



MINUTES OF COMMITTEE MEETING HELD ON 26 MAY 2011

1. PRESENT

Paul Flood (President), Doug Westbrook (Senior Deputy President), Haydn Stedman (Deputy President), Brenda Bourne (Secretary), Laurie Rose (Treasurer), Sarah Cooper (committee member), Bob Loone (member)

Apologies – Jane Lamont

The President declared the meeting open at 3.15 pm.

2. CONFIRMATION OF MINUTES

MOVED H Stedman, SECONDED L Rose, that the minutes of the meeting held on 28 April 2011, as circulated, be confirmed as a true and correct record. CARRIED

3. WESTERN WILDERNESS ZONE MARKETING PROSPECTUS PRESENTATION

Members welcomed Don Monk (Cradle Coast Authority) and Tanya Trost (Tourism Tasmania) to the meeting and Don proceeded to outline the benefits of participation in Western Wilderness zone marketing activities for 2011-2012. Packages offered a range of products, including online promotion through discovertasmania.com and the new Western Wilderness site tasmaniaswesternwilderness.com.au. At the lower end of the scale was the opportunity to simply advertise in the WW holiday guide, starting at \$660 for a 1/6 page advert. It was noted that this year there would not be a two tier Zone publication scenario, with just one planner/guide for each of the 5 zones. Tourism Tasmania would produce a whole of state motivational publication, which would not include any advertising. The Zone guide would be distributed more widely than before, including interstate through trade shows, selected mainland visitor centres, and motoring organisations. It would be available online and also via Smartphone technology. Discussion ensued covering various points, including the high cost of participation for small businesses, the division of the state into five separate publications at guide level whilst Tourism Tasmania had reverted to treating it as a single product by producing a motivational publication on that basis. It was agreed that a saving could be effected by six advertisers sharing a whole page, bringing the individual cost down to \$600. Don and Tanya left the meeting at this point.

4. MATTERS ARISING

4.1 Mole Creek video

Work in progress.

4.2 Mole Creek display at GWT visitor centre

The GWT VIC manager had conceded that the focus area for Mole Creek and Chudleigh brochure display would be subject to a one-off charge and an amended invoice had been received.

4.3 Project Tiger

D Westbrook had discussed the project with Eddie Freeman on two occasions and the latter would visit the proposed site for further consideration. B Loone mentioned that a large spruce tree was about to be cut down in Westbury, which might provide suitable timber for the project, and D Westbrook would check this out.

4.4 Geocaching project

No response from Parks and Wildlife; secretary to send reminder.

4.5 Smartphone app

Some preliminary investigation had taken place; work in progress.

5. CORRESPONDENCE

5.1 Inwards

5.1.1 Craig Plaisted, MVC, 17/5/11 (email) – unable to attend May meeting

5.2 Outwards

5.2.1 Craig Plaisted, MVC, 3/5/11 (email) – invitation to attend May meeting

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

6. TREASURER'S REPORT/ACCOUNTS FOR PAYMENT

MOVED B Bourne, SECONDED H Stedman, that the Treasurer's report, showing a balance as at 26 May 2011 of \$1,548.24, as attached hereto in the minute book, be received, and that the following accounts be passed for payment –

GWT Visitor Centre	\$275.00	Visitor Centre display	
B Bourne	\$78.16	Website hosting reimbursement (Click'n Go)	CARRIED

7. GENERAL BUSINESS

7.1 Website statistics

B Bourne reported that in the 31 days to 22 May the site had recorded 1804 visits, 84.4% from search engines, 2.5 average pageviews, 2min 47sec average time on site. 22% viewed Mole Creek Caves (1005 visitors), Attractions 332, Accommodation 308, Walks and Nature Trails 269. Mole Creek Caves no 1 search phrase but those who found the site via that enquiry viewed the site average in terms of other pages visited. Arising from this item, P Flood noted that MCTA paid for domain registration and hosting and raised the question of payment for B Bourne's work as webmistress. B Bourne declined to entertain this and the matter was set aside.

7.2 Great Western Tiers TV advertising campaign

GWTTA were arranging 12 months TV advertising which would feature a number of operators and also hopefully generate some brand recognition for the Great Western Tiers region as well. Cost of participation would be \$1,600. Any operator interested in participating should contact P Flood.

7.3 Local Tourism Association forum re Regional Tourism Review outcomes

To be held on Tuesday, 31 May, in Launceston; P Flood and B Bourne would represent MCTA.

7.4 Regional Tourism Awards

The date for entries had been extended to Friday, 3 June. Anyone interested should contact Ian Waller at Cradle Coast Authority.

7.5 Walks information update

It was noted that due to bridge washouts Meander Forest Reserve was currently accessible by 4WD only and that Syds Track and Mother Cummings Track entrances were not at present accessible by road. It was noted that the sign for Lobster Falls had been removed; B Bourne to ascertain from Forestry whether the track was in fact open.

7.6 Marketing opportunities/publications for coming season

Members were currently being presented with information about a number of advertising opportunities. Four publications were on offer - WW Zone guide, Vibe Tasmania guide, Jasons guide, and GWT guide.

Discussion ensued on the relative merits of these, based on cost, distribution and confidence in the product. L Rose would obtain some clarification re the Jasons guide editorial content and distribution and a comparison would be prepared and sent out to members.

7.7 Date of next meeting

Thursday, 30 June 2011, at Laurel Berry Restaurant, commencing at 3 pm.

There being no further business, the meeting closed at 5.40 pm.