


**YOUR
MARGARET
RIVER
REGION**

A decorative graphic in the top right corner consisting of several overlapping, colorful fingerprints in shades of purple, green, yellow, and blue.

WELCOME

Celebrating our first year

16th August 2016

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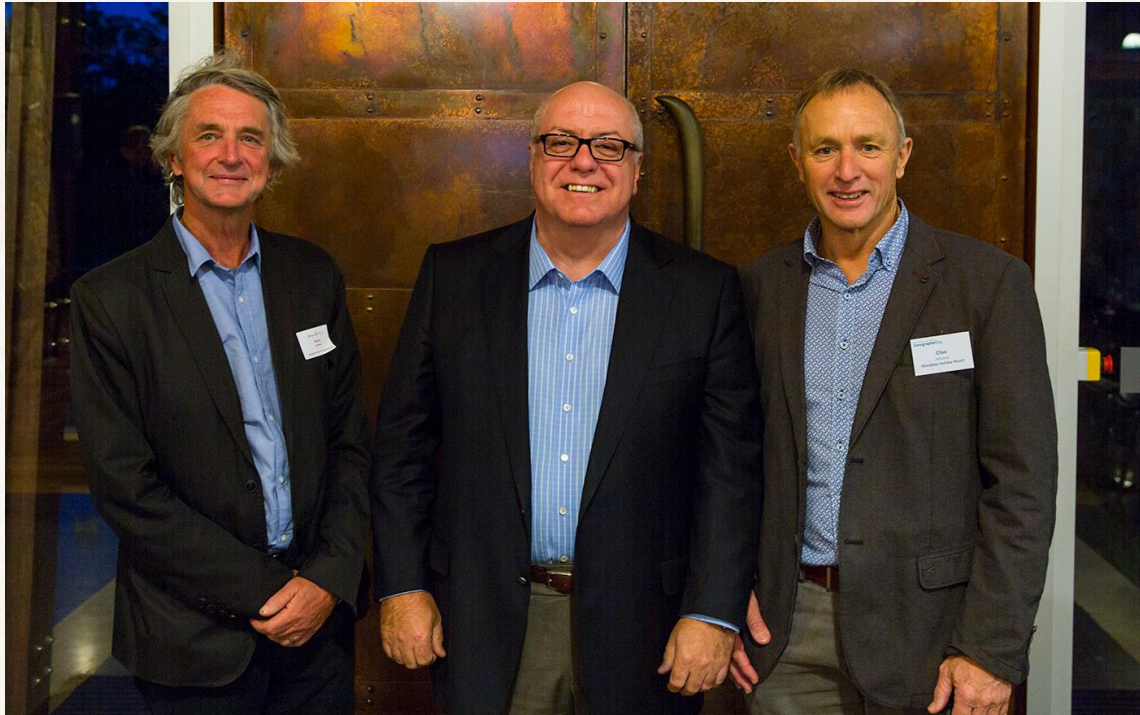
OPENING COMMENTS

**Trent Bartlett, Chair
MRBTA**

Governance – Transitional Board



Governance – Merging 2 Entities



Governance



Strategy

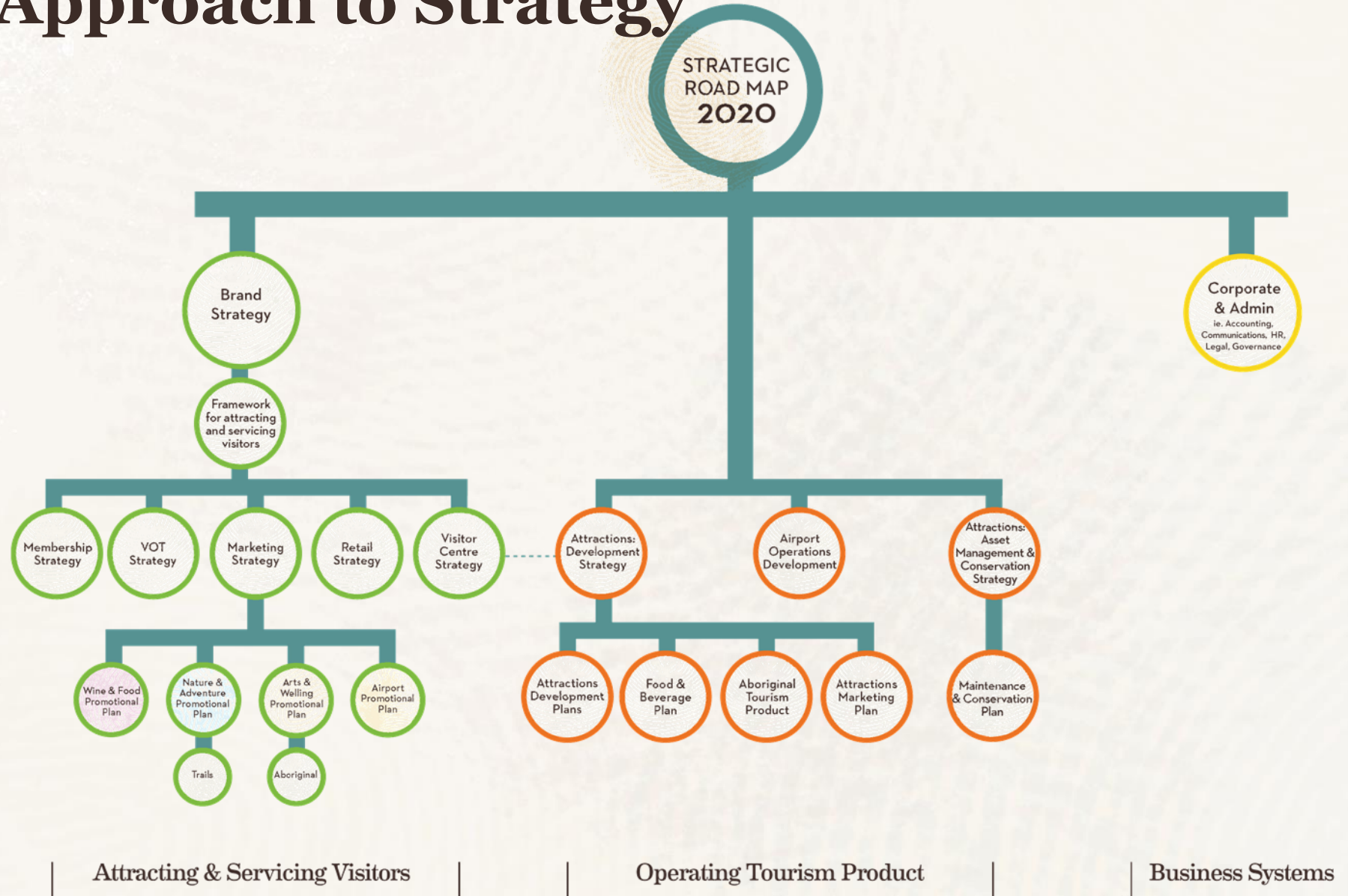
The Vision of the MRBTA as defined by the Board

