

6. Matters arising from the Minutes

- 6.1 Avon Valley Booking Service:** A meeting of interested parties was held on Thursday 2 June at the Northam Visitor Centre. Sandra Paskett, author of the Proposed Model spoke in support of the document. Sandra reflected on the history of Bookeasy in York over the past 12 months, and raised the issue of 24 hour operators being labor intensive as opposed to Gold operators who are reasonably self sufficient. Northam Toodyay and York were all supportive of the concept of an Avon Valley Booking Service in varying degrees. Once the way forward has been determined it was suggested that a proposal be submitted to local government for their consideration.

A conversation with David Oliver [Tourism Holdings-Bookeasy- Roamfree] advised that Roamfree could be uploaded on the Avon Valley website at no cost to Avon Tourism and no administration support being required. All operators currently on Bookeasy would be an automatic inclusion on RoamFree, with commissions being paid direct to the operators. It was decided to see what other solutions may be available with the introduction of the new technology as mentioned, and we will contact David Oliver to discuss further.

- 6.2 Face Book:** Cory Gale has confirmed that he is only too happy to set-up the Avon Valley Facebook Page at no cost, and he is willing to broaden the promotion of his home region with the new skill and knowledge he has gained in recent times.

As we have seven towns in the Avon Valley, It is feasible to have multiple people managing the page, removing the requirement for one person to have to assume responsibility for the Site. There is software available that enables loading of daily/weekly posts across a period time, reducing the difficulty in maintaining the page. It also allows for the provision of a securing setting, eliminating offensive posts.

Moved: Erica Minarik

Seconded: Peter McClintock

That Avon Tourism accepts the offer provided by Cory Gale and proceed with the implementation and set-up of an Avon Valley Facebook Page.

Carried

It was further resolved to investigate the cost and availability of the software available to assist with the loading of posts and provision of security to the site.

7. Finance Report

Moved: Bev Hodges

Seconded: Anita Swift

That the Financial Statement as presented be adopted.
Carried

8. Matters arising from the Finance Report

8.1 Bookkeeper: An email was tabled from Katherine advising that she was no longer in a position to continue with the role past the end of the current financial year. Katherine kindly offered to continue until we were able to find a suitable replacement.

The names of Ronnie Steele [Bookkeeper] and Diane Saunders [qualified accountant] were put forward with the Chair being authorized to contact and initiate discussion, gauge interest and experience and appoint the person most suited to the role.

Once the number 2 account has been finalized, it was resolved that Richard Asquith-Charlton, accountant at Byfields be approached to do the audit on behalf of Avon Tourism.

9. Correspondence

Outwards: Experience Perth – Request for financial Support for Marketing & Promotion. Various emails from Industry and related business.

Moved: Peter McClintock

Seconded: Michael Letch

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

10. Matters arising from the Correspondence

There were no matters arising from the correspondence.

10.1 Redfish Media Contract: The contract with Red Fish Media for the management of the Adwords Campaign and SEO Maintenance Plan is

up for renewal. The contract price has not been increased and remains the same as the previous year.

Moved: Peter McClintock

Seconded: Anita Swift

That Avon Tourism renews the Contract with Redfish Media for the management of the Adwords Campaign and SEO Maintenance Plan for a further twelve months and that the Chair is authorized to the Contract.
Carried.

10.2 Perth Travel Expo: The 2012 Perth Travel Expo is to be held over the weekend of 18-19 February at the Burswood Entertainment complex and expressions of interest are being requested from interested parties. As the Kings Park Market Place will not be held this year it was resolved that following the success of the increased space at the Caravan & Camping Show, we would take 2 sites at this year's event. It was suggested to enquire as to the possibility of getting 3 sites for the price of 2.

10.3 Experience Perth: A letter was written requesting that consideration be given to assist with the marketing and promotion of the Avon Valley from due to the natural disasters and the downturn in the global economy. Noeleen was looking to work with the Sunday Times on an Avon Valley feature supported by a website feature on experienceperth.com and a series of EDM's to be sent to consumer data bases.

It was requested that the Board discuss the possibilities and opportunities for participation by operators and a suitable timeframe. The Board felt that perhaps advertising in the Western Suburbs Community Newspaper, long recognised as the major metropolitan target market for the Avon Valley, may be more beneficial. Consideration could be given to placing a liftout [mini version of the Holiday Planner] in the publication. Other suggestions for expenditure were support towards the production of the Holiday Planner and representation at Trade Shows, advertising on GWN and an Avon Valley Photo Shoot.

The preferred options of the Board to be relayed to Noeleen Pearson at Experience Perth.

11. Marketing Report

11.1 Web Site Report: www.avonvalleywa.com.au continues its growth as the premier website in the Avon Valley, receiving excellent traffic over the past month, with an increase in unique visitors. The May Report was

tabled for consideration and will be emailed to Board Members, Avon Tourism Members and Local Government.

11.2 Avon Valley Holiday Planner Distribution: Distribution of the Holiday Planner through major Visitor Centres and the International and Domestic Airport continues to exceed expectation with only 1000 copies remaining until Edition 3 is produced.

11.3 Avon Valley Holiday Planner 3rd Edition: Wwork has commenced on Edition 3 of the Holiday Planner. In view of the current economic climate, the Board has decided to leave Advertising Rates the same to assist operators in the promotion of their business. The Holiday Planner will be increased to 48 pages with the design and layout remaining the same. All towns will have the opportunity to amend their text and renew imagery. Minor improvements will be made to the front cover.

Tourist Information details will be relocated from the Avon Valley Map to the front of the brochure and an Avon Valley Events Calender will be placed in the front section prior to the Towns. A distance indicator will be included on the Avon Valley Map to assist visitors with their journey around the Valley. It is anticipated that the publication will be completed ready for print by the end of October.

12. General Business

12.1 Experience Perth Membership: Experience Perth are currently developing new membership packages and it is recommended that Avon Tourism give consideration to joining as a Gold Member if a link to the Avon Valley Website is available. Decision pending until receipt of the Membership Package.

12.2 Avon Valley Race Day: Information was tabled in relation to a proposed Avon Valley Tourism Expo and Race Day. It was resolved to request sponsorship of the feature fare and that Avon Tourism would take a stand at the event to promote the Avon Valley tourism sector. When a date is determined promotion of the day to the tourism industry would be undertaken in the Avon Tourism Newsletter.

12.3 Avon Valley Postcards Feature: A Postcards segment featuring certain areas and business within the Avon Valley will be screened on 22 June at 5.30 pm. On Channel 7 and GWN Avon Tourism had no input into the feature other than the opportunity to suggest appropriate businesses to feature. Experience Perth contributes considerable funding to the Postcards Segments featuring the Experience Perth Region and to date has expressed dissatisfaction with the result.

12.4 Board Resignation: Anita Swift, Northam Visitor Centre Manager tendered her resignation effective as from 30 June 2011 due to leaving her position with the Shire of Northam. The Chair accepted her resignation with regret, thanked her for her contribution and wished her well in her future employment.

13. Date and Time of Next Meeting

The Next Meeting of Avon Tourism will be held on Tuesday 26 July at the Northam Visitor Centre commencing at 10 am

There being no further business the Chair thanked everyone for their attendance and closed the meeting at 2.10 pm

