



Enjoy a fresh look at country life

Ferguson Valley Member Newsletter January 2018

The Ferguson Valley Marketing committee wish all it's members a prosperous 2018 and extend a thank you for your support during the past year.

Since our last newsletter, there have been a number of significant and exciting developments that will likely impact on all our businesses. In particular, following the State Government election, \$300K has been allocated to promote the Wellington Forest and Ferguson Valley. We have held preliminary discussions with the Tourism Minister's office to ascertain their priorities and the procedures for accessing the funds. We'll keep you informed as this develops but members seeking more information can speak to Phil Smith or Wendy Perdon.

Separate funding has also been approved to get a new "pop up" Visitor Centre project off the ground. The initial phase of the project will examine its feasibility and operational aspects to ensure it can be predominantly self funded.

We have updated our constitution to bring everything into line and as part of that we are now simply known as Ferguson Valley Marketing (FVM). Some of the achievements that the FVM has been involved in since August include:

- The Gnomesville Book was completed and launched late in November and the launch included an article in the West Australian newspaper and and even drew interest and an interview on BBC radio
- The Ferguson Valley Marketing website has been revamped to make it more visitor focussed.
- Advertising features promoting the Ferguson Valley are being shown at Eaton Fair.
- An events calendar has been developed and is disseminated in Perth and various regional areas on a monthly basis.
- Support was provided to a very successful Ferguson Valley Open Gardens event conducted in October

We extend our thanks to outgoing board member Karin Williams who has been an active and valued member of the Board. And congratulations to Ferguson Falls on their Gold Plate Award for pizza making. Another feather in the cap for our local hospitality and winery businesses.

All in all it's been a busy few months and considering some of the recent developments and projects commencing we are pretty sure there's going to be plenty happening in the coming year. Of course we welcome any support or ideas from any of you wishing to be involved.

Ferguson Valley Marketing Inc.

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