By 2020, the MRBTA will be regarded as Australia's leading Destination Tourism Association, inspiring the world to explore The Margaret River Region.

The Purpose of the MRBTA as defined by the Board

The purpose of the MRBTA is to attract visitors to the region and preserve our natural assets for the benefit of its members who seek increased visitation and spend

Approach to Strategy



Approach to Partnerships



Grant Applications



**\$1.5 Million received
for Lighthouses**

**Visitor Servicing
\$120K received, more
pending**



Longer Term – BMRR Airport

3 days of Operation per
week (Tuesday,
Wednesday, Thursday)

10 scheduled services
per week

532 flights handled

27 876 passengers flew



Flight plan is a sevenfold passenger rise and freight



A Cathay Pacific Boeing 747 freighter, right, at the terminal of Wellcamp Airport, which will be close to the future bypass tollway

Source: *The Australian*, 11th April 2016

Regional umbrella brands as a means to generate synergies between tourism and the export of agricultural products

Prof. Dr. Harald Pechlaner

Mag. Michael Volgger

AProf. Christof Pforr

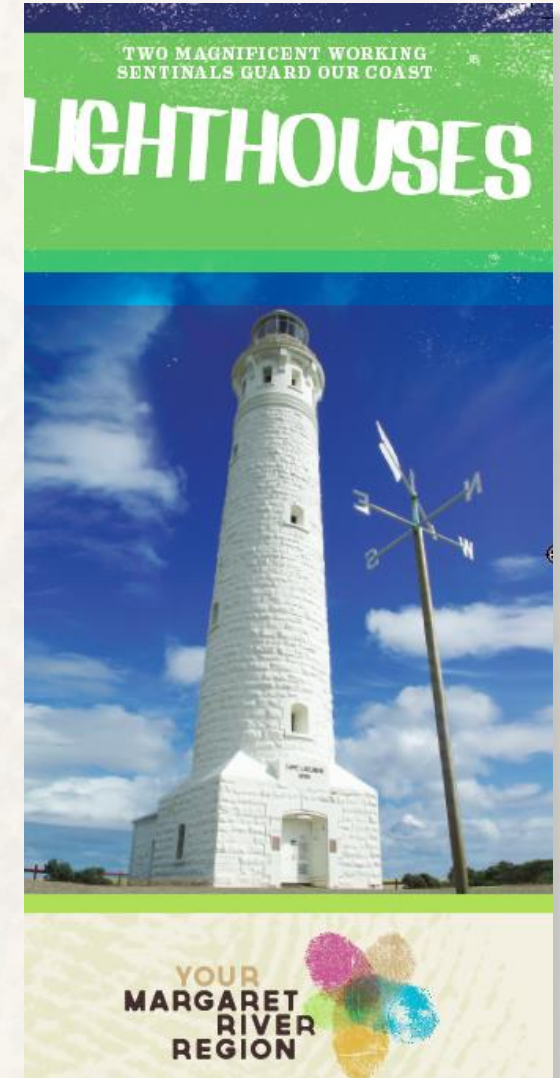
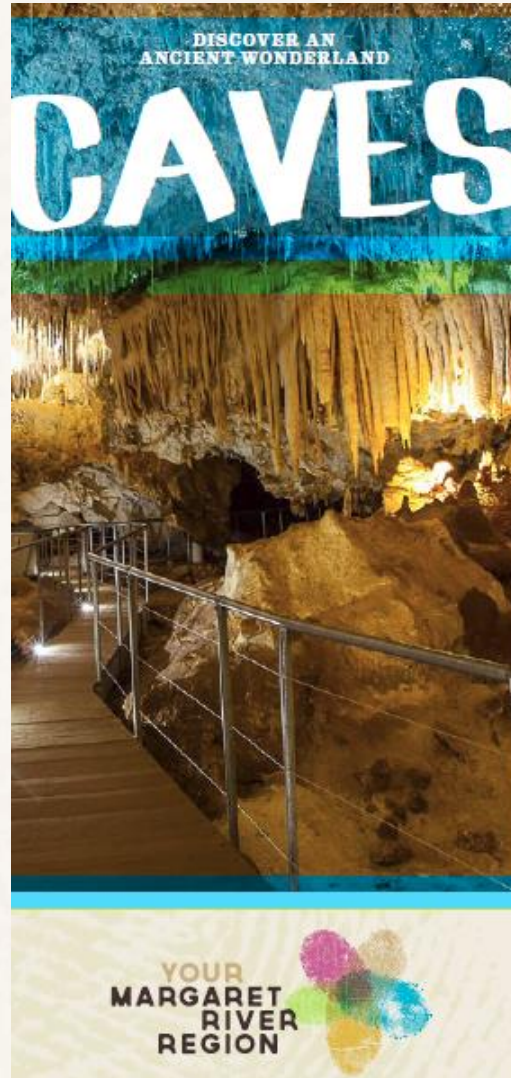
Margaret River (WA), February 2016

