



*Enjoy a fresh look at country life*

## **Ferguson Valley Member Newsletter July 2017**

### **PROMOTE – REPRESENT - CO-ORDINATE – CREATE**

There are 2 big dates to put into your calendars:

6<sup>th</sup> September is the AGM. The new constitution will be presented so it is vital that we have a quorum.  
16<sup>th</sup> August will be the next networking evening at Evedon Park.

#### **Promote:**

- Marketing Plan is now complete, with the Branding mission being the first action. The plan is to somehow fit in with Bunbury Geographe logo.
- Funding application is in place to do a feasibility plan for a new pop up visitor Centre, with the capacity to sell coffee, and be self funding.
- Instagram and Facebook are getting some real traction in the tourism sector with regular Ferguson Valley posts. We request that you do your own posts, and share like and tag them as much as possible.
- The website has recently been refreshed to be more “visitor centric”
- Tourism Radio has some Ferguson Valley presence. If you would like to have your own story please speak to Barry (97317006)
- Work is being done to have Ferguson Valley posters on the electronic billboards at Eaton Fair.
- Accommodation Audits, and visitor surveys are being prepared to get stats on current visitation to the tourism precinct.



#### **Represent:**

- The Bunbury Geographe Tourism Partnership under the guidance of Anissa Williams will soon have its inaugural Tourism Advisory working Group meeting. Branding and Maps will be high on the agenda.
- Signage has been addressed with application going to council to allow White on Brown tourism signs to be placed up to 5 Km from operations open less than 5 days per week.
- A chance meeting with Mick Murray at the Telstra Tower launch was encouraging that we may see the promised \$300K some time soon.

#### **Coordinate:**

- The Networking evening at Willow Bridge was a great evening, and well supported.
- A two monthly Events calendar has now been created, and is being racked at the Perth Visitor Centre beside the FV map. It will be updated and reprinted monthly, so keep your event info rolling in.
- A Survey of members of the FVMP will be circulated soon. Please take the time to give us your feedback so that we can respond to your needs.

#### **Create:**

- Aaron Devitt has agreed to take on this portfolio.

**Visitor Centre:**

- The “School Lunch Room is now finished, and available for use.
- The merchandise and the floor plan is being reviewed to “freshen it up”
- The Air conditioner is Toasty warm, so why not get out of the weather and drop in.

**Governance and Finance:**

- A new constitution is being prepared as per the requirements for all “not for profit” organisations.
- The new Budget year has begun, and the FVMP has had a significant increase in support from the shire \$20K operational budget, and a further \$20k on a dollar for dollar basis matching grants received from other organisations.