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EVENT MANAGEMENT TOOLKIT



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MEDIA FAMIL ITINERARY EXAMPLE #1

[Event Logo]

**[Your Event] Media Famil**

**[Date range]**

**[Names of journalists and media they write for]**

If it becomes necessary to alter this itinerary, please liaise with the contact below. If this is not possible, please contact the operator concerned to advise of any changes as they may have made special arrangements to meet with you.

**Your contact for this famil is:**

[Name]

[Position]

[Email address]    
[Phone]

*The on-ground emergency contact in [your town] will be:*

[Name]

[Position]

[Phone]

For more information visit [your website] and [your local tourism website]

**Share your experiences on Facebook, Twitter and Instagram**

While you’re in [your destination], share comments and photographs with your friends, fans and followers using the following tags:

**Twitter, Instagram and Facebook**

[Your event’s hashtag]

[Your regional hashtag]

[Your state tourism hashtag]

[Any other highly relevant hashtag]

***Please note:* Arrival times and flight details will be added to your personal itinerary as details are confirmed. The itinerary below is tentative and will be finalised over the coming week.**

**[Date of first day]**

**[Travel details for each journalist. See example below.]**

**[Name of Journalist] – [Name of media they write for e.g. name of blog]**

AM Fly Sunshine Coast – Melbourne (JQ793), collect your Avis hire car and drive to [Destination] (275km); allow 3.25 hours + breaks. The car is under your name and the confirmation number is xxx (there will be a GPS)

Please fill the car up upon return and send receipt for reimbursement to:

[Contact details]

From 2pm Check into accommodation:

[Name and contact details of accommodation]

**GROUP FAMIL STARTS**

12:30pm Arrive in [Destination] and meet [Name of host/s] (host) for lunch at [Name of meeting place]

**Lunch at [Name of meeting place and website address]**

Address:

Contact 1: [Name, position and phone number]

Contact 2:

Contact 3:

1.30pm **Guided interpretive tour of the Hepburn Mineral Springs Reserve**

2.30pm [Name of host] will escort you from the [restaurant] to the Hepburn Mineral Springs Reserve

Contact 1: [Name, position and phone number]

Contact 2:

*Please ensure you have hats, water and sunscreen with you.*

*Adjacent to the Hepburn Bathhouse is the Hepburn Mineral Springs Reserve Island Sanctuary, etc – description*

2.45 - **Guided group walk along the Walaby Track**

3.45 [Host] will escort you to the starting point for the bike ride

Contact: [Name, position and phone number]

*Please ensure you have hats, water and sunscreen with you.*

4:00pm [Host] will escort you back to your cars so you can return/check in to your accommodation.

**Check in to your accommodation.**

[Provide details of accommodation for each influencer who has not yet checked in]

6.00pm -      Pick up from your accommodation – please be ready for collection near

6.15pm near reception

**Sunset drinks and finger food dinner at [Location]**

Contact 1: [Name, position and phone number]

Contact 2:

*“To stop and view the Headless Horseman sculpture at sunset is one of the truly great tourism experiences, not only in NSW but I would say all of Australia”* - [Name], Melbourne, Victoria.

*The Headless Horseman statue is located on the Long Paddock Touring Route, between Wanganella and Boorooban. Discover the legend of the Headless Horseman at the Black Swamp, where in the mid-19th century, drovers told stories of a headless horseman who appeared suddenly at a campsite, mounted on a trotting cob and wearing a cloak, who would spook the animals and cause stampedes. It was said to be the ghost of a drover who died at the swamp.*

Overnight [Destination]

**[Date of second day]**

Breakfast Venue TBC

9.00am - Pick up from your accommodation – please be ready for collection

9.15am near reception

9.30am – **River activities**

12.00pm [Name and website of host company or meeting place]

Contact 1: [Name, position and phone number]

Contact 2: [Name, position and phone number]   
**Group 1: [Names of influencers]**

9.30am – 10.30am – guided kayak of the Edward River

10.30am -10.45am – you will be collected and transported to next activity

10.45am – 11.45am – biscuit riding and boating

11.45am – 12.00pm – dropped back to your accommodation to change

**Group 2: [Names of influencers]**

9.30am – 10.30am – biscuit riding and boating

10.30am -10.45am – you will be collected and transported to next activity

10.45am – 11.45am – guided kayak of the Edward River

11.45am – 12.00pm – dropped back to your accommodation to change

Lunch

12.30pm Pick up from your accommodation – please be ready for collection

near reception.

