



Upcoming Events

For more information click on the event title.

11 October

- [Wedderburn Shopping Extravaganza - Boort](#)

12 October

- [Annual Boort Show - Boort](#)
- [Boort Sculpture by the Lake Competition - Boort](#)
- [Nardoo Hills Reserve Guided Trip - Wedderburn](#)

13 October

- [Native Gardening for Sustainability - Bridgewater on Loddon](#)

18 October

- [Wedderburn Spring Dance - Wedderburn](#)

19 October

- [Lake Boort Carp Eradication and Family Weekend - Boort](#)
- [Learn to Stand Up Paddleboard Lesson - Boort](#)
- [Community Fun Paddle - Bridgewater on Loddon](#)

20 October

- [Wedderburn Spring Gardens - Wedderburn](#)
- [Campbell's Forest, Yarraberb & District Community Plan 2018-2020 Presentation Day - Campbells Forest](#)

27 October

- [Wedderburn Community Splatter Run - Wedderburn](#)
- [Dunolly and District Field and Game Club Inc. - Dunolly](#)



Unearth Loddon Valley

On Wednesday 2 October, a Loddon Valley Business Networking dinner was held at the Inglewood Town Hall. The night saw the Loddon Shire Council launch the new Loddon Valley Official Visitor Guide and the new Visit Loddon Valley Facebook and Instagram pages.

The visitor guide has a fresh new look this year with star gazing as the feature of this edition's front cover. The image was provided by Richard Tatti of Nightscape Images and showcases the breathtaking views of the stars throughout the Loddon Valley.



In this edition 41 operators took the opportunity to place an advertisement, which not only helps fund printing and distribution of the guide, but it also provides each of those businesses with a major marketing tool. To obtain copies of the visitor guide please contact the Loddon Valley Visitor Information Centre on 5494 3489.

The Loddon Valley Official Visitor Guide is used to provide visitors with comprehensive and accurate tourist information, and acts as a motivational tool to attract visitation to the region. It is divided into three sections: features, localities and information. It highlights Loddon Valley's points of difference including undiscovered villages, untouched wilderness and rivers and natural beauty to be unearthed.



Shelby Hutchinson, Mayor Cr Cheryl McKinnon, Terry Karamaloudis and Lynne Habner

To showcase our region to the digital world, Loddon Valley is also now on both Facebook and Instagram. This Visit Loddon Valley Facebook page will help provide inspiration and information for those who are potentially planning a trip to the region. It will feature photos, information, links and events. You can check the page out [here](#).

Instagram will leverage the Loddon Valley to the Gen Z demographic. It is the second most used social media app after Snapchat amongst that demographic. Posting on Instagram will be solely experience driven photos and videos. You can follow the page [here](#).

On both platforms the hashtag #UnearthLoddonValley will be used. Local operators and visitors are also encouraged to use it on their posts too.

If you would like assistance with setting up social media pages for your business please feel free to contact Shelby on 5494 3489 or email

shutchinson@loddon.vic.gov.au



CMCA 34th Rally in Elmore

This year the Campervan & Motorhome Club of Australia is hosting its 34th National Rally in Elmore from 20 - 27 October.

The Loddon Shire has secured an indoor stall and we are reaching out for local producers and businesses to join us. This is an opportunity to reach approximately 2000 CMCA members.

We have booked the stall for the entire seven days that the rally is running. All we ask is for some assistance in staffing the stall in exchange for promoting your product/business.

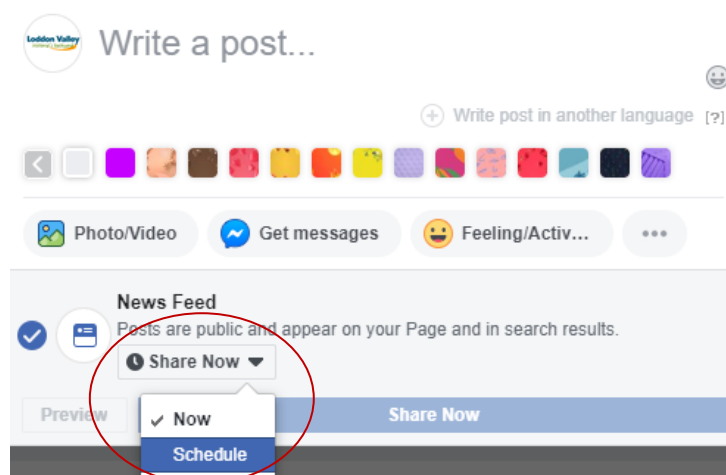
To secure your spot contact Shelby on 5494 3489 or email shutchinson@loddon.vic.gov.au by Thursday 17 October.

Scheduling a Facebook post

Did you know how easy it is to schedule a Facebook post?

