

AVON TOURISM

Minutes of the Meeting to be held on TUESDAY 26 JULY 2011
at the Northam Visitor Centre, Grey Street, Northam.

1. Meeting Opened

By the Chair at 10.10 am

2. Present

Wendy Williams	Independent Chair - Slater Homestead Group
Peter McClintock	Industry Representative - Brackson House Quality Accommodation
Bev Hodges	Industry Representative - Northam Caravan Park
Sandra Paskett	Industry Representative - Laurelville Manor

3. In Attendance

Tanya Richardson	Marketing Consultant – Avon Events & Marketing
Christine Martin	Acting Executive Manager Community Services – Shire of Northam.

4. Apologies

Chris Pepper	Local Government Representative – Shire of Beverley
John Maxwell	Industry Representative – Hotel Beverley
Dina Barrett-Lennard	Avondale Farm Beverley
Erica Minarik	Visitor Centre Manager -Town of New Norcia
Des Hughes	Local Government Representative - Shire of Northam
Nola Bliss	Industry Representative - Faversham House

5. Confirmation of Minutes

Moved: Peter McClintock

Seconded: Bev Hodges

That the Minutes of the Board Meeting held on Tuesday 14 June at the Northam Visitor Centre be confirmed.

Due to a lack of a quorum the Minutes could not be confirmed.

6. Matters arising from the Minutes

6.1 Following recent discussions in relation to the Avon Valley Booking Service, Tanya Richardson offered to contact David Oliver from Bookkeasy in order to further progress the project. A costed proposal from Bookkeasy was tabled for discussion, following which it was resolved that further consideration was required in relation to a Commission Model that would meet the requirement of all stakeholders. A possible Commission Model could be 10% for Gold Membership and 12% for 24 hour operators.

Board approval was sought on 14 July to contract Avon Events & Marketing to undertake the further development of the Avon Valley Booking Service and to assist Cory with the content of the Facebook Page. A small amount of excess funds remain from the 2010/11 financial year, enough to engage Avon Events & Marketing for 40 hours to undertake this work. Formal endorsement of the allocation of expenditure is required.

The outcome from the meeting in June of participating Local Governments was that a proposal be presented to them for consideration. Those present at the meeting endorsed the proposal from Bookeasy as presented, with Tanya to undertake presentation of a formal proposal to Local Government on behalf of Avon Tourism.

For this to proceed, Board endorsement is required and to facilitate the process it was resolved that approval would be sought electronically to enable the process to move forward.

Moved: Sandra Paskett

Seconded: Peter McClintock

That the action of the Chair in engaging Avon Events & Marketing to undertake the establishment of the Avon Valley Booking Service and Facebook with the allotment of 40 hours at a cost of \$1600 be endorsed.

Due to a lack of a quorum the actions of the Chair could not be endorsed.

6.2 Experience Perth Membership: Prospectus has been received and following discussion it was resolved to participate as a Gold Member at a cost of \$250 plus GST.

Moved: Peter McClintock

Seconded: Sandra Paskett

That Avon Tourism participates in the Experience Perth Membership in the Gold Category at a cost of \$250 plus GST.

Due to a lack of a quorum the expenditure could not be endorsed.

7. Finance Report

Moved: Bev Hodges

Seconded: Peter McClintock

That the Finance Report as presented be received

Due to the lack of a quorum the Finance Report could not be received.

8. Matters arising from the Finance Report

8.1 Bookkeeper. Contact was made with both Dianne Saunders Qualified Accountant from York and Ronnie Steele Bookkeeper from Northam in relation to the role of Bookkeeper for Avon Tourism. Both were interested in the role and following discussions, as we were pursuing adopting an Avon Valley Booking Service, and as Dianne has had previous experience with Bookkeasy, that she was well suited to the position.

Her services were engaged as from 1 July 2011 with payment to be \$35 per hour inclusive of GST. Katherine Jane was willing to complete the accounts to the end of the current financial year, and is in the process of completing same, following which a handover will be undertaken. The Financial Statements will be produced on MYOB from both Katherine and Dianne.

Moved: Bev Hodges

Seconded: Sandra Paskett

That the actions of the Chair in appointing Dianne Saunders to the position of Bookkeeper at \$35 per hour inclusive of GST commencing 01 July 2011 be endorsed.

Due to the lack of a quorum the actions of the Chair could not be endorsed

9. Correspondence

Moved: Bev Hodges

Seconded: Peter McClintock

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

Due to the lack of a quorum the Inwards Correspondence could not be received or the Outwards Correspondence endorsed.

10. Matters arising from the Correspondence

There were no matters arising from the Correspondence other than those already being dealt with in the Agenda.

