

AVON TOURISM INCORPORATED

**Minutes of the Meeting held on Tuesday 11 February 2014
at the Muresk Institute, Muresk Drive, Northam**

1. Welcome

The meeting was opened by the Chair at 9.40 am

2. Present

Wendy Williams	Independent Chair – Slater Homestead
Leanne Lee	Industry Representative – Grandhouse York
Bev Hodges	Industry Representative – Northam Caravan Park
Julie Williams	Local Government Representative – Shire of Northam

3. In Attendance

Tanya Richardson	Avon Events & Marketing
Karen Dore	Economic Development Officer/Shire of Chittering

4. Apologies

Mia Davies MLC	State Government Representative
Paula Greenway	Local Government Representative - Shire of Toodyay
Matthew Reid	Local Government Representative – Shire of York
Chris Pepper	Local Government Representative – Shire of Beverley
Lesley Hug	Industry Representative – Toodyay Holiday Park
Sandra Paskett	Industry Representative – Laurelville Manor

Board Appointment

A Nomination Form was received from Karen Dore - Economic Development Officer/
Shire of Chittering.

Moved: Leanne Lee

Seconded: Julie Williams

That the Nomination Form be received and that Karen Dore be appointed to the Board of
Avon Tourism Incorporated

The motion was carried

5. Confirmation of Minutes

Moved: Leanne Lee

Seconded: Karen Dore

That the Minutes of the Board Meeting held on Tuesday 03 December 2013 at Laureville Manor Panmure Road York be confirmed.

The motion was carried

6. Business Arising from the Minutes

The minutes required to be amended to record the attendance of Cr Matthew Reid

7. Finance Report

Moved: Leanne Lee

Seconded: Julie Williams

That the Finance Report as presented be adopted.

The motion was carried

8. Matters arising from the Finance Report

There were no matters arising from the Finance Report

9. Matters for Discussion

9.1 Avon Tourism Draft Strategic Plan

Sandra Paskett tendered her apologies on the morning of the meeting; therefore no discussion was possible on the Strategic Plan. It was resolved to hold a Board Members Workshop on Thursday 20 or 27 February to discuss the document. Sandra to distribute the document via email to the Board on the Monday prior to the workshop

9.2 www.avonvalleywa.com.au Platform Redesign

The Platform Modification is in the final stages and is due for release shortly, and we will soon be able to commence work on the planned improvements to the site.

10. Correspondence

Moved: Bev Hodges

Seconded: Julie Williams

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

The motion was carried

11. Matters arising from the Correspondence

- 11.1 Pull-up Banners:** Costing's to be obtained for Pull-up Banners to include the Avon Valley Map and Website for display in each of the Visitor Centres across the valley.
- 11.2 Wheatbelt Local Government Conference:** The Shire of York has kindly provided Avon Tourism the opportunity to have a stall at no cost, at the conference being held on 3-4 April 2014 to promote the Avon Valley region to delegates from across the wheatbelt. The organisers were seeking sponsorship and Avon Tourism will be providing a Heartlands Hamper and as a sponsor, will receive complimentary registration to the conference sessions.

Moved: Leanne Lee

Seconded: Bev Hodges

That Avon Tourism reimburses Wendy Williams \$110 the cost of attending the conference dinner on the Thursday evening.

The motion was carried

12. Marketing Report

12.1 Avon Valley Holiday Planner Edition 5

20,000 copies of the Avon Valley Holiday Planner have been received with 2,500 copies being delivered to Experience Perth for distribution at the Auckland, Melbourne and Sydney Flight Centre Expos, NATAS Singapore and MATTA Malaysia. A further 800 have been delivered to the International Airport, with supplies being forwarded to all Avon Valley Visitor Centres, as well as Bunbury, Geraldton, Mandurah and the WA Visitor Centre.

The Holiday Planner is another quality publication to assist with the marketing and promotion of the Avon Valley region.

12.2 Trade Show Update

The Perth Holiday & Travel Expo was held at the Crown Perth on 15-16 February from 10-4.30 each day. We had a corner site and the new Avon Valley corflute map will be on display. A good response was received from members wishing to have their brochure on display for distribution. Furniture for the event has been sourced from Perth Expo Hire to enhance the professional presentation of the stand.

Moved: Bev Hodges

Seconded: Julie Williams

That the expenditure of \$843.86 by the Chair for counters and stools for the Perth Holiday & Travel Expo and \$390 for a rotating brochure stand be endorsed.

The motion was carried

The Avon Valley Vintage Festival is being held on 1-2 March 2014 at the Northam Recreation Centre. Thanks to the generosity of Avon Events & Marketing we had a 9 x 3 metre space which we will share with the Benedictine Community of New Norcia who will have a range of products available. The Avon Tourism display will include memorabilia and the Avon Valley Map, as well as the Holiday Planner and member brochures for distribution.

The imagery for the display stand requires updating to accommodate our new partners, and unfortunately over time some have been misplaced. The stand and accompanying imagery were purchased in 2004. Printing and laminating of appropriate imagery will be done in readiness for the Trade Shows.

The Caravan & Camping show will be held at the Claremont Showground from 20 – 24 March 2014. We have a 3 x 3 metre stand in close proximity to the storage area. We will again have the Avon Valley Map and memorabilia to compliment the display, as well as the Holiday Planner and member brochures on hand for distribution. Furniture for the event will be sourced from Perth Expo Hire to enhance the professional presentation of the stand.

12.3 Experience Perth Update

Being unable to attend the December Meeting and Lunch the Wednesday prior to Xmas there is no report for the meeting.

12.4 Avon Valley Facebook: It was suggested that we need to encourage use of the site via the membership, to upload imagery and items of interest. It has been some 6 years since Avon Tourism has undertaken a photo shoot of the Valley, and it was suggested that a competition could be run via the Avon Valley Facebook page, with a prize for the winning entry as an incentive. Categories to be defined with only high resolution imagery to be considered.

13. Other Business

13.1 Technology Funding: It was suggested that technology funding could be available to provide computers to the Visitor Centres offering a self-service option via the Avon Valley website to visitors requiring accommodation.

14. Date and Time of Next Meeting

The next Board meeting of Avon Tourism will be held on Tuesday 18 March 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 thanked the Management and Staff of the Muresk Institute for their hospitality and declared the meeting closed at 11.40am.