

AVON TOURISM INCORPORATED

Minutes of the Meeting held on Tuesday 04 September 2012 at
Fitzgerald's Hotel, Fitzgerald Street, Northam

1. Meeting Opened

By the Chair at 10.40

2. Present

Wendy Williams	Slater Homestead Group
Margaret Rowles	Visitor Centre Manager/Northam Visitor Centre
Chris Pepper	Local Government Representative/Shire of Beverley
Julie Williams	Local Government Representative/Shire of Northam
Peter McClintock	Industry Representative /Brackson House Quality Accommodation

3. In Attendance

Di Swann	Swann Lodge
Tanya Rickardson	Avon Events & Marketing

4. Apologies

John Maxwell, Dina Barrett Lennard, Erica Minarik and Leanne Lee, Susan Hawkins

5. Confirmation of Minutes

Moved: Julie Williams

Seconded: Peter McClintock

That the Minutes of the Board Meeting held on Tuesday 17 July at the Toodyay Shire Council Chambers, Fiennes Street, Toodyay be confirmed.

The motion was carried

6. Matters arising from the Minutes

There were no matters arising from the Minutes

7. Finance Report

Due to the meeting being on the first Tuesday of the Month the finance report was not available for presentation. The Bank Statement to 30 September was tabled and received.

8. Matters arising from the Finance Report

8.1 Local Government Financial Assistance: Letter received from Shire of Toodyay advising that \$5,000 has been allocated to Avon Tourism in the 2012 Budget.

8.2 The books for the 2011/2012 financial year are being audited in readiness for the Annual General Meeting.

9. Correspondence

Moved: Bev Hodges

Seconded: Peter McClintock

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

The motion was carried

10. Matters arising from the Correspondence

There were no matters arising from the correspondence

11. Marketing Report

11.1 Avon Valley Integrated Website iConnect: The Avon Valley Integrated Tourism Website has been live since the middle July. Industry generally has responded well to the concept of the on-line booking facility and that the system only caters for 'Gold Medal' operators who have 'live' inventory. Free Training sessions were held in Northam, Toodyay and York with a somewhat disappointing response from operators. Members were able to access the site on-line and were taken through the process of inputting the required information in the various sections. Unfortunately the iConnect system has not been fully implemented at this time, which allows for direct cancellation of bookings between the client and operator.

There has been some confusion with regards to payment and it was suggested that members participating in the Integrated Tourism Website be advised further, that payment will be received from Bookeasy between 18 -21 of the month following stay, although further clarification will be sought.

11.2 Avon Valley Website: The adjustment in budget for Adwords has seen a significant rise in traffic to the site which is pleasing. Work has been undertaken to upload new members information, and considerable time has also been dedicated to upgrading the 'whats on' section. At present we only have 2 eateries in the 'eating out' section, and it was suggested that we target hotels and cafes to increase the product available in this section.

11.3 2013 Avon Valley Holiday Planner: Work is well under way with updated information and imagery being received from some towns, while we are still waiting on others. Response to advertising has been mixed with some towns

having a great selection of product on display for consumers. Beverley, Northam, Toodyay and York are completing rewriting their editorial, with Brookton, Goomalling and New Norcia providing minor amendments only. Goomalling, Northam and York will each have a full page of advertisers, with only three from Toodyay at this time. We have 3 full page and 2 half page Corporate Advertisers.

- 11.4 Avon Valley Holiday Planner Distribution:** Distribution continues at a steady rate with continual requests being received statewide for further supplies. Approximately 5,200 copies on hand.
- 11.5 Membership:** Membership is currently at 42 with 28 Platinum, Silver 8 and Bronze 6. It was suggested that we contact local governments with a view to them encouraging not for profit organization within their localities to Join the membership. Not for Profit organization enjoy Platinum level benefits for the cost of a Bronze membership, thus providing them an opportunity to promote events etc. either on the Avon Valley Website or at the Local Trade Shows attended by Avon Tourism. It was also suggested that Board Members be encouraged to canvas support for membership prior to the next meeting.
- 11.6 History in the Valley Weekend:** Response to the proposed event has been slow and following lengthy discussion the meeting felt that it would be extremely difficult to coordinate and organize an event of this type and it was unclear what we could provide to entice visitors to the region. Other ideas were raised and one that caught the interest of all and could be easy to market was an Avon Valley Historical Pubs Tour.

Funding would be sought through the Regional Events Scheme and the meeting resolved to have a sub-committee of the Board and engage the services of Avon Events & Marketing to assist with the project. A business case and a risk management plan would be required, both of which would be undertaken by Tanya Richardson. The Sub-committee of the Board to be Margaret Rowles, Julie Williams, Wendy Williams and Tanya Richardson, with any other interested Board members.

- 11.7 Avon Valley Bags:** Pending at this time
- 11.8 2013 Experience Perth Holiday Planner:** The Prospectus for the 2013 Holiday Planner is to hand, and we are fortunate to again have the support of Noleen and the team at Experience Perth, enabling Avon Tourism to offer greatly reduced advertising rates to our operators. Avon Tourism have committed to 2 full pages, a full page generic advert promoting the Avon Valley Experience with the second page reserved for industry.

12. General Business:

12.1 Avon Descent Review: There is a review of the Avon Descent being undertaken by a private consultant and the Shire of Northam and the Visitor Centre have been contacted for their view as to the importance of the event for the economy of the town and region. Avon Tourism has also been

contacted for their input. The annual event provides a huge boost to the economy, in particular the accommodation and hospitality industry.

13. Date and Time of Next Meeting

The next meeting of Avon Tourism will be the AGM to be held on Tuesday 16 October 2012 in the Shire of Northam Council Chambers commencing at 9.30 am with a Board Meeting to follow.

There being no further business the Chair thanked everyone for their attendance and closed the meeting at 12.50 pm