

**AVON TOURISM INCORPORATED**

**Draft Minutes of the Meeting held on Tuesday 29 April 2014  
at the Slater Homestead , Goomalling Dowerin Road, Goomalling**

**1. Welcome**

The meeting was opened by the Chair at 9.40 am

**2. Present**

|                |   |
|----------------|---|
| Wendy Williams | Independent Chair – Slater Homestead                |
| Sandra Paskett | Industry Representative – Laurelville Manor         |
| Karen Dore     | Local Government Representative/Shire of Chittering |

Attended via Teleconference at 9.37 am

|            |  |
|------------|--|
| Leanne Lee | Industry Representative – Grandhouse York      |
| Lesley Hug | Industry Representative – Toodyay Holiday Park |

**In Attendance**

|                    |  |
|--------------------|--|
| Jamie Hawkins      | Community Development Officer/Shire of Victoria Plains |
| Matthew Palinovich | Managing Director/El Caballo Resort                    |
| Tanya Richardson   | Avon Events & Marketing                                |

**3. Apologies**

|                |   |
|----------------|---|
| Chris Pepper   | Local Government Representative – Shire of Beverley |
| Julie Williams | Local Government Representative – Shire of Northam  |
| Paula Greenway | Local Government Representative - Shire of Toodyay  |
| Matthew Reid   | Local Government Representative – Shire of York     |
| Mia Davies MLC | State Government Representative                     |

It was deemed pertinent that Item 8.1 be brought forward at this time thus allowing both Matthew Palinovich and Jamie Hawkins to participate in the meeting in a formal capacity

**4. Board Appointments**

Following the resignation of Bev Hodges of the Northam Caravan Park prior to the expiration of her term in October 2015 the position of the Northam Industry Representative became vacant.

A Nomination Form was received from Matthew Palinovich, Managing Director El Caballo Resort for the position of Industry Representative Northam for consideration by the Board.

With our new partnership with the Shire of Victoria Plains and invitation was extended for Jamie Hawkins to join the Board in an official capacity.

A Nomination Form was received from Jamie Hawkins, Community Development Office Shire of Victoria Plains for consideration by the Board.

**Moved:** Sandra Paskett

**Seconded:** Leanne Lee

That the Nomination Forms from Matthew Palinovich and Jamie Hawkins be received and that they be appointed to the Board for the period ended October 2015.

The motion was carried.

## **5. Confirmation of Minutes**

**Moved:** Lesley Hug

**Seconded:** Sandra Paskett

That the Minutes of the Board Meeting held on Tuesday 18 March at the Shire of Northam Council Chambers be confirmed.

The motion was carried

## **6. Matters rising from the Minutes**

**6.1 Moved:** Sandra Paskett

**Seconded:** Lesley Hug

That the Appointment of Karen Dore to the Board at the February Meeting of Avon Tourism Incorporated be reconfirmed.

The motion was carried

### **6.2 Board Meetings**

It was resolved that it be confirmed and enforced that Board Meeting Attendance be restricted to Appointed Board Members only.

## **7. Finance Report**

**Moved:** Lesley Hug

**Seconded:** Karen Dore

That the Finance Report as presented be adopted.

The motion was carried

## **8. Matters arising from the Finance Report**

### **8.1 Reimbursement of Expenses**

**Moved:** Karen Dore

**Seconded:** Lesley Hug

That the Chair be reimbursed for Postage of Brochures, Trade Show Expenses. Lunch for Board Meeting 18 March and the Wheatbelt Conference Dinner attended.

The motion was carried

**8.2 Signatories:** With the recent resignation of Bev Hodges of the Northam Caravan Park the meeting was advised that a third signatory was required. Leanne Lee was nominated as the third signatory.

**Moved:** Karen Dore

**Seconded:** Lesley Hug

That Wendy Williams, Sandra Paskett and Leanne Lee be the three signatories on the Avon Tourism Incorporated Bank Account held at the Bendigo Bank Toodyay.

The motion was carried.

## **9. Matters for Discussion**

### **9.1 Avon Tourism Draft Strategic Plan**

Version 2 of the Avon Tourism Strategic Plan incorporating changes from the previous workshop was table with the Author of the Document, Sandra Paskett leading discussion.

The document now incorporates Portfolios in various areas, i.e. Corporate Governance, Marketing [External/Internal/Digital] Organisational Structure, Developing a Sustainable Funding Model. Allocation of Portfolios to Board Members in their area of expertise is a priority focus and we look forward to a positive response. It is also a priority to identify strategic operators to be Industry Influences for selected projects within the document requiring action.

