

FVM 2018/2019 Treasurer Report – 18 September 2019

The 2019 financial year saw Ferguson Valley Marketing invest heavily on branding development, online presence and a user friendly website. Also events and the visitor centre.

Main areas of income and expenditure include;

1. Website

\$15,000 was invested in the development of the new FVM website. The designer was Margaret River marketing and had been responsible for similar tourism and wine area websites previously. The design centres around the experience of the user and promotion of all businesses and activities in the area.

2. Ferguson Found – social influencer visit

\$4,500 was invested to bring social influencers to the area. \$2,500 of this was spent on professional video and photography for use by members and social media followers.

3. Visitor Centre

\$9,000 was spent on operating costs for the visitor centre which is still 100% volunteer operated. This has had a huge overhaul this year with a view to try and increase sales. A new POS system is being implemented but so far this year sales were \$4600 with a cost of \$1400 so profit of \$1400 which leaves \$7.6k shortfall on VC

4. Gnomesville Books

\$6k was spent on printing of books and so far \$4.5k income has come in from this.

5. Event Brochure and Touring Maps

\$2k was spent on providing the FV touring maps and event brochures for the area and what is happening. This is again 100% volunteer time spent to set out and deliver the brochures and 100% of costs are covered by FVM. It is the only event brochure and touring map showcasing all businesses available for our area for visitors.

6. Income

Income for the year other than mentioned previously comes from memberships being \$11.5k and shire grants provided being \$20k for the year.

7. Overall position

The overall position for 2019 is a loss of \$21k. This is compared to a \$22k surplus last year. This is only the monetary investment and by no means indicates the hours of time given by people involved in both the board and the VC to make the previously mentioned possible.

8. Cash position

The current cash at bank at 30 June was \$31,984.97.

I have retired from the FVM board due to prior commitments of other boards, my own business and two small children but would like to wish them the best of luck with the exciting opportunities ahead.

See Financial Statement