



MINUTES OF COMMITTEE MEETING HELD ON 23 NOVEMBER 2009

1. ATTENDANCES

Doug Westbrook (Senior Deputy President), Haydn Stedman (Deputy President), Brenda Bourne (Secretary), Jane Lamont (Treasurer), Deb Hunter and Bob Loone (Committee), Kirk Bourne, Lyn Stedman, Emma Greenhill and Marc Greenhill (members)

Apologies – Laurie Rose, Raymond Howe and Androo Kelly

The Senior Deputy President declared the meeting open at 7.40 pm.

2. CONFIRMATION OF MINUTES

MOVED J Lamont, SECONDED B Bourne, that the minutes of the meeting held on 28 September 2009, as circulated, be confirmed as a true and correct record. CARRIED

3. MATTERS ARISING

3.1 Signboard

Planning approval had been granted but, due to time constraints, Council consideration of the grant application had been deferred until its December meeting.

3.2 Cradle Coast Authority/Western Wilderness marketing

L Rose and B Bourne attended a Cradle Coast Local Tourism Association combined meeting at Latrobe on 10 November which had discussed the relationship between LTAs and Regional Tourism Associations such as CCA. MCTA had aligned itself with CCA in choosing to be part of the Western Wilderness region and it was pleasing that the CCA had adopted a pro-active approach to its role by appointing Tourism Marketing Coordinator, Don Monk. Don would be happy to make himself available to MCTA for discussions on marketing image, directions and strategies, which we needed to address for projects such as the tear-off maps. The prospectus had recently been sent out for the Western Wilderness Holiday Planner, and this offered a range of packages bundled with advertising. As before, this would be a print publication with an online version available on discovertasmania.com. Whilst the print run was fairly limited, Tourism Tasmania claimed that it was read online almost 47,000 times in the 5 months to July 2009. CCA confirmed that Mole Creek would in any event have editorial content in the Planner and that Meander Valley Council had agreed to provide some funding to CCA. The Vibe visitor guide was also covered in the prospectus. Holiday Planner packages for businesses ranged from \$1,000 to \$4,420. At the lowest level this included a 1/9th page advertisement. There were LTA packages which included a full page advertisement, which could be set up to showcase individual operators, at a cost of \$7,500. One option, for this year at least, might be to purchase a 1/9th page ad at \$1,000, if sufficient members were willing to contribute to this cost, to advertise, say, Mole Creek Visitor Centre and the MCTA website, bearing in mind that Holiday Planners were pre-ordered and mailed to people out of state who were seriously considering a visit to Tasmania and the online version would have a hotlink to the website.

RESOLVED that no action be taken respecting MCTA advertising in the Holiday Planner, leaving this to individual operators, and that an approach be made to Don Monk re the possibility of holding a marketing workshop in early December.

3.3 Paws 2010

B Bourne had met with representatives of MCPA and offered her services for website maintenance. As MCPA did not wish to undertake this as a joint project, she had not felt obliged to contribute to the same

extent as in the previous year. This would not restrict the running of photo competitions, etc, but simply mean the organisers would have to run them differently.

3.4 Friends of Westmorland Falls

K Bourne reported that a recent track inspection had revealed a number of trees across the path and that, when advised of the problem, Parks and Wildlife rangers had dealt with it promptly. He was continuing on with setting up the Friends group and formalising a partnership agreement with Parks and Wildlife.

3.5 Tasmanian Heritage Festival May 2010 – Deco to Digital

MOVED B Bourne, SECONDED H Stedman, that a working group comprising L Rose, D Westbrook, D Hunter and H Stedman be set up to formulate some ideas about local events which could form part of the Festival. CARRIED

3.6 Mersey Forest Road

B Bourne had contacted Forestry Tasmania who 'own' this road and learned that funding budgeted this year for resheeting had been reallocated elsewhere. They hope next year it will go ahead. WHA funds had been available in the past but this was no longer the case.

RESOLVED that correspondence be sent to Forestry Tasmania, Tourism Tasmania and Parks and Wildlife and relevant Government Ministers, seeking funding for the urgent upgrade of this road, which services major parks and reserves.

3.7 Sundial Trail

B Bourne reported that this was a fairly insignificant UK website with technical descriptions of a couple of sundials in Tasmania provided by a visiting enthusiast.

