



### Upcoming Events

*For more information click on the event title.*

#### 8 November 2019

- [64<sup>th</sup> Wedderburn College Mother's Club Concert](#)

#### 9 November 2019

- [The Inglewood Lions Bridgewater Market](#)

#### 24 November 2019

- [Dunolly and District Field and Game Club Inc.](#)

#### 29 November 2019

- [29th Wedderburn Community Christmas Festival](#)

## Water Wheel is going to China!

One of our first wineries in the Loddon Valley, Water Wheel has found an opportunity for its product to be introduced to the Chinese market.

Peter Cumming, Water Wheel owner, explains "China is a red wine market and Australian wines offer a softer style that's very appealing so it's a good position for us to be in. The Chinese aren't afraid to spend money on a quality product and now often buy the wine to experience it, rather than gift it."

Water Wheel will be taking its label to the ProWine Trade Fair in Shanghai in November, which is the world's largest wine trade fair to date.

We wish them all the best in entering this new exciting market.



## Introducing [visitloddonvalley.com.au](http://visitloddonvalley.com.au)

On Thursday 10 October Bendigo Regional Tourism officially launched [bendigoregion.com.au](http://bendigoregion.com.au) at Balgownie Estate.

The website is a collaboration of four Central Victorian councils – City of Greater Bendigo, Mount Alexander, Central Goldfields and Loddon Shire. This initiative will boost the tourism industry across the region.

Features on the website include:

- booking accommodation and tours
- creating itineraries
- explore experiences
- event calendar
- listings of local eateries and produce
- interactive maps



The cost for a listing is \$55 per year. The listing comes with access to login to edit the business page when needed. If your business isn't already listed on the website, get in contact with Shelby at [shutchinson@loddon.vic.gov.au](mailto:shutchinson@loddon.vic.gov.au)

This new tourism website is replacing the tourism section on the Loddon Shire Council website. This is to reduce confusion for visitors and to keep information on the one platform. It is exciting to have a dedicated tourism website for the Loddon Valley, with the options to book accommodation through the same website.



What's On

BROWSE ALL



## CMCA 34<sup>th</sup> Rally

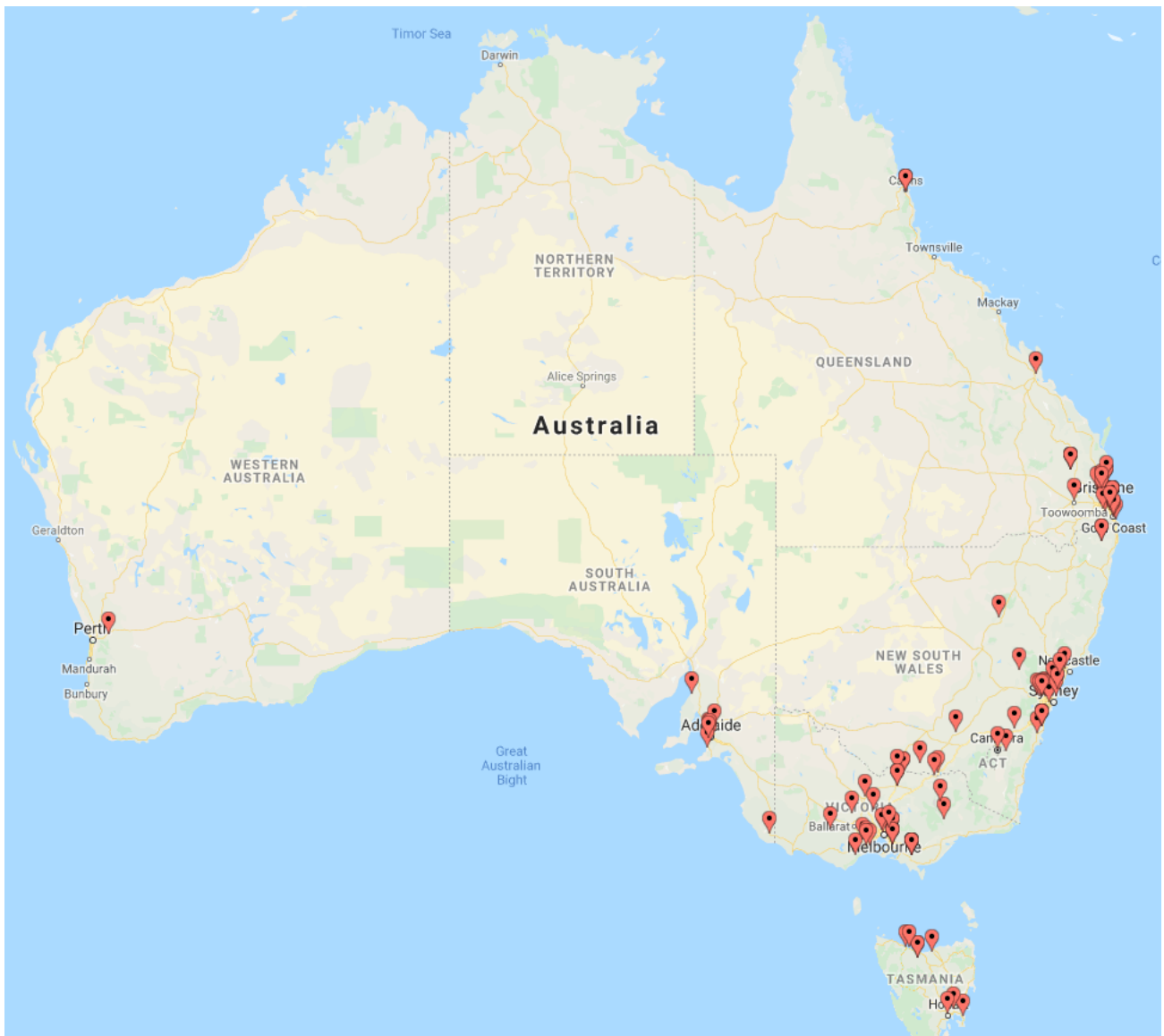
The CMCA Rally ran from 20 - 26 October at Elmore. Loddon Valley had a stand at the indoor marquee. On the stand we had a wide range of brochures from the region, maps and a competition.

