



Loddon Valley Business Network and Collaboration meeting

Businesses in the Loddon Shire are invited to attend the Loddon Valley Collaboration Workshop on Monday 5 March at Wedderburn's Coach House Gallery Museum.

It follows on from the first Loddon Valley Collaboration Workshop held in early December last year, which generated a number of ideas around increasing awareness, visitation and overnight stays in the region.

The feedback from business operators from the initial workshop was exceptional, the upcoming collaborative workshop would further build upon initiatives developed from the December session.

Two points in particular stood out from the first workshop. The first is the need to sell businesses within Loddon Shire to each other – that is, become familiar with what they have to offer and key points of difference.

The other point was selling the benefits of our region by collaborating and promoting one another. This in turn will give visitors more reason to visit our region, increasing our promotional reach immensely.

The collaboration workshop will take place on Monday 5 March at 6pm at the Coach House Museum, 55 High Street Wedderburn.

The evening will include a tour of the museum at 6pm, dinner at 6.30pm and the workshop from 7pm to 9pm. Cost is \$20.00 per person.

For more information or to register your attendance please contact Sandra Steel at the Loddon Visitor Information Centre on 5494 1257 or email ssteel@loddon.vic.gov.au by Tuesday 27 February 2018.



Attendees at the collaboration workshop
4 December 2017



Upcoming events

For more information on events click on the event name.

WEDD'RWINEFEST

Friday 9 March

The Inglewood Lions Bridgewater Market

Saturday
10 March

Minelab Wedderburn Detector Jamboree

10 & 11 March

Wedderburn Country Market

Sunday 11 March

Boort Pacing Cup

Sunday 18 March

Eddington Vintage Sports Car Sprints

Sunday 25 March

Rheola Charity Carnival

Monday 2 April

Register your event for the 2018-2019 Calendar of Events brochure

Organisers of events in the Loddon Shire have until Wednesday 14 March to ensure their event is listed in Council's 2018-2019 Calendar of Events brochure.

Organisers can register their event through Council's website by submitting an online form.

By listing an event in Council's Calendar of Events brochure, it helps give your event wider exposure through Council's media and marketing promotions.

The event brochure is available on Council's website, and there is a range of opportunities to further promote major events in our region.

Copies of the Calendar of Events brochure are provided to Loddon tourism operators, Visitor Information Centres and tourism and marketing expos around the state.

When submitting events for the register it is important to include full details of the event and an image.

To register your event for the 2018-2019 Calendar of Events brochure, visit www.loddon.vic.gov.au, click on "Visit" at the top of the page and select "Events calendar" from the dropdown box. Click the link to the "Event submission form" to provide details of your event and submit it online.

For organisers unable to submit their event online, details of the event, including its date, time, location, organiser's contact details, event description and high resolution photo can be emailed to loddonvisitorinformation@loddon.vic.gov.au.

Event information can also be mailed to the Loddon Shire Council to the Visitor Information Centre, PO Box 21, Wedderburn Vic 3518

Organisers who would like more information regarding submitting their event can call the Loddon Visitor Information Centre on 5494 1257.

Looking for an activity in Loddon?

Check out the [events calendar](#) on the Loddon Shire Council website.



Wedderburn Walking Tour

On Tuesday 13 February, visitors from Cobram who were staying in Wedderburn took part in the Walking Tour learning about the history of Wedderburn, guided by Pauline Brown from the Loddon Visitor Information Centre.

They had never been to Loddon before and are planning on returning to explore more of the region after learning what Loddon has to offer.

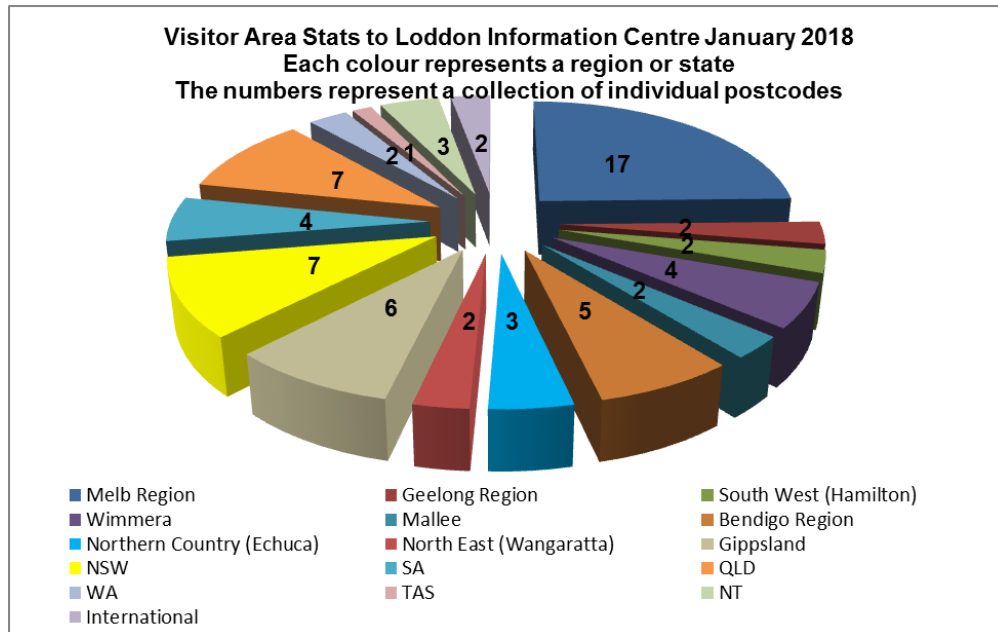


Pauline and our Cobram visitors

Visitor statistics to Loddon Visitor Information Centre for January 2018

Loddon Shire is continually marketing the tourism region and events within Loddon Valley covering a wide range of Victoria and interstate.

The statistics below were taken from the Visitor Information Centre for the month of January.



Ordering brochures and Loddon Valley Official Visitor Guide (OVG)

Council encourages all tourism operators who have brochures, maps and the Official Visitor Guide on display to order their stock through the Loddon Visitor Information Centre phone 5494 1257 or email

loddonvisitorinformation@loddon.vic.gov.au

Listing an event

If you are having an event and would like it listed on the Loddon Shire website calendar of events page, submit the information and a photo on [Calendar of Events](#) or email information to loddonvisitorinformation@loddon.vic.gov.au Should you have any queries please contact the staff at the Loddon Visitor Information Centre on 5494 1257.

Download FREE Loddon Valley Official Visitor Guide App



Po Box 21, 41 High Street, Wedderburn, VIC 3518
 Tel: 03 5494 1257 Fax: 03 5494 3003
www.loddon.vic.gov.au
 mailto:loddonvisitorinformation@loddon.vic.gov.au