11. Marketing Report

11.1 Web Site Report: The website had excellent traffic again over the month of June with a 15% increase in unique visitors to the site from the May period. The reports have been forwarded to Board and Industry Members, Local Governments and Avon Valley Visitor Centres for their information and consideration. It was suggested that a change of headings in Google Analytical may be more appropriate and Kandi Revian will be contacted to discuss the issue further.

11.2 Avon Valley Holiday Planner Distribution: Continued demand 1000 on hand to meet requirements until new Holiday Planner available mid November. Enquiries were made with regard to cost and viability of a small reprint of the current Planner. 1000 = \$4.90 per copy and 2500 = \$2.50 per copy with a decision being required if the additional expenditure is deemed necessary.

Following discussion it was considered due to the enormous popularity of the product, running out of the Holiday Planner was not an option and the meeting resolved to proceed with a reprint of 2,500 copies.

Moved: Peter McClintock

Seconded: Bev Hodges

That a reprint of 2,500 copies of the Avon Valley Holiday Planner be undertaken at a cost of \$5,750 plus GST

Due to lack of a quorum the expenditure could not be endorsed.

11.3 Avon Valley Holiday Planner 3rd Edition: Work has commenced on Edition 3 of the Holiday with Industry and Town contacts being notified and Booking Forms for advertising distributed. Each town has been offered the opportunity to amend their text and imagery should they wish, with a request to also assist with the recruitment of advertising content for the planner.

Both Corporate advertisers on the inside front cover and the outside back cover have recommitted, together with 5 half page ads also confirmed. The Shire of Goomalling has committed to a full page of advertising promoting tourism related businesses within the town. To date 2 x 1/9 page advertisers have committed from Northam, 3 from Toodyay with York unknown at this time.

Reminders will be forwarded to Industry Members in the coming week with contact to be made with Balloon Sunrise, new owners of Avon Valley Ballooning.

- 11.4 Perth Travel Expo:** The 2012 Perth Travel Expo is to be held over the weekend of 18-10 February at the Burswood Entertainment complex. Site preferences were forwarded as requested and we have been advised that 113 and 114 have been allocated to Avon Tourism with a deposit being required in September. Enquiries were made as to the possibility of taking 3 sites for the price of 2 and were advised that no concessions were made to any participants, not even Bali who takes a huge floor space.
- 11.5 Facebook:** Cory Gale has been in touch and has commenced work on the site and Tanya Richardson is facilitating the process on behalf of Avon Tourism.
- 11.6 Membership:** Membership renewal letters and invoices have been forwarded to Members with a steady response. Via the June edition of the Avon Valley Newsletter, industry was invited to join the Avon Tourism family with prospective membership letters and Membership Forms being forwarded. As at 25 July we have received confirmed Memberships totaling \$3,150.

Gold: 9 Renewals
Silver: 1 Renewal and 1 New Member
Bronze: 1 New Member

Membership reminders will be forwarded in the coming week

12. General Business

- 12.1 Hello Perth Proposal:** A proposal for advertising in the Hello Perth production distributed across Perth and Fremantle to inbound tourist was tabled for consideration. Following discussion it was resolved to defer a decision until local government funding was confirmed.
- 12.2 Sunday Times – Wildflowers in Escape.** A request was received to participate in the 2011 Wildflower Holiday Guide and as local government funding had not been confirmed, resolved not to participate.
- 12.3 Experience Perth:** A letter was forwarded to Experience Perth requesting assistance in view of the adverse affect upon the Avon Valley over the

past 12-18 months of natural disasters, coupled with the Global Financial crisis, rising utility and fuel costs, and in recent times the high Australian dollar, all of which have had a devastatingly negative effect on discretionary spending within the tourism sector.

In an email received from Noeleen Pearson, she suggested it may be possible for additional advertising to be undertaken in the Sunday Times with follow-up promotion on the Experience Perth Website. At the previous meeting it was felt that a promotion in the Western Suburbs Community Newspapers may be more beneficial for the Avon Valley Region.

A quotation was obtained from Worldwide online Printing for the production of a 12 page booklet, quantity 116,000 for distribution through the Community Newspaper Group. A further request to be made to Experience Perth seeking their consideration of this proposal.

- 12.4** It was resolved to contact Kandi Revian to have a new button installed on the Avon Valley Website to determine the source of enquiry.
- 12.5** A new business has commenced in York, BurntStick catering for corporate functions with a focused theme and targeting the midweek market.
- 12.6** Channel 10 will be screening a documentary 'Water to the Goldfields' on which the Avon Valley will be featured.
- 12.7** AAATourism has been restructured and it was suggested that a summary be included in the September Newsletter.

13. Date and Time of Next Meeting

The next meeting of Avon Tourism will be held on Tuesday 06 September 2011 at the Northam Visitor Centre commencing at 10 am.

There being no further business the Chair thanked everyone for their attendance and declared the meeting closed at 1.35