



FERGUSON VALLEY MARKETING INC

FVM Newsletter September 2019

Since my last newsletter things are really starting to come together. The board has been incredibly busy and this pretty much started from when the new website development commenced and does not seem to have stopped as you will see from below. None of which could have been achieved without committed Board members.

External Liaison Portfolio

Signage - \$150,000 has been allocated for this. The expected completion time is March 2020. Will includes the brown signs off Forrest highway.

Gnomesville - \$25,000 has been allocated for this. Much has already been achieved with the help of the prison program labor. The 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). The Shire has assured me that it should be ready by the end of this financial year.

Mobile Visitor Centre - \$90,000 being sourced for this. The Shire has approved \$25,000 from the \$300,000 Royalties for Region funds. In addition to this there is up to \$20,000 available for matched funding already budgeted from the Shire, and we have applied for a "REDS" grant for the remaining \$45,000. If this is successful we hope to have the Mobile Visitor Centre 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 has been allocated 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 place on the destinations, ranging from Rottneest 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 in the process of 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

Ferguson Found: October 2019. Events include and hopefully will grow a little more:

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

A flyer has been developed and considerable marketing has been put in place. All events are located in the events calendar in www.fergusonvalley.net.au.

Wedding Expo – 20 October 2019

Ten venues (members) have chosen to participate with the majority of these being in the Valley. A supplier list is currently being compiled and will be divided up amongst venues. A flyer has been developed and considerable marketing has been put in place.

Philharmonic South West - Difficulties were encountered with oversubscription at venues it has been agreed that FVM will be facilitating ticketing to overcome this problem next year.

Marketing

A lot of work has been happening in this area with:

1. Additional web pages have been developed specifically for:
 - a. Ferguson Found
 - b. Wedding Expo

2. Social media:
 - a. considerable amount of social media activity taking place over the Ferguson Found period
 - b. Bunbury Mail full page add
 - c. 6PR campaign
 - d. Perth underground 8 meter billboard and selfie competition
 - e. Eaton Fair rolling billboard exposure

A copy of the social media presentation presented at the Annual General Meeting is available in your Dashboard - Member Information

In addition to this, blogs are being developed of a general nature to further promote walking trails, picnic areas, bird watching, bike trails etc all to further promote what the valley has to offer visitors.

Visitor Servicing

Visitor Centre - A lot of work has been undertaken by Fiona and Kim to not only give the Visitor Centre a fresh look but also inject quality merchandise. The Visitor Centre looks great and this hard work has shown an increase in sales which is fantastic.

Site - We are in discussion with the Shire regarding the VC site and staffing. There will be meeting again in October to look at a way ahead.

Member Servicing

Our member numbers is now 53 with 7 - 2018/19 declining to renew, but we were able to get 7 new members.

Ferguson Valley Tour and Attractions Map 2019/20 - Is now available. In addition, the map has been uploaded to www.fergusonvallery.net.au to assist visitors. Please do not hesitate to contact the Visitor Centre to arrange collection of the new maps.

Events Brochure - Looking for the opportunity to have BUNGEO take this over.

As you know we are a small board and your support is greatly appreciated.



Phil Smith
Chairman

30 September 2019