

7.2 MRTI Quarterly Report: October to December 2018

REPORT BY THE GENERAL MANAGER
TO 20 MARCH 2019 ORDINARY MEETING
GOV400067, F0770077

RECOMMENDATION

That Council receive the report by the General Manager on the MRTI Quarterly Report: October to December 18.

Executive summary

As per the funding and performance agreement entered into in July 2017 between Mudgee Regional Tourism Inc. (MRTI) and Council, MRTI is required to report quarterly to Council on their performance.

Disclosure of Interest

Nil.

Detailed report

The MRTI report for the second quarter of the 18/19 financial year has been delivered to Council in accordance with the funding and performance agreement. The report is attached for Council's consideration.

Community Plan implications

Theme	Building a Strong Local Economy
Goal	A prosperous and diversified economy
Strategy	Support the attraction and retention of a diverse range of businesses and industries

Strategic implications

Council Strategies

A key strategy in the Mid-Western Region Community Plan is to promote the Region as a great place to live, work, invest and visit. This strategy recognises the important role that tourism plays in building a strong local economy.

Council has a contract with MRTI for the supply of tourism services within the Mid-Western Local Government Area. The term of this contract is for four years ending on 30 June 2021. Under this contract, MRTI must provide quarterly reports to Council.

Council Policies

Not applicable.

Legislation

Not applicable.

Financial implications

This report is for information purposes only, as per Council's contractual arrangement with MRTI. There are no additional financial implications.

Associated Risks

This report is for information purposes only, as per Council's contractual arrangement with MRTI.

BRAD CAM
GENERAL MANAGER

5 March 2019

Attachments: 1. MWRC Quarterly Report Q2 2018-19.

APPROVED FOR SUBMISSION:

BRAD CAM
GENERAL MANAGER



2018–19 Quarterly Report

Q2: Oct to Dec 2018

prepared for

MID-WESTERN REGIONAL COUNCIL

Executive Summary

Mudgee Region Tourism Inc (MRTI) tables this report to the Mid-Western Regional Council (MWRC) as a requirement of the contract between MWRC and MRTI 2017-21, an agreement subject to the following key performance indicators:

#	Objective	Metric/KPI	FY18-19 Q2 Result (vs. same period last year)																																	
1	Measure tourism numbers to the LGA and where they are from	<p>Analyse trends in tourism visitation in the Mudgee Region by capturing and reporting:</p> <ol style="list-style-type: none"> VIC visitation (post codes) Overnight visitation via accommodation members representing at least 30% of region's total room inventory (visitor nights x LGA average per visitor spend NVS data \$157 as at Dec 15) 	<p>Total 'Visitor Information Centre' visitors 10,955 (↑28%)</p> <p>2018-19 Q2 Visitor Information Centre Results</p> <table border="1"> <tr> <th>Category</th> <th>Count</th> </tr> <tr> <td>Sydney Region</td> <td>~3000</td> </tr> <tr> <td>Regional NSW</td> <td>~5800</td> </tr> <tr> <td>Interstate</td> <td>~1800</td> </tr> <tr> <td>International</td> <td>~350</td> </tr> </table> <p>Overnight visitors* (↑14%) or \$177,174 in incremental visitor spend</p> <p>2018-19 Q2 Overnight Visitor Sample</p> <table border="1"> <tr> <th>Year</th> <th>Count</th> </tr> <tr> <td>Year 2015</td> <td>~27000</td> </tr> <tr> <td>Year 2016</td> <td>~29500</td> </tr> <tr> <td>Year 2017</td> <td>~31000</td> </tr> <tr> <td>Year 2018</td> <td>~32000</td> </tr> </table> <ul style="list-style-type: none"> Overall 4% increase in visitor nights Q2 2017 v 2018, we were in market with W2W campaign Oct-Dec18 Strong increase in VIC visitors (28%) in Q2 primarily due to local radio campaign, W2W drive for international visitors with competition and increased hours in VIC outposts *Q2 sample size: 41% of total inventory across the region (11 accommodation providers) 	Category	Count	Sydney Region	~3000	Regional NSW	~5800	Interstate	~1800	International	~350	Year	Count	Year 2015	~27000	Year 2016	~29500	Year 2017	~31000	Year 2018	~32000													
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2	Provide all tourism related businesses in the LGA with the opportunity for promotion	<ol style="list-style-type: none"> Maintain or increase total number and/or total value of MRTI memberships Provide a business listings page on website (for all tourism members and non-members) at no cost. Web page to be visually sponsored by MWRC (logo) 	<p>305 members (↑6%) – for tier breakdown, see below \$377,420 + GST membership fees (↑9%)</p> <p>Click here for Mudgee Region business listings page</p> <p>Click here for MWRC sponsor logo (footer of every page and on 'Our Sponsors' page)</p>																																	
<table border="1"> <thead> <tr> <th>PARTNERS YTD</th> <th>Platinum</th> <th>Gold</th> <th>Silver</th> <th>Copper</th> <th>Bronze</th> <th>Basic</th> <th>Friends</th> <th>Diamond Sponsors</th> <th>Ruby Sponsors</th> <th>Total Members</th> </tr> </thead> <tbody> <tr> <td>Dec 17</td> <td>19</td> <td>30</td> <td>31</td> <td>38</td> <td>74</td> <td>86</td> <td>3</td> <td>3</td> <td>2</td> <td>288</td> </tr> <tr> <td>Dec 18</td> <td>17</td> <td>31</td> <td>35</td> <td>41</td> <td>87</td> <td>86</td> <td>0</td> <td>5</td> <td>3</td> <td>305</td> </tr> </tbody> </table>				PARTNERS YTD	Platinum	Gold	Silver	Copper	Bronze	Basic	Friends	Diamond Sponsors	Ruby Sponsors	Total Members	Dec 17	19	30	31	38	74	86	3	3	2	288	Dec 18	17	31	35	41	87	86	0	5	3	305
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3	Attend and promote the region at events outside the region	<p>Identify at least 4 key trade and/or consumer shows annually (within specified target markets) to promote the Region. For example (these may vary year to year):</p> <ol style="list-style-type: none"> 1. Sydney Cellar Door (Feb) 2. Pyrmont Food & Wine Festival (May) 3. Balmoral Mudgee Food & Wine Festival (Aug) 4. Sydney Food + Wine Show (Oct) 	<p>✓ Balmoral – August 2018 ✓ Parramatta Wine + Food Fair – October 2018</p> <p>Upcoming events:</p> <ul style="list-style-type: none"> - The End Festival, Apr 19 - Sydney Good Food + Wine Show, Jun 19
4	Provide monthly marketing communication to subscriber database, report on social media reach and website visitation statistics	<ol style="list-style-type: none"> 1. Annual subscriber database health check 2. Increase subscriber's year on year 3. Distribute monthly subscriber emails (maintain brand and membership activation integrity) 4. Distribute weekly member newsletters 5. Prepare monthly digital media statistics (social media + website), track trends, increase engagement and followers 	<p>18,532 subscribers (↑11%)</p> <p>✓ Subscriber EDM sent 24 Oct, 28 Nov and 21 Dec ✓ Member News EDM sent weekly/fortnightly</p> <p>Unique website visitors 41,721 (↓1%) Unique page views 403,868 (↑105%) <i>*Note: significantly stronger engagement to search our website and spend more time on multiple pages, with refinements to user journey on website made.</i></p> <p>Facebook 14,037 (↑13%) Instagram 9,611 (↑18%) Twitter 1,836 (↑3%)</p>
5	Promote all tourism-related council and major regional events	<p>Promote MWRC and major events through Visitor Guide, subscriber database, digital channels, MRTI stalls (e.g. Flavours of Mudgee) and other promotional channels (e.g. radio, Mudgee Guardian articles, etc)</p>	<p>✓ NRL Charity Shield Match - digital, social + print promotion</p> <p>✓ Various promotion of in-region events across print and digital channels</p> <p>✓ PR activation plan in place year round</p> <p>✓ Weekly radio spot on RealFM with 'explore your own backyard' campaign in place to engage the local community with tourism experiences</p> <p>✓ Supply Mudgee Region Magazines to MWRC to distribute at out-of-region NRL matches, Parramatta Westfield, etc</p>

