exfoliation Treatment
- Wine and a fruit and cheese platter



**p: 03 5263 3363**  
**e: [luxspa@greatoceanroadresort.com.au](mailto:luxspa@greatoceanroadresort.com.au)**



### Lovely Afternoon

I came here with my partner for a birthday surprise couples massage. The two ladies that treated us were wonderful. Afterward we had the champagne & strawberries package and people-watched through a large window in a private room; it was an excellent way to spend a rainy afternoon.  
Tuesday 18th September 2018



### Best Day, Relaxing, great staff

Had a ladies spa day here group of 7. Great experience & at the beginning & end of our treatment which was a divine massage/ facial whatever we wanted for the hour, we were treated to lots of champagne & platters of cheese, dips, olives, berries, of chocolates. It was a lovely day sitting on the deck relaxing in the sun while the other group were having their massage. Great girls day out.  
Monday 17th September 2018

## ANGLESEA FITNESS CENTRE

COME AND TRY FOR FREE!

No Joining Fee

24 Hour Access to Gym and Pool

3, 6 and 12 month memberships available

12 Month Membership from \$10 per week

Weekly, Fortnightly and Monthly Direct Debits Available

Pool Only Memberships Available

**New pool rail installed to assist in getting in and out of pool**

**JOIN BEFORE AUGUST 31ST TO GO IN THE DRAW TO WIN A 1-HOUR MASSAGE FROM LUX SPA.**

Located at Great Ocean Road Resort,  
105 Great Ocean Road, Anglesea.

**PHONE: 5263 3363**





# HOME AWAY FROM HOME

Bella Chara

MACS SUPPORTED CARE



www.macs.org.au 1300 622 778

Pure Happiness

## Giving independence back

At MACS (Multicultural Aged Care Geelong) we want all our residents to flourish – in wellbeing, in health and in life. Transitioning to aged care is a big decision. Our philosophy at MACS is that aged care is less about letting go, and more about giving some control and independence back.

Bella Chara supported residential living is a perfect example of this philosophy.

Bella Chara offers an independent lifestyle with the security of knowing someone is there to help, if needed. Built in 2009, Bella Chara's apartment-style accommodation has been architecturally designed with residents' needs in mind. Every apartment has its own front door, spacious rooms, an ensuite, and either a verandah or patio, giving residents their own private space. Car spaces are also available for residents who still drive their own cars.

Just beyond this is a huge range of community spaces and activities to provide everything needed for a fulfilling life. Bella Chara has an inviting community dining area, lounge, library, bar and activities space, all featuring high quality furnishings and decor. Satellite TV and broadband internet are also provided. Residents can enjoy the landscaped gardens, freshly-cooked meals and have their laundry serviced without labouring over these tasks themselves – giving them more time to enjoy the MACS lifestyle!

MACS' beautiful outdoor Piazza is lined with shops, and feels just like the local shopping strips of days gone by. Have a browse through the boutique, get your hair done at the hairdressers, enjoy a cuppa and bite to eat at the bakery and café, post your letters at the post office, visit the multi-faith Chapel or take a stroll through the landscaped reflective garden.

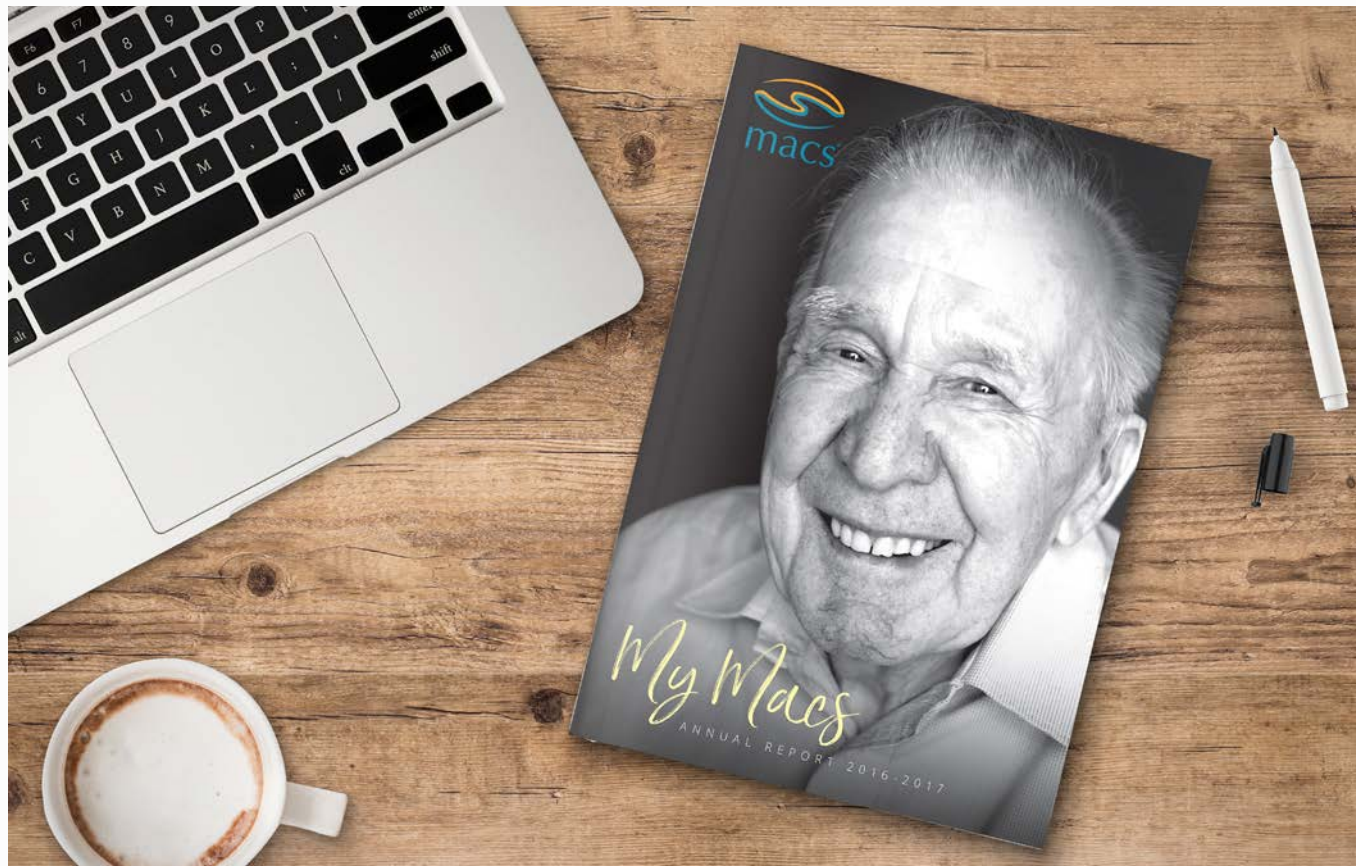
Socialising and making new friends has never been easier, with MACS offering lifestyle activities such as art classes, gold class movie sessions in the chapel, in-house concerts, craft sessions, exercise programs, trio bike outings, a men's group and much more. There are also plenty of opportunities to get out and about on one of the many excursions and outings that take place each week.

For added assurance, 24 hour support staff, from personal carers to registered nurses, and security and nurse call buzzers are located throughout the North Geelong Precinct.

Bella Chara provides the privacy and support to live an independent lifestyle, and the safety of being part of a community. Whether you're a couple, single, male or female, or from any cultural background including Australian, Bella Chara can offer you the freedom of choice, security, privacy, friendship and professional support to help you confidently live your independent lifestyle.








**34,688 residential care days**

## Delivering quality residential care at MACS

**Two key drivers of MACS' residential care are Luba (Director of Care) and Shari (Clinical Care Manager). Recently, Luba and Shari got together to chat about MACS' team approach to delivering care.**

**Luba:** Keeping aged care staff happy and satisfied is a big challenge. We strive to attract and retain good people who in turn deliver high quality care. We've been focusing on empowering staff through our ongoing education program, getting them confident about decision-making and suggesting change. Developing Skills Gap Training and providing dementia-specific education for all staffing levels, not just nurses and carers, has been significant.

**Shari:** All our team members can gather information and life stories to help us better understand each resident holistically. Without the right training, they might not understand that what they know can impact care.

**Luba:** Continuous improvement is central to our care delivery. We benchmark against 200 other aged care facilities across a range of clinical care indicators, and we're working on a 'quality of life' indicator.

**Shari:** Following a recent roster review, we've been moving staff around from one area to another, allowing them to interact with different residents and staff. This helps us reduce staff burn-out and get fresh eyes into each area.

**Luba:** Having designated lifestyle workers in each of the houses helps us get to know and support our residents closely. Mary Costa House resident Anna hand feeds the chickens daily. Phil likes to collect banana peels from the kitchen every Wednesday to feed the worm farm. In Annie O'Malley House, Nevenka helps the lifestyle team fold serviettes.

**Shari:** In Mary Costa House, Rose cares for her pet bird and Livia joins other residents in Borrelia House in the gardening group, growing vegetables and tending plants. As we support their individual routines, the all-important clinical care is still there in the background.

**Luba:** We embrace and respect all cultures and we all undergo cultural training. While others are banning traditional celebrations, we take every opportunity to celebrate all the special days in our residents' religious and cultural backgrounds. Everyone joins in and we have enormous fun.

**Shari:** Our staff come from vastly different backgrounds, too, each bringing their own stories to the workplace. When you hear someone like Jaz who has a Serbian background chatting with Samuel (Liberian background), and they're laughing and joking about food, you know it's because of the foodie tipping competition. It's amazing how inclusive it can be.

**Luba:** My mother is one of our home care clients. She's my reference: How would I want her to be living? How would I want to see her treated in care?

**Shari:** Recently a family member told us how delighted they were when they visited and found a Liberian carer having a lovely conversation with their grandfather in Croatian. We do have smiles and words in all languages.

**Luba:** That's why we have a big team focus, working on team morale, trying to get everyone together, giving them a voice and a platform to be heard.

**Shari:** My hat goes off to our staff who care for those who can do very little for themselves. It's a huge, emotionally draining job, largely undervalued by society and government. As an organisation, we choose to make it valued, by giving recognition and empowerment.