**Lunch at the [Name and contacts of meeting place]**

Contact 1: [Name, position and phone number]

Contact 2:

1.45pm Pick up from [restaurant] and transported to the Peppin Heritage Centre

2.00pm - **Guided tour of the [Business Name] with [Host]**

3.30pm *The Peppin Heritage Centre is located next to the Crossing Café.*

*The centre doubles as the [Destination] Visitor Information centre and tells the story of [Destination], focusing on the influence that the sheep industry has had on the region, and the Peppin family and its stud breeding. It also includes a recreated classroom in the old school, the relocated Warriston Ram Shed, the original [Destination] Gaol and a gallery space that hosts local and travelling exhibitions.*

3.30pm Transported back to your accommodation

5.00pm Pick up from accommodation – please be ready for collection

near reception

**Sunset drinks and nibbles at [name of meeting place]**

Address:

Contact 1: [Name, position and phone number]

Contact: [Name, position and phone number]

7.30pm              Pick up and transported to dinner at [Name and contacts of restaurant

Contact 1: [Name, position and phone number]

                          Contact 2: [Name, position and phone number]

9.00 – 9.30         Walk across the road to [meeting place] for opening night of the Fishing Classic

Transported back to accommodation

**Overnight** **[Destination]**

**[Date of third day]**

7.45am Pick up from accommodation – please be ready for collection near reception

**Riverside BBQ Breakfast with local producer [Name and contacts of company]**

Contact 1: [Name, position and phone number]

                             Contact 2:

9.00am – **[Destination] XXXX Gold Fishing Classic**

12.30pm

*Board the Pontoon Boat at Big4 [Destination] and get in on the action at the [Destination] XXXX Gold Fishing Classic, celebrating 20 years in 2017. The Fishing Classic is one of the largest events in the region, attracting around 2,000 anglers each year and over $70,000 in prizes. Travel along the river and see the anglers in action, wet a line and try your luck yourself, and see the excitement as entries are recorded. Speak to locals and visitors who have been coming to the classic for many years, and to the organisers who have built the event into one of the most popular fishing events in NSW.*

[www.denifishingclassic.com.au](http://www.denifishingclassic.com.au/)

12.30pm **Pick up from Fishing Classic and transported to [meeting place] for lunch**

Please note: Those departing the famil at this time will be returned to their accommodation to collect cars and depart.

**[Name of influencer]**

Depart [Destination] for Melbourne.

Please drop your hire car back on Monday morning.

1.30pm **Lunch at [meeting place] - a farm to plate experience.**

                             Address:

Contact: [Name, position and phone number]

[www.longtablecafe.com.au](http://www.longtablecafe.com.au/)

3.00pm **Returned to accommodation**

3.30pm – **Optional group sight-seeing tour**

5.00pm Visit riverfront accommodation at [names of caravan parks] (great photo opportunities), [local festival] site, general sightseeing

If not participating in the optional tour, this afternoon is at your leisure to explore [Destination] . You may like to:

* Head to Reed Beds bird hide for a spot of birdwatching at Mathoura in the Murray Valley National Park
* Enjoy bushwalking in the Murray Valley Regional Park with its ancient forests of River Red Gums and waterways teeming with birdlife
* Check out the Ute on the Pole, a tribute to the Ute Muster Play on the Plains Festival
* 20 minutes north of [Destination], on the road to Conargo, is Clancy’s Winery and International Vehicle Museum.
* 30 minutes north of [Destination] is Conargo, a historic country village with a rich pastoral history. Spend some time visiting the Interpretive Centre.

For those driving, please feel free to depart this afternoon if you wish. Otherwise, accommodation and dinner will be provided for those wanting to spend the evening in [Destination] and depart fresh the next day.

6.45pm Pick up from your accommodation – please be ready for collection near

reception

7.00pm - **Dinner at [name of meeting place]**

9.00pm               Address:

                             Contact: [Name, position and phone number]

Overnight [Destination]  

**[Date of fourth day]**

Breakfast Venue TBC

After breakfast check out of your accommodation and depart [Destination] .

**[Name of Influencer]**

AM Drive to Melbourne Airport (275km); allow 3.25 hours + breaks, return your Avis hire car and fly Melbourne to Sunshine Coast (JQ796)

**IMPORTANT INFORMATION FOR YOUR VISIT TO [YOUR DESTINATION]**

The itinerary we have prepared for you includes accommodation, tours, transfers and meals where indicated. All other items and expenses are noted in your itinerary as ‘own arrangements or own expense’ and are to be settled before your departure.

Please note your itinerary arrangements do not include expenses such as mini bar, videos, laundry service, telephone, email, fax or other communication costs, insurance, tipping, drinks and alcohol (unless specified otherwise), departure taxes, visa application fees, travel insurance and meals (unless specified otherwise).