6	Develop annual marketing plan providing details of all marketing and promotional activities planned to be undertaken on a monthly basis to promote LGA as a tourism destination and provide quarterly updates	<ol style="list-style-type: none"> 1. Review + update Mudgee Region DMP on a 3-yearly basis 2. Develop an annual Marketing Campaign Strategy, with measurable KPIs 3. Prepare report and meet MWRC quarterly to discuss KPI tracking and results 	<ul style="list-style-type: none"> ✓ DMP revision finalised, 3-year plan effective 01 Jul 2017-2020 (due for review by 30 June 2019 to incorporate new DNCO DMP and DNSW strategy) ✓ 2018 'Water to Wine Campaign' (co-funded by Mudgee Wine Association and Wine Australia) in market Q2 for travel through to Mar-19 ✓ PR coverage of Mudgee Region in Q2: <ul style="list-style-type: none"> - EAV (est. advertising value): \$170,751 - PRV (PR value): \$346,348 ✓ MWRC quarterly report completed + submitted (delayed due to no MRT Board Meeting in January, board needed to approve December results before submitting with Q2 results, per contract)
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Key Activity

PARRAMATTA WINE + FOOD FAIR

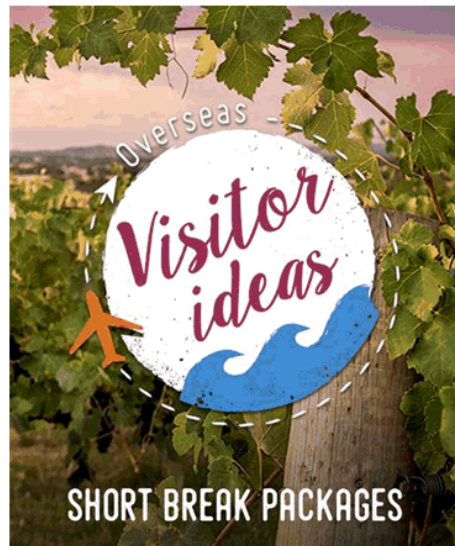
Event promoted via website, social media, What's On guide, PR agency, EDM and via a competition which resulted in 85 entries/new subscribers. Tourism stall at Mudgee Wine Association event resulted in around 100 magazines distributed and \$685 in retail sales. Poor weather forecast and late rain affected festivalgoer numbers.

2018 WATER TO WINE CAMPAIGN

Our Water to Wine campaign launched 08 October. 30 packages were developed by 53 participating cooperative campaign partners.

In a new approach to attract the visiting friends and relatives of expats living in Australia, the Mudgee Region launched its new tourism campaign, Water to Wine – supported by the Australian Government's \$50 million Export and Regional Wine Support Package.

Mudgee Region Tourism, in collaboration with Mudgee Wine Association, secured \$50,000 in funding through the International Wine Tourism Competitive Grants program for its \$100,000 destination marketing campaign aimed at enhancing the wine tourism experience for international visitors.





WEEKEND TODAY: WHYHOPE FEATURE

K Sutcliffe and C George featured on Weekend Today Sunday 18 November, talking all things Mudgee Region with hosts Peter and Jayne to discuss the benefits of tele-tourism in a regional town, specifically the positive impact Doctor Doctor has had on Mudgee. Doctor Doctor has recently been confirmed for another season. We developed a 'Discover Whyhope' short break package and started a 'Whyhope' Instagram page that visitors can follow @whyhopeaustralia. We saw a 70% spike in visitors to visitmudgeeregion.com.au on that Sunday morning, with a national TV audience tuning in.



