



Ferguson Valley Marketing Inc.
PO Box 7180 Eaton WA 6232
www.fergusonvalley.net.au
marketing@fergusonvalley.net.au
Visitor Centre: 0897281551
Marketing officer: 042828 1551

Chairman's Report Sept 2019 AGM

Things are really starting to come together for FVM this year. There has been lots of hard work and the Board is functioning extremely well with the portfolios being used to share the load. Once again, I would like to thank each member of the board and will mention their names besides the roles they are playing. I would like to make a special thanks to Brigitte who keeps all of the projects on track. We could not manage without her.

External Liaison Portfolio Phil Smith

Signage \$150,000 for this. Expected completion time is March 2020. Will include Brown signs of Forrest highway.

Gnomesville \$25,000 for this. Much has already been achieved with the help of the prison program labor. Next steps will be the Bus parking pull over bay, kerbing and signage. The toilets are more expensive, but the Shire is looking for ways to fund this. It will be a two-cubicle universal access toilet (self-contained with holding waste-water tank and water tanks). Phil Anastasakis assured me that it should be ready by the end of this financial year.

Mobile Visitor Centre \$90,000 for this. The Shire has approved \$25,000 from the \$300,000 Royalties for Region funds. There is a further, up to \$20,000 available for matched funding already budgeted, and we have applied for a "REDS" grant for the remaining \$45,000. If this is successful we hope to have the Van ready when the toilets are completed.

Trial pop up visitor center at Gnomesville. FVM has requested permission to have a small table and mini-marquee for a week of the school holidays. If granted we would be looking for volunteers to spend a few hours there to see how it could work, and to sell some gnomish product.

Promotion with ASW. \$100,000 for this. There are 5 elements to the proposal, which is still awaiting final approval from the shire:

1. Destination Event Facilitation. (\$35,000) This will start with concept planning and workshops, and hopefully finish with an inaugural event which is so successful that ongoing event funding will be available for future years. It will be owned by FVM, but share the cost (\$30,000) with Bunbury which will provide necessary infrastructure (Beds and transport) and reap the benefit of more visitation.

2. Leveraging the “Great Southwest Edge Project” (\$20,000) this project has a \$150,000 budget and FV will be placed on the destinations, ranging from Rottnest and Fremantle in the north around to Esperance in the South.
3. Creation of Itinerary & Trail digital collateral and leveraging the Tourism WA road trip campaign with the Ferguson Valley and Wellington Forrest drive route. (\$20,000) similar to the Wagin trails.
4. Marketing Campaign (\$20,000) Once the trails and Southwest Edge digital and print collateral is completed this will use predominantly social media for promotion.

BUNGEO is just releasing its Visitor Economy Strategy 2019-2024. The main focus is on a collaborative approach (with the 7 shires) to:

- Destination positioning
- Outstanding events
- Industry and product development
- Leadership

The main tools that are facilitating exchange between stakeholders, (Shire CEO's and TAWG), the Ferguson Found, the Map, the Business, events and Wedding guide, and FVM is trying to get Bungeo to take on the Events guide which we currently do.

Events Aron Devitt, Julie Lawrence

Ferguson Found: October 2019. Events include:

OCT 12 DARDANUP BULL AND BARREL FESTIVAL 2019
 OCT 13 EVEDON LAKESIDE RETREAT - CRC WESTERN AUSTRALIA GRAVITY ENDURO RACE
 OCT 18 ST AIDAN CHARDONNAY TASTING WITH MATCHING FOOD
 OCT 19 BUSH SHACK BREWERY - LIVE MUSIC AT BUSH SHACK
 OCT 19 FERGUSON VALLEY OPEN GARDENS
 OCT 20 FERGUSON VALLEY WEDDING EXPO
 OCT 25 ST AIDAN YOGA FOR WINE LOVERS WITH GYANI
 OCT 26 BUSH SHACK BREWERY - LIVE MUSIC AT BUSH SHACK

Wedding Expo October 20, 2019

Philharmonic South West: FVM is facilitating ticketing to overcome the over subscription we had last year.

Marketing Tessa Eckersley, Kim Wesley, Brigitte Milligan

Social Media Tessa will be giving a presentation tonight.

Ferguson Found Billboard photo and location

Visitor Servicing Kim Wesley, Fiona Moriarty

Upgrade of the Don Hewison Centre

Merchandise sales: on the rise.

Site: In discussion with the Shire of Dardanup regarding the VC site and staffing. Will be meeting again in October

Member Servicing Brian Rettinger, Peter Giumelli

Member numbers: 53 total
7 declined to renew
..7 new members

Maps: new map now available

Events Brochure: looking for the opportunity to have BUNGEO Take this over.

Finance and Governance Gemma Denton, Wendy Perdon & Michelle Brace. Finance report to follow.