**Page 8**

## Four residential houses, four senior staffers.

**We chatted with team leaders from MACS' four residential houses about working with families, caring for residents, diversity and special moments: Sandy/Borrelia House, Mima/Mary Costa House, Maria/Annie O'Malley House and Ursula/Gerda's House.**

**"Families know their parents as they've always been at home," said Mima. "But residents behave differently with us and it's not always easy to see. There are lots of family meetings, addressing issues, helping them and us better understand."**

**Ursula's own mum has just gone into care so she's experienced the other side. "As family, it's hard to really know what sort of care your loved one's getting. There's so much emotion involved. We need to reassure families and keep them informed."**

**"Keeping residents at the heart of care delivery is all about focus. You constantly bring the positive back into it. I'm here to help the residents feel comfortable and happy."**

**Mima added: "When you put a smile on a face, you've done your job. But if there's an issue, you address it. There's always a reason: you just work it out, follow through and make it easy for them."**

**"Follow up and communication is so important," said Maria. "I use my Hungarian language whenever I can. I'm caring for a Hungarian person, so I only speak in my language. They love it and always thank me for it."**

**For Ursula, the cultural aspect of working at MACS is key. "My years of working here have helped me to understand my own culture and other cultures, and learn from the experience," she said. "I've had a**

**fantastic connection with a German-speaking resident. She would seek me out as she could talk with me."**

**"Working in a multicultural organisation has given me a greater appreciation and understanding of individuals' different cultural needs," Sandy said. "I love reading through their histories, seeing their old photos, understanding their journey. Every resident was young once and has their own life story."**

**Mima feels honoured to use more than one language at work. "Hopefully I've helped residents feel comfortable, allowed them to express themselves confidently, knowing they can turn to me if they need anything translated, just stopping to have a small conversation in Italian or reminiscence about the past is reassuring."**

**"You know you're valued when you haven't seen a resident for a while or you've been on holidays and they tell you they missed you," Ursula said.**

**Maria agreed. "It's lovely to be missed by residents. It reminds you you're doing something right. But a big part of what we do is supporting each other as professionals."**

**Sandy has a life's work in aged care but is a relative newcomer to MACS. "I've been in aged care so long, I find it really rewarding when we have personal carers or students who are orientating or on placement, and I can advise and guide them."**

**Ursula, Mima and Maria have each clocked up more than 10 years at MACS, starting as trainees. "It's like a big family," Ursula said. "We do try and support each other and everyone really does care. That's why I've been here so long."**



**Page 9**

## Celebrating

**Jordan Mavros OAM – MACS' first Life Governor.**

**On a Thursday night in October 2016 our extended community gathered to celebrate Jordan Mavros OAM, our retiring Board Director and key driver in the conception, birth and growth of MACS over many years. By evening's end, Jordan would be MACS' first Life Governor.**

Fittingly, we gathered at Capri Reception, North Geelong, in the heartland of Geelong's migrant community. Through fabulous food, vibrant dance and old friends' chatter, a powerful thread stitched the night together – giving thanks and sharing memories of a man determined to make a difference in the lives of others, a Greek man who translated his own migrant experience into a powerful legacy.

Early on, guests clustered in the foyer, among them political and community leaders, representatives from ethnic community groups, Jordan's family and colleagues, and MACS' Directors, volunteers and staff – many proudly wearing colourful national dress. The room buzzed with excitement and high spirits.

No wonder, Jordan's work touches the lives of many people, not only through his 22 years on the MACS' Board, but also through his broader commitment to community.

Barbara Abley AM, a founding MACS' Board Member and long time friend of Jordan's, soon drew the gathering together and oversaw the evening's formal proceedings.

First to speak was Murray Boyd, Chairman of Give

Where You Live (GWYL), who spoke to Jordan's service on the GWYL Board when he took the lead in energising the organisation and instilling change. He said that Jordan has, "by any account, made a significant and lasting contribution to the Geelong community".

Carl Perry, Chair of MACS, spoke not only of Jordan's work in the pre-establishment years, but also of his commitment beyond the hostel opening to "looking after those who could not look after themselves".

"His passion had only just been ignited," she said. "There was more to be done, land to be purchased, high care services to be provided, care for people in their homes... establishment of our supported residential service Bella Chara, developing partnerships... Annie O'Malley House and our Piazza in late 2015. But perhaps the icing on the cake has been the opening of our very own Dementia Specific Care Unit."

Next, together with Spiro, Deputy Chair of MACS, Goei presented Jordan with "for the first time in the history of Multicultural Aged Care Services, a Life Governorship for the outstanding contribution you have made to MACS and those it seeks to serve."

Grazia Shrimpton, past MACS' Board Director, spoke fondly of Jordan's loyalty, dedication and energy during his career at Diversitat (formerly Migrant Resource Centre). She said, "We were one big family and I know Jordan felt the same about us. His door was always open to all of us and we appreciated that."

Jordan was humble (as always). He said, "Whatever MACS has achieved, what MACS is today and its journey into the future has always been a team effort; the harnessing of resources, efforts, energy and good will of all. I was just lucky to be involved in the process along with so many others."

"I want to point out, though, one specific factor that led to the establishment of MACS: unity of purpose and united front. Believe it or not, the Serbs and the Croats, the Greeks and the Turks, the Ukrainians and the Russians, the Scots and the Irish, along with more than 20 other ethnic local groups worked together cooperatively..."

Not surprisingly, representatives from many of those local ethnic groups were guests on the night, all eager to honour Jordan, proud to call him a friend and keen to talk about their ongoing connections and partnerships with MACS.

In a collective mark of gratitude and respect, MACS' staff, dressed in the colourful dress of their various cultural backgrounds, took to the dance floor to surprise Jordan with a pre-rehearsed Zorba the Greek dance. It was a multicultural flash mob.

Jordan joined in (of course) and the night flicked into party mode. All those local ethnic groups, political leaders, and community representatives? They mingled and melted, moving from table to table, catching up with old faces, meeting new friends and stitching more tightly that unity of purpose and united front that Jordan championed.




**Page 13**

## Having Fun at Macs


**57 nationalities and cultures represented through residents, home care consumers, staff and volunteers.**

**"My MACS' is different for every resident, every home care consumer, every staff member, every volunteer and every visitor. That's why we make sure every day is different at MACS."**

**We make it fun... with whimsical moments and unexpected delights. Dress-ups and clowning around. Belly laughs and quiet giggles. Toe taps and eye sparkles. Twinkles in wrinkles. Because growing up is always optional."**

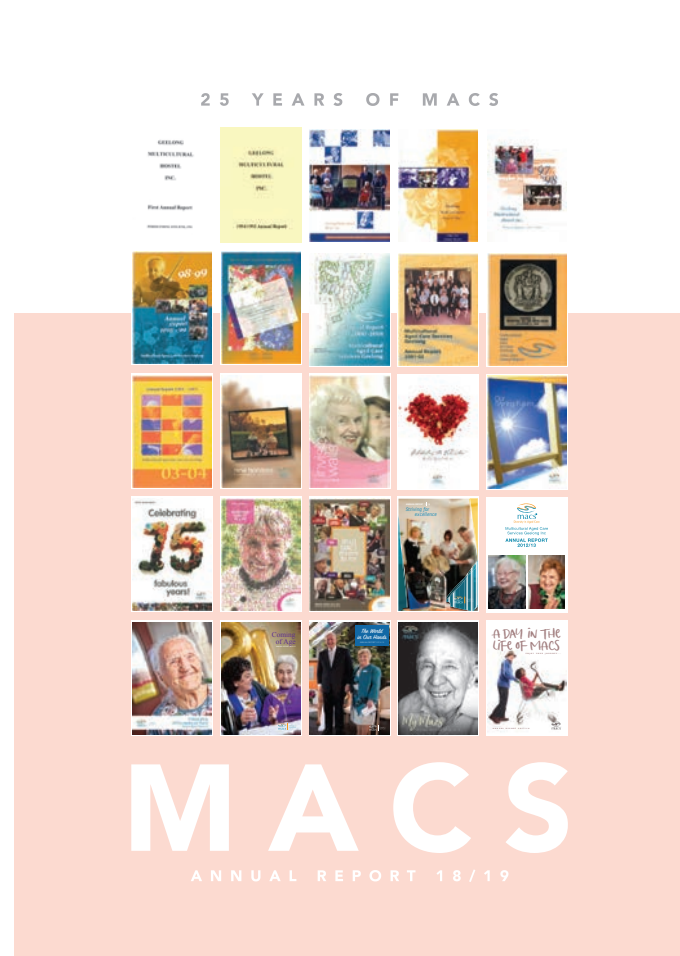
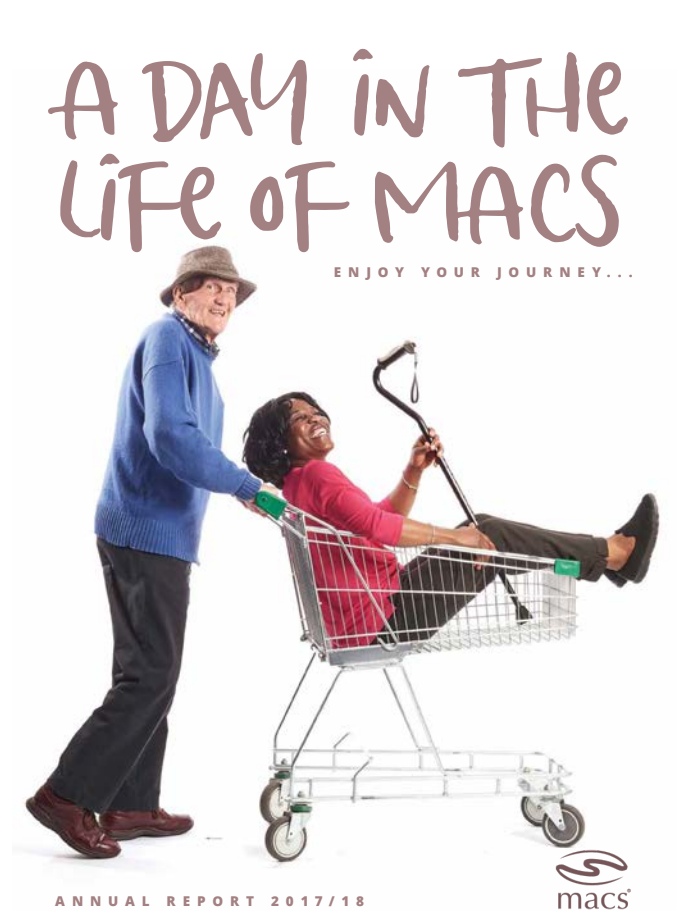


**Page 16**

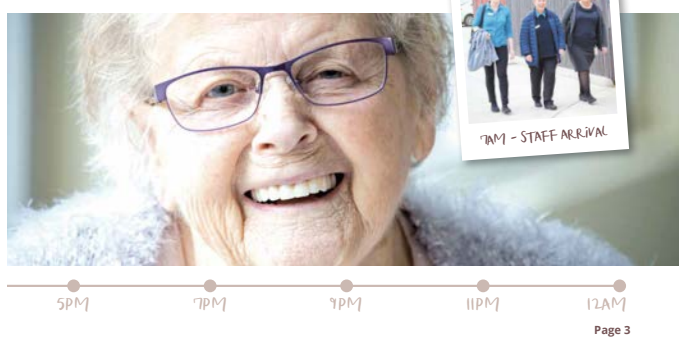


**Page 17**





<b>OUR VISION</b> A community where there is confidence in aged care, where cultural diversity is truly celebrated and family and community remain connected.	<b>CONTENTS</b> Chair's Message.....4 Joy's Message.....5 Volunteers - The heart of MACS.....6/7 Conversations that matter.....8/9 Valuing diversity in our learning programs.....10/11 A safe passage.....12/13 Meet our volunteer directors.....14/15 And the winner is...MACS.....18 MACS in the news.....20 List of donors.....22 Financial Summary.....23
--	---



<b>CHAIR'S MESSAGE</b> <i>This year marks the 16th year that I have been involved with this wonderful organisation, MACS. I can honestly say that I well and truly feel like part of the family! I am so proud of the culture that exists at MACS, which every one of the Directors, staff members, volunteers, residents, Home Care Consumers, family and friends contributes to. It really is like a second home to so many. You can definitely say here at MACS that we have smiles in all languages!</i>	<b>CONTENTS</b> Chair's Message.....4 Joy's Message.....5 Volunteers - The heart of MACS.....6/7 Conversations that matter.....8/9 Valuing diversity in our learning programs.....10/11 A safe passage.....12/13 Meet our volunteer directors.....14/15 And the winner is...MACS.....18 MACS in the news.....20 List of donors.....22 Financial Summary.....23
---	---

## CONTENTS

### MACS ANNUAL REPORT

Frank Costa AM.....	Page 3
A Message from the Chair and CEO.....	Page 4
Stan's Shed.....	Page 6
MACS Walking Track.....	Page 7
25 Years and Going Strong.....	Page 8
Our Values.....	Page 10
Aged Care Quality Standards.....	Page 12
Volunteering.....	Page 14
Residential.....	Page 15
Bella Chara.....	Page 16
Home Services.....	Page 17
Donors.....	Page 18
Financials.....	Page 19

## FRANK COSTA AM PATRON

When I was approached in the early 1990s to spearhead the public appeal to raise funds for a multicultural aged care facility in Geelong, I knew it would be an invaluable experience and of great importance to our ageing community. I could see the need for a diverse facility that met individual cultural and linguistic needs. My cultural background is Italian and I know that one size does not fit all when it comes to human preferences. We are all unique and have our own way in life. That's why MACS is something truly special.

