

Agenda for Flinders Ranges Tourism Operators Association Executive Meeting Thursday 7th Feb 2008 at 8.30pm by phone linkup.

Present: Julie Smith, Carmel Reynolds, Natalie Munns, Jannene Cannard, Sally Dean, Maxine Hawking, Derek Schneidereit
Heather Sweeting

Apologies:

Absent:

Jannene/Nat that the **Minutes of previous meeting – 7th Jan 2008** be accepted. Carried

Business arising from Minutes:

- ATDP update
 - last meeting on 23rd Jan
 - next meeting 5th March
 - Training sessions – FRNP 26th & 27th Feb
 - Next step on from Branding is Communications. Brief has been sent to selected agencies for reply by end of Feb. 3 month contract worth \$30000. FROSAT had some concerns. Jannene queried how is it delivered to operators? – this is part of the brief.
 - SATC may help with State Launch of National Landscapes – possibly at opening of new section at Wadlata. Deb Clarke is on Tourism Commission Planning Committee for launch at ATE. Hoping to use Tim Baier's images.
 - Lorraine is very busy with Interp
- TOTO – report from meeting 12th Dec Julie and Sally present.
 - FROSAT said that after 2008 focus will be different
 - Late Feb/early March for meeting to discuss other ideas - who will run this Committee/seek sponsorship to pay a Coordinator
 - No enthusiasm at meeting from operators present.
 - Are brochures available for Caravan & Camping Show if they put up large Tastes Banner as last year it was a concern. Yes they should be.
 - Sally to communicate with Jannene and Lisa Pearson to follow up on future of this group and include contact with Dedicated Food Group in Quorn and Wirrabara Farm Market Group
- Next Meeting with Southern Flinders – email from Gulf Getaways re dates Boat is available. Carmel still awaiting confirmation from Southern Flinders re 25th March
- 49 Renewal packages for membership sent out. 10 paid so far.
- Caravan and Camping Show – several operators have taken up this opportunity and a couple of our members are working.

Correspondence

IN

- Email from Chris Burchett/letter from FROSAT regarding our letter of concern to SATC re advertising

OUT

- Renewal Packages

Financial Report

- **Welcome and Thank You to our new Treasurer – Sally Dean**
- **Budget** – Julie and Sally to draft this
- **Accounts for Membership Package** – Details at next meeting.
- **Printed statement from Internet forwarded to all.**

General Business

1. Hire Form for equipment and where to keep it.

Sue contacted 4 different Committees – nothing concrete. Points to consider

- Time Frame
- Know the person hiring
- At discretion of Secretary to apply a fee as a deposit
- Make sure that equipment is in good covers and ask that method of transport be reliable
- Breakages – how do we cover them? Need to check on cost of Insurance cover.

Request from Lisa Pearson to use equipment on 23rd Feb – carried

Sally to draft a hiring form

2. Next Forum – 12th March Pichi Richi Park

Guest Speakers –

-**Heather Shepherd** Digital Manager SATC – Internet Marketing, blog sites, maximising conversion opportunities from web based marketing etc.

- **Phil Hart** Upper Spencer Gulf Export Advisor (grants in International marketing)
- **Mark Arnold** Aus Industry – ATDP grant
- **Mark Blyth** SATC – SA Tourism Development Grant
- **Lorraine Edmunds** – update on Interp Plan
- **ATDP update**
- **Operator Presentations** – Pichi Richi Park and Pichi Richi Camel Tours

Julie hoping to have a small presentation of examples of Tim Baier's work

MC – Derek and Heather as backup

Jannene had contacted ATO but not enough time in day as session is 4 hours – NRDB will hold these sessions in the very near future.

3. **Investing In Flinders Book by NRDB Thank you to Heather for a really good promotion of FRTOA**
4. **SATC Strategic Plan** – invites are out from this Committee for Meetings being held in regions to gather feedback on where to in 5-10 years time.
5. Quorn Caravan Park queries re FRTOA Website and operators who have dial up internet receiving info. All agreed that a FRTOA website would be beneficial and as originally planned to have a page on FROSAT site is not to happen Julie to start proceedings re our own. Suggested Tim Froling or Udo Boettger
6. Incorrect information on SATA and ExplorOZ websites. Carmel to follow up and make changes
7. FROSAT – 4WD Monthly CDs done in region available for operator – Carmel to ask them to bring them to next Forum or/and approach those operators in 4WD Tracks brochure
8. Leonard Nutt re Keith Conlon Ad and words used re having a 4WD to visit the Flinders Ranges. Carmel to contact Leonard and inform him that we discussed this issue but cannot see that we can do anything. It is a good ad for the region and Heather pointed out that it was an ad targeted at Adelaide Metro Market.
9. Heather to meet with Deb & Julie re MAP grant to get stronger Flinders presence at ATE for launch of National Landscapes.
 - great opportunity for operators to see how ATE works
 - Lorraine should definitely be one to go under this scheme
 - 50% rebate for operators as presenters

Jannene stressed the importance that the National Landscape message being delivered by brochure and by operators be consistent

Any Other Business

Next Meeting - **10th March**