



## **MINUTES OF MEETING HELD ON 17 AUGUST 2009**

### **1. ATTENDANCES**

Laurie Rose (President), Doug Westbrook (Senior Deputy President), Haydn Stedman (Deputy President), Brenda Bourne (Secretary), Jane Lamont (Treasurer), Deb Hunter (Committee), Paul Gerhard and Lyn Stedman (members)

Apologies – Raymond Howe, Androo Kelly, Bob Loone, Henrico van Schoor

The President declared the meeting open at 6.40 pm.

### **2. CONFIRMATION OF MINUTES**

RESOLVED that the minutes of the meeting held on 16 July 2009, as circulated, be confirmed as a true and correct record.

### **3. MATTERS ARISING**

#### **3.1 Incorporation**

B Bourne advised that the process was complete and the Certificate of Incorporation had been received.

#### **3.2 Tear-off maps**

No further action pending determination of marketing plan (see item 4.1.1).

#### **3.3 Discover Tasmania website update**

B Bourne had followed up on the issues raised with Tourism Tasmania subsequent to the inclusion of Mole Creek in the Western Wilderness zone, with its own dedicated page on the discovertasmania website. Mole Creek operators had now been migrated to the correct zone but finetuning of the wording and additional images on the Mole Creek page had still not been attended to.

#### **3.4 Committee membership**

L Rose advised that Raymond Howe and Androo Kelly had both agreed to take up committee positions.

#### **3.5 World Whitewater Championship**

L Rose had spoken with Canoeing Australia. B Bourne to seek website link.

D Hunter joined the meeting at this point, the time being 6.55 pm.

#### **3.6 Signboard**

D Hunter comments re unsafe/sensitive cave locations shown on signboard had been passed on to MCPA secretary who suggested covering with white tape. L Rose to do this.

### **4. CORRESPONDENCE**

#### **4.1 Inwards**

#### **4.1.1 Ian Waller, Cradle Coast Authority, email 23/7/09, re Western Wilderness, marketing**

L Rose reported that she and B Bourne had met with Ian Waller to discuss inclusion of Mole Creek in the next Western Wilderness zone print publication. Mr Waller had been very supportive and had subsequently raised the matter with current zone members, who agreed to welcome Mole Creek on board. The cost of advertising was \$8,000 per page but the first priority would be to have editorial content about Mole Creek introduced in the next edition of the brochure. The fact that Mole Creek fell within the Meander Valley Council area, which co-funded the operations of the Northern Tasmania Development Authority and did not contribute to the Cradle Coast Authority, was broached with Mr Waller, and subsequently with Rick Dunn of MVC, and neither saw this as being an issue. Mr Waller had suggested that a marketing planning workshop be held, which he would be happy to attend and invite Tourism Tasmania to participate in, to develop ideas about how best to market Mole Creek.

RESOLVED to take up the offer by Mr Waller to collaborate in a marketing planning workshop.

#### **4.2 Outwards**

##### **4.2.1 Attraction operators near Mole Creek, email 21/7/09, re associate membership**

B Bourne reported that Christmas Hills Raspberry Farm, Tasmanian Copper & Metal Art Gallery and Woolmers Estate had so far taken up the attractions associate membership package at a cost of \$25, including detailed listing in the appropriate area of the website, DL brochure display and inclusion in suggested itineraries to be prepared shortly.

#### **4.3 Tabled**

##### **4.3.1 Great Western Tiers Tourism Association July minutes**

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

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

Ch no 000002	Business Affairs Branch	Incorporation fee	\$133.00
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MOVED J Lamont, SECONDED Haydn Stedman, 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 000002 be passed for payment.

CARRIED

#### **6. GENERAL BUSINESS**

##### **6.1 Meander Valley Council Community Grant application**

L Rose and B Bourne reported on a meeting with Rick Dunn on a range of subjects, including funding, the revamped GWTV website/booking system and bike trails. Mr Dunn had encouraged the submission of an application for a grant for a signboard displaying 24 hour information at the Mole Creek visitor centre.

MOVED B Bourne, SECONDED H Stedman, that, subject to the agreement of MCPA, an application be prepared and submitted for a Community Grant for the installation of a visitor information sign at the Mole Creek visitor centre, to be maintained by MCTA.

CARRIED

##### **6.2 Paws at Mole Creek 2010**

RESOLVED to seek the views of Mole Creek Progress Association on whether Paws might be undertaken as a joint MCTA/MCPA event.

##### **6.3 Appointment of auditor**

B Bourne reported that the Manager of Meander Valley Enterprise Centre, Richard Millen, had agreed to act as auditor, subject to the approval of the Commissioner for Corporate Affairs.

#### **6.4 White 'i' information session**

J Lamont had been unable to attend the white 'i' information session for non-accredited visitor centres at Riverside on 14 July, arranged by Northern Tasmania Development, the coordinating body for all visitor centres around Tasmania. B Bourne had attended and reported on proceedings, the main topic having been volunteer recruitment and management.

#### **6.5 Great Western Tiers Tourism Association**

B Bourne advised that GWTTA had invited representation at its August meeting, which unfortunately coincided with this meeting. It was agreed that close liaison with GWTTA was very important and that, if GWTTA was willing to receive MCTA representation at board level, this should be pursued and some adjustment might have to be made to our meeting schedule. Secretary to follow up.

#### **6.6 LTA Forum**

Preliminary advice had been received from Tourism Tasmania about a Local Tourism Association forum to be held in Launceston on 8 September. Up to two representatives could be sent. Secretary to co-ordinate attendance once official invitation was to hand.

#### **6.7 Geocaching proposal**

H Stedman offered to prepare a geocaching project and explained to those present what this entailed. The idea was warmly welcomed.

#### **6.8 Publicity Officer report**

D Westbrook reported on discussions with the Manager of the Mersey Enterprise Centre when he had received some useful suggestions, including the importance of local operators familiarising themselves with each others' operations to maximise referral/networking opportunities and developing information about the pioneering history of the area.

#### **6.9 Wilderness – On The Edge**

H Stedman tabled a copy of an earlier brochure used to promote Mole Creek under this catchphrase. It was felt that this strongly represented what Mole Creek was about and matched very well with its new close ties with the Western Wilderness zone.

#### **6.10 Date of next meeting**

Monday, 21 September 2009.

There being no further meeting, the President declared the meeting closed at 8.45 pm.