During the early 90s, I was involved with a lot of social causes and I was also fortunate to be in a position where I could use my business and political connections to really make a difference with this campaign. I came on board in 1993 as the Chairman of the Appeal Committee and we got to work.

We strived to create a place that people from all walks of life could call home as they aged, while remaining sensitive to each person's specific cultural needs, whether they be language or cultural norms. We worked hard,

raised crucial funds, designed a new era of aged care in our region and created something extremely special. What once began as a 40-bed multicultural hostel is now a blossoming culturally diverse aged care service that has serviced and supported thousands of Geelong families. At MACS there is a sense of belonging and care that goes above and beyond what we ever imagined in those pioneering years. I'm thrilled to see how much MACS has grown and how many lives its services have touched.

I have been involved with MACS from before its inception, not only through fundraising but also strategic program development and planning. It was an honour to be asked to be MACS Patron in 2003 and a pleasure to watch this not-for-profit organisation flourish over the last 25 years. MACS is a wonderful facility, overseen by skilled and dedicated Directors, run by A-class staff and exceptional volunteers and I feel privileged to be a part of the family.

Frank Costa AM



## A MESSAGE FROM CHAIR GAELE PERRY AND THE CEO JOY LEGGO

What an adventure this past year at MACS has been! We've celebrated the highs and navigated the lows with agility and grace. As we reflect on how far we've come as an organisation, it makes us truly proud of where we are today.

MACS has blossomed over the past 25 years. We celebrated our milestones at this year's Silver Jubilee, which you can read more about on pages 8 and 9.

As Chair of the Board and CEO it is important to have a close working relationship. Directors of MACS are responsible for Corporate Governance which is a framework of rules, relationships, systems, practices and processes within which and by which the governing body's authority is exercised. However, it is the CEO's responsibility to ensure results in organisational performance, including the delivery of safe and quality care services.

We continue to strive to provide the best care we can and have established five sub-committees of the Board to oversee the areas of Governance; Finance; Elder Rights; Quality, Risk And Compliance; and Community Engagement. These committees are made up of staff, volunteers, family representatives, residents and Home Care Consumers. Committees are closely driven by Directors to ensure that standards are upheld, with benchmarking undertaken against other aged care providers, so that we continually strive for improvement in everything we do.

The establishment of the Elder Rights Committee expanded from a working party in 2018. It is now overseen with a great sense of responsibility and encompasses numerous groups including Geelong Police. We are on the front foot regarding upholding a high standard of care and take elder rights extremely seriously for this vulnerable group of people.



CEO Joy Leggo

In October 2018, the Federal Government established a Royal Commission into Aged Care Quality and Safety. Directors and Senior Staff made a decision at the commencement of the Commission to participate openly and transparently with the Commissioner making a submission in early 2019 about the concerns we experience with the aged care system as it currently works and detailing how MACS services its community.

We want to acknowledge the impact the Royal Commission has had on our staff. The continual negative press has taken its toll and there remains a sense of unease through the MACS community. We know what an amazing job our people are doing and we are proud of the quality of care we continue to deliver at MACS. Aged care is an extremely rewarding, and at times very challenging, industry to work in. Thank you to our staff for upholding the high values and standards we have become known for.

Our volunteer program has grown in leaps and bounds this year as we encourage partnerships with local schools and disadvantaged youths, as well as the wider community, offering work experience and social connections. It is such a rewarding part of MACS life and we encourage anyone with



780 UNPAID DIRECTORS' HOURS TO OVERSEE GOVERNANCE.





## Business events Victoria

Business Events Victoria (BEV) seeks to grow regional Victoria's share of the MICE market and works collaboratively to demonstrate the quality and diversity of venues, services and settings in regional Victoria.

Regardless of the size of your business, this is your opportunity to join operators and stakeholders to make regional Victoria the number one choice for conference organisers Australia-wide. Join today!



## ten ways



BEV PROMOTES YOUR BUSINESS AND DESTINATION

one	two	three	four	five
Attendance at key trade events including AIME, Corporate PA Summit and other key trade events	Distribution of 4,000 Regional Victoria Planner's Guides to our key clients in market	Your business represented at key sales calls with clients in Melbourne, Sydney, Canberra and Brisbane	Generation of event leads through your profile on the BEV website	Profiling, networking and lead opportunity at the Regional Victoria Showcase
six	seven	eight	nine	ten
Participation in targeted client familiarisation program coordinated by BEV	Engagement with key decision makers across social media channels LinkedIn and Instagram #businesseventsvictoria	Strategic Marketing and PR activities including participation with trade media	Direct communication to our client database of more than 1,500 contacts	We are an extension of your team!

For more information:  
Business Events Victoria, PO Box 265, Ormond, VIC 3204  
P: 03 7035 5721 E: info@businesseventsvictoria.com W: businesseventsvictoria.com  
company/business-events-victoria businesseventsvictoria



## Membership



benefits

<b>WEBSITE PROFILE - BUSINESSEVENTSVICTORIA.COM</b> <ul style="list-style-type: none"><li>Enhanced member listing on the BEV website</li><li>Receive direct enquiries via 'Request for Proposal' online form</li></ul>	<b>BUSINESS EVENTS RESEARCH</b> <ul style="list-style-type: none"><li>Participate in and have access to research conducted by BEV.</li></ul>
<b>BEV TEAM SUPPORT</b> <ul style="list-style-type: none"><li>Regular BEV newsletters keeping you informed</li><li>Provide us with your news stories to promote through our extensive communication platforms</li><li>Keep BEV informed to ensure they have the latest information on hand</li><li>Meet with the team to access our extensive industry knowledge.</li></ul>	<b>NETWORKING AND PROFESSIONAL DEVELOPMENT EVENTS</b> <ul style="list-style-type: none"><li>Member rates to all BEV events</li><li>Invitation to annual BEV members lunch</li><li>In region professional development training</li><li>Participation in BEV Boardroom Session (destinations only).</li></ul>
<b>BUSINESS LEAD REFERRALS</b> <ul style="list-style-type: none"><li>Be front of mind with the BEV team to ensure your business is ideally placed to receive lead referrals.</li></ul>	<b>INDUSTRY REPRESENTATION</b> <ul style="list-style-type: none"><li>Ongoing advocacy for recognition of the business events sector in regional Victoria</li><li>Opportunity to be elected to sit on the BEV Board</li><li>Opportunity to attend BEV Board meetings as an observer</li><li>Opportunity to attend and vote at BEV's AGM.</li></ul>
<b>FAMILIARISATION PROGRAM</b> <ul style="list-style-type: none"><li>Be included in BEV's extensive famlil program to regional Victoria</li><li>Assistance with coordinating contacts to attend member coordinated famils.</li></ul>	<b>MEMBER ONLY COOPERATIVE MARKETING OPPORTUNITIES (SEPARATE FEES APPLY)</b> <ul style="list-style-type: none"><li>Participate in the annual Regional Victoria Planner's Guide</li><li>Participation in the Regional Victoria Showcase events</li><li>Co-exhibit with BEV at industry tradeshows including AIME</li></ul>

For more information:  
Business Events Victoria, PO Box 265, Ormond, VIC 3204  
P: 03 7035 5721 E: info@businesseventsvictoria.com W: businesseventsvictoria.com  
company/business-events-victoria businesseventsvictoria



## MEMBERSHIP categories



& fees

### VENUES

Type of Venue	Meeting Capacity*	Membership Rate
Venue with Accommodation (Small)	1-100	\$640
Venue with Accommodation (Large)	101+	\$870
Venue only (Small)	1-300	\$640
Venue only (Large)	301+	\$870

\*Meeting Capacity is based on maximum capacity theatre-style. All rates are inclusive of GST.

### DESTINATIONS

Destination Type	Membership Rate	Example
Local Government Area	\$870	Macedon Ranges Shire Council
Local Government Area - Top 10 Regional City*	\$995	City of Greater Shepparton
Regional Tourism Organisation/ Board	= RTO fee: \$870 + Fee per Regional City: \$150 + Fee per remaining LGAs: \$25	Business Events Geelong A division of Greater Geelong and the Bellarine Representing the City of Greater Geelong, Borough of Queenscliffe and Golden Plains Shire \$870 (RTO: Great Geelong and the Bellarine) + \$160 (Regional City: City of Greater Geelong) + \$100 (Remaining LGAs at \$25 each: 2)

The destination membership rate is based on the 'size' and 'structure' of the destination itself. Size is influenced by whether a Local Government area is classified as a Regional City or not. In the case of Regional Tourism Organisations or Boards, the structure is defined by the Local Government areas that that organisation represents.

\*10 Regional Cities of Business Events Victoria from www.regionalcitiesvictoria.com.au

For more information:  
Business Events Victoria, PO Box 265, Ormond, VIC 3204  
P: 03 7035 5721 E: info@businesseventsvictoria.com W: businesseventsvictoria.com  
company/business-events-victoria businesseventsvictoria



## Membership Application Form

Tax Invoice\*  
ABN: 47 881 187 545

### MEMBER DETAILS

Name of Business: \_\_\_\_\_  
Nominated Delegate: \_\_\_\_\_ Title: \_\_\_\_\_  
Business Address: \_\_\_\_\_  
Postal Address: \_\_\_\_\_  
Ph: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Please place a tick (✓) in the box

### MEMBER TYPE

☐ Destination

☐ Local Government Area

☐ Regional Tourism Organisation

Local Government Areas that you represent: \_\_\_\_\_

ADDITIONAL WEBSITE UPGRADE ☐ 230

### PAYMENT OPTIONS

☐ CHEQUE: Please make cheques payable to Business Events Victoria

☐ CREDIT CARD: Type of Credit Card (✓) ☐ MasterCard ☐ Visa

Card No.