MUDGEE REGION SHINES AT 2018 NSW TOURISM AWARDS

Mudgee Region Tourism were delighted to be awarded Silver at the 2018 NSW Tourism Awards for both Destination Marketing and Visitor Information Services. We were also thrilled to see our partners Sierra Escape pick up Gold for Unique Accommodation and to celebrate alongside fellow Mudgee Region Finalists from The Parkview Hotel and Kirsten Serviced Accommodation. The very best of NSW tourism was on display as the NSW Tourism Awards crowned 71 award winners at a special gala event at Luna Park, Sydney.

Q2 Media Clippings – a snapshot

HIGHLIGHTS | PARRAMATTA ADVERTISER



Dorcas Kemboi and Justin Kibiki at Courtney's Brasserie. Picture: Terry Snook

TIME TO WINE AND DINE

A FESTIVAL celebrating Mudgee's food and wine is heading to Parramatta. The Mudgee Food + Wine Fair will be held at Prince Alfred Square from 11am-5pm on Saturday and Sunday. Featuring 35 food and wine stalls as well as music. Visitors can sip on topicals from a range of Mudgee wineries as well as craft beers from Mudgee Brewing Co and explore regional gourmet food and produce. The fair is part of a week-long celebration of the Mudgee region. Courtney's Brasserie in Parramatta will host a special dinner on Thursday, October 25 as part of the festival, pairing a set menu with wines from Bunnamagoo Estate for \$98 per person. Details: mudgeewine.com.au

PRESENTS Advertiser

“The fair is part of a week-long celebration of the Mudgee region”



PARRAMATTA ADVERTISER COVERAGE

Following outreach regarding the Mudgee Food + Wine Fair - Parramatta, Klick secured and co-ordinated the featured photo opportunity for the fair highlighting the Mudgee Region in the coverage.

Wirt OCTOBER COVERAGE

TimeOut

Mudgee Wine and Food Festival

Things to do, Fairs and festivals



Buy tickets

TIME OUT SAYS	DETAILS	USERS SAY
<p>Find new flavours and pick up some local wine knowledge in a quaint country town</p> <p>A taste of one of New South Wales' great food and wine regions will be coming to Prince Alfred Park Square in Parramatta. The two-day foodie festival will bring wines by Bunnamagoo Estate, De Beurecaire, Gooree Park and Peterson's Wines. The cellar door style experience will let you chat with winemakers and of course sample the fruits of their labour. Mudgee's much loved local providers will also make the trip up to Sydney, so you can try woggles of cheese, cozy honey and fresh produce. There will also be a petting zoo, live acoustic music and the chance for one lucky attendee to score a weekend escape to the Mudgee.</p> <p>BY: TIME OUT EDITORS POSTED: WEDNESDAY OCTOBER 17 2018</p>		

OCTOBER COVERAGE



Parramatta Wine and Food Fair | Prince Alfred Square

By Parraparents Team - October 17, 2018



WHEN:	OCTOBER 20, 2018 @ 11:00 AM – 6:00 PM Choose			
WHERE:	Prince Alfred Square Prince Alfred Square 3530 Church St. Parramatta NSW 2150 Australia			
COST:	Free			
CONTACT:	Mudgee Wine and Food Fair and Mudgee Wine Region Event website			

Mudgee Region returns to Parramatta on 20th and 21st October. Mudgee Region had a successful Wine & Food Fair in exactly the same venue up until the late 90's and so this is a 'coming home' to Parramatta for the Mudgee Region.

Featuring a fabulous selection of Mudgee wineries, producers & Sydney gourmet food vendors.

Entry to the festival is free with wine tasting packages available from \$25, including a souvenir tasting glass.

A family friendly event, there'll be a petting zoo for kids on Sunday and live music throughout the afternoon on both days.



OCTOBER COVERAGE

delicious.

TRAVEL AUSTRALIA

Escape the big smoke at this quaint Mudgee cottage

Goodbye skyscrapers and hello historical home to call your own.



Hello Mudgee

Mudgee is proving tough competition for the Hunter Valley. Close to nabbing the title off the latter as the key wine district for New South Wales, the petite regional outpost sits about four hours NW of Sydney's CBD, and is a haven of both historic buildings and vineyards alike. Most notably Mudgee is home to Logan Wines, Gilbert Family Wines, and Robert Stein. Of course there are also ample outlets where you'll be able to line your stomach before the eating commences, thanks to a growing number of cafes and restaurants inspired by the tourism influx.



OCTOBER COVERAGE

delicious.

Burnbrae Cottage

But where exactly should you rest your head for the night? Among Mudgee's impressive number of historical buildings you'll find Burnbrae Cottage: a former winemaker's cottage nestled on Burnbrae Vineyard. Spare yourself the four-hour drive back to the city following a day wine tasting with a stay within a two-bedroom cottage from yesteryear. Of course the historic building has undergone a revamp since it was first built, but maintains enough charming historical quirks to remind you that you are far far away from the bright lights and skyscrapers of the metropolis.



What to expect

Two bedrooms (with accompanying queen bed), a bathroom, a kitchen, a living room and fireplace will greet you on arrival. No, the cottage doesn't come equipped with the mod cons and furnishings we've come to expect from many an Airbnb but that's entirely the point of Burnbrae Cottage; it's a place to get back to basics (with loved ones if you wish to share) in a rather quaint cottage in the country. If peace and quiet is what you desire this is your ticket; the only noise you should expect is from the neighbouring herd of cattle.



