



Ferguson Valley Member Newsletter December 2018

The 300K loan:

Yes, we are still waiting. This week the Royalties for Regions committee will discuss releasing the funds to the Shire of Dardanup. If it is accepted, then FVM will put up business cases for expenditure which will be considered by both the Shire of Dardanup and Tourism WA prior to release. "Slowly, slowly, catchee monkey".

Promote Portfolio:

The new website with all of its whistles and bells has been a bit more of a challenge than initially thought. The 'filter' in the website for visitors to find what they are interested in, did not work in the way we expected, and so there is quite a bit of recoding required to correct the situation. We are onto it and will let you know when it is ready to go 'live'. Other activities are ongoing in the social media arena, and we have some great ideas to promote the valley once we get funding.

Create Portfolio:

The Find the Ferguson campaign was a huge success with social media influencers creating quite a flurry of activity and interest. It was the start of the annual event which will take place between the Bull and Barrel and the Ferguson Valley Open Gardens. The subcommittee has already started to work out how next year will look, and will get to the membership early next year to include all of the tourism businesses in the valley.

Included in the event was Goya, a small photography company who have some fantastic stills and videos, including drone footage. All of the photography will be made available to our membership once we have had a chance to catalogue it.

Represent Portfolio:

The Gnomesville project is going really well, with the plans now close to completion. They are available from myself or Brigitte.

The Signage working group has made a slow start, and is meeting again in February to workshop locations and routes.

BUNGEO is back on track with Michelle McCully now holding the reins. There will be a new Found Magazine soon, so, if you would like to write an article please contact her. You have till the end of next week.

ASW has recently also had a significant photo shoot with the Ferguson Valley well represented. Again, the footage sponsored by FVM will be available to our members.

Coordinate Portfolio:

We are rewriting the membership fees and prospectus. There will be three membership tiers and the fees will be based on benefits rather than the number of employees.

We will also be having a strategic planning day in February to look at where we have been and where we are going.

Visitor Centre:

After advertising for the position of Visitor Centre Coordinator, we are pleased to announce that Fiona Moriarty has been given the position. Starting next week, she will take over from Karen Pantlin, who has been caretaking since the last AGM. We would like to take the opportunity to thank Karen for her tireless work over the last 2 years.

Ferguson Valley Marketing Inc wishes all its members a very Merry Christmas and happy New Year.