RESOLVED that no further action be taken.

3.8 Tasmanian Tourism Expo

Apparently this Expo was very poorly attended and poorly supported by operators. GWTTA was taking the experience on board for future reference.

3.9 Burnie cruise ships

B Bourne had discussed this with Jenny Cox at Burnie City Council. The ground component of cruises was handled by four inbound operators - Australian Outback Travel (Melbourne), Select Tours (Sydney), Heritage Tours Tasmania (Hobart) and Bob Wood Travel (Sydney), who would currently be planning content for 2010-11 offerings. Ships carried between 400 and 2,500 passengers, of whom approximately 50% were estimated to take up tour options. Jenny suggested that we put together a bundle of options for the operators to select from, bearing in mind that a bus load of 50 persons must be dealt with in a timely manner and requirements were for food and toilet stops as well as attractions. Options should be for 4, 5 and 6 hour tours from Burnie and timing must be realistic as being late was simply not an option.

RESOLVED that B Bourne discuss with Paul Flood re inclusion of the caves and that, should any suggestions be put forward, these include Mole Creek Hotel and Laurel Berry Restaurant as refreshment stops.

3.10 Geocaching project

H Stedman presented a map showing existing geocaches in the area, of which there were a dozen or so within easy reach of Mole Creek. Developing this theme would reach a community of individuals who were already engaged, as well as being a novel offering for anyone with a GPS which could be promoted via the website.

RESOLVED that H Stedman and B Bourne develop a geocaching project for the website.

4. CORRESPONDENCE

4.1 Inwards

- 4.1.1 Meander Valley Council 13/10/09 re grant application receipt/process
- 4.1.2 MCPA email, 11/10/09 – agreement to signboard
- 4.1.3 Meander Valley Council, 9/11/09 – Planning Permit approved for signboard
- 4.1.4 Meander Valley Council, 11/11/09 – Grant application deferred

4.2 Outwards

- 4.2.1 MCPA, 30/9/09 re Paws 2010 involvement
- 4.2.2 Meander Valley Council, 9/10/09 re Community Development Grant application
- 4.2.3 Meander Valley Council, 13/10/09 re signboard planning application fee refund

RESOLVED that the inwards correspondence be received and that the outwards correspondence be endorsed.

5. TREASURER'S REPORT/ACCOUNTS FOR PAYMENT

Ch no 000004	B Bourne	Planning permit fee refund	\$100.00
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J Lamont reported that B Bourne had paid the \$100 application fee when lodging the planning application and requested a refund from MVC, which had been approved and paid to MCTA. Also that L Rose had very kindly donated the inaugural Food Mile Market stallholder fees, amounting to \$100, to the Association, which was very much appreciated.

MOVED J Lamont, SECONDED H Stedman, that the Treasurer's report, as attached in the minute book and showing a current balance of \$912.36, be received and that cheque no 000004 be passed for payment.

CARRIED

6. GENERAL BUSINESS

6.1 Great Western Tiers Cycle Trails/Bike Workshop 24/11/09

Meander Valley Council had launched its Cycle Trails project, which had received significant funding support from Tourism Tasmania, and emphasised that this market was both significant and valuable. Operators were invited to a workshop on Tuesday, 24 November, to learn about cyclists' special needs and how to officially become a 'cycle friendly business'.

6.2 Qantas Spirit magazine

It was noted that Cradle Coast Authority had sent out information to all members about possible participation in a North West feature in this magazine.

6.3 Campervan & Motorhome Club of Australia Anniversary Rally

B Loone tabled a copy of correspondence directed to Meander Valley Council by CMCA regarding this event, to be held at Quercus Park, Carrick, from 15 to 21 March 2010. CMCA anticipated that its members would be in Tasmania for periods ranging from a few weeks to several months. They were encouraging RV Friendly Towns to promote their events and attractions to participants.

RESOLVED to inform CMCA about the Mole Creek website and visitor centre and also the date of Paws at Mole Creek.

6.4 Mole Creek website

B Bourne reported that she had given www.molecreek.info another facelift and was progressively adding more information.

6.4 Date of next meeting

RESOLVED that the next meeting be held on Monday, 25 January 2010, at Mole Creek Hotel, commencing at 7.30 pm.

There being no further business, the Chairman declared the meeting closed at 9.15 pm.