

## AVON TOURISM

Minutes of the Meeting held on Tuesday 29 March 2011  
at the Northam Visitor Centre, Grey Street, Northam

### 1. Meeting Opened

By the Chair at 10.10am

### 2. Present

Wendy Williams	Independent Chair - Slater Homestead Group
Peter McClintock	Industry Representative - Brackson House Quality Accommodation
John Maxwell	Industry Representative – Hotel Beverley
Anita Swift	Visitor Centre Manager - Northam Visitor Centre
Chris Pepper	Local Government Representative – Shire of Beverley

### 3. In Attendance

Tanya Richardson	Marketing Consultant – Avon Events & Marketing
Nola Bliss	Faversham House
Pam Law	Visitor Centre Manager – York Visitor Centre
Dina Barrett-Lennard	Avondale Farm Beverley
Kelly Piper	Beverley Community Representative
John Langton	The York Hotel

### 4. Apologies

Erica Minarik	Visitor Centre Manager -Town of New Norcia
Sandra Paskett	Laureville Manor
Bev Hodges	Northam Caravan Park
Nicole Bell	Northam Race Club

### 5. Confirmation of Minutes

**Moved:** Peter McClintock

**Seconded:** John Maxwell

That the Minutes of the Board Meeting held on Tuesday 8 February at the Northam Visitor Centre be confirmed.

The motion was carried

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

### **6.1 Scoop Traveler Winter/Spring Edition:**

Following her presentation at the February Meeting, Tanya Kay, Editor of Scoop Traveler provided the Avon Valley map for distribution and requested updated information in relation to 4WD and Walk Trails, cycle tracks, national parks, attractions, major roads and other points of interest are provided by each of the towns. The map and request has been circulated to all 7 towns with the Avon Valley.

We have been asked to consider what theme we would like to advocate promoting visitation to the Valley between June and December for both new and repeat visitors. We have also been asked to consider ideas for a wildflower discovery route through the Avon and advise accordingly. It was resolved to contact each town with regard to the location of wildflowers in their area and provide the information to Scoop Traveller.

Brenda Nicholson will be visiting the Avon Valley on Tuesday 5 and Wednesday 6 April to talk with prospective advertisers for the June – December Edition. Heather Zubeck will be researching the Avon Valley Section for the Guide with contact details for each of the towns to be forwarded.

## **7. Finance Report**

**Moved:** Peter McClintock

**Seconded:** John Maxwell

That the Finance Report as presented be adopted.

The motion was carried

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

**8.1 Financial Support:** It was resolved to correspond with the Shire of York seeking their financial assistance for the 2011/12 financial. The meeting was advised that an application for the Shire of Northam Community Grants Scheme would be completed and forwarded, and that a presentation to the Shire of Toodyay was taking place on Tuesday 01 April 2011.

## **9. Correspondence**

**Moved:** Peter McClintock

**Seconded:** Anita Swift

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

The motion was carried

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

**10.1 Board Membership:** A Board Nomination Form has been received from Nola Bliss of Faversham House York to join the Board of Avon Tourism, and was tabled for consideration.

**Moved:** Peter McClintock

**Seconded:** Anita Swift

That the appointment of Nola Bliss as a members of the Board of Avon Tourism is endorsed and that the term of tenure being the 2012 Annual General Meeting.

The motion was carried

## **11. Marketing Report**

### **11.1 Web Site Report**

The website continues to enjoy an increase in traffic with the following data relating to the month of February 2011.

#### **Top 5 search strings organic Avon Valley**

New Norcia  
New Norcia WA  
New Norcia Monastery  
York WA

#### **Top 5 search strings paid New Norcia**

New Norcia WA  
York Accommodation WA  
York WA Hotels  
Northam Western Australia

#### **Most viewed page Where to Stay**

<http://www.avonvalleywa.com.au/wheretostay.php>

**Viewed 1299 times**

Top viewed advertiser pages Swan Lodge – **viewed 73 times**

Faverhsam House - **viewed 71 times**

New Norcia Monastery Guest House - **55times**

Northam Caravan Park - **viewed 45 times**  
Castle Hotel – **viewed 35 times**

## **11.2 Avon Valley Holiday Planner Distribution**

Five Hundred copies of the Avon Valley Holiday Planner were distributed by Experience Perth at both the Adelaide Holiday & Travel Expo and NATAS Singapore. Advice received was that the brochure was extremely popular with all copies going early in the weekend events.

An additional 1000 copies have been distributed at the Melbourne and Sydney Holiday & Travel Expo's 19 – 20 March and 26 – 27 March respectively. No update has been received from Experience Perth at this time.

It was felt that feedback was required on the distribution of the Avon Valley Holiday Planner, and it was resolved to investigate conducting an on-line survey asking consumers where they obtained the Planner from. It was suggested that an Avon Valley Experience could be offered as an incentive.

Advice received from Airport Publications at the beginning of March for a further supply of the Avon Valley Holiday Planner takes the number distributed through the Internal Airport Stand to 700 from 1 November 2010 to 28 February 2011. This is an average of 175 per month and further deliveries have been made. This is great news for the Avon Valley.

The contract for placement in the Airport Brochure Stand [\$400 per 6 months] will be up for renewal on 30 April 2011.

**Moved:** John Maxwell

**Seconded:** Nola Bliss

That the contract with Airport Publication be renewed for a further 6 months.