Cardholder's name: \_\_\_\_\_

Expiry date: \_\_\_\_\_ Security Code (3 digit on reverse of card): \_\_\_\_\_

Cardholder's signature: \_\_\_\_\_ Date: \_\_\_\_\_

☐ DIRECT DEBIT ☐ PLEASE SEND INVOICE

ACCOUNT NAME: Business Events Victoria Bank: Bendigo Bank BSB: 633 108 Account Number: 1095 33489

Signed: \_\_\_\_\_

Please complete and return to BEV via email: info@businesseventsvictoria.com  
or mail to: Business Events Victoria, PO Box 265, Ormond, VIC 3204

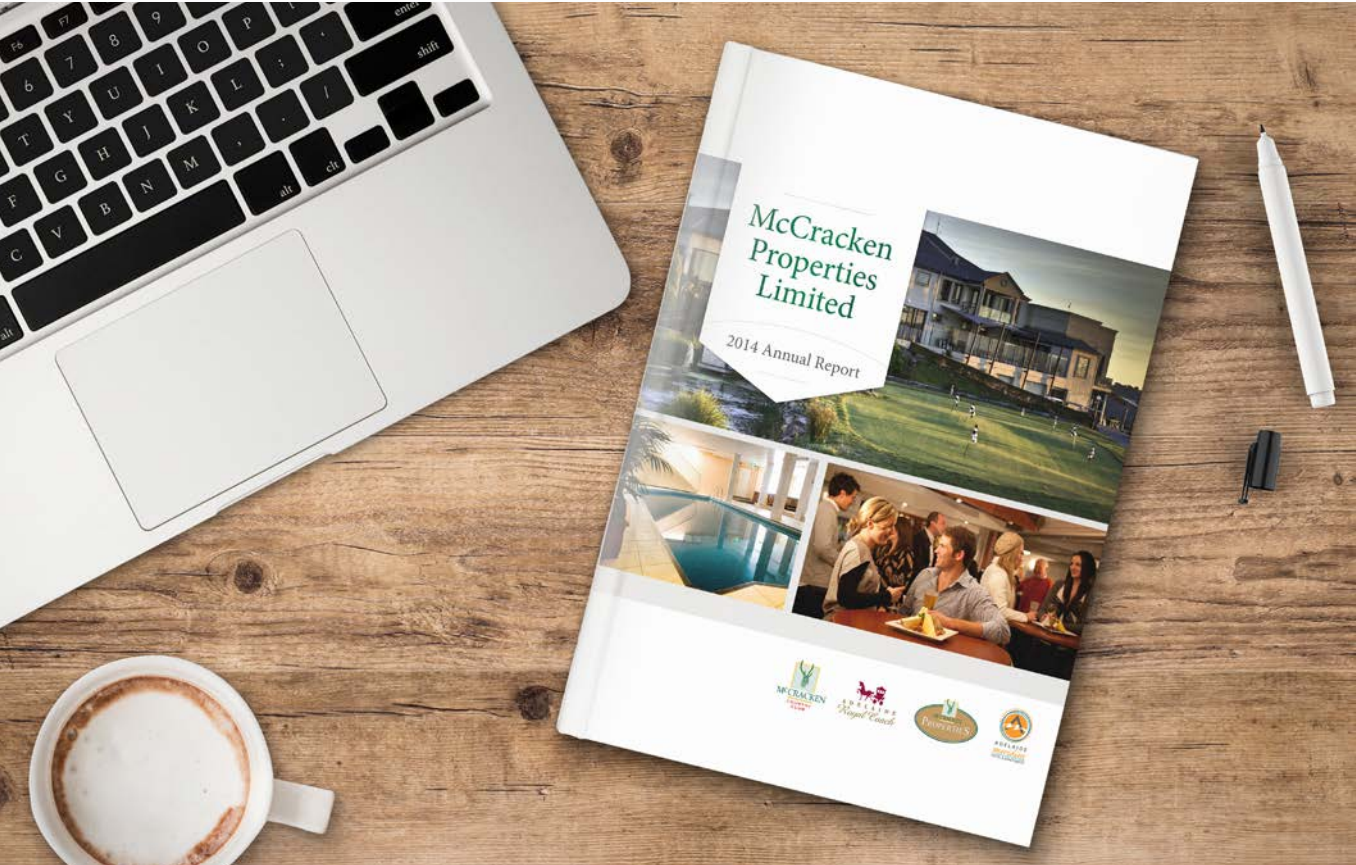
\*This document will be a tax invoice for GST purposes when fully completed and payment is received. Memberships are non refundable.











Contents	
Highlights for 2014	2
Review of Operations	3
Chairman's Report	4
Chief Executive Officer's Report	6
McCracken Group Hotel Profile	8
Directors' Profile	10
Directors' Report	12
Consolidated Income Statement	13
Consolidated Statement of Comprehensive Income	14
Statement of Financial Position	15
Statement of Changes in Equity	16
Statement of Cash Flows	17
Notes to the Financial Statements	18
Directors' Declaration	31
Compilation Report	32
Independent Auditor's Report	33

McCracken Properties Limited

Highlights for 2014

75.2%

Overall occupancy

Hotel operations increased sales by more than \$400k

Hotel operations profitability increased by \$177k

56,546 room nights sold across the group an overall occupancy of 75.2%

Accommodated 101,152 guests throughout the year

Food and Beverage sales grew to \$4.74 million an increase of \$195k on the previous year

Served more than 180,000 meals to guests

Success of land valuation objection for McCracken Country Club

Review of Operations						
A summary of the consolidated results is set out below:						
	2014	2013	2012	2011	2010	2009
	\$,000	\$,000	\$,000	\$,000	\$,000	\$,000
Revenue from Land Sales	96	0	0	838	1,693	336
Revenue from Hotel Operations	13,243	12,843	11,914	11,125	8,772	7,679
Other Revenue	259	174	52	113	124	236
Profit before income tax expense	482	106	(80)	(282)	642	(356)
Income Tax expense	0	0	0	(115)	115	0
Profit after income tax expense	482	106	(80)	(167)	527	(356)
The Consolidated Accounts for the economic entity and the audit report thereon are contained later in the Annual Report.						
Economic Performance						
Members of the group made the following contributions to profit:						
Entity	\$	\$	\$	\$	\$	\$
McCracken Properties Pty. Ltd.	428,789	222,135	275,611	738,963	1,278,433	255,236
McCracken Country Club Pty. Ltd.	(75,298)	(90,485)	(115,888)	(487,284)	(439,240)	(626,441)
McCracken Kent Town Pty. Ltd.	17,235	(28,465)	(26,899)	(36,835)	93,539	11,954
McCracken Developments Pty. Ltd.	120,915	4,849	(212,317)	(323,262)	(288,688)	4,211
McCracken Developments (No 2) Pty. Ltd.	(15,111)	(1,365)	(1,477)	5,979	(1,658)	(766)
	482,130	106,531	(80,969)	(282,459)	642,966	(355,756)

McCracken Properties Limited

Chairman's Report

Once again the group returned record sales up a bit over 3% on last year, but with a much improved bottom line. Accounts show a net profit of \$482,130 up from \$106,531.

If we use EBITDA as a measure, we achieved \$1,275,506 against \$990,539 an increase of \$284,967 or 28.7%. That is a pretty good result, and it was achieved by good direction from the Board, strong implementation by management and good execution by our staff.

This year we have declared a dividend of 2c per share which has by now been paid to you. Hopefully, this will be the start of a continuing stream of dividend, but we are not prepared to make this forecast.

We are still very exposed to government decisions on such things as wage rates and taxes (as an example emergency services levies up 24% - out of the blue). Importantly, interest rates can only go up and we must pay down bank debt as far and as fast as our cash position allows. However, we will certainly also endeavor to maintain and improve our dividend performance if possible.

At McCracken Country Club we sold more rooms in both resort and apartments than ever before, at higher average rates than ever before and generating higher REVPAR than ever before. But the Food and Beverage sales were down. In part we might attribute that to in-house management and staffing because since putting Dan Court back in charge the food aspect has improved, not yet the beverage. Bartender sales continue to grow and are now close to budget. Gaming turnover has continued to grow but our returns to player has increased from an 8 year average of 90.36% to a July/August figure of 91.63%. We continue to refresh and review our offering.

Golf continues to be soft with revenue from membership and green fees down on budget and on last year, but pleasingly has improved in July and August. Membership is stable.

The good news is that we have added the back at the back of the fourth tee. The even better news is that we had a win in our land tax battle with the Valuer General, which significantly reduces the value of the land component of the course and therefore the land tax bill, an annual save of perhaps \$70k and a significant refund over the last two years. Great credit is due to Andrew Bullock and to Peter Bell for pursuing this to the end.

Operating costs, particularly wages/salaries and energy (both gas and electricity) are always under close scrutiny. On the wage front we have recently tried outsourcing through an outside contractor but it was not successful and we have reverted to our own staff but with new working parameters and we are now achieving lower costs per room. On energy we have taken professional advice and installed new voltage management equipment

which should reduce our costs and the elimination of the carbon tax should also contribute significant savings. By the time this report is in your hands we will hopefully have completed a soft refurbishment of all the hotel and apartment rooms.

At the Royal Coach we are also in the middle of a progressive refurbishment. This property is subject to more immediate competitive pressure from new rooms coming on line in the southern and eastern part of the CBD and need a refurbishment in order to improve rate.

Occupancy was 77.3% but as with McCracken food and beverage was down slightly, however, under the direction of Marsha Franklin, profitability has been achieved despite a fall in revenue (caused in part by rooms being off line under refurbishment) by holding or reducing most cost lines.

The Board is also currently considering a significant upgrade to the exterior of the property to create a lot of "wow" and is confident that with these ongoing changes management will be able to improve the business at this property.

The Meriden continues to grow well - occupancy grew year on year from 49.3% in 9/10, 64.4% in 10/11, 65.2% in 11/12, 69.1% in 12/13 to 74.3% in 13/14. Net rate has also increased and in turn REVPAR. Depreciation across the group totalled \$345,138.

However, as with the other properties food and beverage was down but ever so slightly. We have done a joint marketing promotion deal with Port Power which works well for us particularly on Saturday matches giving good room sales Friday and Saturday. The Adelaide Oval is definitely helping the property and the Royal Coach to a lesser degree.

McCracken Properties Limited

ONCE AGAIN THE GROUP RETURNED RECORD SALES WITH A MUCH IMPROVED BOTTOM LINE

Generally, we have found conference business/room hire only steady and are now allocating specialist sales staff to push these venues. In the accommodation industry bookings and reservations are increasingly being done online and a significant part of our revenue is coming through vehicles such as World, Booking.com, Expedia etc. to whom we have to pay a substantial commission. During this year under review much work has been done to re-design our various web sites such as to make them more attractive, user friendly and efficient vehicles as our own booking system.

I can report that an increasing percentage (of around 20% of the total of our reservations) now come through our own systems with significant savings and growing. I can further report to you that each of our properties is punching well above their weight in terms of occupancy in comparison to immediately comparable properties and that our yield management system ensures that we optimize our room rate.

Your Board meets regularly supplemented by regular distribution of information by Andrew Bullock and his very professional management team. I meet informally with Andrew at least twice weekly to be kept right up to date. I can report to you that we have the services of a quite exceptional executive in this man. I would also like to pay tribute to the property managers and their staff for the diligence and dedication they display in operating their individual properties and to my fellow directors.

Barrie Hanson and Graham Meyers retire by rotation but both are re-nominating and I commend their candidature to you.

Tony Colyer

CHATTERBOX MARKETING DESIGN PORTFOLIO MCCRACKEN PROPERTIES LIMITED - ANNUAL REPORT



# Great Ocean Road Resort

Fact sheet // 2017-2019 Seasons



Great Ocean Road Resort is a boutique 4 – Star resort located at the beginning of the Great Ocean Road in the seaside town of Anglesea. Pristine beaches, rugged sandstone cliffs and scenic natural forests make Anglesea one of the region's most popular weekend getaway and holiday destinations. Choose from studios, twin share, spa suites, one -, or two-bedroom apartments with full kitchens, private outdoor areas and garden or river views. All guest rooms come with Free Wi-Fi, Cable Television (Foxtel) and Tea and Coffee Facilities. On-site Amenities include an indoor heated swimming pool, jet spa, gym, restaurant, day spa, trampoline park, tennis court and barbeque area.