[Host] has used the information supplied by operators of the relevant services. [Host] has endeavoured to ensure that the information is correct at the time of issue. However, Edward River Council accepts no responsibility or liability in respect of such information.

Except at law, participation in any activity is solely at the discretion of the individual and [Host] will be exempt from all liability in respect of any event, negligent act, omission, accident, personal injury, death, sickness, irregularity, loss or damage whatsoever, howsoever and by whosoever caused. [Host] accepts no responsibility for any loss, damage, omission, accident, detention, diversion or theft in regard to luggage or any personal belongings whatsoever.

Please read the tips below for travelling in [your state e.g. NSW].

We wish you an enjoyable and safe visit to [your destination].

**TOP TIPS FOR A GREAT TRIP**

* We strongly recommend you take out travel insurance for your visit.
* Quarantine, Customs and Immigration rules apply. For more information visit the following websites:
* Immigration - <http://www.immi.gov.au/Visit/Pages/Visit.aspx>
* Customs - <http://www.customs.gov.au/site/page4224.asp>
* Quarantine - <http://www.daff.gov.au/biosecurity>
* Before beginning a driving trip, you must have a valid driver licence to drive in [your state]. Please also plan your trip. To find out how long it will take to drive between destinations with [https://maps.google.com.au](https://maps.google.com.au/)
* Plan to avoid driving at high risk times (such as during your usual sleep time, after a long flight, bus journey or train journey, or at dusk when kangaroos are feeding roadside).
* Plan your journey and take frequent rest breaks (a break every two hours is recommended).
* Ensure you get enough sleep before your journey (most people need 7 to 9 hours per day).
* Be realistic about how many kilometres you can drive in a day
* Be well prepared for travelling in regional or remote areas and services
* Get to know the road rules. [Link to road rules for your state.]
* Check the latest weather and weather advice at [www.bom.gov.au](http://www.bom.gov.au/)
* Check the road conditions at <https://www.livetraffic.com/desktop.html>
* Note where the fuel stations are on your route
* Refer to the conditions of carriage on flights, bus and train and security screening procedures
* The venues you visit may have conditions of entry, please familiarise yourself with these conditions prior to arriving.
* Hitchhiking or picking up hitchhikers is strongly discouraged.

**Alcohol**

Please drink responsibly.

**Action/adventure activities**

As part of your itinerary, participation in action/ adventure activities are available. Some of these activities are high risk and we strongly recommend you familiarise yourself with any safety risks and complete any required safety briefings before participating. Please follow the instructions of the instructor and comply with any safety directions and risk control measures, such as wearing safety protective equipment if required or recommended. Waiver forms may need to be entered into.

**Car hire**

As part of your itinerary, hire of a car may be offered. Conditions of the car hire company apply and please read the driving items below.

**Health**    
If you require medical assistance, please contact the nearest hospital or medical centre. In case of emergency, please call 000 – fire, police and ambulance. For other health matters, please visit - <http://www.health.nsw.gov.au/pages/emergency.aspx>.

If you suffer from allergies, medical conditions and/or have special dietary requirements, please advise the restaurant/food and drink establishments in the itinerary and visit this site for more information: <http://www.allergyfacts.org.au/living-with-the-risk/the-basics/management-and-treatment/in-an-emergency>. Also note, most food and drink products have nutritional information and ingredients printed on the label for your information.

**Wildlife**    
Please be aware of wildlife and marine life. Please keep your distance unless advised by a qualified wildlife and sea life handler.

**Sun, surf and water safety**

Please ensure you wear a hat, sunscreen and appropriate clothing to protect you from the sun. Please drink plenty of water. If you wish to enjoy Australia’s beaches, always swim at a beach which is patrolled by a lifeguard and always swim between the red and yellow flags. Please follow the directions of lifeguards.

**Consulate assistance**

Most countries have embassies and consulate generals in Canberra and Sydney. For consulate assistance for your particular country, please visit <http://protocol.dfat.gov.au/Mission/view.rails?id=212>

**DRIVING**  
**Keep left**

Australians drive on the left side of two-way roads. Ask passengers to remind you of this every time you set off and when you are turning at an intersection. Please drive on major and sealed roads where possible. Avoid driving at night. Where possible, always cross the road at an intersection with traffic lights and, in any event, remember to look right, then left and then right again when you are walking across the road.

**Seatbelts and child restraints**

Under Australian law seatbelts must always be worn when driving. All passengers in the car must also wear seatbelts. If you are the driver, you are responsible for ensuring that seatbelts are worn by any passengers and that children are secured with the child restraint appropriate for their age, size and weight.