HIGHLIGHTS | MEDIA PARTNERSHIP



Show your guests the beauty of Mudgee wine region

Take international visitors beyond the usual tourist trail, from the water to wine



By Sponsored Content | Posted: Monday October 8 2018

Partnership management and co-ordination of native content



TIMEOUT WATER TO WINE MEDIA PARTNERSHIP

Throughout the month of October, Klick secured and managed the TimeOut partnership for the Water to Wine camping which went live in October. Klick liaised with the title on the content creation and timings for pieces to go live to amplify the campaign.

HIGHLIGHTS | SOCIAL COVERAGE



klick



Social support following media drops to key press



WATER TO WINE MEDIA KITS

Klick produced and oversaw the distribution of x10 media kits to the top-tier press for Mudgee Region for the Water to Wine campaign. The kits were distributed to drive awareness of the campaign and a key social hit was secured with Australian Traveller to their 75.8k followers.



Mudgee campaign

THE Mudgee region has launched its new tourism campaign, Water to Wine, for travel between Oct and Mar. Experiences include cellar door tours, private tastings with the winemaker, bush tucker dining, stud farm tours, hot air ballooning and star gazing. The option to package flights and accommodation is also available - [CLICK HERE](#) for more.



THE Mudgee region has launched its new tourism campaign, Water to Wine, for travel between Oct and Mar.

The above snippet is the first part of an article sent to subscribers in Travel Daily's issue from 09 Oct 18. To access the full story [SUBSCRIBE NOW](#)

WATER TO WINE COVERAGE



There's plenty to do, see and, of course, eat and drink once you're there. Your visitors are bound to be impressed by the region's paddock-to-plate (and vineyard-to-glass) ethos. Unwind with a day of vineyard hopping and cellar door tastings – the Mudgee region is overflowing with laidback wine experiences to try.

Feast on the best local produce at the region's eateries and restaurants safe in the knowledge that this is a place that is passionate about showing the best flavours the area has to offer. Load up on nature without scrimping on comfort with a glamping experience, or try one of Mudgee's many luxe accommodation packages or scenic farmstays. Take in some of the area's cultural heritage with museums, adjacent heritage villages like Rylstone, Gulzong or Hill End, and have a frosty beer at a historical pub. Or try your hand at fossicking for gold in the creeks, spotting constellations with a clear night of stargazing or kayaking through the cool waters of Ganguddy.



Photograph: Supplied

Turn your international visitor's vision of regional Sydney up to eleven and direct them to all that Mudgee has to offer. And, make sure you remind them to enter the "win wine for a year" competition at the Mudgee Visitor Information Centre so they can show their gratitude with 144 bottles of the region's finest.

Find out more about the Mudgee region short break packages.

WATER TO WINE COVERAGE



Mudgee Region launches new marketing campaign

October 9, 2018 Africa, America, Asia, Australia, Europe, India, Middle East, New Zealand
 Top Stories, Tourist Bureau News No comments



Mudgee Region launches new marketing campaign

Mudgee Region launches new marketing campaign

In a new approach to attract the visiting friends and relatives of expats living in Australia, today the Mudgee Region launches its new tourism campaign, Water to Wine – supported by the Australian Government's \$50 million Export and Regional Wine Support Package.

Mudgee Region Tourism secured \$50,000 in funding through the International Wine Tourism Competitive Grants program for its \$100,000 destination marketing campaign aimed at enhancing the wine tourism experience for international visitors.

Each year, thousands of visiting friends and relatives flock to the shores of Sydney, spending time with their loved ones and enjoying the beach-lifestyle. Too often, however, hosts who live fast-paced lives are tasked with coordinating activities and adventures to keep their guests occupied.

* According to Destination NSW's latest research, 45% of NSW hosts of international Visiting Friends and Relative visitors influence their decisions to take overnight trips.

What is most interesting, is that more than half of international Visiting Friends and Relatives visitors (55%) will take over-night trips on their own, with 17% of the hosts accompanying them on overnight/short break trips.

In the year ended December 2017, more than a quarter of all international visitors to NSW (27%) is made up of Visiting Friends and Relatives visitors who stayed on average 22.2 nights in the state.

Cara George, CEO of Mudgee Region Tourism says "We're not just assuming, the stars speak for themselves. Hosts are looking for ways to showcase the best of Australia and also enjoy some alone time while their visitors are here. The easiest solution is for hosts to recommend a short-break, so we've dedicated www.mudgeedeals.com.au, offering over 25 packages from October 2018 – March 2019. Water to Wine makes it easy for hosts to share and recommend the most authentic, boutique and memorable experiences across the Mudgee Wine Region without having to spend too much time planning"

WATER TO WINE COVERAGE



The integrated campaign by Mudgee Region Tourism, Mudgee Wine Association and Wine Australia targets Manly

! _1.

and the Northern Beaches, one of the highest expat communities in Sydney.

The Water to Wine packages suit travel October 2018 to March 2019 and include experiences from private tastings with winemakers, to star gazing.

Visit www.mudgeedeals.com.au.



NOVEMBER COVERAGE



Reasons to visit Mudgee, Australia's best-kept secret for boutique wineries and hearty meals

A popular weekend destination among Sydneysiders, Mudgee is three hours away from iconic wine region Hunter Valley but far less touristy.

CLARK LOCK

It is a brisk morning in Mudgee, New South Wales, warmed by the roar of propane burners that lift our hot-air balloon (www.balloonati.com) off a rugby field. As we gain height, houses shrink into child-sized dioramas and Mudgee's pastoral, laid-back charm comes into focus.

In the wide expanses of green, I identify the movements of various animals – a herd of sheep bleat as they run in unison; a lone brown hare lopes through a field; a mob of kangaroos bound through neatly manicured vineyards.

Mudgee is also a wine region, three hours by road from iconic wine region Hunter Valley and far less touristy. That makes it more beautiful, according to hot-air balloon pilot Sanshiro Ishihara, who regularly conducts flights over both regions.

(RELATED: 6 new must-visit wine regions)

Just a skip and a hop away from Australia's most populous city lies food, wine and adventure invitingly spread across regional New South Wales.

