



MINUTES OF COMMITTEE MEETING HELD ON 28 SEPTEMBER 2009

1. ATTENDANCES

Laurie Rose (President), Doug Westbrook (Senior Deputy President), Brenda Bourne (Secretary), Jane Lamont (Treasurer), Raymond Howe and Bob Loone (Committee), Kirk Bourne and Lyn Stedman (members)

Apologies – Deb Hunter, Androo Kelly, Haydn Stedman, Karen Hall, Henrico van Schoor

The President declared the meeting open at 6.50 pm.

2. CONFIRMATION OF MINUTES

MOVED B Bourne, SECONDED L Rose, that the minutes of the meeting held on 17 August 2009, as circulated, be confirmed as a true and correct record. CARRIED

3. MATTERS ARISING

3.1 Discover Tasmania website update

B Bourne reported that requested improvements to the wording of the Mole Creek page had been completed and additional images included.

3.2 World Whitewater Championship

B Bourne reported that a link was now in place on the Hydro Tasmania WWC website and Mole Creek's website URL included in teams news updates.

3.3 Signboard

Grant applications close Monday, 12 October. An outline of the design was tabled and discussed, operator information being shown on removable plates to facilitate immediate updates when operators sign up or leave. It is envisaged that accommodation operator plates will show name and phone number, and attractions and services plates will show name and opening hours.

3.4 Cradle Coast Authority/Western Wilderness marketing

L Rose reported that she had been in contact again with Ian Waller at Cradle Coast Authority. The marketing planning workshop had been deferred pending the appointment of CCA's new Marketing Officer, due to commence work today.

4. CORRESPONDENCE

4.1 Inwards

4.1.1 Department of Justice, 18/8/09, approval of Richard Millen as auditor

4.1.2 MCPA, 21/8/09, re Paws 2010 and Visitor Centre signboard

4.1.3 MCPA, 17/9/09, re Paws 2010

It was noted that the MCPA response invited representation on the Paws working group but did not address the question of terms. J Lamont advised that she was willing to perform MC duties again and B Bourne indicated her willingness to undertake website work on behalf of MCTA to support the Paws

event. The question of how to raise funds for promotional purposes, as well as raising the profile of the area, through the Paws event to be discussed at the next meeting.

RESOLVED that MCPA be advised that J Lamont and B Bourne would make themselves available to meet with the proposed working group on behalf of MCTA to discuss involvement in Paws 2010.

4.1.4 Tourism Tasmania, 21/8/09, re LTA Digital Marketing Forum to be held 8 Sept

B Bourne reported that she had attended this Forum on behalf of MCTA. There was much emphasis on the need for effective internet marketing through websites which deliver the information visitors are looking for and which are also readily found through search engine optimisation. Work in these areas is ongoing. The third area covered, and given great emphasis, was making use of social networking sites such as Facebook and Twitter for promotion. She had not yet worked out how these sites, which were not intended for such purposes, could effectively be put to work, but would continue to work on that aspect when time allowed.

4.1.5 MVEC, email 24/9/09, re Community Forum Steering Committee

Following the workshops held in Deloraine and Westbury in August, a Community Forum Steering Committee was to be formed to pursue the ideas, needs and wants expressed. L Rose advised that she had accepted an invitation to participate.

4.2 Outwards

4.2.1 MCPA, 18/8/09, re Paws 2010 and Visitor Centre signboard

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

5. TREASURER'S REPORT/ACCOUNTS FOR PAYMENT

Ch no 000003 Jacksons Security Pty Ltd Seal stamp \$33.55

MOVED B Bourne, SECONDED L Rose, that the Treasurer's report, as attached in the minute book and showing a current balance of \$695.91, be received and that cheque no 000003 be passed for payment.
CARRIED

6. GENERAL BUSINESS

6.1 Membership application

RESOLVED that an application for membership received from Ferndale Guest Cottage (Marilyn & Mike Tomlinson) be approved.

6.2 Friends of Westmorland Falls

K Bourne advised that he had met with Parks and Wildlife Ranger Linda Overend to discuss maintenance and upgrading of Westmorland Falls Track. Ms Overend had been very helpful and suggested that those interested join Wildcare and form a group to care specifically for this track and the falls area. Individual membership cost \$25 pa, which included insurance. Ms Overend also advised that three bridges had been programmed for fabrication by Parks and Wildlife to replace the current inadequate creek crossing treatments during the current financial year.

RESOLVED that the offer of K Bourne to coordinate the Friends of Westmorland Falls group be supported, initial membership being Kirk Bourne, Lyn Stedman, Haydn Stedman, Raymond Howe, Don Lamont, Jane Lamont, Doug Westbrook and Brenda Bourne.

6.3 Vibe holiday planners

It appeared that the GWT holiday guide reprint was to proceed, for another year at least. The new Launceston Tamar and the North holiday guide would include a section on the Great Western Tiers,

including Mole Creek. The current edition of the LNT holiday planner basically stopped short of Deloraine and it was unknown whether the next edition would be any different.

6.4 Meeting schedule

The third Monday meeting schedule was no longer possible for some committee members and the question was revisited.

RESOLVED that committee meetings be held on the fourth Monday in the month, commencing at 7.30 pm, the October meeting to be held at Mole Creek Lodge.

6.5 Tasmanian Heritage Festival – Deco to Digital

Information had come to hand regarding the Tasmanian Heritage Festival 2010. This would be held state-wide throughout the month of May and the theme for 2010 was 'Deco to Digital – Our 20th Century Heritage'. National Trust, supported by sponsors Pure Tasmania, were the organisers of the Festival and cluster events were seen as a good way to draw visitors to an area. Mole Creek might feature oral history sessions and the evolution of the caves as a visitor experience. Other suggestions were sought.

RESOLVED to list for discussion at the October meeting.

6.6 GWTTA – Board membership

At the recent GWTTA AGM it was announced that, whilst elections were not due this year, two casual vacancies had occurred due to Board members resigning or leaving the area. B Bourne had been elected to one of these positions and anyone interested could put their name forward for the other.

6.7 Mersey Forest Road upgrade

RESOLVED that the secretary make enquiries to ascertain which body was responsible for this road, with a view to making an approach to have the final section to Walls of Jerusalem upgraded and sealed.

6.8 Sundial Trail

J Lamont raised an item which had been put to her by Peter Le Bachelor, suggesting that the sundial in the swimming pool grounds be included in a 'Sundial Trail'.

RESOLVED that the secretary follow this up.

6.9 Tasmanian Tourism Expo – Hobart, 7 & 8 November

GWTTA was mounting a stand at this Expo and sought volunteers to man the display. Anyone who could help should contact GWTTA secretary Karen Phillips. Secretary to check on what material would actually be on display on the stand.

6.10 Burnie cruise ships

R Howe mentioned that 17 cruise ships were scheduled to call into Burnie in the coming season. Secretary to contact Jenny Cox at Burnie Council to find contact details for the cruise operators re bus tours taking in Mole Creek.

There being no further business, the President declared the meeting closed at 8.20 pm.