

Murrindindi Inc. exists to provide innovative, inclusive support to local business and tourism associations and to facilitate successful strategic planning and marketing, skills training and workforce development, delivery of local business resources and strong, sustainable economic growth for the businesses and communities of the Murrindindi Shire.

The core values of Murrindindi Inc are:

- Leading by experience and example
- Working honestly, openly and transparently
- Respecting different views, opinions and perspectives
- Being accountable, inclusive and ‘future-focused’
- Acting with integrity and communicating well
- Maintaining strong, effective governance
- Promoting local business and tourism associations
- Advocating for the businesses and communities of Murrindindi Shire

“SUPPORT: PROMOTE: ADVOCATE”

Items of Interest from the August Meeting

Wendy Kelly – Nexus Health – Good Access = Good Business

Is your business accessible? You could be missing out on potential customers.

- Did you know that 1 in 5 people in Australia have a disability?
- Did you know that you might be missing dozens of potential customers if your premises are not accessible for all?
- Did you know that the Commonwealth Disability Discrimination Act 1992 requires all public premises to be accessible to people with disabilities? This means that your business is obliged to ensure ease of access for people of all abilities.
- Be aware of the barriers that prevent good access - they exist in the physical surroundings, in information and the way it's provided, and in people's attitudes.

Information packs are available from Council Office, appointments can be made with Wendy Kelly from Nexus Primary Health to go through the information and help you assess your business and provide you with some ideas on how you can reach a level of accreditation. Please email info@murrindindiinc.com for Wendy's details.

Goulburn Murray Water

It was great to have a representative of Goulburn Murray Water attend the Murrindindi Inc meeting. This will help grow a positive relationship with an organization that is so important to Economic Development of this area.

Gary provided an overview of Goulburn Murray Water, its core business being Irrigation, Managing Water Storages and Delivering Water to Customers. However, Recreation is an important part of their business. GMW only derives limited income from recreational activities. GMW website has a Recreation page outlining many of the activities associated with the water storages they manage. Safe boating & recreational tools advice on its website will allow visitors to Lake Eildon to be able to identify which facilities are available based on the current water levels. GMW will be a participant in the Activating Lake Eildon Project.

GRVT Update

Destination Management Plan

- In 2013 GRVT was selected by Australian Regional Tourism Network (ARTN) to develop a Destination Management Plan to be used as a 'best in class' case study. In 2017 we undertook a refresh of the DMP.
- The DMP provides a "blueprint" for tourism investment across the region, outlining over 100 projects that are significant visitation drivers or enablers. 20 of these projects are identified as Tier 1 "game changers".
- GRVT and Urban Enterprise worked with the four-member councils and industry representatives to carry out the refresh.
- The DMP outlines 10x development themes, and 10x product strengths, and product gaps in each of the 9 sub-regions.
- GRVT is a steward of the strategy but rely on industry, council and private investors for the implementation.
- Last time little headway was made against outcomes in the DMP. This time GRVT looks forward to actively reporting on progress against the DMP twice annually

Agribusiness/ Agritourism

The agri-tourism sector is poised for growth across the entire Hume Region. And of course the Goulburn River Valley region, the Heart of Victoria, is full of natural assets, a strong agricultural sector and innovative operators who are keen to leverage the agri-tourism sector.

Goulburn River Valley Tourism, in conjunction with Tourism North East, Murray, and RDV are carrying out a major agri-tourism market research project to better understand the sector and the opportunities it provides. Market Research is being undertaken to understand the visitors of the Agribusiness /Agritourism suppliers of the region. Mapping project is being done to ascertain emerging businesses and products being supplied.

Activating Lake Eildon

On 18 July at the Goulburn Regional Assembly we were excited to have Hon. Jaala Pulford, Minister for Regional Development, announce \$150,000 of Victorian government funding toward the Activating Lake Eildon project. Goulburn River Valley Tourism is excited to be managing this significant project for the region.

Lake Eildon is one of the most significant inland waterways in Victoria. Not only is it vital for downstream horticultural and agricultural production, but it's also a quicker drive for many Melbourne recreational boaters than Port Phillip and a key recreational driver for the region.

A shared project between Murrindindi Shire Council, Mansfield Shire Council, Goulburn Murray Water, Goulburn Regional Partnership, Regional Development Victoria and Goulburn River Valley Tourism, the aim is to create a 'blueprint' for future development on and around Lake Eildon to maximise economic and community development. It will of course build on the many other strategic documents and keen insights already developed over recent years.

Murrindindi Inc expressed a desire to be involved in this important project to represent local Businesses.

Visitation Statistics

Over the last 12 months the Goulburn River Valley region has seen a lift in total visitation of >6% up to a total 3.2 million visitors.

A 14% increase in overnight visitors, and a generous 38% increase in overnight stays contributed to this figure. Day trippers to the region also spent 15% more this year compared to last.

These statistics and more are part of the regional statistics available on our website.