Scheduling posts is a great way to save time, provide consistent content and increase your engagement with your followers.

It's as simple as clicking the drop down box where it says 'Share Now' and instead selecting 'Schedule' and entering the time and dates you would like it to be posted.



Best vanilla slice in Australia right here in Loddon

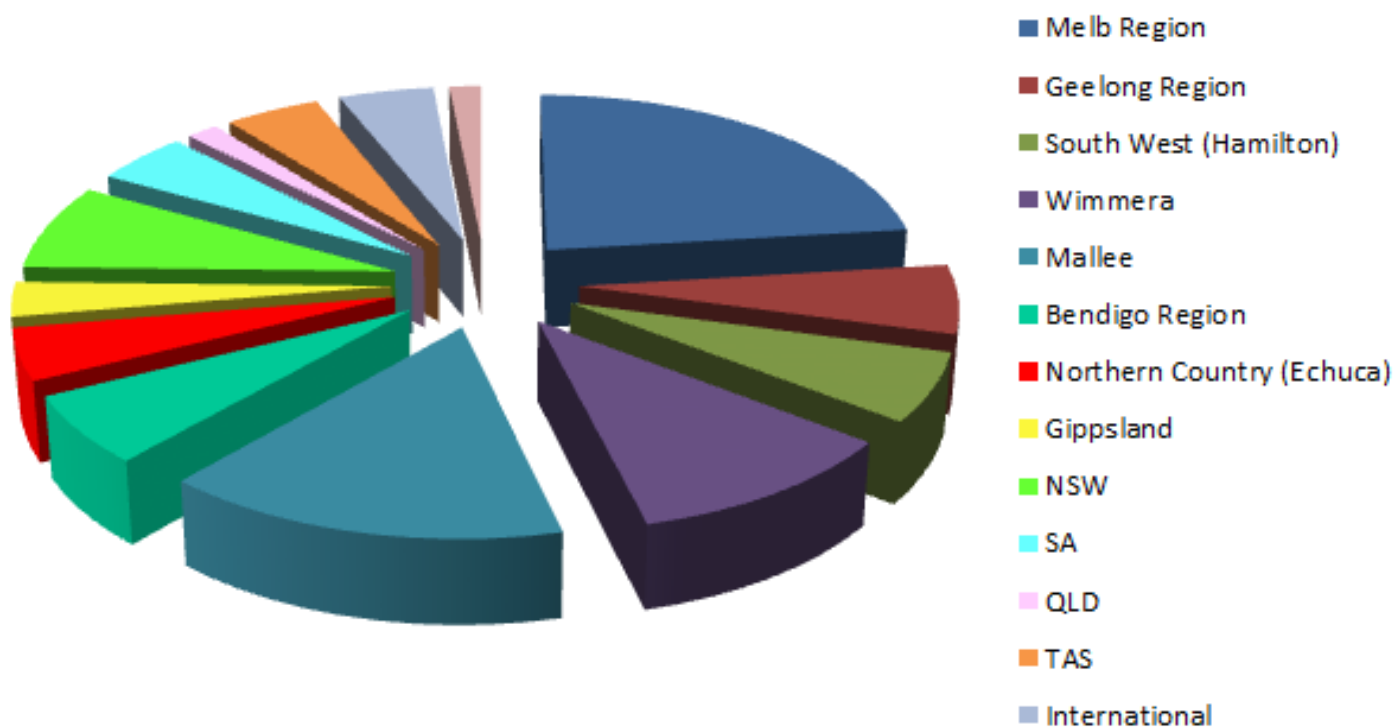
Congratulations to Patrick and Therese O'Toole at the Bridgewater Bakehouse for winning the Great Australian Vanilla Slice Triumph for the second year in a row. The competition was held in Mildura on 17 August and attracted a strong field of accomplished bakers from across the country.

Back-to-back wins certainly secures the place of Bridgewater Bakehouse as expert producers of the sweet treat and will hopefully attract visitors to the region to enjoy the flaky pastry and creamy custard that the Bakehouse is famous for. Well done to the team.



Visitor Statistics to the Loddon Valley Visitor Information Centre

August 2019



Listing an event

If you are hosting an event don't forget to register it on our [tourism website](#). There are some requirements for the listings and they are:

- minimum 200 characters in the event description
- at least one landscape photo
- only major tourism relevant events will be posted on visitloddonvalley.com.au
- all community and tourism events will still be displayed on loddon.vic.gov.au

Loddon Valley
Victoria's backyard

#UnearthLoddonValley

Loddon Valley Visitor Information Centre
24 Wilson Street, Wedderburn
(03) 5494 3489



www.visitloddonvalley.com.au

Loddon Valley
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