

THE COMMITTEE FOR LORNE



RUSSELL AND JENNI JENKINS

COMMUNITY PROFILE

In 2002, while Jenni was attending a medical conference in Lorne, Russell organised a cab to take them to Erskine Falls.

Waiting in the cab, he casually quizzed the driver about local house prices. Before he knew it, he was being driven to the street where the driver lived and shown a property with a magnificent view, recently passed in at auction. To cut a long story short, they fell in love with that view and bought the house or as Jenni says 'a deck with facilities attached'.

Russell, born and bred in Ballarat, won a music scholarship to Ballarat College and dreamed of being a professional musician. However, events led to university where he graduated with a chemical engineering degree. As often happens, engineering was also not the direction he took, rather spending 25 years of his career with the Bendigo Community Bank. He retired recently from an executive position and now lives mostly in Lorne.

Jenni, originally from country Victoria, has been one of five doctors in a medical practice in Eaglehawk for 20 years. She comes to Lorne whenever she can. She met Russell at Melbourne University when they were both at Queens College, marrying him after she graduated. Then it was off to London for two years where they worked, had their first child and travelled extensively in Europe. Their second child was born in Bendigo after they returned from UK.

'We're pretty active', was an understatement by Russell. Jenni was a serious swimmer before she took up cycling 17 years ago and that was a case of, 'if you can't beat them join them'. She is also a runner. Russell is a keen cyclist but says he is more a runner than a cyclist, competing in events regularly. They have ridden extensively on holidays in Europe.

They share a love of music and are supporters of Orchestra Victoria and for many years the Australian Pops Orchestra, they enjoy reading, keep an eye on the art at Qdos and in between all of this Russell is an active member of 3 golf courses - including Lorne Country Club!

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LORNE WARD EVENTS CALENDAR

JANUARY

- 20-22 **Deans Marsh Dog Trials**, at the Deans Marsh Reserve
- 22 **Vivaldi Concerti Virtuosi**, Lorne St Cuthbert's Church
- 25 **Live Stand Up Comedy** Dave Hughes, Dave O'Neil & Brad Oakes 8pm at the Lorne Hotel. Tickets: \$25 locals, Early Birds \$30 on the door. Phone 5289 1409
- 27-29 **Cadel Evens Great Ocean Road Race**
- 28 **Lorne Foreshore Market**, Lorne

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



LORNE 2017 WHAT A GREAT SEASON!

What a great sight it is to see so many visitors to Lorne at the moment. It's difficult to remember a Pier to Pub weekend with so many people in town. The restaurants are busy, the shops are reporting record sales, and accommodation providers are booked out. It's just such a turnaround from this time last year and it's a season that provides welcome relief to business operators in Lorne who have "hung in" for the whole of 2016 coping with the effects of bushfires, landslips and road closures and one of the coldest, wettest winters in many years.

The five week period from Christmas Day to the end of January is a critical time for most businesses in Lorne. For many hospitality providers, they will achieve over 40% of their annual income in that period. In 2016, the Surf Coast Shire reported that Lorne's businesses experienced a \$25M downturn in January because visitation was impacted by the bushfires and road closures.

Now, here we are in 2017 and it's wonderful to see so many people enjoying the cafes, restaurants, the shopping and the beach. Pier to Pub weekend was the real indicator of the resurgence we have experienced over this time 12 months ago. The Lorne Business and Tourism Association (LBTA) has been working closely with business operators in Lorne to ensure that businesses are properly promoted and that Lorne as a destination is promoted widely. Some years ago, the LBTA developed a campaign called "LoveLorne". The name of the campaign was developed after the feedback from a number of focus groups was analysed. Most of the people who attended the focus groups commented that Lorne provided so many memories of beach holidays with family. Many of the attendees talked about generations holidaying in Lorne or of parents who honeymooned in Lorne and then returned each year. Hence - LoveLorne. The campaign has a distinctive logo and there is a website - www.lovelorne.com which provides information on business and activities in Lorne - Stay, Taste, Shop, Play. There is also a Facebook page - "We Love Lorne" with over 10,000 followers. Subscribe and you will be kept up to date with what's happening in and around Lorne.