105 GREAT OCEAN ROAD ANGLESEA, VICTORIA, AUSTRALIA 3230 | P: +61 (3) 5263 3363 |  
E: [enquiries@greatoceanroadresort.com.au](mailto:enquiries@greatoceanroadresort.com.au) | W: [www.greatoceanroadresort.com.au](http://www.greatoceanroadresort.com.au) |  
Follow Us: @greatoceanroadresort

great ocean road resort

BOOK NOW CALL (03) 5263 3363

## Great Ocean Road Resort | Anglesea 29 Suites 2 Floors

### SERVICE

- Check-in: 2pm
- Check-out: 10am
- Front desk hours 8.30am - 8.00pm
- After Hours: Please call phone number at reception front door
- All major credit cards accepted
- Great Ocean Road Day Tour Operator

### RECREATION & ENTERTAINMENT (<5min walk)

- Anglesea Main Beach (Surfing Available)
- Anglesea River (Canoe & Paddle Boat Hire Available)
- Anglesea Main shopping strip
- Anglesea Golf Course & Kangaroo Viewing
- Surfcoast Walk (Cliff-top Walking Tracks)
- Bike Riding Tracks

### GUEST ROOMS

Room Type	Bedding Configuration	Guests	Max Pax	Area Sqm
Studio Suite	1 Queen	1-2	2	25sqm
Twin Share	1 Queen + 1 Single	1-3	3	30sqm
Spa Suite	1 Queen + 1 Single	1-3	3	30sqm
One Bedroom Suite	1 Queen + 1 Sofa Bed	1-4	4	40sqm
2 Bedroom Deluxe Apt.	1 Queen, 2 Single, 1 Sofa Bed	1-6	6	100sqm
2 Bedroom Water Apt.	1 Queen, 2 Single, 1 Sofa Bed	1-6	6	120sqm



### RESORT AMENITIES (onsite)

- Indoor Heated Pool
- Jet Spa
- Gym
- Tennis Court
- Trampoline Park
- Restaurant & Bar
- Day Spa Centre
- BBQ Facilities
- Laundry Facilities
- Business Centre

### ROOM AMENITIES

- All non-smoking rooms
- Air Conditioning
- Tea & Coffee facilities
- Cable Television (Foxtel)
- Clock/Radio
- DVD Player
- FREE Wi-Fi in rooms
- Hair Dryer
- Iron/Ironing Board
- Telephone
- Private Decking Area
- Kitchen or Kitchenette
- Microwave
- Fridge

### DISTANCE FROM (Drive)

- Melb. Int. Airport - 90mins
- Avalon Airport - 50mins
- Melbourne CBD - 90mins
- 12 Apostles - 120mins
- Bells Beach - 10mins
- Otway Nat. Park Rainforest - 35mins
- Great Ocean Road - 5mins
- Chocolate Factory - 5mins
- Kangaroos - 2mins



### Worldwide reservations

For reservations, please contact our reservations office, your travel consultant, book online at: [www.greatoceanroadresort.com.au](http://www.greatoceanroadresort.com.au) or via email at: [damiel@greatoceanroadresort.com.au](mailto:damiel@greatoceanroadresort.com.au)  
Local: (03) 5263 3363 Worldwide Direct: +61 (3) 5263 3363  
105 Great Ocean Road, Anglesea, Victoria, Australia 3230

[/greatoceanroadresort](https://www.facebook.com/greatoceanroadresort)

[@greatoceanroadresort](https://www.instagram.com/greatoceanroadresort)





**westedge**  
PROPERTY MANAGEMENT



**601 KING ST**

**Tram to Flinders St/  
Bourke St Mall**

**FREE TRAM ZONE**

**Melbourne**

WELCOME TO  
**601  
KING**

This beautiful townhouse provides character, space and convenience. Walking distance to the CBD, Free Tram Zone, Tram, Queen Victoria Market and buzzing Errol Street shops and cafés.

This townhouse is fully equipped and appointed to provide you with everything you need to create your temporary home, in the heart of Melbourne. Offering two storey living, private secure parking, private patio, yard and cross trainer.

With 24hr, 7 days a week Reception and JT's Café just next door at Miami Hotel, the townhouse provides fantastic extended stay solution.

### RESERVATIONS

**Telephone:** 0403 598 533 **Email:** kelly@westedgepm.com.au **AAA Rating:** Anticipated 4Star  
**Rates:** upon application and dependant on length of stay **Check In Information:** Reception 24hours, 7 days  
**Check in:** 2pm **Check out:** 10am **Housekeeping:** service weekly (additional servicing available at cost)  
Pre-Authorisation, Photo ID and Bond may be required, Strict No Party policy.

**WWW.WESTEDGEPM.COM.AU**

### AMENITIES & FACILITIES

Equipped serviced Townhouse  
with 2 bathrooms  
shings

- Kitchen
- Laundry facilities
- Free Wi Fi

### JUST MINUTES AWAY

Errol Street Shops and Cafe's	80m
Errol Street Tram Stop	80m
Free City Circle Tram	0.5km
Queen Victoria Market	0.7km
Docklands	1.5km
Bourke Street Mall	1.7km
Crown Casino / Southbank	2.1km
Carlton Italian Quarter	2.1km
Flinders Street Station / Federation Square	3km
Melbourne Cricket Ground	4km





WE TRAVEL NOT TO ESCAPE LIFE,  
BUT FOR LIFE NOT TO ESCAPE US  
- ANONYMOUS

Travel  
Tales

## TRAVEL TALES MEDIA KIT

avellers, dreamers, idealists,  
nd and wife, business partners,  
and Meg, are thrilled to share  
ou our TRAVEL TALES.

og stemmed from our love of  
and our passion for hitting the  
long open road and embarking on  
high spirited adventures! Whether it  
be a mini break, weekend getaway,  
mid-week overnigher, long overseas  
journey...we never tire of exploring  
new territory, immersing ourselves in  
different cultures and ways of living,  
meeting locals and other travellers  
and embracing the great outdoors.

Whether it be camping, glamping,  
1 star hotel or 5 star hotels,  
backpacking, suitcoasting or simply  
roaming...we love exploring new  
places and sharing our travel tales  
with you. Gypsies at heart, we  
love the wind in our hair, sun on  
our face, feet on the dashboard  
road trip! Likewise, we think there's  
nothing better than the buzz you  
experience when walking through  
an international airport and arriving  
at a new destination...  
Sit back and enjoy the travels.

Matt and Meg  
Travel and Lifestyle writers/bloggers



TRAVEL TALES MEDIA KIT

### MEET MATT

As Co-Director of Chatterbox  
Marketing, Matt has over 12 years  
working in a variety of roles within  
the Victorian Tourism industry  
and has a strong nature based/  
adventure tourism background  
having worked in a number of  
companies including Melbourne  
Zoo, Melbourne Aquarium, Royal  
Botanic Gardens Melbourne,  
Werribee Zoo, Grampians Tourism  
as well as consulting to individual  
tourism businesses including food  
and wine, indigenous, nature based,  
backpacker and youth, golf and  
local government stakeholders.

Matt has developed extensive  
skills in all aspects of tourism  
marketing - including social

media and international trade  
marketing, business development,  
management of staff and  
volunteers, public relations/  
communications, managing  
budgets, project management and  
event management.

Matt has developed extensive  
networks across the Victorian,  
national and international tourism  
industry and has been rewarded for  
his strong commitment to the tourism  
industry in winning the 2008 Lynette  
Bergin Award by Tourism Alliance  
Victoria, 2011 ATEC Len Taylor award  
for excellence and the 2012 Young  
Achiever Award at the Victorian  
Tourism Awards.



TRAVEL TALES MEDIA KIT





· GREAT OCEAN ROAD ·  
**PRIVATE LUXURY**  
· TOURS ·

THE GREAT OCEAN ROAD EXPERTS FACT SHEET

## GREAT OCEAN ROAD PRIVATE LUXURY TOURS

Great Ocean Road Private Luxury Tours was launched to help ignite your customers imagination, fuel your customers adventurous spirit and feed their travel addiction. Get ready to explore over 243 kilometres of one of the world's most spectacular coastlines, along the south-eastern coast of Australia and go off the beaten track in pure luxury, to experience some of the hidden in-land magic of the Otways rainforest. Curate your own bespoke journey with a custom made, tailored itinerary to suit your customers needs.

Great Ocean Road Luxury Private Tours are

the experts of this universally acclaimed, iconic destination. We are the specialists in personalised, flexible, small-group and private tours to the Great Ocean Road and beyond.

Your customers have taken the time to travel here - it's only fair that we take the time to show you the hidden secrets of our home - this iconic coastal destination! We are all about luxury travel on the Great Ocean Road. Featuring the best art, food and wine, towns, nature, photography locations and luxury accommodation in southern Victoria.

# THE GREAT OCEAN ROAD EXPERTS



## New beginnings...

The Great Ocean Road's  
Most Romantic Wedding Destination



GREAT OCEAN ROAD RESORT  
BOOK NOW CALL (03) 5263 3362

## Capture the moment...

### ON SITE ANGLESEA BEACH

Stunning scenery for your wedding is just away. Easily accessible by foot you can hand in hand to Anglesea Beach, which adjoins the mouth of the Anglesea River, to a setting like no other - cascading cliffs and eroding rocks contrast against golden sands and deep turquoise waters to create the most stunning beachside ceremonies and photographs.

### ANGLESEA RIVERBANK

Add a touch of Australia to your wedding memories with a ceremony and bridal photographs set against the natural backdrop of the Anglesea Riverbank. The Anglesea River, Ocean Mouth and surrounding bushland and wilderness promise to give your special day a distinctly coastal Australia feel.

NOTE: To secure a permit for your wedding ceremony on Anglesea Beach or the Anglesea Riverbank contact Great Ocean Road Coastal Committee on telephone (03) 5220 5055. Permit fees range in price from \$50 to \$125 depending on the number of guests in attendance.

### ANGLESEA SURF CLUB

Casual, coastal weddings and a spectacular

backdrop are all available at The Anglesea Surf Club. Located just 1km from Great Ocean Road Resort, and perched high above Anglesea's Main Beach, this fabulous venue offers uninterrupted, panoramic views across the ocean, including Rocky Point Road Knight; making it a dream spot for weddings, vow renewals and bridal photographs. Call (03) 5263 2454.

### ANGLESEA CHURCHES

Those seeking a more traditional ceremony will find the Anglesea Baptist Church (5263 2744) and St Christopher's Catholic Church (5243 9891) within a few short minutes of Great Ocean Road Resort.

### ON SITE

At Great Ocean Road Resort we're always planning for the perfect event, which is why, in the event of rain, either of our two function rooms can be set up to accommodate your wedding ceremony. You can also make use of the beautifully manicured gardens and grounds of the Resort for your bridal party photographs, to create a special keepsake of your important day.



### LIKE TO KNOW MORE?

Call our friendly event management team and we'll help you find the perfect package. Call (03) 5263 3363.

## Packaged for love...

At Great Ocean Road Resort we understand the importance of keeping things simple, which is why we have created a number of all-inclusive signature packages that will allow you to focus on all the other elements of planning your big day. Our packages include a choice of menus, beverages and entertainment options, allow you to select the perfect experience!

