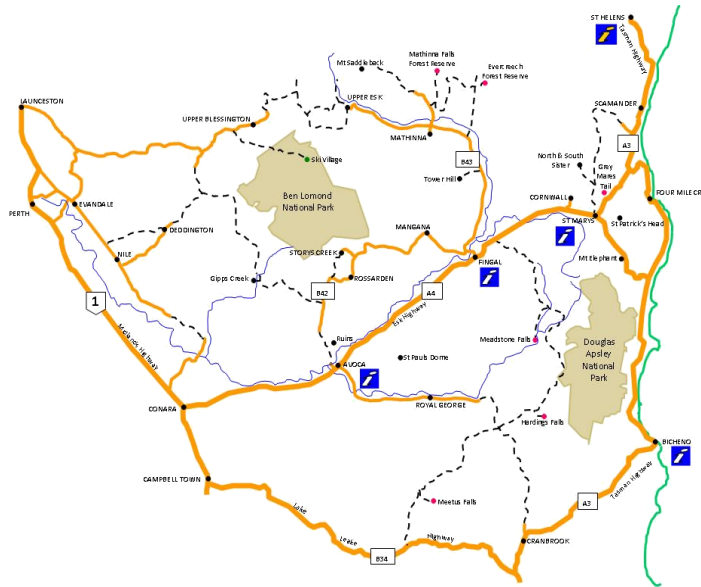


Goals for Greater Esk Tourism

- 🎵 To keep our website to best serve our members and develop the Valleys of Adventure as a major tourism destination in Tasmania.
- 🎵 To support the economic viability of the Tourist Interpretation Centre at Avoca and encourage high quality customer service training for the volunteers.
- 🎵 To support the development of new tourism attractions and promote our local region.
- 🎵 Continue to identify, record and promote historical interests significant to the area.
- 🎵 To work with Forestry Tasmania and Parks and Wildlife to develop and improve walking tracks.
- 🎵 To support the Fingal Railway Station restoration and re-development of Valley steam train rides.
- 🎵 To gain the support of our community through fundraising and membership.



Ben Lomond National Park

Is the major 'icon' for the region. It is an area of strong wilderness value, pristine environment and highest route in Tasmania providing snow skiing, bush walking, rock climbing, mountain biking, abseiling, mountain climbing and a place of healing.

This is why we have chosen to incorporate Ben Lomond as the 'icon' for our logo.

Become a Member Today

Help us promote local businesses and this beautiful unique area we call the 'Valleys of Adventure'. Lets show the world what we have to offer.

GREATER ESK TOURISM INC.

ABN: 86 608 256 076

Website: www.valleysofventure.com.au

Photos within this flyer were part of the 2010 Greater Esk Tourism Photographic Competition.



Our Vision

To establish the Greater Esk region of Tasmania as a tourism destination

Our Mission

Greater Esk Tourism seeks to promote tourism as an affordable, natural experience of adventure in the Greater Esk region of Tasmania and in return, create employment and well being for our people and promote sustainable economic development in both industry and our environment.

See inside on how we can help to promote you and your business.



'View to St Patricks Head'
Photographer: George Keri



'Ben Lomond National Park from Mangana'
Photographer: Peter Troode

Objectives of GET

1. To act as a representative body for the region
2. To provide support and advocacy for local tourism and related ventures.
3. To promote the region, its tourism activities and planned events.
4. To collaborate with local businesses and foster government and community support.
5. To source funding that will further the vision of GET
6. Promotion and resource development.
7. Liaise with Tourism Tasmania and local government for services and infrastructure.
8. To assist business and tourism ventures in developing a professional and consistent approach to service delivery.
9. Provide employment opportunities for young people.

Mountain Climbs and Historical Walks

Historic walks/field trips are enjoyed by the locals and visitors. If you are interested, please contact Jim Haas on (03) 63 722 127 or Darlene Wright on (03) 63 722 416 of the St Patricks Head and Esk Valley Historical Society Inc.



'Frosty morning in the Fingal Valley'
Photographer: George Keri



'Eagle in flight in Ben Lomond National Park'
Photographer: Bruce Bain

What we've accomplished so far

The GET website www.valleysofadventure.com.au promotes local businesses and this beautiful area as an exciting destination to explore and enjoy as an adventure.

Tourist Interpretation Centre at Avoca

GET has gained funding to restore and develop the old Avoca State School building into a Tourist Interpretation Centre as the 'Gateway to the Valleys of Adventure'. We have received funds from the Urban Renewal and Heritage Fund (Tasmanian Government), the Foundation for Rural and Regional Renewal (Victoria), the Tasmanian Community Fund and Northern Midlands Council for the project. We have gained support from the Tasmanian Heritage Council, Heritage Tasmania, Northern Tasmanian Development and the Heritage Highway Association.

Tourist Map

GET is currently preparing for the second printing of the tear off map promoting businesses and local attractions

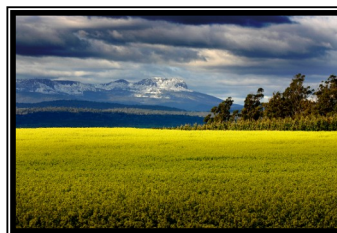
Workshops

GET holds workshops to encourage business establishment, product and event promotion. For further details, please contact the Secretary.

Photographic Competition

GET holds an annual photographic competition that is proudly sponsored by: Owen Hughes - Master Photographer, Stallards Camera House in Launceston, Billy Bag Gift Shop and Break O'Day Council.

'A touch of snow - Ben Lomond'
Photographer: Bruce Troode



Benefits Of Becoming A Member

- 🌀 As a member, our website will help you promote your business and enhance the regions economy.
- 🌀 Members will be able to promote through the Tourist Interpretation Centre at Avoca.
- 🌀 Free listing on a local map of the area.
- 🌀 Free advertising periodically in the Rossarden Re-Echo, Valley Voice and Star FM.
- 🌀 Members will be added to our mailing list.
- 🌀 Free promotion at the Hobart Tourism Expo 2010.

So, become a member today! Support this amazing area that we call home.

Application for Membership 2010/2011

- Full Membership for tourist business** **\$50.00**
Includes all benefits listed above
- Associate Membership** **\$20.00**
Includes being on the mailing list

Business Name: _____

Name: _____

Address: _____

Phone: _____

E-mail: _____

If you would like to receive minutes and notices via e-mail, please tick this box.

Please forward membership to:

The Secretary, Greater Esk Tourism
'Rivendell'
1230 Gipps Creek Road
GIPPS CREEK TAS 7213

President	Peter Troode	Ph: (03) 63 722 783
Secretary	Mary Knowles	Ph: (03) 63 852 002
Treasurer	Elaine Sullivan	

Meetings: 2nd Monday of each month at the Fingal Valley Neighbourhood House at 7pm start.
Visitors and residents welcome to attend.