Constructive written feedback from Board Members is required by Thursday 22<sup>nd</sup> May 2014 prior to a further Strategic Planning Workshop being held on Thursday 05 June at El Caballo Resort commencing at 10 am. This time-frame will allow for further updates to be made to the document prior to the Workshop.

### **9.2 Discussion Paper on Brochure Distribution for Members**

No Written paper has been undertaken at this time and the meeting was advised that Leanne Lee has held dialogue with various parties in relation to brochure distribution and membership. The Board is firm in its commitment that for the promotion of individual businesses to be undertaken, operators are required to be a member of Avon Tourism Incorporated, or else pay the required fee for distribution per event.

## **10. Correspondence**

**Moved:** Sandra Paskett

**Seconded:** Karen Dore

That the Inwards Correspondence is received and the Outwards Correspondence endorsed.

The motion was carried

## **11. Matters arising from the Correspondence**

There were no matters arising from the correspondence.

## **12. Marketing Report**

### **12.1 Avon Valley Website [www.avonvalleywa.com.au](http://www.avonvalleywa.com.au)**

Work to the updated website platform is nearing completion and the interactive site provides a colorful and informative gateway to the Avon Valley. The Town Pages have all been updated as per the templates supplied, with changes to the some of the listings and sub-headings in place. All businesses have been listed in Bookeasy, with bookable accommodation listed under “Book Accommodation” and all others showing under “Business Directory” which now has a search criteria. “Bookable Events” are now in place with the Gallery also being updated, with further images and text required. It was further suggested that QR Codes be included to on-line content.

The Events Section, when updated will provide a “Regional Calendar of Events” and a link to the various town Calenders. Avon Tourism will provide a Template for completion and return for the inclusion of major events to the site.

The Quarterly RedFish Media Reports were discussed and the question was asked as to where the data was being obtained from, as no contact has been made by them following the Platform update undertaken by Tourism Holdings/Impart Media. Following the update RedFish Media no longer have access to the backend of the site and it was felt that the data provided may not be relevant. Contact to be made and clarification sought.

### **12.2 Avon Valley Holiday Planner Distribution**

Distribution of the Avon Valley Brochure continues at a steady pace, with new enquiries being received from Mt Magnet and Karratha Visitor Centres.

### **12.3 Trade Show Update: Caravan & Camping Show**

The Caravan & Camping Show was held at the Claremont Showgrounds from 20 – 24 March 2014, with a total of 44,833 visitors attending over the five days. Numbers were down slightly [1075] over the previous year, with organisers blaming the weather and the football. The tourism section was again in the Webster Pavilion with a different layout to the previous year and with airconditioning that was not working and the warm weather making for uncomfortable conditions for visitors and exhibitors alike.

Furniture for the event was sourced from Perth Expo Hire to enhance the professional presentation of the stand, and we received many favorable comments with the Avon Valley brochure being extremely well received by consumers. Great interest was shown in the events planned for the Avon Valley in the coming month, some surprised that there was so much to see and do in the Valley, with over 1200 Avon Valley brochures being provided to visitors over the 5 days.

A special thanks to Lesley Hug from the Toodyay Holiday Park & Chalets and Colleen Osborne from the Chittering Visitor Centre and Wootra Farm Bed & Breakfast for their assistance at the expo.

### **12.4 Experience Perth Update**

- Experience Perth attended the Melbourne, Sydney and New Zealand Flight Centre Expo's reports of which have been forwarded for information. 500 Avon Valley brochures were distributed at these events and according to reports, well received by consumers.
- Experience Perth also attended NATAS and advised that much interest was being shown by Singaporeans intending to visit Western Australia in the coming months.
- Winter Campaign. Experience Perth have been working with the West Australian to produce the Winter Guide and will produce a 40 page magazine with some great content. Activity to support the smaller operators in the regions of Moore River, Peel and Avon Valley utilizing R4R funding has been very successful, with a substantial increase in operators from these regions. The magazine will be launched in the West on 24 May and followed by a press campaign to the end of August.
- Australian Tourism Exchange is being held in Cairns. Experience Perth will again be distributing their Trade CD with a wide range of product and the Avon Valley region will be participating.

### **12.5 Avon Valley Facebook**

Our Facebook Page is not being updated on a frequent basis and this needs to be addressed. It was also raised as to whether we also have a Twitter and Instagram page, thus enabling posts to be made across all three mediums.

### **13. Other Business**

There were no other items of business raised.

### **14. Date and Time of Next Meeting**

The next Board meeting of Avon Tourism will be held on Tuesday 29 April at the Shire of Northam Council Chambers commencing at 9.30 am with a meet and greet for members to follow at 11.30 am.

### **15. Meeting Closure**

There being no further business the Chair thanked those present for their attendance and declared the meeting closed at 12.05 pm