



MINUTES OF COMMITTEE MEETING HELD ON 25 JANUARY 2010

1. ATTENDANCES

Laurie Rose (President), Doug Westbrook (Senior Deputy President), Brenda Bourne (Secretary), Jane Lamont (Treasurer), Deb Hunter, Androo Kelly and Bob Loone (Committee); Emma Greenhill, Marc Greenhill and Henrico Van Schoor (members)

Apologies – Haydn Stedman, Lyn Stedman and Marg Wilson

The President declared the meeting open at 7.40 pm.

2. CONFIRMATION OF MINUTES

MOVED J Lamont, SECONDED D Westbrook, that the minutes of the meeting held on 23 November 2009, as circulated, be confirmed as a true and correct record. CARRIED

3. MATTERS ARISING

3.1 Signboard

The grant of \$3,000 had been received. Don Lamont had finetuned the map and the list of members to be displayed on the sign was tabled. It was agreed that name and phone number be displayed for all categories because of diversity of opening hours through the year, although lack of mobile phone coverage at the present time was a problem. Several changes were suggested to the map, which would be implemented and the sign ordered.

3.2 Friends of Westmorland Falls

This project would be pursued actively in the quieter months ahead. The visitors book below the falls was full and B Bourne would arrange its replacement.

3.3 Tasmanian Heritage Festival – Deco to Digital

It was agreed that Mole Creek Caves, having been a tourist drawcard for over a century, would be an ideal subject for commemoration during this festival and this could be discussed with Paul Flood.

3.4 Geocaching project

H Stedman to report at the next meeting.

4. CORRESPONDENCE

4.1 Inwards

4.1.1 Meander Valley Council, 9/12/09 – \$3,000 grant approved for signboard

4.1.2 MCPA, 16/1/10 – Paws food stall invitation

MOVED A Kelly, SECONDED J Lamont, that the Mole Creek Progress Association's offer of a food stall at Paws at Mole Creek 2010 be declined. CARRIED

4.2 Outwards

4.2.1 Campervan & Motorhome Club of Australia, 26/11/09 – information for members

- 4.2.2 Minister for Environment, Parks & Heritage, & Tourism, 15/1/10 – Mersey Forest Road/rangers
- 4.2.3 Forestry Tas, 15/1/10 – Mersey Forest Road
- 4.2.4 Tourism Tas, 15/1/10 – Mersey Forest Road
- 4.2.5 Parks & Wildlife Service, 15/1/10 – Mersey Forest Road/rangers

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

5. **TREASURER'S REPORT/ACCOUNTS FOR PAYMENT**

Ch no 000005 B Bourne Domain renewal molecreek.info \$19.95

MOVED D Westbrook, SECONDED D Hunter, that the Treasurer's report, as attached in the minute book and showing a current balance of \$3,862.36, be received and that cheque no 000005 be passed for payment. CARRIED

6. **GENERAL BUSINESS**

6.1 **Membership applications**

MOVED B Bourne, SECONDED L Rose, that membership applications received from Chudleigh General Store and Marakoopa Coffee be approved. CARRIED

6.2 **Cradle Coast Authority marketing workshop**

Don Monks was unable to participate in early December due to the push to get the new holiday planners completed. Arising from this, L Rose noted that Mole Creek Guest House, Mole Creek Hotel and Mole Creek Lodge had taken a one-third page joint advertisement in the Western Wilderness Holiday Planner to run alongside the Mole Creek editorial which would be included in the 2010 issue.

RESOLVED that plans to hold a marketing workshop be deferred until after Easter, when there would be less demands upon members' time.

6.3 **Website statistics**

B Bourne reported steady growth in website usage. In the past month the records showed 1,355 visits, 4,824 pageviews (3.56 pages per visit), with 3 min 47 sec being the average time spent on the site by visitors. The website was Google no 1 for 'mole creek' and 'mole creek tasmania', and ranked well for other relevant search phrases, with search engines providing 80% of traffic to the site. The 10 most popular pages (after the homepage) were, in order, Mole Creek Caves, Attractions, Map, Walks and Nature Trails, Accommodation, Walls of Jerusalem, Trowunna Wildlife Park, Alum Cliffs, Mole Creek Information Centre and Devils Gullet.

6.4 **Cycle Trails update**

B Bourne reported that, as far as she was aware, Council was still considering how to regulate the issue of 'bicycle-friendly' accreditation, pending determination of which operators could only prepare themselves. The key requirements were that operators offer maps and information about the Great WesternTiers Cycle Trails, about things to see and do along the way and about other cycling-friendly businesses and services. Cyclists' prime concern was the availability of secure storage of their bicycles and a range of other services, such as cleaning facilities, could also be offered.

6.5 **Video**

B Bourne had discussed with Paul Flood the possibility of producing a 6 to 7 minute video of the Mole Creek area at a cost of \$250, which could be incorporated into our website and uploaded to YouTube inter alia. MCTA would need to determine locales to be filmed and develop a script for the production.

MOVED J Lamont, SECONDED L Rose, that work on this project proceed and that \$250 be allocated for the purpose. CARRIED

6.6 Honeycomb Cave geocache

D Hunter expressed concerns about the existence of a geocache, promoted via an Australian geocaching website, inside Honeycomb Cave. Comments recorded on the site indicated that the cache was located in an area which was possibly dangerous to those seeking it out, especially children, as well as detrimental to the cave environment.

MOVED D Hunter, SECONDED Bourne, that these concerns be brought to the attention of the person(s) responsible for the cache. CARRIED

6.7 Accommodation information for Mole Creek Visitor Centre

RESOLVED that B Bourne survey accommodation operators in response to a request from Don Lamont for accommodation details to assist in dealing with enquiries at the Mole Creek Visitor Centre. CARRIED

6.8 Mole Creek Caravan Park noticeboard

Henrico Van Schoor invited operators of attractions and food outlets to send information to him, which he would place on the noticeboard at the caravan park.

6.9 Comments on holiday season to date

There was general discussion on members' experience of the current holiday season. A Kelly commented that traffic through Mole Creek had been steadily reducing over the past few years and businesses such as his were seeing less visitors. Accommodation occupancy rates seemed generally to be on a par with past years.

6.10 Cruise ships

A Kelly commented that he believed there was a possibility of developing itinerary items which could be of interest to some cruise ship tour organisers. A Kelly and B Bourne to discuss this further.

6.4 Date of next meeting

Monday, 22 February 2010, 7.30 pm at Laurel Berry Restaurant.

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