

AVON TOURISM INCORPORATED

**Minutes of the Meeting held on Tuesday 18 March 2014
at the Shire of Northam Council Chambers, Fitzgerald Street, Northam**

1. Welcome

The meeting was opened by the Chair at 10.10 am

2. Present

Wendy Williams	Independent Chair – Slater Homestead
Leanne Lee	Industry Representative – Grandhouse York
Lesley Hug	Industry Representative – Toodyay Holiday Park
Julie Williams	Local Government Representative – Shire of Northam
Paula Greenway	Local Government Representative - Shire of Toodyay
Chris Pepper	Local Government Representative – Shire of Beverley

3. In Attendance

Tanya Richardson	Avon Events & Marketing
Victoria Jones	Manager- Northam Visitor Centre
Stan Scott	Chief Executive Officer – Shire of Toodyay
Audrey Bell	Manager Community Development – Shire of Toodyay

4. Apologies

Mia Davies MLC	State Government Representative
Matthew Reid	Local Government Representative – Shire of York
Sandra Paskett	Industry Representative – Laurelville Manor
Karen Dore	Local Government Representative/Shire of Chittering
Bev Hodges	Industry Representative – Northam Caravan Park

5. Confirmation of Minutes

Moved: Leanne Lee

Seconded: Lesley Hug

That the Minutes of the Board Meeting held on Tuesday 11 February at the Muresk Institute, Muresk Drive Northam is confirmed with the following amendments:

1. In Attendance amended to include Audrey Bell [Manager Community Development Shire of Toodyay] acting as a proxy for Cr Paula Greenway from the Shire of Toodyay

2. Apologies are amended to include Cr Matthey Reid [Local Government Representative from the Shire of York.

The motion was carried

6. Matters rising from the Minutes

1. Letter of resignation received from Margaret Rowles [Manager Northam Visitor Centre] be noted.
2. It be noted that the process of the appointment of Karen Dore to the Board of Avon Tourism was queried by Cr Paula Greenway as Audrey Bell acting as a proxy on her behalf was not noted as attending the meeting.

7. Finance Report

Moved: Leanne Lee

Seconded: Chris Pepper

That the Finance Report as presented be adopted.

The motion was carried

8. Matters arising from the Finance Report

8.1 The timeliness of receipt of the Financial Statements was raised and it was resolved that Avon Valley Bookkeeping be contacted requesting receipt of same one week following the end of the month. The Treasurer Leanne Lee undertook to contact Avon Valley Bookkeeping on behalf of the Board.

8.2 With the increased brochure distribution being directed via Australia Post it was suggested that Avon Tourism investigate opening an account for postage.

8.3 Reimbursement of Expenses

Moved: Lesley Hug

Seconded: Julie Williams

That the Chair be reimbursed for Postage of Brochures and Trade Show expenses as represented by receipts presented.

The motion was carried

9. Matters for Discussion

9.1 Avon Tourism Draft Strategic Plan

The 1st draft of the Strategic Plan was forward to Board Members with a request that the document be kept in house and confidential until such time as the Board felt it was ready to be released to stakeholders for comment. A workshop was held on Tuesday 20 February in York with the author of the document Sandra Paskett leading discussions and receiving input from Mathew Reid, Chris Pepper, Karen Dore, Wendy Williams and Tanya Richardson who were in attendance. Amendments to the 1st draft were noted and once these have been incorporated a second workshop will be held to further move the document forward.

It was unfortunate that the document in its raw state and reflective of the industry in a limited capacity was made available to non-Board Members at this time. From this however, we did receive positive feedback as to what our stakeholders would look for in the final document. In its current form the document was thought to be light on practical strategy and needed to focus more on industry development and regional cooperation. Documents from Tourism WA, Wheatbelt Development Commission and the Adelaide Hills were provided to assist with the further development of the Strategic Plan.

9.2 www.avonvalleywa.com.au Platform Redesign

The completed Platform Redesign [Joomla] provides us with an inter-changeable and internally manageable site. Upon completion of the planned improvements training will be held for operators requiring assistance.

9.3 Avon Tourism Logo

Discussion was held as to whether a new logo should be investigated for Avon Tourism, resulting from being unable to use the current logo on Facia signage at the recent trade shows, as the image on hand could not be successfully enlarged. It was resolved to locate the source of the original logo, whether it be from Tourism WA, Experience Perth or is being held in the Australian Tourism Warehouse.