### GREAT OCEAN ROAD RESORT COCKTAIL PACKAGE

- Choice of 6 Canapés (10 pieces per person)\*
- 4 Hour House Beverage Package\*
- Coffee Station - Coffee, Tea & Chocolates
- Venue Hire for 4 Hours During Wedding\*
- Equipment - Dance Floor, Stage, Lectern, PA & Mic
- Use of Resort Grounds for Photo Opportunities

### GREAT OCEAN ROAD RESORT SIT DOWN MENU

- Chef's Selection of Canapés on Arrival (Pool Deck)
- 2 or 3 Course Menu - alternate drop
- 5 Hour House Beverage Package\*
- Tea, Coffee & Chocolates
- Complimentary Room Hire 5 Hours (during wedding)\*
- Equipment - Dance Floor, Stage, Lectern, PA and Mic
- Full Table Set Up - white linen cloths and napkins, crockery, cutlery and glassware
- Use of Resort Grounds for Photo Opportunities

**Prices available upon request**  
\* Package Upgrades Available

Menu and Beverage Packages available at  
[www.greatoceanroadresort.com.au](http://www.greatoceanroadresort.com.au)



# VICTORIAN TOURISM CONFERENCE



VICTORIAN  
TOURISM  
CONFERENCE





mapping the  
**VICTORIAN  
TOURISM  
CONFERENCE** future

**vtic**  
VICTORIA TOURISM INDUSTRY COUNCIL  
presents  
mapping the  
**VICTORIAN  
TOURISM  
CONFERENCE** future

**INVITATION**  
VICTORIAN TOURISM CONFERENCE.COM  
14-15 JULY 2014

**vtic**  
VICTORIA TOURISM INDUSTRY COUNCIL  
presents  
mapping the  
**VICTORIAN  
TOURISM  
CONFERENCE** future

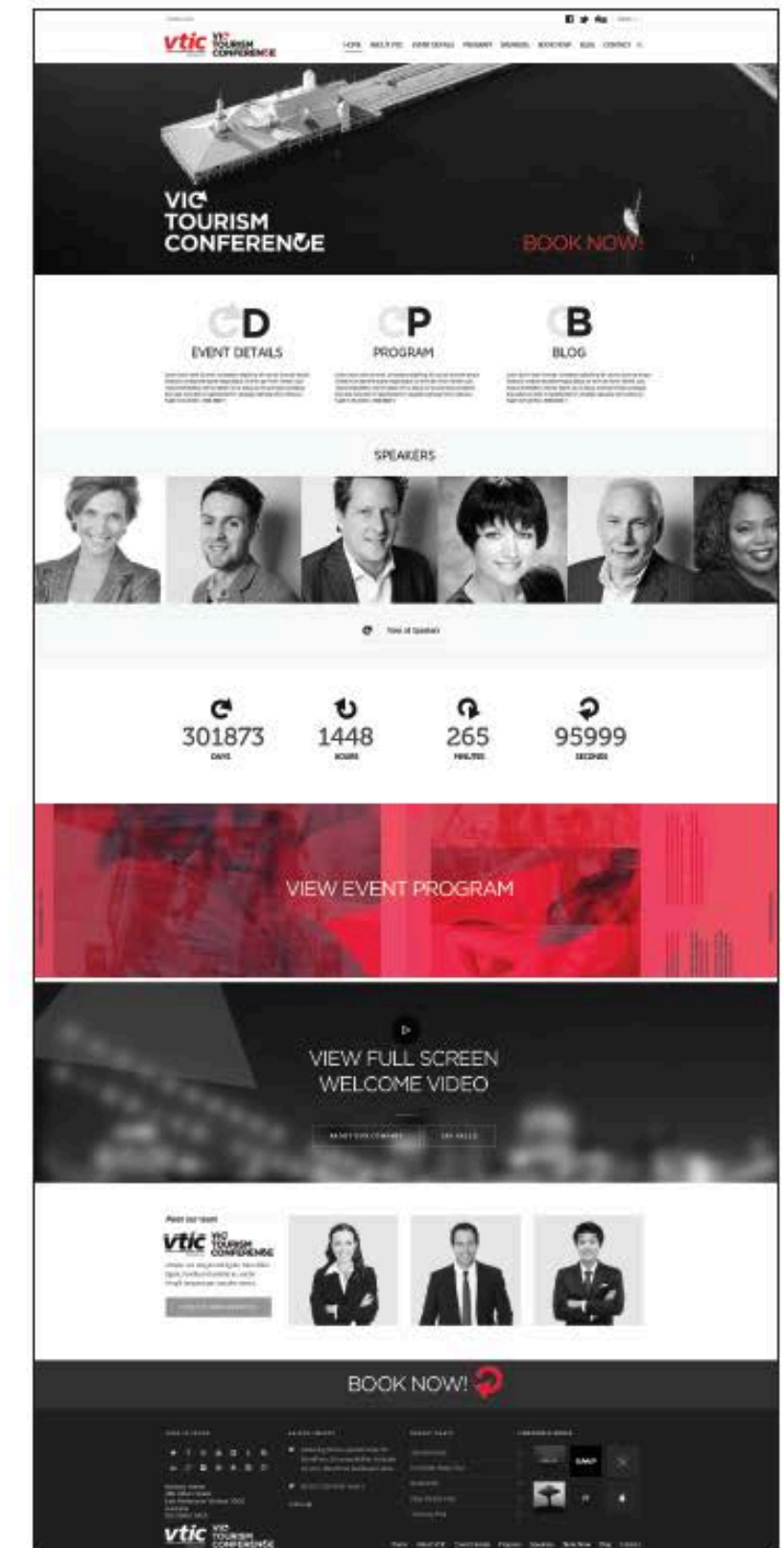
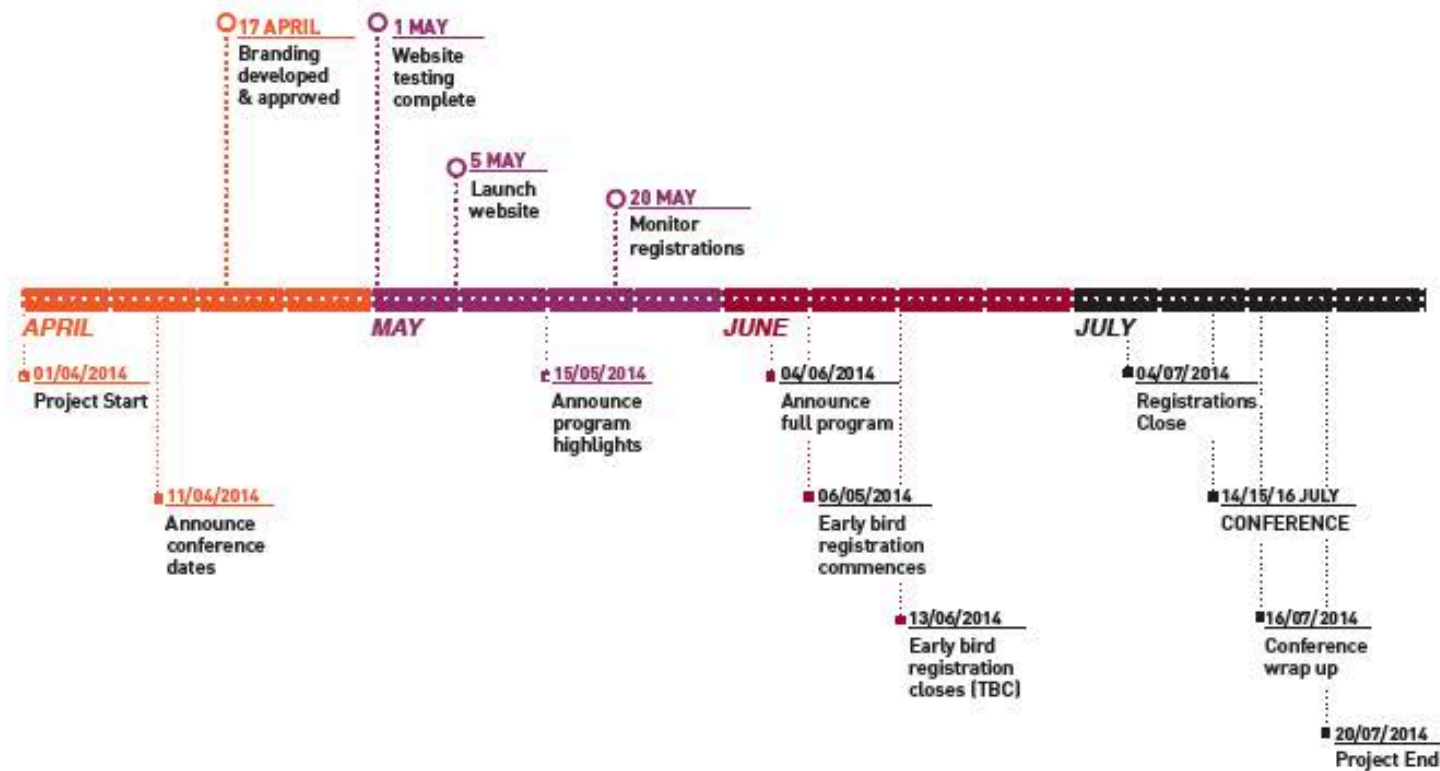
**vtic**  
VICTORIA TOURISM INDUSTRY COUNCIL  
presents  
mapping the  
**VICTORIAN  
TOURISM  
CONFERENCE** future

nigel  
**vtic**  
VICTORIA TOURISM INDUSTRY COUNCIL  
presents  
mapping the  
**VICTORIAN  
TOURISM  
CONFERENCE** future