The motion was carried

## **11.3 Perth Holiday & Travel Expo**

The Perth Travel Expo held on 19-20 February at the Burswood Entertainment Complex, had 12,107 visitors through the doors, an increase of 922 on 2010, and a lot of genuine interest was shown in the Avon Valley Region. Our close proximity to Perth being is a real draw card with consumers.

We received many compliments on our display but unfortunately, once again were unsuccessful in taking out one of the 3 Best Stand Awards, with the Sunday Times providing the winners with free advertising. Just over 800 Avon Valley Bags

and 1000 Holiday Planners were distributed over the two days, a really pleasing result.

Consumers also showed genuine interest in events being held in the Avon Valley in the coming months, and it was amazing the number of people who had not made plans for the Easter break.

A very sincere thanks to Lesley Hug [Toodyay Holiday Park & Chalets] for taking part in the Expo and representing the Avon Valley over the two days.

#### **11.4 Perth Caravan & Camping Show**

The Caravan & Camping Show was held from 17 – 21 March inclusive at the Claremont Showground with around 48,000 visitors to the event. Again, genuine interest was shown in the Avon Valley and its close proximity to Perth, with several first time caravan owners saying it was an ideal local for 'learner caravaners' first venture.

We again received many compliments on our display from both visitors and fellow participants. We had the Aviation, Avon Descent and Racing Panels from the Royal Show on the Walls, together with the Avon Valley Map and Web Page Header, an artistic arrangement of 'garden art' with New Norcia on board with information and a product display.

Around 2600 Avon Valley Bags and 2800 Avon Valley Brochures were distributed over the five days, an extremely pleasing result. Great interest was shown in upcoming Avon Valley events, with promotional flyers being included in the bags. The conclusion - an extremely successful show for the Avon Valley.

A very sincere thanks to Lesley Hug [Toodyay Holiday Park & Chalets] for taking part in the Show and representing the Avon Valley over the 5 days and helping with the set-up and break-down. We also enjoyed the company of Erica, Richard and Roy from New Norcia.

#### **11.5 Avon Valley Holiday Planner 3<sup>rd</sup> Edition**

A decision is required prior to the end of the financial year, as to the format of the 3<sup>rd</sup> edition of the Holiday Planner to enable work to commence. At this time we have approximately 4,500 brochures on hand.

It was resolved that as well as events being listed in each of the towns, that we would include a whole of Avon Valley Events & Festivals, with contact details and website address. Further development of the Avon Valley Map will be undertaken to include entry localities, with the distance from Perth and

between each town also be included. An outline map of WA showing the Avon Valley is included on the cover, similar to the advertisement currently in the Experience Perth Holiday Planner.

It was suggested that a quotation be obtained for additional quantities, thus eliminating the necessity to produce the publication more than once a year. Jason Swiney from Fontaine Press to be contacted to obtain quotations for 20,000, 25,000 and 30,000 copies, with advance notice of the 3<sup>rd</sup> Edition being included in the quarterly newsletter, to be supported by testimonials from members.

## **12. General Business**

### **12.1 Experience Perth Winter Escapes Magazine**

The prospectus for **Winter Escapes Around Perth & Western Australia** is to hand. Following discussions with Experience Perth and the Sunday Times, the price per page has been reduced considerably, allowing us to offer discounted rates to our members and the industry.

It is suggested that the same pricing structure used for the Avon Valley Holiday Planner be adopted which would equate to a \$280 contribution per page from Avon Tourism, working on all advertisements being taken up by Gold Members Only. It is also suggested that Avon Tourism take a three unit 'Header' advertisement at the commencement of the Avon Valley Section.

Experience Perth has advised that they will provide stand alone editorial on the Avon Valley with the advertising to follow. It is suggested that the Booking Confirmation be for 2 pages with an option to increase pending upon the uptake of advertising.

Moved: Nola Bliss

**Seconded:** John Maxwell

That Avon Tourism participates in the Experience Perth Winter Escapes Magazine as outlined above.

The motion was carried

### **12.2 Avon Valley Booking Service:**

The amended Avon Valley Operating Model was unfortunately not available for tabling and discussion. A Summary of Revenue and Expenses has been completed and it was resolved to request a quotation from Kandi Revian of Red

Fish Media for inclusion of a portal for accommodation bookings on the current website.

### **12.3 Around the Towns:**

**Beverley:** The newly completed Platform Theatre, part of the Historic Beverley Railway Station precinct will be having a gala opening with a metropolitan band and featuring a 'Bard in the Bush' Avondale Farm will be open over Easter and the Master Plan outlining the cultural and historical significance of the site is due to be completed mid May. A Consultant is undertaking an assessment of the vast collection housed at Avondale.

**Northam:** Visitation has increased over the past month and with the Northam Flying 50's being held the 1<sup>st</sup> weekend in April, anticipation was high that bumper crowds would enjoy the event. Some accommodation businesses are enjoying the best February/March for years with walk-ups presenting as never before. The Wiggles featuring Dorothy the Dinosaur will be visiting the Avon Valley in the coming months.

**York:** Visitation increasing over the past month, with Visitor Centre also reporting an increase in numbers. The Wedding Season in York is currently underway with an increase in bookings for the coming months at Yorks two premier Heritage Wedding Venues. The 100 year celebration of the York Town Hall has seen the repainting of the interior and exterior of the building and will feature the relaying of the original Foundation Stone.

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

The next meeting of Avon Tourism will be held on Tuesday 03 May at the Northam Visitor Centre commencing at 10am

There being no further business the Chair thanked everyone for their attendance and closed the meeting at 12.35 pm.

