



FERGUSON VALLEY MARKETING INC

## FVM Newsletter and Network Evening Report May 2019

Ferguson Valley Marketing Board has been very busy for the last few months since the last newsletter. I feel that our medium-term plans are finally starting to come together.

### Website

As I am sure you are all aware the website has now been released. There has been an incredible amount of time put into this project, and I would particularly like to thank Tessa and Brigitte who have carried most of the burden working with Amber Atkinson (Margaret River Marketing) the website designer.

The website now needs populating with your information. As stated in my previous correspondence the categories, and filters can be altered by each of you. If you are not sure what a category or filter is, or if you would like some assistance to claim and work on your website, we are holding a hands-on workshop at St Aidan Wines (with the big computer screen) on the **29 May at 5.30pm**. Bring along your computer and we will give you internet access to get the job done.

### 300K Grant

Tourism WA has now transferred the money to the shire of Dardanup for dispersal. It will be split between Signage, Marketing with ASW, and hopefully the Pop-Up, or Mobile visitor Centre. The final decisions of where the money will be spent is due before the end of this financial year.

**Signage:** The Signage advisory group has pretty much finished the recommendations, which are now being costed by Shire officers. Main Roads has advised us that if the Shire designates the Ferguson Valley as a tourism Drive, they will allow the traditional Brown Signs from surrounding highways and roads to direct traffic into the valley. The plan also has the completion of the internal signage which will have the new Ferguson Valley logo instead of the "Swish". Final costings will be presented on the 29 May.

**PUVC:** There has been some resistance to the concept of a "Pop Up Visitor Centre" which sells beverages, snacks and merchandise from TWA. As a result, we have renamed it a Mobile Visitor Centre (MVC), and designated two development stages, the first for which we are requesting funds will have no sales. And the second will be fitting it out with coffee machine and fridge etc. I would like a show of support for the MVC from our membership, and will have a small petition available, or would like to collect letters of support.

**Promotion by ASW:** This is the feedback I have had from Catrin Allsop:

1. Destination event facilitation
2. Leveraging the Great South West Edge Project
3. Creation of itinerary and trail digital collateral and leveraging the Tourism Western Australia Road rip campaign with the Ferguson Valley and Wellington Forest drive route
4. Marketing campaign for the Ferguson Valley and Wellington Forest

The main one of the above is the destination event facilitation. Bunbury has been looking to partner with some of the hinterland to create an event which would have accommodation and functions in the city, and lots of events and activities (as well as the limited accommodation we offer) in the surrounding region. We are discussing having an event similar to the "Ferguson Found" event we held last year, but on a much larger scale. The aim would be to start preliminary work this October after the Bull and Barrel, and have the first big event in 2020

### **Other activities**

**Membership:** New three tier membership

**Gnomesville:** Gnomesville Masterplan is now complete and has been endorsed by the Shire of Dardanup Council. There is a place on the map for the Pop Up Visitor Centre. I think that it is a really good plan, and already has had some parts implemented. I will attach the map to this newsletter.

**TWA:** Kim and I have attended two Branding workshops. They were very impressive, with the concept of collecting stories from around the State which will be moulded to give a WA Brand story, with multiple regional stories within. It is expected to take a couple of years to get through the TWA process.

**Music in the Valley:** The last event on the 7 April, was a huge draw card to the Valley. It was so popular that many venues were not able to cope with the numbers. The venues have discussed this, and decided it needs to be ticketed to control numbers, and the smaller events should be at 10.00, 12.00, 14.00 and 16.00. Some venues will have a lunch time concert and include lunch in the ticket price. We will await feedback from The Philharmonic Southwest.

**Friday Night Dining:** FV has agreed to help promote and administrate a roster of venues who will guarantee that there is somewhere to eat every Friday night in the FV. At present the roster will be "one in three" with Wild Bull, Bush Shack and St Aidan. And other venues are welcome to join in. Evedon Park and The Tavern are already open and may be included in future promotions.

**Wedding Expo:** Consideration is being given to running another Wedding Expo. This will enable collective promotion of business in the Valley. The idea is not to have all of one service at one venue, rather a mix of all services at various venues which in turn have people moving from one venue to another.



**Phil Smith**  
Chairman

13 May 2019