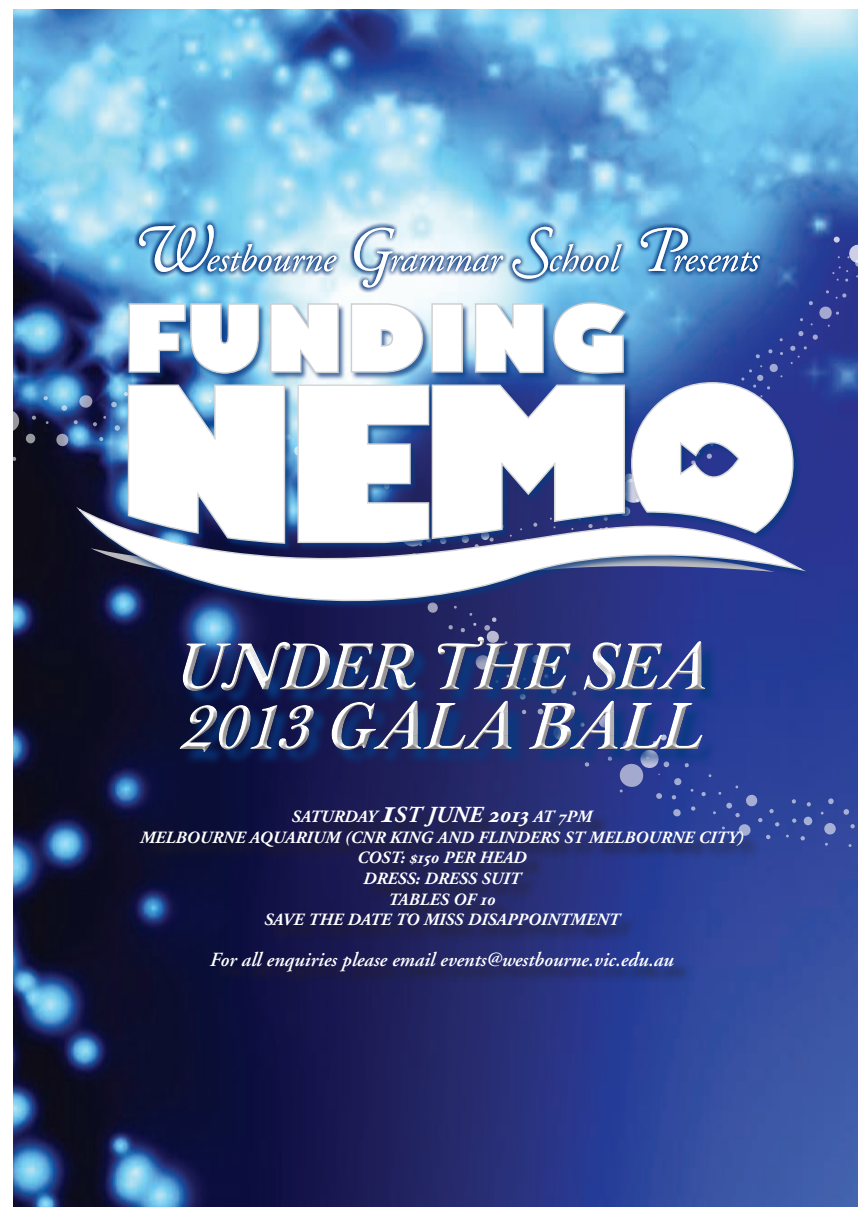




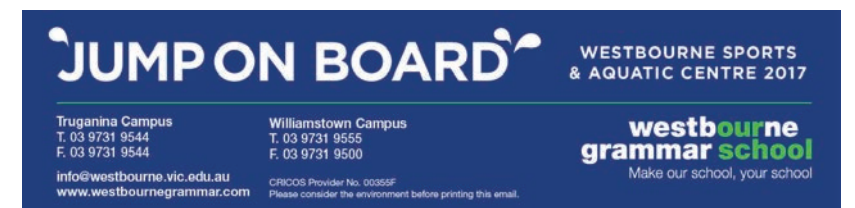
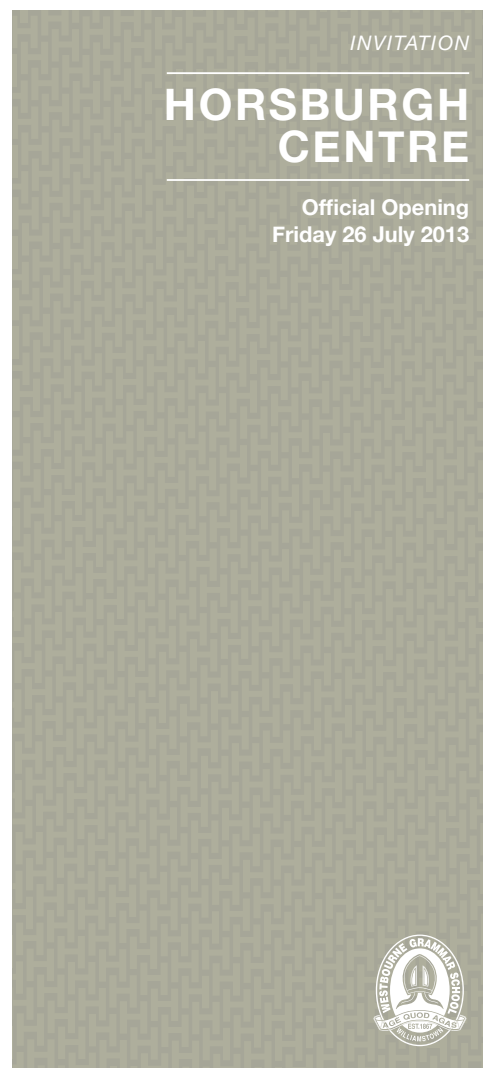
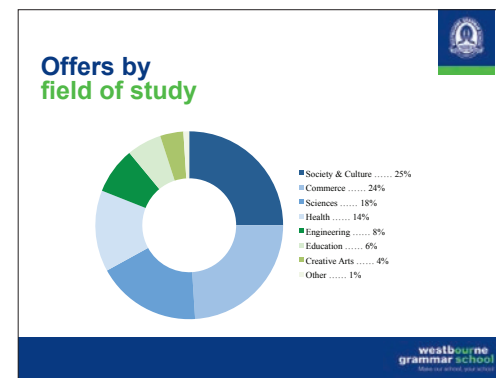
# VIC TOURISM CONFERENCE







Lorem ipsum des nolas  
 Presented by









# Sail away with Searoad Ferries for your Christmas Function!

Sail away  
with us this  
Christmas

Come onboard for great views, excellent food and a unique venue. Check out our Christmas catering packages or ask us to tailor one to suit your needs.

## Christmas Cheer Package #1

\$55 per person includes finger food, dessert and drinks

## Christmas BBQ Package #2

\$65 per person includes BBQ dinner, dessert and drinks

## Christmas Gourmet BBQ Package #3

\$85 per person Gourmet BBQ, Dessert

All packages are for 4 hours and are based on a minimum of 50 people. For more information or to make a booking please email us on [functions@searoad.com.au](mailto:functions@searoad.com.au) or call Nick on 5258 3244.

Book by 15 November and get a 10% discount

SEAROAD FERRIES  
QUEENSCLIFF - SORRENTO

SEAROAD FERRIES

2013 RACV Victorian Tourism Awards  
MAJOR TOUR AND/OR TRANSPORT OPERATOR



## Question One: Product

1a) Provide a general overview of the nature and history of your tour guiding / transport operation.

Breathtaking views, tiny coves lined with boats, rugged cliffs, seabirds swooping above, yachts sailing by, playful dolphins surfing the ferry's bow... it's all part of the 40 minute journey onboard Searoad Ferries.

Carrying 737,000 people in 2012/13, Searoad Ferries is Australia's busiest car and passenger ferry service linking Victoria's iconic Great Ocean Road, the Bellarine Peninsula, Mornington Peninsula and Phillip Island.

Searoad Ferries began crossing Melbourne's Port Phillip Bay with a single vessel in 1987, transporting up to 300 passengers and 30 cars. In those days, Searoad Ferries operated simply as a transport service, attracting just a few thousand visitors and vehicles each year between Sorrento and Queenscliff. However, the spectacular journey soon boosted the ferry's popularity, and as numbers grew, the 60-metre, all-weather MV Queenscliff was introduced in 1994, carrying up to 700 passengers and 70 vehicles. In 2003, the new MV Sorrento was introduced to double capacity and enable hourly departures from both ports.

Nowadays, Searoad Ferries provides a key tourist service with over 65.5% of passengers actively engaged with tourism in the region during 2012/13. (Source: Searoad Ferries post-travel online survey). The ferry service has played a pivotal role in the revitalisation of tourism in the area and significantly contributes to the local economy on both sides of Port Phillip Bay.

A 2012 Economic Impact Assessment (conducted by Urban Enterprise P/L) indicated that Searoad Ferries provides \$100 million in regional spend, a direct economic benefit of \$30 million and supports over 540 jobs in the region.

A 2012 Victorian Tourism Award finalist, the 'Queenscliff-Sorrento' ferry is now a 'must do' attraction of the Victorian coastal travel experience. Passengers enjoy easy drive on/drive off facilities, spacious comfortable lounges with full-length windows, a tempting cafe and plenty of deck space. In addition to the onboard comforts, passengers can learn about the region through interpretation panels and informative videos on display throughout the passenger lounges.

Whether passengers are commuting to work, visiting friends or simply setting out to explore, Searoad Ferries provides a journey with unparalleled views of historic lighthouses, old limestone buildings, rugged cliffs, the Point Nepean fortifications, seals, dolphins and the occasional whale.

## Contents

1	Question One: Product
6	Question Two: Business Plan
13	Question Three: Marketing
21	Question Four: Customer Service and Professional Development
28	Question Five: Environmental Sustainability and Community



## Question Four: Customer Service and Professional Development

4a) Explain how you achieve and maintain quality customer service throughout your organisation?

Over the past year we have made significant improvements to the customer experience throughout the company. This has led to a significant increase in positive feedback from customers and is reflected in the latest customer surveys, which show that 89% of our guests would recommend the service to a friend (Source: 2012 Tourism Audit Services Customer Feedback survey).

A customer audit was commissioned by Tourism Audit Services (TAS) in September 2012 and supplementary research includes an annual, in-house intercept survey conducted by management, plus on-board questionnaires.

Our current strategic plan is focused on improving company culture and values to ensure customers have a positive experience. Our mission statement reflects our commitment to customer service and has been adopted by all staff. To ensure we deliver and maintain this exceptional service standard we have put in place the following:

- A dedicated Customer Service Manager was employed in July 2012 to ensure a consistent high level of customer service is delivered by all members of the organisation. This includes how our staff respond to online enquiries, how they are greeted at the ticketing booth, the service delivery onboard, right through to the disembarkation stage.
- The scores from our Tourism Audit and customer feedback during 2012/13 have risen by over 15% (averaging 85%), with a high rating of 90%. Information from these audits is now delivered to staff to provide opportunity for both positive and constructive feedback.
- 75% of frontline staff have completed formal Customer Service Training with VECOI in 2013.
- Annual staff reviews have been increased to biannual to allow for continual improvement. These reviews measure performance against key attributes including customer and client relations.
- Customer communication has increased via e-news, website, Facebook and Twitter, alerting our subscribers to key activities such as dolphin and whale sightings, and competitions.



STARRING

#mymarysville

STARRING

bloggers and instagrammers

there's something about Marysville

CELEBRATING THE REGION'S FIRST INSTAMEET, 150 YEARS IN THE MAKING!

LIVE AT @VISITMARYSVILLE

SARAH S @littlemary

JOHN S @johnnos

LAUREN W @lauren1978

PHILIP T @felizphil

VERON Q @vermanq1

NAOMI P @npatronis

FERN W @fernwood20

JAMES K @luckyj28

JACO T @jacqueline81

www.marysvilletourism.com

MARYSVILLE 150 YEARS

STARRING

#mymarysville

STARRING

bloggers and instagrammers

there's something about Marysville

CELEBRATING THE REGION'S FIRST INSTAMEET, 150 YEARS IN THE MAKING!

LIVE AT @VISITMARYSVILLE

www.marysvilletourism.com

MARYSVILLE 150 YEARS

CELEBRATING THE REGION'S FIRST INSTAMEET, 150 YEARS IN THE MAKING!

LIVE AT @VISITMARYSVILLE

there's something about Marysville

STARRING

#mymarysville

STARRING

bloggers and instagrammers

there's something about Marysville

CELEBRATING THE REGION'S FIRST INSTAMEET, 150 YEARS IN THE MAKING!

LIVE AT @VISITMARYSVILLE

www.marysvilletourism.com

MARYSVILLE 150 YEARS

CELEBRATING THE REGION'S FIRST INSTAMEET, 150 YEARS IN THE MAKING!