10. Correspondence

Moved: Paula Greenway

Seconded: Lesley Hug

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

The motion was carried

11. Matters arising from the Correspondence

11.1 Heartlands Membership

A membership form was received from Heartlands WA with a view to reciprocal membership with Avon Tourism being achieved, with both organizations marketing the region, with Heartlands promoting the whole of the wheatbelt, not just the Avon Valley. The Heartlands organization would be the member of Avon Tourism, NOT the membership of Heartlands WA. It was resolved to hold the matter over for discussion at the next Board Meeting.

11.2 Visitation Data

The question was raised as to whether visitation data to the region was available, as it was suggested that the data available from Tourism WA was outdated.

11.3 Sunday Times Escape Liftout

The Avon Valley was featured in the Sunday Times on 9 March 2014. It was disappointing to note that information relating to towns within the Avon Valley was incorrect, and unfortunately we have no input into the editorial contained therein. A small generic advertisement was placed by Avon Tourism at a cost of \$341 including GST

12. Marketing Report

12.1 Avon Valley Holiday Planner Distribution

Requests are constantly being received for the Avon Valley Holiday Planner, with 15 boxes being delivered to Bridgetown, Mandurah, Mundaring, Moora, Northam, York, the WA Visitor Centre and El Caballo Resort following the February meeting.

It is worthy of note the message received from the Mandurah Visitor Centre, that the publication is a very well designed and attractive looking planner so much so that more customers are picking them up.

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 was on display. A good response was received from members wishing to have their brochure on display for distribution. Furniture for the event was sourced from Perth Expo Hire to enhance the professional presentation of the stand.

Over 9,500 visitors attended the expo with many genuine enquiries being received. 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 500 Avon Valley brochures being provided to visitors over the 2 days.

A special thanks to Colleen Osborne from the Chittering Visitor Centre and Wootra Farm Bed & Breakfast for her assistance on Sunday at the expo

The Avon Valley Vintage Festival was 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 shared with the Benedictine Community of New Norcia who had a vast range of products available. The Avon Tourism display included memorabilia and the Avon Valley Map, as well as the Holiday Planner and member brochures for distribution. The hot weather over the long weekend did not deter visitors from Perth and the surrounding towns, and we received many enquiries regarding what to see and do in the Valley, an extremely popular destination with people having family and friends visiting from interstate and overseas.

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

Reports received from Experience Perth relating to the Flight Centre Travel Expo in Melbourne 8-9 February 2014 and the Auckland New Zealand Flight Centre Expo 15-15 February 2014 were distributed upon receipt for information.

12.4 Avon Valley Facebook

Visitation to the Avon Valley Facebook page is increasing slowly with several quality photo postings assisting with comments. Experience Perth is also working with us to increase volume to the site.

13. Other Business

13.1 Brochure Distribution

The question was asked as to whether the Toodyay Operator Brochure could be distributed at the Caravan & Camping show. The brochure features some 35 Toodyay businesses. Avon Tourism currently has only 6 Members from the Toodyay area, those being 3 Platinum, 1 Silver, 1 Bronze and 1 NFP. The question was also asked as to whether Platinum Membership to Avon Tourism for ‘A Valley For All Seasons’ would provide for distribution of the brochure.

The meeting was advised that Brochure distribution as per the Avon Tourism Membership Package was available as follows:

- Free to Platinum Members at Trade & Consumer Shows attended by Avon Tourism
- \$30 + GST per event for Silver Members at Trade & Consumer Shows attended by Avon Tourism
- \$50 + GST per event for Bronze Members at Trade & Consumer Shows attended by Avon Tourism

Therefore it would be deemed unfair to the Avon Tourism Membership to distribute the brochure 'A Valley for All Seasons' at the upcoming Caravan & Camping show.

Following discussion it was resolved to provide a discussion paper regarding brochure distribution at the next meeting. Leanne Lee volunteered to undertake the task on behalf of the Board.

14. Date and Time of Next Meeting

The next Board meeting of Avon Tourism will be held on Tuesday 29 April at the Slater Homestead Goomalling 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 11.45 am