

THE COMMITTEE FOR LORNE

The past week has seen the Australia wide celebration of “Give Happy, Live Happy” National Volunteer Week which explores the research that shows volunteers live happier and healthier lives. This being the case then it would be fair to assume that there are many happy and healthy people in Lorne. Our Community is continuing to build its strong reputation as a leader in community participation in day-to-day life.

We have so many examples from within our town of great people who are fully prepared to give so much back on so many different levels. There are the very well known contributors and just as many that “fly under the radar” of input and recognition. From our legendary team at the Lorne Community and Hospital Opportunity Shop, Lornecare, our Lorne Community Hospital volunteers, Friends of Queens Park and volunteers at the Lorne Visitor Information Centre just to name a few, there is commitment and passion at every level.

But I wanted to share another example that would not be known to many. The Lorne Football and Netball Club have just under 200 active athletes registered with the club representing our town each Saturday. With sport, occasionally there is an injury and a need for a capable medical system to ensure that when that need arises, they have the best possible resources available.

The Dolphins have taken this service to another level in partnership with locals Dr Peter Atkinson and Julie Wilmott (Former nurse manager of the Alfred Hospital Intensive care unit) who have combined their expertise to assist in setting protocols for our young female trainers. But it doesn't stop at just the training of our younger members and if you're a supporter of our local team you will have seen Julie (Lorne Trainer number 5) tending to our team members and Dr Peter close by. Great people helping a great club!

Last weekend the Great Ocean Road Marathon commenced under clear skies with our magical coastline providing the “world's best backdrop” for the increasingly popular event. More than 6000 participants took part in the 2016 weekend festival of running that comprised six events of various distances, including the 1.5km kids gallop, 6km run and a 14km run and wheelchair event on Saturday.

Following the picture perfect start, the twelfth annual event provided a challenge to many as the strong head wind and late rain ominously welcomed to the runners into Apollo Bay. The 23km “half marathon” boasted a record of more than 3000 entrants and I can proudly report that our community was well represented, the majority of whom were women!! Well done to all.

In closing they say “a week is a long time in footy”, well it has to be said “three weeks is a short time water catchment”. As of last Friday the level of our Allen Dam was recorded as being at 87% capacity.


Ian Stewart
Chairman
Committee for Lorne

Creating a Service Culture for Lorne – The “Lorne Way”

Last year, Great Ocean Road Regional Tourism Ltd (GORRT) undertook the preparation of a Tourism Strategic Master Plan for the Great Ocean Road region which extends from Torquay in the east to the South Australian border in the west.

A core strategy is to recognise that visitors to the region are primarily attracted to destinations and experiences. Therefore the development, marketing and management of the regions destinations is pivotal to the success of the whole region.

To this end, GORRT is working with communities to develop individual Destination Action Plans for all towns in the region. GORRT consulted with over twenty community members and hosted a series of workshops in the development of the Plan. Representatives of Committee for Lorne, Lorne Business and Tourism, business operators, community members and marketing professionals all considered and reached consensus on tourism development, marketing and management opportunities and challenges. The group then identified and agreed on the key priorities and actions that would make a positive difference to the growth and sustainability of the Lorne visitor economy and experience.

This Destination Action Plan for Lorne identifies priority strategies and actions, which if implemented over three years will enhance the competitiveness of Lorne as a primary visitor destination of the region.

The top three priorities identified in the Destination Action Plan are

1. Develop a seamless visitor service excellence culture, capacity and capability – the “Lorne Way”
2. Develop Lorne as a destination for all seasons
3. Further develop and promote the ‘Love Lorne’ market positioning and brand identity.

We can now announce that we are taking a major step on Priority One, to develop a service excellence culture for Lorne. The Committee for Lorne and the Lorne Business & Tourism Association is working in collaboration with the Australia & International Tourism Research Unit at Monash University to undertake project work that will help us to achieve this goal. Dr Joseph Cheer, Associate Director of the Tourism Research Unit has been a frequent visitor to Lorne and the Great Ocean Road accompanying international students mastering in tourism and marketing. Over the

years, we have been able to present to these students the unique aspects and opportunities, which Lorne offers the visitor.

During this week, Dr Cheer will be in Lorne with a number of research students, conducting a range of surveys with visitors to Lorne. The aim is to develop an underpinning understanding of visitor perceptions of Lorne. This includes examination of visitor demographics, information sources, and attitudes to Lorne, visitor satisfaction and expenditure and trip itinerary data. This is a unique and unprecedented pilot survey from which baseline data will be developed which will enable us, in consultation with Dr Cheer's team and GORRT, to develop strategies to ensure that each and every visitor to Lorne is “blown away” by the quality and consistency of the service they experience. Chairman of Committee for Lorne, Ian Stewart, said “the first town on the Ocean Road to achieve this highest level of quality in service and facilities will ‘own’ the Ocean Road”.

Lorne Business and Tourism is very excited about this program. We believe this is an integral strategy in our goal to increase visitation and yield in Lorne. We will keep you posted as the project progresses.

The Lorne Business and Tourism Association meets on the first Monday of each month at 5.30pm, generally at the Grand Pacific Hotel. All business operators welcome.

Chris Tutungi
President
Lorne Business & Tourism Association
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LEON ARMISTEAD

COMMUNITY PROFILE

“I tried retirement for three years but I felt I was going stale” so for the past four years Leon has been driving the local school bus and loving it. Having some part time experience with school buses in Geelong when he and his wife were living there, he jumped at the opportunity when a vacancy for a bus driver came up in Lorne.

The Armistead family is synonymous with the town. Leon's family came first in the late 30's as saw millers. He grew up and went to the local school before joining the family business. When the business diversified and acquired the lease for firstly the Caltex Service Station then the BP, Leon took over the management. As if that wasn't enough but during that time, he was a member of the Lorne CFA and had his turn at Captain, drove the ambulance, was a charter member and president the Lorne Lions Club, secretary of the Cemetery Trust and treasurer of the Football Cub. Since he was also a licensed tow truck driver, it was no wonder he was known as, “The Hatch, Batch and Dispatch Officer”. Because of his presence on the main street, he was often the first port of call in an emergency. It was difficult sometimes to know which hat he was wearing.

“I love the bush. I know I used to cut it down but today the science available allows proper management and makes it possible to cultivate and exploit the bush at the same time.

I love my dog, Reg and walk him daily. I love the outback but my work made holidays almost impossible”. When he stops work he plans to take a real holiday.

He is married to Anna whom he met while she was working in Lorne in a summer job. He has three children and so far, 5 grandchildren.

He misses the old village feel of a small community but feels that the Aquatic Club represents the last bastion of that past. He has recently been elected vice commodore and is passionate about maintaining the friendly, welcoming ambience and being involved in the exciting future of the club.

CW

LORNE WARD EVENTS CALENDAR

JUNE	
4	Lorne vs Alvie football and netball , at Stribling Reserve, juniors matches from 9am, seniors at 2pm
11	Lorne Foreshore Market , 9am – 4pm
11	Lorne vs South Colac football and netball , at Stribling Reserve, juniors matches from 9am, seniors at 2pm
12	Lorne & District Men's Shed – Grand Opening . Stribling Reserve, Cnr William and Otway Streets, Lorne. Sunday June 12, 2016. 12.00pm - 2.00pm. The opening of the Lorne and District Men's Shed is a free event encouraging the community to come together and learn how this facility will become a regional epicentre for men's health. Light luncheon served. All welcome

Please forward the dates of your Lorne Ward community event via the contact details at the bottom of this page.