**Motorcycle and bicycle safety**

If you a riding a motorcycle, moped, motor scooter or bicycle, you are required to wear a helmet at all times. If you are riding on a road, you must obey all road signs and traffic signals, including speed limits. You should always pay careful attention to road conditions and always allow plenty of room. Use your indicator if you are changing lanes or overtaking. Ride with headlights on and wear protective clothing.

**Obey the road signs**

You should familiarise yourself with the road signs in Australia and make sure you obey them.

**Speed limits are enforced in Australia**

Speed limits are strictly enforced in Australia. The speed limit is the maximum speed permitted on that road and you must not drive above the speed limit at any time. Some roads do not have visible speed limit signs, but speed limits still apply. You should be especially careful in residential areas and in school zones.

**Road markings**

Where the centre line marking on the road is a single broken line, vehicles may cross the line to overtake when it is safe to do so. If the centre marking has two lines you must not overtake if the line closest to your vehicle is unbroken. Where arrows are painted on the road, you must only drive in the direction they indicate.  For detailed information about road markings, please refer to the road rules.

**Alcohol and drugs**

Driving under the influence of drugs or alcohol is extremely dangerous and Australia has very serious penalties if you are caught doing this. In Australia, you are not permitted to drive a car if your blood alcohol level is 0.05 per cent or higher. If you hold a probationary or provisional driver’s licence, your blood alcohol level must be zero at all times. Driving after taking drugs that affect your ability to drive is illegal and penalties are severe.

**Mobile phones**

You are not permitted to use a handheld mobile phone when driving. This includes making or receiving calls, texting, playing games or web browsing. Check your mobile phone/data coverage as some areas within Australia are only accessible using satellite phones.

**Take a break and arrive safely**

It is common to travel long distances in Australia, so you should plan your journey to include several rest breaks (a break of at least 10 minutes every 2 hours is recommended) and ensure you have enough petrol for your journey. Rest areas are located every 80-100 kilometres on main highways and roads for people to pull over and rest when tired.

**Driving in rural and remote areas**

Driving in rural and remote areas requires special driving skills and awareness of different road conditions. Make sure your vehicle is in good working order and that it has been serviced recently. Always carry a spare tyre, tools and extra water. If you are travelling to remote areas off major highways, make sure you have plenty of fuel as well as food and water.

Our remote areas have long distances between towns and facilities so it’s important that you plan your trip before setting off. If you are planning to travel to remote areas that are not on major highways, you should inform family or friends of your intended route and expected arrival time (ETA).

You may also consider hiring emergency communications equipment like a satellite phone or an Emergency Position Indicating Radio Beacon (EPRIB) device.

**Road conditions**

Road conditions can vary from a sealed road surface to gravel and unsealed roads. You should have a four- wheel drive (4WD) if you plan to travel on unsealed roads. You should slow down on unsealed roads to avoid dangerous hazards like holes, soft road edges and changing road surfaces.  If you are unfamiliar with driving on unsealed roads, you should familiarise yourself with the risks and hazards of doing so, as well as the recommended driving techniques, before you commence your journey. Obey road closure signs.

**Changing road conditions due to floods and bushfires**

Australia is a land of extreme weather conditions where some parts of the country may be affected by floods and other parts may be experiencing other extreme weather conditions such as bushfires or cyclones. You should always plan your trip in advance and check for local weather conditions in the area you are travelling to. You should not attempt to cross flooded roads as flood waters often have strong currents which can sweep your vehicle away. You can contact the local State Emergency Service (SES) or call 000 if you are in an emergency situation.

**Watch out for wildlife & livestock**

Watch out for wildlife on the road, such as kangaroos, emus, wombats and koalas. Livestock such as cattle may also graze on the side of an unfenced road. You should always be travelling at a safe speed, so if an animal crosses in front of you, you can further reduce your speed.  It is generally recommended that you do not attempt to swerve your car violently or you can roll off the road. Avoid driving on rural roads near sunset and sunrise.

**Articulated trucks**

Road trains or articulated trucks (semi-trailers) can be as long as the length of 10 cars can take up to 2.5 kilometres to overtake if you’re travelling at 100 kilometres per hour. Allow plenty of room before you try to overtake a road train as they often sway from side to side as you overtake. Be prepared for the windrush when passing as it can pull you towards the road train.

**If your vehicle breaks down**

If your vehicle breaks down, it is generally recommended that you do not leave your vehicle as it will provide you with shade and protection from weather conditions. Wait for help to come to you. You may also consider hiring emergency communications equipment like a satellite phone or an Emergency Position Indicating Radio Beacon (EPRIB) device. If you plan to travel to a rural or remote area, make sure you have sufficient food and water with you.