



## Ferguson Valley Member Update

November 2016

### FVMP NEWSLETTER

The new Ferguson Valley Marketing & Promotions Board has voted to issue a periodical Newsletter to all Member Businesses in the Ferguson Valley to keep them informed with what the Board is working on and the achievements to date.

At the first Board meeting after the 2016 AGM the main discussion was on how the FVMP will go forward and where the Board members can be most effective. In the near future various portfolios will be created for the Board members.

The outgoing Board secured funding for a Business Plan. David Duncanson of Kirkgate Consulting, met with Board members and businesses in the Valley for brain storming sessions. The first draft has been forwarded to Board members for comments. Expected completion date is late 2016. Once completed, there is also funding secured for a Marketing Plan by 180 Marketing, which should be completed early in 2017 to promote Businesses in the Ferguson Valley more effectively.

Brian Rettinger and Karin Williams have been assigned to visit surrounding Tourist Information Centres to facilitate the co-ordination and sharing of information of events and restaurant opening times. So far they have visited Donnybrook and Bunbury. Collie and Harvey will be next on their List.

Tony Jenour is working tirelessly on getting better tourist signage to the Ferguson Valley. The Board voiced it's opinion to the Shire regarding the large sign before the Ferguson and Pile Road Intersection.

Kim Wesley has started a social media education group. Please contact her at Peppermint Lane Lodge if you are interested in learning more about how social media can be an important, and inexpensive, component of your business. She sees the importance of this medium in the promotion of the Ferguson Valley. Some common hashtags for you to start using on Instagram (and share to Facebook) are **#fergusonvalley** and **#discoverfergusonvalley**.

It has been suggested that a library of local photographs could further promote the Valley. To this end perhaps a photographic competition could be developed for our Ferguson Valley event calendar. Kim also arranged for the well known photographer Richard Woldendorp to visit the Valley and take a number of photographs of faces and places of the Valley including aerial photos. The flight was courtesy of pilot Chris Shine. If the competition materialises Richard Woldendorp also has offered to be a member of a panel of judges for the event.

The Shire of Dardanup has expressed an interest in the FVMP taking a role in the new Bunbury Wellington Boyup-Brook Tourism Strategy. Phil Smith is busy working with the BCCI and the Shire to fulfil that. More information from the Board will be forthcoming as it develops.

## INTRODUCING YOUR FVMP BOARD OF MANAGEMENT

### Phil Smith - Chairman

I have lived in the Ferguson Valley with my wife Mary for about 26 years. During that time we raised 3 children and established St Aidan Wines vineyard & Cafe. This, plus my other job as an anaesthetist, keeps me fairly busy. I have chaired many committees including the SJOG Anaesthetics Committee, the Geographe Wine Industry Association, the inaugural Geographe Wine Show Committee & the inaugural Bull & Barrel Committee.

### Brian Rettinger - Deputy Chairman

I am a resident of Bunbury but my heart is in the Fergie Valley. My professional background is Project Management and now I own a tour business South West Tourist Services (SWTS). I am passionate about increasing tourism and bringing more visitors to the Ferguson Valley and Geographe Region and surrounds.

### Tony Jenour -Treasurer

Managing Director of Evedon Park Bush Resort which started in 1982. Our first guest arrived in 1984. In the early days, a large number of our guests were Singapore farm stay visitors, which saw me become one of the inaugural Board members of the Australian Farm Stay Association in 1989. I served six years as President & five years on the National Board as Vice President. During that time, on behalf of Evedon Park Resort & the Farm Stay Association, I travelled extensively through South East Asia attending travel shows, workshops and promotions. The countries included were Singapore, Malaysia, Indonesia & Taiwan. If I bring anything to the Board, it is the experience of 30 years of marketing in the Tourism and Hospitality Industry.

### Lynda Vandersteen - Secretary

Part-time Administration support for the FVMP. I am a long time resident of Dardanup and grew up in the Eaton townsite. I have worked in Administration for State Government, Engineering companies and Local Government. After travelling throughout Australia and Europe, I returned to home base where I met my husband Brad and have 2 girls. Members are welcome to contact me by email or mobile. If I cannot assist or answer your query, I will endeavour to find the information.

### Karen Pantlin - Visitor Centre Co-ordinator

I previously resided in Dardanup West for 25 years and have successfully owned GT Fabrication and South West RV. Currently Co-ordinator of the Ferguson Valley Visitors Centre, where we support Tourism and Businesses in the Valley and surrounds to the wider community.

### Wendy Perdon - Board Member

My husband Ben and I took over running the Wellington Forest Cottages 6 years ago and opened "Wellington Food and Wine" just over a year ago.

I have a background in lecturing in Marketing, Events Management, Strategic Development, not for profit consultant specialising in Constitutions and developing Business Plans. I have re-joined the Board hoping to see a refocus on Marketing and Events for the Ferguson Valley. I will know we have done our job, when people stop arriving saying "I didn't know all this was here"

### Kim Wesley - Board Member

Kim and husband Simon have owned Peppermint Lane Lodge since 2005. Kim is passionate about promoting the Ferguson Valley and is co-ordinator of the local guide and cookbook "The Ferguson Valley - Plated". Kim has also developed Follies by the Ferguson, an outdoor sculpture trail component of the annual Dardanup Art Spectacular, and is an active member of the Wellington Mills Community Association along with being an occasional volunteer at the Ferguson Valley Visitor Centre. She firmly believes that social media is a key platform to promote the Valley and interested to gain and share her knowledge with the local businesses.

## Glenn Neill - Board Member

My family and I fell in love with the Ferguson valley after moving to the South-west back in 2013. My skills in Engineering and capital management will add value through data-driven strategy, governance & industry sector engagement. I'm proud to be a part of the future direction and prosperity of the Valley.

## Karin Williams - Board Member

Born and educated in Germany arriving in Australia in 1964. Previously Principal of Southwide Estates & Management Services (1988 & 1991), President Victoria Park Chamber of Commerce, Executive Manager Bunbury Chamber of Commerce (1992-1993).

Established Henty Brook Estate Vineyards & cellar door sales with husband Don in 1994. Foundation member of Geographe Vigneron Association, volunteer at the Ferguson Valley Visitor Centre in the early days. Appreciating Australia, always keen to promote the rural beauty & superior Wines and Produce of the Ferguson Valley.

## Laura Giumelli - Board Member

I bring an outside the box approach, with strict American influenced customer service focused background. My goal is to help grow the valley in a balanced sustainable manner. Help to get the current businesses in the valley to work together and promote the regions as a "whole" with an end result being a maintainable, healthy, vibrant and feasible co-operative community.

Apart from CNA/nursing and catering qualifications, I have 1<sup>st</sup> year constitutional law/law enforcement, 4 plus years as Area Manager and Research Officer for Australian Farmer Co-operative. Currently Manager at our family business Ferguson Falls Wines Cafe, married to my awesome husband Tim Giumelli and have 2 beautiful children who all work in our family business at the cafe.

## Jennie Drummond - Board Member

I have been in the Valley for nearly 3 years. Owner with husband Danny of the Wild Bull Brewery, a tourism and hospitality focused business. Have 30 years of experience in Hospitality and Management. I am passionate about promoting the Ferguson Valley.

## Cr. Carmel Boyce and Cr. Tyrrell Gardiner

Board Members on behalf of the Dardanup Shire.

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