



MINUTES OF COMMITTEE MEETING HELD ON 28 JUNE 2010

1. ATTENDANCES

Laurie Rose (President), Doug Westbrook (Senior Deputy President), Brenda Bourne (Secretary), Jane Lamont (Treasurer), Androo Kelly & Bob Loone (committee)

Apologies – Raymond Howe, Deb Hunter, Haydn & Lyn Stedman

The President declared the meeting open at 7.15 pm.

2. CONFIRMATION OF MINUTES

MOVED J Lamont, SECONDED B Bourne, that the minutes of the meeting held on 24 May 2010, as circulated, be confirmed as a true and correct record. CARRIED

3. MATTERS ARISING

3.1 Signboard

B Bourne reported that she had ascertained that MCPA intended to update the large signboard opposite the Guesthouse, hopefully in time for the 2010 summer season, and that tourism operators would be invited to display their details at a cost. In light of this and following on from discussions at the previous meeting, discussions had been held with Marg Wilson and Remmo Beerepoot and a location identified adjacent to the Chudleigh Store which would be ideal for the display of information for visitors coming into the area from the east, which would compliment the MCPA sign in the west.

MOVED A Kelly, SECONDED L Rose, that arrangements be made for completion of the sign project and its erection in Chudleigh and that payment of \$1,400 be authorised to Ash Signs, the balance to be paid upon completion. CARRIED

3.2 Tasmanian Heritage Festival – Tiger Tales evening

D Westbrook reported that this event had been very well received and that people had attended from as far away as Smithton and south of Hobart. A raffle of the book *Thylacine Man* had raised \$62. It was agreed that this should not just be a one-off event. A Kelly noted that 7 September was national Threatened Species Day and would give some consideration to marking it in some way.

3.3 Marketing workshop

The marketing workshop had been excellent, with exuberant support and encouragement from Don Monk. It was, however, poorly attended and Don was concerned that lack of operator interest to provide needed 'critical mass' was going to be a limiting factor in the development and promotion of Mole Creek's profile. He would be presenting an overview in due course. He was enthusiastic about the idea presented by D Westbrook of a 'big tiger' as an attraction and the latter would continue to develop this idea for discussion after the AGM.

3.4 Mole Creek video

B Bourne was in touch with Paul Flood, who had a number of other projects in hand at the moment.

3.5 Social media

B Bourne reported that MCTA now has a Facebook page. Members are encouraged to write on its wall, put up photos, information, events and items of interest.

4. CORRESPONDENCE

4.1 Inwards

4.1.1 Meander Valley Online, undated – re training

4.1.2 Cradle Coast Authority, 19/6/10 (email) – re Regional Tourism Review

4.1.3 Cradle Coast Authority (Don Monk), 25/6/10 – re attending next meeting

MOVED A Kelly, SECONDED B Bourne, that Don Monk (CCA) and Tanya Trost (Tourism Tasmania) be invited to the next committee meeting and that all members be encouraged to attend. CARRIED

4.2 Outwards

4.2.1 To MCTA members, 14/6/10 – re publications, information sheets

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

5. TREASURER'S REPORT/ACCOUNTS FOR PAYMENT

MOVED L Rose, SECONDED A Kelly, that the Treasurer's Report, showing a current balance of \$3,872.41, as attached hereto in the Minute Book, be received. CARRIED

6. GENERAL BUSINESS

6.1 Date of AGM

RESOLVED that the Annual General Meeting be held on Monday, 23 August 2010, commencing at 7 pm.

6.2 Sunday Examiner feature

Cradle Coast Authority in association with The Examiner newspaper had been running a competition for prizes of a weekend getaway in various locations around the north west and western wilderness areas. The prize winner's story and pictures of their weekend away were then presented in a full page spread in the Sunday Examiner, with associated limited advertising opportunities. Mole Creek hosted one such getaway, the winners enjoying two nights accommodation at Mole Creek Lodge, dinners at the Laurel Berry Restaurant and Mole Creek Hotel, Mole Creek Cave tours and a visit to Trowunna Wildlife Park. Their story would be featured in the coming weeks.

6.3 Website statistics

Website visitor numbers had been declining, as would be expected, since Easter but the trend had reversed this month. One factor appeared to be the launch of Tourism Tasmania's 2010 Western Wilderness Holiday Guide, including online on Discover Tasmania website, which featured a two page spread on Mole Creek this year, including hotlinks to www.molecreek.info and the five operators who had advertised in the publication. L Rose and B Bourne noted that their own website analytics reflected this trend also.

6.4 Great Western Tiers holiday guide

B Bourne reported that GWTTA was taking on a more active role in its partnership with Meander Valley Council and a subcommittee comprising Brenda Bourne and Paul Flood together with journalist Margeurite McNeill had assumed responsibility for producing the 2010 edition GWT holiday guide. The emphasis would be on effective promotion and affordability of advertising for small operators.

6.5 Date of next meeting

Monday, 26 July 2010, at the Laurel Berry Restaurant, commencing at 3.30 pm.

There being no further business, the President declared the meeting closed at 9.05 pm.