LIVE AT @VISITMARYSVILLE

there's something about Marysville



# OUR HOUSE IS YOUR HOUSE.

*Geelong Grammar School – Australia's largest co-educational boarding School*




## OPEN HOUSE

Middle and Senior School – Corio Campus  
Saturday 2 May 2009  
1pm – 4pm  
Principal's Speech 1.15pm

To register, please call Kathy Bee on tel: 03 5273 9307

For a detailed programme, please visit our website  
[www.ggs.vic.edu.au](http://www.ggs.vic.edu.au)



**GEELONG GRAMMAR SCHOOL®**  
| Exceptional Education |

SENIOR SCHOOL  
(Yrs 10–12) CORIO

TIMBERTOP®  
(Yr 9) MANSFIELD

MIDDLE SCHOOL  
(Yrs 5–8) CORIO

TOORAK CAMPUS  
(ELC–Yr 6) TOORAK

BOSTOCK HOUSE  
(ELC–Yr 4) GEELONG

# It's Co-ed. It's boarding. It's home.





**GEELONG GRAMMAR SCHOOL®**  
| Exceptional Education |

[www.ggs.vic.edu.au](http://www.ggs.vic.edu.au)

SENIOR SCHOOL  
(Yrs 10–12) CORIO

TIMBERTOP®  
(Yr 9) MANSFIELD

MIDDLE SCHOOL  
(Yrs 5–8) CORIO

TOORAK CAMPUS  
(ELC–Yr 6) TOORAK

BOSTOCK HOUSE  
(ELC–Yr 4) GEELONG



**At Geelong Grammar School,  
we like to send our students out of class.**



**Some call it Year 7...  
we call it your defining moment.**





**BOARDING. TRY IT. LIVE IT. LOVE IT.**  
[www.geelongcollege.vic.edu.au/dareyourself](http://www.geelongcollege.vic.edu.au/dareyourself)






**PRIORITY MAIL**

Join your fellow WA local tourism friends at the ARTN Convention - October 21-25. Great chance to network with your neighbours and fellow regional tourism providers!

- Register today at [www.regionaltourism.com.au/Convention](http://www.regionaltourism.com.au/Convention)



*Western Australia*

ARTN Australian Regional Tourism Network

# CONFERENCE COUNTDOWN

# 165

# DAYS

ARTN Australian Regional Tourism Network

ARTN CONVENTION October 21-25

Pack your thongs and beach gear and get ready to hit the beautiful Margaret River region in WA.

Registrations open next week for the ARTN Convention! Be sure to book your ticket to the biggest networking event in regional tourism!

ARTN Australian Regional Tourism Network

## ARTN CONVENTION COUNTDOWN

## 129 14 15 19

Oct 21, 2013

The team at ARTN wish you a very happy and safe Christmas and New Year



ARTN Australian Regional Tourism Network

[www.regionaltourism.com.au](http://www.regionaltourism.com.au)  
manager@artn.com.au  
(02) 8053 7433

ARTN Australian Regional Tourism Network

Your Voice. Your Network. Your Future.

### Call for Papers

2014 ARTN Conventions: Call for Papers for the Convention will be released next week. The theme for the 2014 Convention is "Rising Conversations" and will focus on key elements of Destination Management, Visitor Information Centres, Meeting and Tourism and Partnerships and Collaboration. If you have a case study or initiative that you would like to share, please contact ARTN.

### Employment Opportunity

If you are passionate about the Great Ocean Road and support the growth of tourism in the region, this could be the position for you.

General Manager, Great Ocean Road Regional Tourism, [click here](#) for more details.

### Member Initiative

After 18 years as Australia's largest Murray River website, Clever Murray River has developed the first ever Murray River Passport to encourage visitors to drive the length of the Murray River from source to sea, through Victoria, New South Wales and South Australia.

The passport has 30 newly designed stamps from the river toll towns, starting at Copargy in VIC, Albany in WA to Goolwa in SA. It also includes a series of stickers allowing visitors to collect the stamps along their journey.

For more information on the Clever Murray River Passport, [click here](#).

If you have an initiative or doing something different you would like to showcase, we would like to hear from you.

### Telecommunications in Regional Australia

Vodafone recently commissioned an independent research company, Empiria Research, to undertake a study of regional consumers to get a clear understanding of people's attitudes to regional mobile coverage and ask what they thought Governments should do to overcome the barriers.

The research report found that regional consumers want policy approaches that deliver both coverage and better service. A policy approach that encourages investment via industry partnerships. It found that consumers (75%) were opposed to the 'old way' of dealing with coverage expansion that saw Government funds directed to one telco and only benefited their customers. [Click here](#) for the full report.

While ARTN acknowledges that the research is from one provider only the information provides some valuable insight into consumer thinking.

### Member Resources

Looking for a one stop location for research and data, check out the resources on the ARTN website.

Follow on Twitter | Facebook | YouTube | LinkedIn

Copyright © 2013 ARTN. All rights reserved.  
Our mailing address is:  
PO Box 288, LEBTON, SA 5006  
Phone: (08) 8553 7433  
[manager@artn.com.au](mailto:manager@artn.com.au)  
[www.regionaltourism.com.au](http://www.regionaltourism.com.au) | [www.artn.com.au](http://www.artn.com.au)

ARTN Australian Regional Tourism Network

### WHY HEAD TO MARGARET RIVER? WHY NOT!

Margaret River has been named one of the world's Top 100 beach towns, according to a survey of 10,000 people by Condé Nast Traveler. The region's diverse landscape, world-class surfing, and stunning scenery make it a must-visit destination.

### GET READY TO EXPLORE MARGARET RIVER AND SURROUNDS.

Wondering what to do while in Margaret River? Here are some ideas to get you started.

### NETWORKING, INDUSTRY BEST PRACTICE AND INNOVATION - TICK!

ARTN is a member-based organisation, ARTN only supports our members' ongoing professional development.

### CONGRATULATIONS TO THE NEW ARTN BOARD OF DIRECTORS!

A high-achieving team has been elected to the ARTN Board of Directors. The new board will focus on strategic growth and innovation for the network.

### NOW YOU'RE FAMOUS!

Tourism Australia on Instagram

### ARTN/SCU SKILLS SURVEY

As a member-based organisation, ARTN only supports our members' ongoing professional development.





**At MACS, we help put the twinkle in your wrinkle.**



macs.org.au 1300 622 778



**This isn't work for me, this is my home.**  
- Joy Leggo, CEO of MACS for 22 years.



**MY MACS**  
macs.org.au 1300 622 778



**At MACS,**  
growing up is optional.



**MY MACS**  
macs.org.au 1300 622 778



*About Casilda*

I'm Casilda – I'm the resident party girl! You'll see me dancing up a storm or hear me singing in the corridor. Play some Spanish music and I'll be swinging my hips. Ole! – **This is my MACS.**

macs.org.au 1300 622 778





# Glengala GUESS WHO?

## HOW WELL DO YOU KNOW YOUR LOCAL SHOP OWNERS?



"Guess Who" each of the local shop owners are for your chance to win 3 x hampers of goodies!

Complete an entry form and drop it into the competition box at Sunshine West Local Post Office, 76 Glengala Rd. Entries close at 12 noon on Glengala Gala Day, Saturday 1st September. Winners will be drawn on the day.

### YOUR LOCAL FISH + CHIPS



### YOUR LOCAL SOCIAL BBQ



### YOUR LOCAL HARDWARE



### YOUR LOCAL CAFE



### YOUR LOCAL DRYCLEANER



### YOUR LOCAL FRUIT SHOP



### YOUR LOCAL BUTCHER



### YOUR LOCAL POST OFFICE



### YOUR LOCAL HAIRDRESSER



# Glengala GUESS WHO?

## HOW WELL DO YOU KNOW YOUR LOCAL SHOP OWNERS?

"Guess Who" each of the local shop owners are for your chance to win 3 x hampers of goodies!

Complete an entry form and drop it into the competition box at Sunshine West Local Post Office, 76 Glengala Rd. Entries close at 12 noon on Glengala Gala Day, Saturday 1st September. Winners will be drawn on the day.

### YOUR LOCAL FISH + CHIPS



First Name: \_\_\_\_\_

### YOUR LOCAL SOCIAL BBQ



First Name: \_\_\_\_\_

### YOUR LOCAL HARDWARE



First Name: \_\_\_\_\_

### YOUR LOCAL CAFE



First Name: \_\_\_\_\_

### YOUR LOCAL DRYCLEANER



First Name: \_\_\_\_\_

### YOUR LOCAL FRUIT SHOP



First Name: \_\_\_\_\_

### YOUR LOCAL BUTCHER



First Name: \_\_\_\_\_

### YOUR LOCAL POST OFFICE



First Name: \_\_\_\_\_

### YOUR LOCAL HAIRDRESSER



First Name: \_\_\_\_\_

Your Name: \_\_\_\_\_ Phone: \_\_\_\_\_

# Glengala GUESS WHO?

## HOW WELL DO YOU KNOW YOUR LOCAL SHOP OWNERS?

"Guess Who" each of the local shop owners are for your chance to win 3 x hampers of goodies!

Complete an entry form and drop it into the competition box at Sunshine West Local Post Office, 76 Glengala Rd. Entries close at 12 noon on Glengala Gala Day, Saturday 1st September. Winners will be drawn on the day.

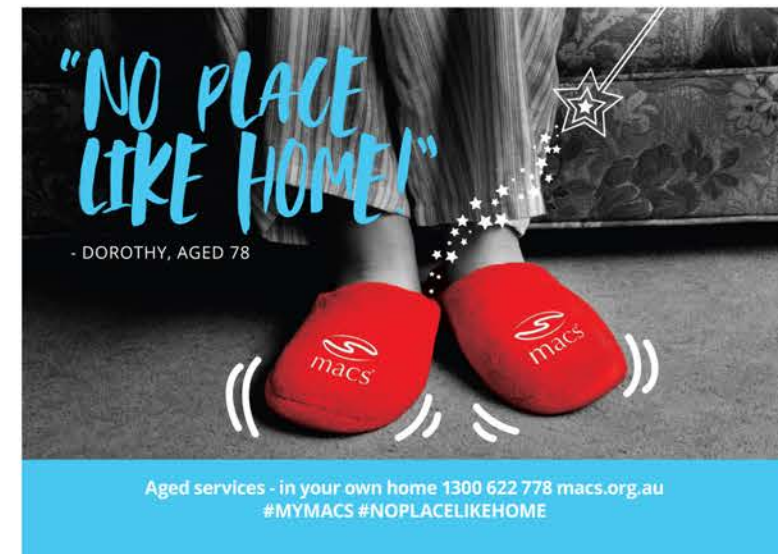


# "NO PLACE LIKE HOME!"

- DOROTHY, AGED 78



Aged services - in your own home  
1300 622 778 [macs.org.au](http://macs.org.au)  
#MYMACS #NOPLACELIKEHOME



Aged services - in your own home 1300 622 778 [macs.org.au](http://macs.org.au)  
#MYMACS #NOPLACELIKEHOME

Dear Aunty Em,

Somewhere over the rainbow in Geelong, there's a place that I heard of once in a lullaby called Multicultural Aged Care Services (but most people call it MACS).

I am so very pleased to tell you that the MACS Home Services team is taking such great care of me here at home. We started by sitting down with my family and I and talking about what I wanted and needed and what they could provide. They began with just giving me lifts to my appointments and doing the odd load of washing, and are now helping me manage my medications and get to all my social outings, too!

The MACS team are so special because they really do understand and celebrate diversity. To know that they are helping me stay in my home for as long as possible - even at the ripe old age of 78! - is really special.

Most of all, I enjoy the flexibility and being able to use the service on my terms and the wonderful carers! Oh, can I tell you there are no wicked witches at MACS Home Services!!

There really is no place like home.

Love Dorothy xx

1300 622 778 [MACS.ORG.AU](http://MACS.ORG.AU)  
#HOMECAREPACKAGES

CALL MACS  
TODAY TO  
ENQUIRE ABOUT  
HOME SERVICES



Aunty Em  
c/o MACS (Multicultural  
Aged Care Services)  
100 Weddell Road  
Geelong North  
VIC 3215









Let's get the conversation started | [info@chatterboxmarketing.com.au](mailto:info@chatterboxmarketing.com.au)