



9 May 2017

MEDIA RELEASE

DISCOVER THE HEART OF VICTORIA PLANNER LAUNCHED

The 'Discover the Heart of Victoria Planner' was officially launched by Goulburn River Valley Tourism on Tuesday 9 May 2017 at the Annual Visitor Information Centre Volunteers Summit in Shepparton.

The 68 page full colour Planner, is the fourth edition of the hugely popular guide to Goulburn River Valley and all that there is to discover in the majestic region known as the 'Heart of Victoria'.

The Planner provides the ultimate guide to discovering all that is wonderful about the region including events, markets, nature, activities, wine, food & produce, history, local wares, where to stay and features destinations including Marysville, Eildon, Alexandra, Yea, Kinglake Ranges, Seymour, Kilmore, Tooborac, Euroa, Nagambie, Shepparton and their surrounds.

Commenting on the Planner, the Chair of Goulburn River Valley Tourism Ms Annie Fletcher-Nicholls said "I am thrilled with the quality of this publication that highlights the product strengths of the Heart of Victoria in such a user-friendly way that consumers really love.

The coffee-table style of the Planner adds to its appeal, the suggestions of what to see and do are great, the range of product on offer is outstanding and the imagery and real-life Instagram shots that feature throughout the publication are motivating for both visitors and locals alike" Ms Fletcher-Nicholls said.

The production of the new edition of the Discover the Heart of Victoria Planner (formerly known as the Goulburn River Valley Holiday Planner) was made possible by the support of industry stakeholders across the region together with Goulburn River Valley Tourism's four member Councils - the Shires of Mitchell, Murrindindi and Strathbogie and the City of Greater Shepparton and the collaboration of Prominent Group and best. design to life.

The official launch of the Planner took place at the start of the 8th Annual Visitor Information Centre (VIC) Summit which saw over 120 volunteers and VIC staff in attendance for the one-day professional development and networking opportunity held this year at the Woolshed Emerald Bank in Kialla.

Over 25,000 copies of the Discover the Heart of Victoria Planner will now be widely distributed through Visitor Information Centres across the region and state, at consumer festivals and events, by local industry operators, member Councils and other key distribution channels over the estimated 18-24 month life of the Planner.

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For further information and photo opportunity contact:
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