

# Newsletter



## Ferguson Valley Member Update

May 2017

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

Your Board has been quite busy on behalf of the FVMP this last month. The business plan has now been incorporated into the way we go about our jobs. Specifically, the 5 key areas identified in the plan – outlined below - have become the basis for Board member roles and responsibilities. Each area has a team leader who prepares reports, and is responsible to take on the actions in the Plan. They also are able to delegate and get help from Board members, other FVMP members. If any members of the FVMP are interested in helping, without being on the board, please contact any of the team leaders

**Promote: Wendy Perdon.** The marketing plan is in the final stages of comments, and modifications, with the Branding workshop coming up at Wellington Food & Wine on Monday the 8<sup>th</sup> of May from 6.00pm to 9.00pm. Please attend this meeting as it will affect all businesses in the Ferguson Valley.

The Social media group are steadily working to increase the knowledge and effectiveness of this vital part of co-promoting the area. Please ring Kim Wesley for further information (97283138)

**Represent: Phil Smith.** Bunbury-Wellington & Boyup Brook Regional Tourism Development Strategy have appointed Anissa Williams as Manager, commencing 19<sup>th</sup> of April. I have been unofficially endorsed to be the Shire's representative on the committee, and will be seeking a meeting with Anissa very soon.

Signage continues to be a major issue for the Valley with no simple solution to the problems that been discussed for the last 20 years. I propose calling a meeting of all stakeholders on Mon 1<sup>st</sup> or Tues 2<sup>nd</sup> May, 7.30pm at St Aidan Wines to develop the best possible outcome for both tourists and businesses. I will email more details closer to the date.

**Coordinate: Brian Rettinger.** An ongoing Membership drive is planned with membership having increased to 52 – many new members and a few non-renewals, mainly due to businesses closing. Brian is planning to contact existing members during the year to ensure the Board are meeting expectations.

Visitor center coordination has been a key aspect of this portfolio. Donnybrook, Capel, Harvey, Collie and Bunbury have been visited with Boyup Brook also indicated they will join the group. Brian has also visited The WA visitor Centre in Perth and they have agreed to allocate the FVMP two DL brochure spots – one will be used for our map and the other will have a "What's On" information brochure detailing events planned for two months – contact will be made with members who wish to provide information for inclusion.

The next FVMP sundowner has been planned for Wednesday 17<sup>th</sup> May between 6pm and 8pm. Venue to be Willow Bridge (subject to confirmation).

**Create: Gae Bessen.** This portfolio aims to help with planned events in the region in addition to creating some new ones. Currently assistance has been provided for Music in the Valley and the Dardanup Art Spectacular. FVMP will also auspice the scheduled Open Gardens program.

Lesley Geers a well-known Children's author, is creating a book centred around Gnomesville. As a guest at our March Board meeting, Lesley presented her illustrations and ideas for the project.

We are building a significant image library with a photographic competition in development stage to continue adding to this resource.

**Governance and Funding: Tony Jenour.** With considerable lobbying of the Dardanup Council, the FVMP has been able to secure a \$20,000 grant, and a pledge of \$20,000 matched funding to successful outsourced funding applications. This is a considerable increase on last year, and reflects Council's faith in the FVMP and its Board.