Mudgee may be less well known among international travellers, but it is a popular weekend destination among Sydneysiders, who come for its boutique wineries, organic vineyards and hearty meals served in convivial settings.



Over dinner at modern Australian restaurant The Zoo House (www.zoohouse.com.au), which grows and farms most of the produce on its set menu, I share a farmhouse table with a couple visiting from Dubbo, a 1 1/2-hour drive away.

Their weekend trip is a celebration: it is their third anniversary and they are expecting their first child next year.

My guide leans over and whispers conspiratorially: "What are you going to name the baby? Were strangers, you can tell us." They laugh and reveal two names – one each, for a boy and a girl. These are the sort of conversations that arise, easy and often, over my two days in Mudgee.

At organic winery Lowe Wines (www.lowewine.com.au), owner and winemaker David Lowe regales a group of guests with the names behind his rose wines.

For instance, Jodie Wilbetree, a light, sparkling crowd pleaser, is a combination of Lowe's first pet dog Jodie and Wilbetree Street in Mudgee, where he grew up.

At the Baker Williams Distillery (www.bakerwilliams.com.au), which makes handcrafted spirits and liqueurs, I sample the creamiest, richest version of butterscotch schnapps I have ever tasted. Owner Nathan Williams lets us that when his wife Helen suggested the flavour, he had dismissed the idea.

"She said, 'I'll make it myself.' Now it's our bestseller," he tells me with a laugh.

After all this indulgence, there are many boutique hotels to bed down at in Mudgee, housed in well-preserved historic buildings. Six Sierra Escape (www.sierraescape.com.au), a glamping site located 20 minutes from the town centre, offers a unique experience.

(RELATED: Sri Lanka's most luxurious resorts)

The dirt road leading in is part of the adventure – we are flanked by kangaroos and livestock, with no other humans or cars in sight.

The remoteness is part of the appeal.



Take in the vast expanse of Mudgee's vineyards in a hot air balloon.

My tent, which seems to be designed for couples, has a bathtub on the verandah overlooking the Australian bush, where I watch the sky darken into soft pastel hues.

While these holiday homes are called tents, they feel more like cottages, complete with sliding doors, plush beds, hot showers and flushing toilets.

Still, Sierra Escape bills itself as eco-glamping and this means it is powered by solar energy – power sockets are meant to run only low-wattage appliances and in the cooler months, the only source of heat is from a fireplace.

(RELATED: The best pop-up glamping experiences for those seeking a once-in-a-lifetime trip)

During my visit in September, the temperature at night is about 8 deg C.

As a city dweller, I have never made a fire before, but it is not too difficult with the materials supplied: fire starters, a lighter, a bucket full of kindling and an ample supply of large logs.

There is something primal about adding fuel to my fire, hearing the kindling crackle and finally getting the logs to ignite.

I fall asleep to the chorus of a roaring fire and the canvas tent walls flapping in the gusty wind, leaving the curtains open so that I will wake up to yet another paddle pop sky.

On the four-hour drive from Mudgee to the coastal region of Port Stephens, the view morphs from verdant green vineyards to the sparkling blue of the ocean.

NOVEMBER COVERAGE



Mudgee Region celebrates success at the 2018 NSW Tourism Awards

November 27, 2018 Africa, America, Asia, Australia, Europe, India, Industry News, Middle East, New Zealand



Mudgee Region celebrates success at the 2018 NSW Tourism Awards

Mudgee Region has taken home three awards at the 2018 NSW Tourism Awards, with Sierra Escape collecting Gold for Unique Accommodation and Mudgee Region Tourism taking out Silver for both Destination Marketing and Visitor Information Services.

The awards for 2018 applaud the long-standing success of Mudgee Regions marketing campaigns, the award-winning experiences offered by its valued partners and the business acumen of the region. The NSW Tourism Awards celebrate and acknowledge tourism businesses that demonstrate outstanding achievement throughout the year.



Cara George, CEO of Mudgee Region Tourism says, "We are delighted to share the news of these respected wins. Mudgee Region offers a plethora of exceptional experiences that we are proud to promote and be recognised for at a state level".

2018 NSW Tourism Awards

Mudgee Region has been awarded Gold for Unique Accommodation, by the highly sought-after glamping experience at Sierra Escape, as well as Silver for both Destination Marketing and Visitor Information Services as delivered by multi-award winning Mudgee Region Tourism – celebrating the ongoing success of the 2017 Let's Skip Town Mid-Week campaign and the brilliant team behind the region's success.

Two other valued partners were also finalists in their own categories – The Parkview Hotel for Deluxe Accommodation and Kirsten Serviced Accommodation for Self-contained Accommodation.

As winners, Sierra Escape will progress to the Qantas Australian Tourism Awards to be judged against finalists from each State and Territory in Tasmania on 01 March 2019.

Source = Mudgee Region Tourism

Mudgee turns water to wine

MUDGE Region Tourism has big plans after securing \$50,000 in funding through the International Wine Tourism Competitive Grants program for its destination marketing campaign aimed at enhancing the wine tourism experience for international visitors.

In a new approach to attract the visiting friends and relatives of expats living in

Australia, a new campaign 'Water to Wine' – supported by the Australian Government's \$50 million Export and Regional Wine Support Package has been launched.

According to Destination NSW's latest research, 45% of NSW hosts of international Visiting Friends and Relative visitors influence their decisions to take overnight trips.

Each year, thousands of

visiting friends and relatives flock to the shores of Sydney, spending time with their loved ones and enjoying the beach-lifestyle.

'What is most interesting, is that more than half of international Visiting Friends and Relatives visitors (55%) will take over-night trips on their own, with 17% of the hosts accompanying them on overnight/short break

trips,' according to the report.

'We're not just assuming, the stats speak for themselves. Hosts are looking for ways to showcase the best of Australia and also enjoy some alone time while their visitors are here.' Cara George, CEO of Mudgee Region Tourism said.