The LBTA in conjunction with Great Ocean Road Regional Tourism (GORRT) has developed a Destination Plan for Lorne to focus upon what we need to do to improve the visitor experience in Lorne. In conjunction with researchers from Monash University, we have conducted two surveys of visitors to Lorne asking them of their impressions of Lorne, their expectations and experiences and what they would like to see and experience. In each survey, over 800 visitors were interviewed and we are now starting to prioritise

the information obtained and develop actions for the future.

One of the latest initiatives, led by Mel Vincent, owner of Vic and Bert, has been to introduce late night shopping each Thursday evening during January. This is an initiative for which participating businesses are receiving great feedback. It seems that there are many people who come down to Mountjoy Parade to dine and then go for a stroll around the shops. We are hearing of people coming from Anglesea, Torquay and Apollo Bay just to stroll the shops on Thursday evenings! The catchcry "Shop Late, Shop Local" seems to have resonated with people in Lorne and the action of shopping locally where you can is of enormous benefit to our business operators.

So to all those visitors who have come to Lorne either for a holiday or just a day visit, thank you. It means so much to all accommodation, retail, service and hospitality providers to experience a season like this. We hope you enjoy your time in Lorne and that you will come back. Remember, traditionally, the best weather is in February and March! We are working hard to make your experience in Lorne a great one and we welcome your feedback on how we can continue to improve. Send your comments to info@lovelorne.com

Have a great 2017.

Chris Tutungi
President
Lorne Business & Tourism Association



The holiday vibe and energy of Lorne has been a constant for the first half of January and anyone who came to town for the gigantic Pier2Pub swim last weekend must have left Lorne in absolute awe thinking - "How good is that special place!!!!" Under cloudless skies with thousands lining the natural stadium that linked the start to the finish line Sam Sheppard created history in winning one of the greatest Pier to Pub's in history.

Olympic Gold Medallist Mack Horton led the field for almost the entire 1.2km journey only to see Sam Sheppard use his surf skills to catch a wave that enabled him to reel in our Olympic champion and power up the beach to secure his seventh Pier2Pub title and 5th consecutive victory by the narrowest of margins. Newtown's Harriet Brown took out the ladies event, achieving a record equalling fifth Pier2Pub victory, in equally convincing style.

President Peter Murihy and his team at the Lorne Surf Club can be mightily proud of their team of volunteers that operates so efficiently to orchestrate without a glitch the world's biggest and most famous open water swim. Many will be unaware of the extent of the human resources that come together as one to combine an array of skills that make up the Lorne Pier2Pub team. They are the envy of every volunteer organisation in Australia.

And many of these unsung heroes are permanent residents from within our community from Stephen Love who stands alone at the end of Lorne pier raising his 12 gauge shot gun to send the swimmers on their way or Brett Smartt who uses his vocal skills to marshal the swimmers into the ocean, the commitment to this great event runs deep into our community. Most of the available car parking spaces in Lorne were turned into short-term car parks with the proceeds going to support local volunteer organisations.

Our local school principal, Karen Biggelaar and her deputy Geoff Couper stood alongside school parents above the main Surf Club car park as the sun rose over Louttit Bay to usher visitors to their allocated spaces. Volunteers drove the Community Bus from parking facilities at the Country Club and wider locations to the drop off at the Surf Club. Local traders and service providers catered seamlessly for numbers that could only be described as sensational - A big "well done" to everyone involved!

And a special thanks to our big toothed friends in the ocean that stayed away from the flotilla of craft and 5000 odd swimmers in Louttit Bay, much to the annoyance of our Fairhaven neighbours whose beaches were closed over multiple days

On a more mundane note I wish to advise that the Annual General Meeting of the Committee for Lorne will be held on Thursday the 19th of January at the Stribling Reserve multi purpose room at 2pm.

Ian Stewart
Chairman
Committee for Lorne

COMMITTEE FOR LORNE



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