Diploma of Travel and Tourism

We are pleased to have launched our Goulburn River Valley Tourism supported SIT50116 Diploma of Travel and Tourism Management in partnership with GOTAFE. With great uptake from a wide range of operators, attractions and visitor servicing locations we look forward to sharing some of their achievements throughout the course. With rolling enrolments through the year there's still opportunity to join the program. Do you know someone who would benefit from this course?

Doing Business Better Stage 1 Activities

In supporting local businesses, the following workshops are being offered to local businesses in conjunction with Murrindindi Shire Council, State Government and Bendigo Bank YEA.

Members of Local Associations are encouraged to take advantage of these opportunities.

UPCOMING WORKSHOPS

Getting Paid in Building & Construction (includes Houseboat sector)

WHEN: 28 August 2018 6:00 pm – 8:00 pm AEST

WHERE: CEACA – 38A Downey Street Alexandra

COST : \$20.00

Book HERE > [Event Registration](#)

Overdue payment to small operators in the building and construction industry can quickly escalate from financial stress to insolvency. Find out how to fast-track getting paid at this essential workshop that will give you an overview of the Building and Construction Industry Security of Payment Act, step you through the payment claim and adjudication process and provide you with the right tools to take back control of your cash flow.

Is this workshop for me?

Whether you struggle to get paid, can't seem to get on top of cash flow, lose track of paperwork or feel like you're just not getting what you deserve Getting paid in building and construction: Fast track your cash flow

You will learn how to: • Make a payment claim under the SOP Act • Understand the adjudication process under the SOP Act • Negotiate disputes with the best chance of successful resolution • Set up simple business systems • Improve financial records • Understand cash flow forecasting • Set up best practice invoices • Reduce overdue payments • Improve collection times • Access tools, templates, support and resources in future

Advanced Marketing

WHEN: Monday 10 September 2018 6:00 pm – 8:00 pm AEST

WHERE: CEACA – 38A Downey Street Alexandra

COST: \$30.00

Book Here > [EVENT REGISTRATION](#)

This particular event is aimed at industry and advanced social media users.

If you're a Business owner and have been using Facebook or Instagram for Business but want to get a little more strategic and or get a return on your investment, then this session is for you!

Learn about effective leveraging, creative engagement, storytelling, adverts and partnerships

Business Awards 2019

- After the successful Murrindindi Business Awards in 2017 planning is commencing for the 2019 Business Awards
- A Sub Committee is to be formed to kick off the organisation of the 2019 Business Awards, Watch this space!

Murrindindi Winemakers



- Murrindindi Winemakers as a relatively new local industry association were welcomed to the meeting and we look forward to working with this important and vibrant group of producers.
- From the first vines planted in the region in the early 1970s until the present, wineries in Murrindindi are family-owned. The local winemakers have a hands-on approach and often manage the viticultural and winemaking aspects of their business. Winemaking starts in the vineyard, and it is the uniqueness of boutique wineries to marry the growing and making of the wines.

MTBT



**MARYSVILLE TRIANGLE
BUSINESS AND TOURISM Inc**

- Marysville Information and Regional Arts (**MIRA**) Centre opened its doors to the public on the 6th August.
- Members are encouraged to drop in and view this exciting renovated facility.
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Alexandra District Traders & Tourism Association



- The Association is looking forward to the Spring Fair to be held on the Sunday of the Melbourne Cup Weekend in early November.
- There will be entertainment and local produce available to attract and entertain the visitors.
- The Spring Fair is an important fundraiser to help operate the Visitor Information Centre.

Murrindindi Food & Wine



- The AGM is to be held on the 3rd September at the Alexandra Secondary College.
- Join us in celebrating our regions food and wine successes over the last 12 months.
- Enjoy a presentation by Buxton Primary School students and glean some inspiration from our guest speaker a local award-winning business who is national and exports their product globally.
- Dinner is 3 courses, sponsored by Alexandra Secondary College and our regional producers.
- A relaxed evening of food and wine - don't miss out.
- The evening will include a meal
- To book please go to the Murrindindi Food and Wine web page

LEHIA



- Discussions still underway with DELWP in regard to the review of Grey Water Treatment Systems
- There has been around \$40m of Private Investment into the Houseboat Industry since the regulations were changed to permit larger houseboats to be permitted.
- RDV grant application in conjunction with the Murrindindi Shire Council Grant to upgrade important Infrastructure of Powerlines and Road access to Launching Ramps for Houseboating is progressing.
- It is a busy time of the year for Businesses associated with building, renovating and maintaining houseboats.

Alexandra Events



- Reports of a very successful Truck, Ute & Rod Show in Alexandra on the June Queens Birthday Long Weekend which attracted many visitors to not only Alexandra but to the whole district. The Truck Show has a significant positive impact on the local economy.
- Alexandra Events will not be operating the "Big Fish" Event this year.
- Alexandra Events will be presenting the Rodeo Event in early January again and planning is well underway. It will be building on the great success of the event earlier this year and is expecting to attract and entertain the many visitors to the area.

Next meeting to be held in Marysville on the 1st October at the newly renovated MIRA Centre

Contact details for Murrindindi Inc:

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Murrindindi Inc is Sponsored by the YEA & District Community Bank; Bendigo Bank