'The easiest solution is for hosts to recommend a short-break, so we've dedicated

mudgeedeals.com.au, offering over 25 packages from October 2018 - March 2019.

Water to Wine makes it easy for hosts to share and recommend the most authentic, and memorable experiences across the Mudgee Wine Region without having to spend too much time planning.'

The Water to Wine packages are now live and suitable

for travel between October 2018 and March 2019. Experiences include everything from cellar door tasting tours, private tastings with the winemaker, bush tucker dining, stud farm tours, hot air ballooning and star gazing to name a few.

The option to package flights and accommodation is also available.

New Mudgee Tourism campaign turns water to wine

November 19 2018 - 5:30PM



Photo: Mudgee Region Tourism

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According to Destination NSW's latest research, 45% of NSW hosts of international Visiting Friends and Relative visitors influence their decisions to take overnight trips.



Photo: Mudgee Region Tourism

'Each year, thousands of visiting friends and relatives flock to the shores of Sydney, spending time with their loved ones and enjoying the beach-lifestyle.'

'What is most interesting, is that more than half of international Visiting Friends and Relatives visitors (55%) will take over-night trips on their own, with 17% of the hosts accompanying them on overnight/short break trips,' according to the report.

'We're not just assuming, the stats speak for themselves. Hosts are looking for ways to showcase the best of Australia and also enjoy some alone time while their visitors are here.' Cara George, CEO of Mudgee Region Tourism said.



Photo: Mudgee Region Tourism

'The easiest solution is for hosts to recommend a short-break, so we've dedicated mudgeedeals.com.au, offering over 25 packages from October 2018 - March 2019.

Water to Wine makes it easy for hosts to share and recommend the most authentic, and memorable experiences across the Mudgee Wine Region without having to spend too much time planning.'

The Water to Wine packages are now live and suitable for travel between October 2018 and March 2019. Experiences include everything from cellar door tasting tours, private tastings with the winemaker, bush tucker dining, stud farm tours, hot air ballooning and star gazing to name a few.

The option to package flights and accommodation is also available.

For more information or to start recommending the packages to your visiting friends and relatives, visit www.mudgeedeals.com.au



HIGHLIGHTS | DOCTOR DOCTOR DEALS COVERAGE

Key placements for the Doctor Doctor package leveraged through a mid-week booking deal

- Key coverage was secured in both Escape and Traveller for the Doctor Doctor Whyhope package. Klick leverage the coverage into the x2 key titles through the mid-week booking deal for the package. The x2 key pieces were both further syndicated across further publications.

Klick

HIGHLIGHTS | YAHOO! FAMIL SOCIAL

Yahoo! Famil Social Coverage

- December saw Mudgee host Carly Williams from Yahoo! on a famil. Brilliant social achieved showcasing her experience.

Getaway on a budget

FAMILY time doesn't have to mean spending too much on a getaway. There are plenty of ways to enjoy a holiday without breaking the bank. The Central West has a wealth of scenic beauty, outdoor activities and experiences that are perfect for a budget-friendly getaway. Here are some ideas to help you plan your holiday.

Challenged against nature
NATURE is the word for the region. The Central West is a beautiful area with a wealth of scenic beauty, outdoor activities and experiences that are perfect for a budget-friendly getaway. Here are some ideas to help you plan your holiday.

BATHURST
At the heart of the Central West is Bathurst, a beautiful town with a wealth of scenic beauty, outdoor activities and experiences that are perfect for a budget-friendly getaway. Here are some ideas to help you plan your holiday.



TIME TO GET AWAY: There are lots of family getaway options right across the Central West these school holidays.

BLAINY

Blainy is a beautiful town in the Central West with a wealth of scenic beauty, outdoor activities and experiences that are perfect for a budget-friendly getaway. Here are some ideas to help you plan your holiday.

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DECEMBER COVERAGE ONLINE

ABS-CBN AN/CX

GO ONLINE



CHRISTMAS GIFT GUIDE: FOR THE ALCOHOL CONNOISSEUR



There's no denying that the gift that keeps on giving is in fact alcohol. This Christmas whether you need to buy a gift for a family member or friend or a colleague in the office – we all know an alcohol connoisseur, here or there at least. Whether they enjoy whisky, a gin and tonic, or a sparkling wine, there's something for every palate and budget.

Here are Hunter and Bligh's top picks for Christmas.

Terror Red Wine Classes

The perfect Christmas gift for any connoisseur of the wine world, our Terror Red Wine Classes are a feast for the senses. Each class includes a guided tour of the vineyard, a hands-on wine-making experience, and a gourmet lunch. Book your spot today.

More Info

Harkham Wine Azula's Shiraz 2016

An heirloom of Harkham Estate's Shiraz is a blend of two exceptional vintages. This wine is a true gem, with a rich, dark color and a complex flavor profile. It's the perfect gift for any wine lover.

More Info

Gingle Bells Gin Baubles

Remember the traditional Gingle Bells Gin Baubles? This year, the Christmas gift to give your loved ones is the Gingle Bells Gin Baubles. Each bottle is wrapped in a festive, gold and red foil, making it the perfect gift for any gin lover.

More Info

Burnbrae Wines 2012 'The Lucky Find' Cuvée

Created by Orange and Tamarack in New South Wales, Burnbrae Wines is a boutique winery. Their 2012 'The Lucky Find' Cuvée is a blend of Shiraz and Cabernet Sauvignon, offering a rich and complex flavor.

More Info

Archie Rose Bottle and Shaker Set

Start your Christmas gift list with the Archie Rose Bottle and Shaker Set. Available for customers in Queensland, this set includes a bottle of Archie Rose gin and a matching shaker.