The competition we ran was 'guess the number of eucalyptus leaves' which drew a small crowd to the stand. The prize was a Woolly Warmers Heat Pad valued at \$70 generously donated by Marilyn Lanyon.

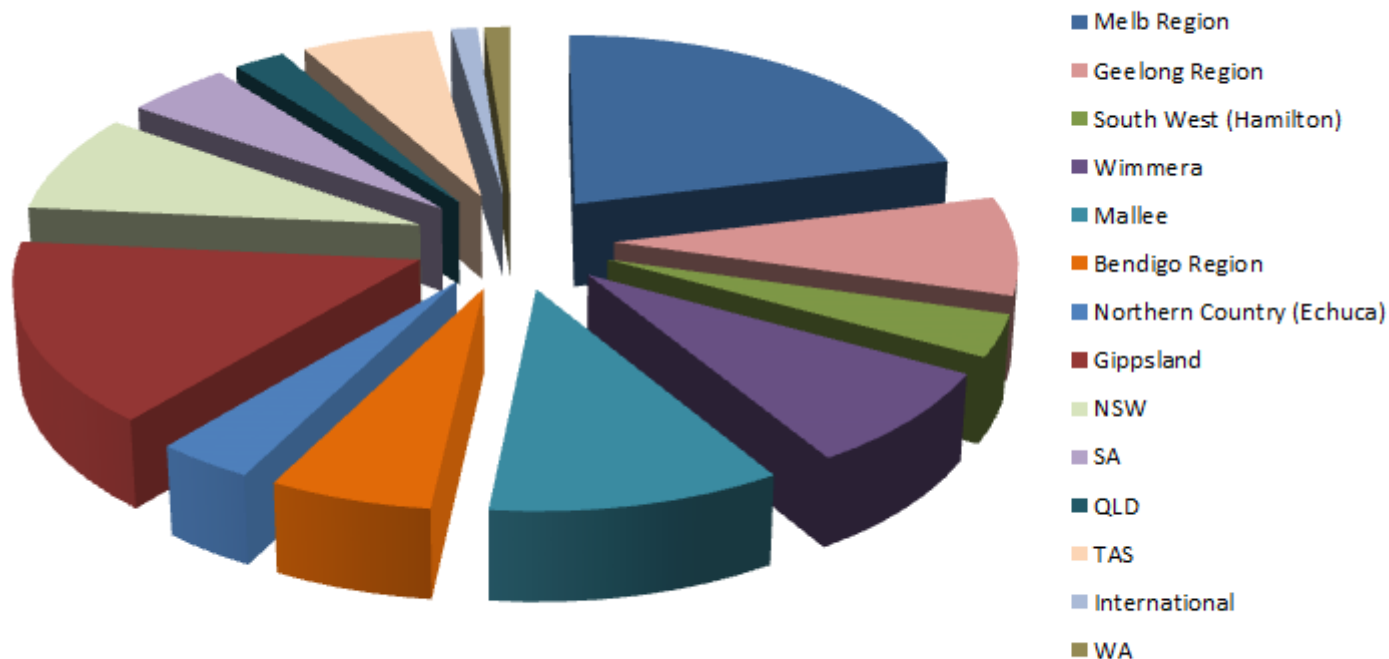
Over the week we received 110 signups to our quarterly 'What's on in Loddon'. We had a few helpers on the stand including Dot Silke, Bob and Sandra Steel, and Council's new tourism casual staff member Faith Cooper.

It was a great experience for us all connecting with the CMCA members and listening to their stories, as well as sharing some of ours.

Below is an example of where our visitors had travelled from.



# Visitor Statistics to the Loddon Valley Visitor Information Centre September 2019



## Listing an event

If you are hosting an event don't forget to register it on our [tourism website](#). There are some requirements for the listings and they are:

- minimum 200 characters in the event description
- at least one landscape photo
- only major tourism relevant events will be posted on [visitloddonvalley.com.au](http://visitloddonvalley.com.au)
- all community and tourism events will still be displayed on [loddon.vic.gov.au](http://loddon.vic.gov.au)

**Loddon Valley**  
*Victoria's backyard*

**#UnearthLoddonValley**

Loddon Valley Visitor Information Centre  
24 Wilson Street, Wedderburn  
(03) 5494 3489



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

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