



## Ferguson Valley Member Update

January 2017

### PROMOTE - REPRESENT - CO-ORDINATE - CREATE

November has been a very busy month for Karin Williams and Brian Rettinger, promoting the Business Community of Ferguson Valley Marketing & Promotions. Attending and making contact with fellow tourist Information Centres at the sundowners of the Harvey and Capel Shires as well as the Dardanup Shires "Thank a Volunteer Evening" at Bethanie Fields in Eaton. Brian also attended the opening of Potter's Gorge in the Collie Shire. At all Functions we made contact with the representatives of their Tourist Bureau's. While attending the function at Bethanie Fields, we made contact with their purchasing officer to facilitate the purchase of Ferguson Valley Wines. Ferguson Valley Wineries have been forwarded the contact details.

Kim Wesley at Peppermint Lane Lodge hosted Mr Woldendorp, who came up with an excellent selection of updated photos of the Ferguson Valley for our updated map. Brian has taken over the task from Lynda and the new map should be ready for distribution by February/March.

The Board decided at our November meeting that only financial members will be included and shown in the updated map. Closing date for inclusion was **10<sup>th</sup> January 2017** - with a little leeway. We are endeavouring to get lapsed FVMP Members to renew their membership, as well as encourage all businesses to financially support their fellow businesses. The Ferguson Valley Visitor Centre relies on our support to keep their doors open.

Kirsty Petrides wrote in the on-line URBAN NEWSLETTER <https://theurbanlist.com> "How to spend a weekend in the Ferguson Valley - just 2 hours from Perth, expounding the beauty of the Valley, the wine and eateries, rather than travel the long way from Perth to Margaret River". Brian had a direct response from that article, taking clients on a tour of the Valley. As venues don't ask their clients how they heard of them, it is difficult to assess the full benefit. Another great article has been circulated by the **Vintage '64 Club Inc** of their visit to the Ferguson Valley, posted on Google. Another unsolicited publication <http://www.star2.com/travel/asia-oceania/2017/01/05/readers-share-home-of-gnomes-and-friendly-farm-animals-farmstay> was well received. FVMP helped to promote Ferguson Farmstay's Candlelight Concert to all the surrounding Shires and was well attended. Please be sure to forward notification of all your events to FVMP for wide distribution. With strength we will prosper!

The Visitor Centre was recently the recipient of an airconditioner, funded by the Dardanup Shire. Visitors have been a little slow of late prior to Christmas, especially overseas visitors, but in January the visitor numbers have picked up. The warmer weather brought out a glorious display and perfume of the roses at the Visitor Centre, often commented upon by visitors. The Centre is open daily from 10am-4pm, with a good display of gifts and momentos. Karen Pantlin thanked all the volunteers and wished everyone a prosperous New Year.

We are in the final stages of completing the updated Ferguson Valley & surrounds "Drive & Discover" map ready for publication.

Finally, the FVMP Sundowner will be on Tuesday, February 14<sup>th</sup> commencing at 6pm. All Members and prospective Members are cordially invited.

Until next time!