More Info

Woodford Reserve Bourbon Whiskey

Whiskey connoisseurs will appreciate the Woodford Reserve Bourbon Whiskey. This is a single-grain, 100% American whiskey, known for its smooth and rich flavor.

More Info

Brix Distillers Gold Rum

Brix Distillers Gold Rum is a premium rum made from 100% sugarcane. It's a smooth and flavorful rum, perfect for any rum lover.

More Info

Icon Gifting Six Pack

The ultimate gift pack for Christmas is brought to you by Icon Gifting. This pack includes six bottles of premium spirits, including whisky, rum, and gin.

More Info

Vue Verona Wine Carrier

Designed to hold up to six bottles of wine, the Vue Verona Wine Carrier is a stylish and practical gift. It's perfect for any wine lover who enjoys carrying their wine around.

More Info

The 12 Scotch Whiskies of Christmas

Drink your way through 12 different Scotch Whiskies this Christmas. Each bottle is wrapped in a festive, gold and red foil, making it the perfect gift for any whisky lover.

More Info

Royal Doulton Highclere Ships Decanter

Make your Christmas gift list with the Royal Doulton Highclere Ships Decanter. This elegant decanter is a true masterpiece, perfect for any formal dinner.

More Info

Single Bells Gin Baubles

Remember the traditional Single Bells Gin Baubles? This year, the Christmas gift to give your loved ones is the Single Bells Gin Baubles. Each bottle is wrapped in a festive, gold and red foil, making it the perfect gift for any gin lover.

More Info

Tawny and Shiraz Twin Pack

Two of Nature's Wines have made their way to the table. This Twin Pack includes a bottle of Tawny wine and a bottle of Shiraz wine, both of which are perfect for any wine lover.

More Info

Royal Doulton Highclere Ships Decanter

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More Info

DECEMBER COVERAGE



20 Instagram-worthy stays in New South Wales

Social media-savvy travellers are increasingly choosing where they stay based on Insta imagery. From unique locations to bird's-eye views and eclectic interior design, 'Instagrammability' is an important factor when people book a holiday.

In the diverse landscape of New South Wales, there are visually stunning overnight stays from outback to ocean. While some are already famed for their square pictures, some you may not have heard of just yet...

1. Kimo Estate, Gundagai | @kimoestate

Situated on a working 2,800-hectare farm, this is an Australian country experience for the style-conscious. Relax in the luxe eco hut, the charming Daleys cottage or gather a group in the authentic Shearers' Quarters with contemporary-style wash house and big open kitchen. kimoestate.com

2. Halcyon House, Cabarita Beach | @halcyonhouse

Once a faded motor inn north of Byron Bay, Halcyon has been transformed into Instagrammers' heaven by two stylish sisters. The room interiors by Anna Spiro are the hero here and artfully combine bold textiles, antique furniture and travel tokens. Outside there are vintage bikes to borrow, a Mediterranean-esque pool and renowned eatery, Paper Daisy. halcyonhouse.com.au

7. Bubble Tent Capertee | @bubbletentaustralia

Stargazers and romantics will fall in love with these magical domes overlooking Capertee Valley beyond the Blue Mountains. The three transparent spheres named after zodiac constellations – Leo, Virgo and Cancer – sit atop wooden decks and give guests a dazzling view of the stars at night and the vast valley during the day. bubbletentaustralia.com



DECEMBER COVERAGE

Cotwa Guardian

School holidays: Family trips, getaways with a budget in mind

Teach your kids how to stop bullying and be more than a bystander. Learn Now

THE TIME TO GET AWAY: There are lots of cheap family getaway options right across the Central West these school holidays.

FANCY some family time away but your festive spending has left the purse string just a little tight? Relax. No really, relax.

The Central West has a host of family-friendly campsites and cabins that are just bursting with knowledgeable locals who will ensure you have a great time away.

READ ALSO: [How to sweep across Central West in final week of 2018](#)

We've scoured the region to find free camping grounds, tourist parks that have just received a million-dollar makeover and everything in between.

What are you waiting for, pack the kids and the car and head off up the road for a great family trip.

Listed below, in alphabetical order, are some of the amazing places we just know you're keen to explore these school holidays.

Wagga Wagga
 Drouin in 2018 Year and Used Cars
 Show Number
 % 0268

These need attention!
 Quality & experienced home building teams & services
 % 0264
 Show Number

Homecare Tips
 For all your air and battery needs
 % 0266
 Show Number

View More Local Businesses

Mudgee



MUDGEE may be the perfect escape for wine tasting, but there's also delicious food and outdoor adventures to be had.

This is a town that is rich with pastoral history and colonial gold rush heritage.

Cash a hike or stroll down tree-lined streets to go exploring.

Things to see and do

- Go wine tasting
- Drouin Swamp
- Ferntree Gully Reserve
- Gulgung Gold Experience
- Gulgung Pioneer Museum
- Mudgee Brewing Company
- Mudgee Observatory
- Wollemi National Park

Places to go camping

- Campsite Campground
- Capetree Campground
- Policemans Point Campground
- Ingenia Holidays Mudgee Valley

- FORBES ADVOCATE
- LITHGOW MERCURY
- Mudgee Guardian
- BELLINGHON TIMES
- WITNESS
- BOOROWA NEWS
- LIBERAL
- CHAMPION-POST
- MAGAZINE
- oboron REVIEW
- WESTERN ADVOCATE
- BLAYNEY CHRONICLE
- CANONVINDIA NEWS
- OTRENFELL RECORD
- NARROMINE NEWS

Central Western Daily

Family-friendly day trips and cheap one-night getaways in the Central West

REASON PASSES FROM \$79.99 BUY NOW

View More Local Businesses

Life without Barriers
 Life without barriers
 % 0269
 Show Number

Jims Cleaning Group
 For all your office, domestic and commercial cleaning
 % 1315
 Show Number

Flipout Orange
 Birthday Parties, Jumping, Fishing Fun
 % 0263
 Show Number

LOCAL NEWS

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- Capetree Campground
- Policemans Point Campground
- Ingenia Holidays Mudgee Valley

Treasurer's Report

1. Nature of Report

- a. This is the financial report for the second quarter of the MRTI 2018-19 financial year, given to Mid-Western Regional Council (MWRC) under the reporting format as agreed under the contract executed between MWRC and MRTI.
- b. A mid-year revised budget was implemented in December 2018, approved by the MRTI board and submitted to MWRC. The new budget anticipates a \$63K profit at EOFY to make up for 2017-18 shortfall.
- c. The report demonstrates the trading result for the financial quarter ended December 31st 2018.

