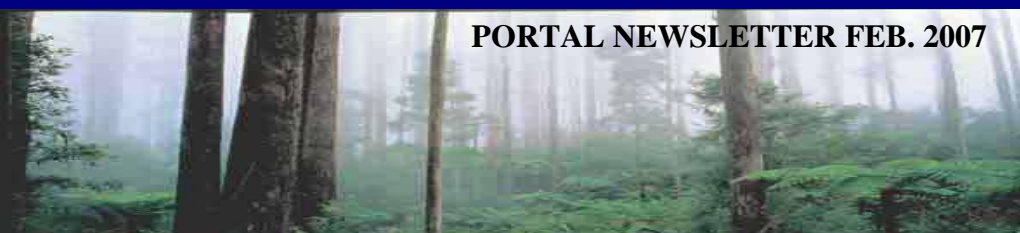




The Puffing Billy
Luncheon Train runs daily



PORTAL NEWSLETTER FEB. 2007

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“Experience the Dandenongs”

www.bluedandenongs.com.au

for Dandenongs Ranges events and Business.

Portal News:

Through mid to late 2006
Portal input activity was fairly

quite due to family commitments, but we still achieved excellent results in the site viewing stakes. We are pleased to report January/February statistics showed a dramatic lift in our overall Portal performance as we updated events and news! We are planning proactive marketing action through 2007, with a focus on promotion through late winter and our main theme will be the invitation to enjoy

“The Dandenongs Spring Experience”.

As drought and fire affected tourism regions receive additional Government Tourism financial support, it is important that the Dandenongs support our own region with proactive cooperative marketing efforts.

Portal Content Review:

Following a recent review Portal content I have decided to update the overall site content and presentation as follows over coming months:

1. Review and eliminate non-effective pages and links, that have become a burden to maintain, or contain out of date or irrelevant information.
2. Conduct a Portal marketing campaign with the aim of bringing membership up to a more viable level. This will generate renewed Member participation and enthusiasm.
3. Introduce a Portal online marketing strategy that will generate recurring visits to the Portal through promoting the “Seasons of the Hills”

Members Benefits:

We aim to provide a “Blue Dandenongs Online ” Members and Friends evening in Autumn with a focus on providing ideas to promote

“The Dandenongs Spring Experience”

Dandenongs Ranges News:

Don't forget to keep us up to date with local happenings for our **Calendar of Events.**

This is accessed from our Portal

EVENTS PAGE> CALENDAR, or of the direct link from the HOME PAGE.

Email details to info@bluedandenongs.com.au

Oxfam TRAILWALKER Melbourne 2007

Frid 23 to Sun 25 March With a record of 600 teams lining up, this event will be the biggest Trailwalker ever held in Australia. The Trailwalker begins with the wide open spaces of Jells Park in Wheelers Hill traversing the Dandenongs and finishing 100 kms later at Wesburn Park, via the Warburton trail.

This year we have feature page and links for Team 35 (Boxhill Institute / Intercontinental Hotels) led by our son in law David Wilson and his great mate Douglas Martell who is flying in from China to participate. This is their third year walking OXFAM together. The team have set their target at under 20 hours for the 100 kilometres. This year the team will include two new members Justin Garrett and Mark Landmann. As at 8th March they have raised in excess of \$5000.

David and Douglas have also entered for the **Oxfam Trailwalker - London** in July, where they will represent Aussie. They deserve support from the Dandenongs where they have spent many night walks in serious training. **BDO is a proud supporter of their outstanding efforts.**

We launched the OXFAM feature page March 3rd including both the Melbourne and London Trailwalks details. We invite viewers to donate through the secure link on the teams Oxfam web page accessed from the link on our portal.

IN 2007 THE BLUEDANDENONGS PORTAL CONTINUES TO SUPPORT:

OXFAM, FERNLEA HOUSE HOSPICE, THE HILLS FILM GROUP AND BURRINJA ARTS CENTRE.

LATE NEWS: The Hills Film Group had another great turnout at their March evening, and thank Elmswood Estate Wines for providing wine enabling a donation of around \$200 to Fernlea House Hospice.

Until our Autumn Newsletter we wish our Members and the viewing public good health, wealth and of course *we hope you have fun in the hills!*