

Minutes of Flinders Ranges Tourism Operators Association Executive Meeting Monday 10th March 2008 at 8.30pm by phone linkup.

Present: Julie Smith, Carmel Reynolds, Jannene Cannard, Maxine Hawking, Derek Schneider

Apologies: Sue Ellery, Natalie Munns, Heather Sweeting, Sally Dean

Absent:

Jannene moved/Carmel that **Minutes of previous meeting – 7th Feb 2008** be accepted as read. Carried

Business arising from Minutes:

- ATDP update – Last meeting 6th March. Next meeting Monday 2nd April
 - Training Session at Oraparinna great success. Training Committee to follow up on feedback and logistic concerns. One of Committee to give update at Forum. At this stage money taken for training registrations will remain in FRTOA account. Judy Francis DEH has approached Julie re joining with them for Cultural Awareness training on 1st or 2nd July. All agreed to make this our next Forum.
 - Communications strategy – LEAP Agency from Victoria won over JARVIS from SA who did Fleurieu Peninsula strategy. LEAP answered to the brief a lot better. Tony Prentis from LEAP will give an overview of what they will do at Forum. To be completed by end of May.
 - Merchandise Strategy – Dan and Heather are getting a number of artists together to run workshop. Want to come up with a Fossil prototype.
 - National Landscapes Launch at ATE on Wed June 18th by Tourism Australia. State Launch on 28th May at Wadlata with opening of their new section. FRTOA to give financial support for catering. Bianca Borrett of SATC working on a film forage to be used at SA Dinner night before. Tim Baier's presentation was too expensive so now looking at Discover. Anne Sellar looking at a giveaway fossil replica. Hoping to have SA Flinders Ranges Wine with nibbles.
 - Jannene asked that we approach SATC to change the large image they use in their booth from Prairie Hotel to a Flinders scene.
 - Several operators already going and Heather is working on a grant through MAP to take other members of MOM Committee.
- Next Meeting with Southern Flinders – 25th March on Gulf Getaways boat. Carmel to contact Nat re time/cost etc.
- Feedback on Caravan and Camping Show – increase on 20% attendance overall. Ran out of Guides. Look at bag idea for customers to collect brochures.
- 4WD DVD from FROSAT – given out at Training at Oraparinna and to all operators on 4WD Tracks and Trails brochure. Susan Lee has left a box with Hawker Motors and Willow Springs to sell at rrp \$19.95 with 50% to go to FROSAT.
- Bags for equipment – Sue Ellery spoke with a firm at Caravan and Camping Show and has ordered.
- SATC Strategic Plan meeting at Oraparinna. Those that attended both Hawker and Oraparinna sessions have received feedback from Angela Hazelbrook. Next draft to come out at end of April.
- Website – Julie has had contact with Udo Boettger re setting this up for us. Paid \$129 for Web Hosting and \$79 for Domain Name. www.flindersrangesoperators.com.au
- Hire form for equipment. Carmel moved/Jannene that we use the form kindly done by Sally and that we charge \$40 daily + \$40 for deposit for both projector and screen and \$25 + \$25 for white board. A penalty of daily rate will be charged if equipment is not returned the next day or asap within reason of distance. These rates to apply till the end of this financial year when we will review. Carried. (Form attached)