2. Accounting Conventions

- a. The attached P&L and Balance Sheet have been prepared from the MYOB General Ledger (via reporting system CALXA) with no external intervention other than formatting.
- b. Accrual accounting is used under GAAP.

Overall Result

- a. Operating Profit \$148,729, on par with budget.

3. Trading Income

Retail trading income at end Q2 on par with budget.

4. Total Income

Overall income on par with budget.

5. Total Expenses

Total expenses on par with budget.

- a. The organisation continues to be under financial control.

6. Cash Funds

At the end of Q2 of the 2018-19 Financial Year, cash is the primary current asset \$84,295.

7. Balance Sheet

- a. A balance sheet is included as part of this report.

Mudgee Region Tourism Incorporated
Balance Sheet as of December 2018

Balance Sheet — Mudgee Region Tourism Inc	
Dec 2018	Dec 2018
Asset	
Current Assets	144,353
Cash on Hand	84,295
Visa Debit Cards	1,758
Debtors	37,913
Stock on Hand	13,576
Prepayments	6,812
Non-Current Assets	60,354
Motor Vehicle (Nett)	49,417
Office Furn & Equip (Nett)	5,845
Intangible Assets	5,091
Total Asset	204,706
Liability	
Current Liabilities	116,320
Trade Creditors	28,554
Accruals	12,676
Chattel Mortgage (current)	45,488
GST Liabilities	1,681
Payroll Liabilities	27,921
Ticket Sales	1,599
Seat Advisor EFT	1,952
123Tix Ticket Sales	(347)
Countrylink Tickets	(6)
Total Liability	117,919
Net Assets	86,787
Equity	
Retained Earnings	(61,941)
Current Earnings	148,728
Total Equity	86,787

Mudgee Region Tourism Incorporated
Profit + Loss (Budget Analysis)
July through December 2018

**Budget Analysis with Full Year Budget and Variance — Mudgee Region
Tourism Inc**

Jul 2018 - Dec 2018

	Actuals	Budget	Variance (\$)	Full Year Budget	Full Financial Year Variance Jul 2018 - Jun 2019
Income					
Retail Sales	63,813	64,052	(239)	110,928	(47,115)
Ticket Sales Income	4,938	4,938	0	14,750	(9,812)
Membership Income	377,420	377,390	30	382,025	(4,605)
Booking Agency Fees	0	0	0	450	(450)
Mid Western Regional Council	251,762	251,762	0	453,524	(201,762)
International VFR Campaign	40,000	40,000	0	60,000	(20,000)
Interest Received	0	0	0	1,200	(1,200)
Total Income	737,933	738,141	(209)	1,022,876	(284,944)
Cost of Sales					
COGS Retail	41,485	41,486	1	72,671	31,186
COGS Ticketing	659	660	1	853	194
Total Cost of Sales	42,144	42,146	2	73,524	31,380
Gross Profit	695,789	695,996	(207)	949,352	(253,563)
Expense					
Advertising	280	280	0	780	500
Audit Fees	2,375	2,375	0	4,750	2,375
Bank Charges	3	3	0	270	267
Bank Charges - Merchant	1,309	1,309	0	2,085	776
Cleaning	1,360	1,360	0	2,580	1,220
Computer Expenses	5,013	5,457	444	11,550	6,537
Depreciation	6,404	6,404	0	12,806	6,402
Electricity	1,338	1,338	0	2,658	1,320
Visitors Centre Costs	539	539	0	879	340
Insurance	1,387	1,387	0	2,742	1,355
Insurance - Workers Comp	667	667	0	1,188	521
Motor Vehicle Running	4,848	4,848	0	6,600	1,752
MV Interest	1,538	1,538	0	3,100	1,562
Office Supplies	289	289	0	500	211
General Postage	137	137	0	498	361
Member Expenses	4,587	4,587	0	5,918	1,331
Printing & Stationery	2,821	2,821	0	4,041	1,220
Professional Fees	2,451	2,397	(54)	2,797	346
Rent Mudgee Visitors Centre	491	491	0	491	0
Gulgong Visitors Centre	0	0	0	75	75
Rylstone/Kandos running costs	0	0	0	150	150
Repairs & Maintenance	393	393	0	1,486	1,093
Staff Amenities & Ent	2,071	2,071	0	4,761	2,690
Board Meeting Expenses	42	42	0	200	158
Subscriptions & Memberships	2,986	2,600	(386)	2,600	(386)
Sundry Expenses	2,645	2,646	1	5,299	2,654
Security	273	273	0	534	261
Telephone, Fax & Internet	2,845	2,845	0	5,637	2,792
Travel Expenses - Non Wages	78	78	0	150	72
Website Expenses	5,315	5,315	0	11,887	6,572
Visitor Guide Exp	111,624	111,624	0	121,939	10,315
Wages and Salaries	227,453	226,861	(592)	446,023	218,569
Fringe Benefits Tax	3,000	3,000	0	5,700	2,700
Regional Marketing Expenditure	150,497	150,795	298	213,212	62,715
Total Expense	547,060	546,771	(289)	885,886	338,826
Operating Profit	148,729	149,225	(496)	63,466	85,262
Net Profit	148,728	149,224	(496)	63,466	85,262