National Landscape Murray River

Steering Committee
Mildura, Victoria

MINUTES - 6.11.08

PRESENT: Mark Eckel, Sam Fielke, Tony Sharley, Shane Strudwick, Ray Jones, Duncan McKenzie, Graham Clarke & Carolyn Caddy, Paul Cohrs, Hank van Apeldoorn, Steve Millington, Jock Robertson.

OBSERVORS: Kris Harrington (Mgr Information Services & Events Mildura Council), Liz Robertson (Chowilla Station), Julie Jewell Mildura (Mildura City Council, Tourism).

APOLOGIES: Peter Cahalan, Shannon Perry, Grant Whiteman, Emily White.

WELCOME: Shane Strudwick welcomed and thanked everyone attending – Played marketing DVD released by Tourism Australia on National Landscape

NEW BUSINESS:

Conference
- Overview of conference attended by Duncan McKenzie and Shane Strudwick in Queensland.
- Attendance was funded by the SATC (accommodation and flights). Thanks for the SATC for financial support.
- A number departmental heads and Ministers attended the conference indicating Governments confidence and support for the NL program.
- Funding for National Landscape probable.

Marketing Initiatives
- Australia.com – National Landscape information will be available through this website with a section allocated to NL with info dedicated to each region. Discussion amongst regions about promoting themselves solely through this website or developing a dedicated website.
- Movie "Australia" with Nicole Kidman and Hugh Jackman to be released next week.
- Commercials – 2 commercials (East and West) promoting National Landscape
- Message "Walkabout" – You lose yourself to find yourself.

STO Support
- Shannon Perry has been appointed by the SATC to represent and support the State of South Australia on National Landscapes. A Business Manager dedicated to supporting the development of SA regions in the National Landscape.

Region Boundary
- The boundary is not set in concrete.
- Ray Jones has proposed that Swan Hill be included in the boundary to encourage participation and input from that region. Boundary can be altered to include this region conditional to the area fulfilling NL criteria and being able to service the experience seeker.
- Swan Hill to forward correspondence proposing the boundary accommodate their area with a list of activities that would suit the experience seeker. **Action Ray Jones.**

Reference Committee
- Reference committee members - Parks Australia, Tourism Australia, Eco tourism, Government departments.
- The reference committee determine the regions listed under the NL brand. Regions will be periodically assessed and if it is decided that a region isn't meeting the required standard it will be removed from the program.

Correspondence
- Media Release issued throughout the Murray River Region
- Letter Consideration Response Letter from TA
- Report from Shane tabled – Shane tabled report from National Landscape Forum in October

Branding
- Region title: Create an interim region title until Branding Audit is conducted
- Each member to forward 3 potential names to Sam. A listed will be circulated where the most popular 3 names can be selected through a voting process. Following discussion the most popular title will be selected. **Action steering committee**
- Branding audit from Flinders Ranges discussed
- A consultant will be appointed following tender process. Consultants use different methods to facilitate branding process, which will be determined once a consultant is engaged.

Product Audit
- Visitation – Consultant may visit as an experience seeker or may arrange a meeting to discuss with steering committee.
- Chairperson Shane will contact Tourism Australia regarding next steps for the product audit.
- The auditor requires a list of experiences/activities to assist with the audit process. Sam to forward the product audit list to all steering committee members to forward additional information. This document is to be finalised within a few days with an updated version forwarded for reference. The more detail provided at this point will be beneficial in assisting the auditor assess the region. **Action Sam**
- Audit process may take up to six months to be completed
- Contact personnel from each State to coordinate activity with the product auditor.
    - VIC - Mark Eckel - Julie and Kris to assist
    - NSW - Steve Millington. Steve to communicate with Hank & Ray for Swan Hill information
    - NSW - Hank & Ray will communicate with Swan Hill Council.
    - SA - Sam - to liaise with Emily RTA Manager

Website
- Central location to communicate through. Shane is prepared to design and create a website at no charge to use as a reference. Murray River website to be used in the interim to communicate information about the Murray River Region.
- Murray River Website displays the following on an interim site
    - **Content**
    - Media Releases, power points, reports, updates, meeting notification
    - NL power point describing what an experience seeker in to be downloaded onto the website. **Action Shane**
    - Steering committee contact details to be downloaded. **Action Shane**

Funding
Executive Officer
- To date this process has been operating through in kind support
- The Riverland Development Corporation are currently funding Executive Officer, Sam Fielke
- In the event of Sam's position at the Riverland Development Corporation not being refunded, who will fill this role?
- Stakeholders to contribute funds to finance the Executive Officer position if Sam's position discontinues.

Grants
- ATDP Grant

Famils & Meetings
- Steering committee to self fund expenses associated with attending meetings and familiarisations in each State.

Communication
Media Releases
Tourism Australia would prefer that all releases are endorsed by them prior to distribution.
Future communication with media is to be channeled through the chairperson.
Messages need to be consistent with a uniformed delivery
Movie "Australia has been a dream come true" to be launched in a weeks time, an opportunity to capitalize and attract media coverage. Shane to pursue. **Action Shane**
Contact personnel from each state to deliver media locally in consultation with Shane.
Media contacts
Chairperson: Shane Strudwick
SA region: Sam Fielke
VIC region: Mark Eckel
NSW region: Steve Millington

General Business
The next three meetings are to be rotated from SA, NSW & VIC with the respective State hosting a familiarization over two days, endeavouring to educate each other on the product offered in each State.
Meeting to be held in the evening.
Itinerary to be developed through respective State personnel in consultation with State steering committee input.

NEXT MEETING
South Australia - A two-day familiaration & meeting to be scheduled for March. Two dates will be circulated to determine which date is suitable to the majority.