**YOUR
MARGARET
RIVER
REGION**

KEY HIGHLIGHTS

Pip Close – CEO

Brand Launch – Key Initiatives



Website - margaretriver.com



1,130,000 Sessions
↑15%

715,000 Users
↑12%

3.2 Million Pageviews
↑3%

86,000 Blog page views (*new*)

PR & Social Media - Key Initiatives



35,000 Likes
↑**14%**



8,600 Followers
↑**34%**



20,500 Followers
↑**200%**



25,500 Website visits
from Social media
↑**200%**

Directly generated more than
\$260,000
in media coverage for the region

AUSTRALIAN
TRAVELLER
HONESTLY AUSTRALIAN

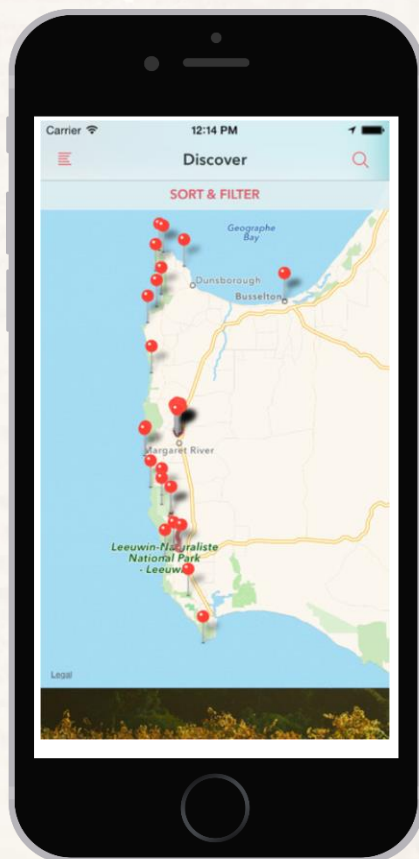
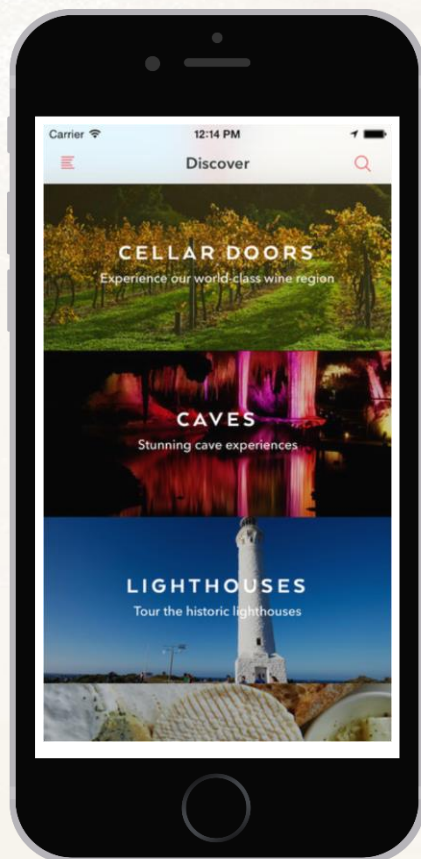
“Must-Visit Food Region”

delicious.

“Outstanding Region in Australia”

Margaret River Mobile App

YOUR
MARGARET
RIVER
REGION



Chinese Version App



**YOUR
MARGARET
RIVER
REGION**

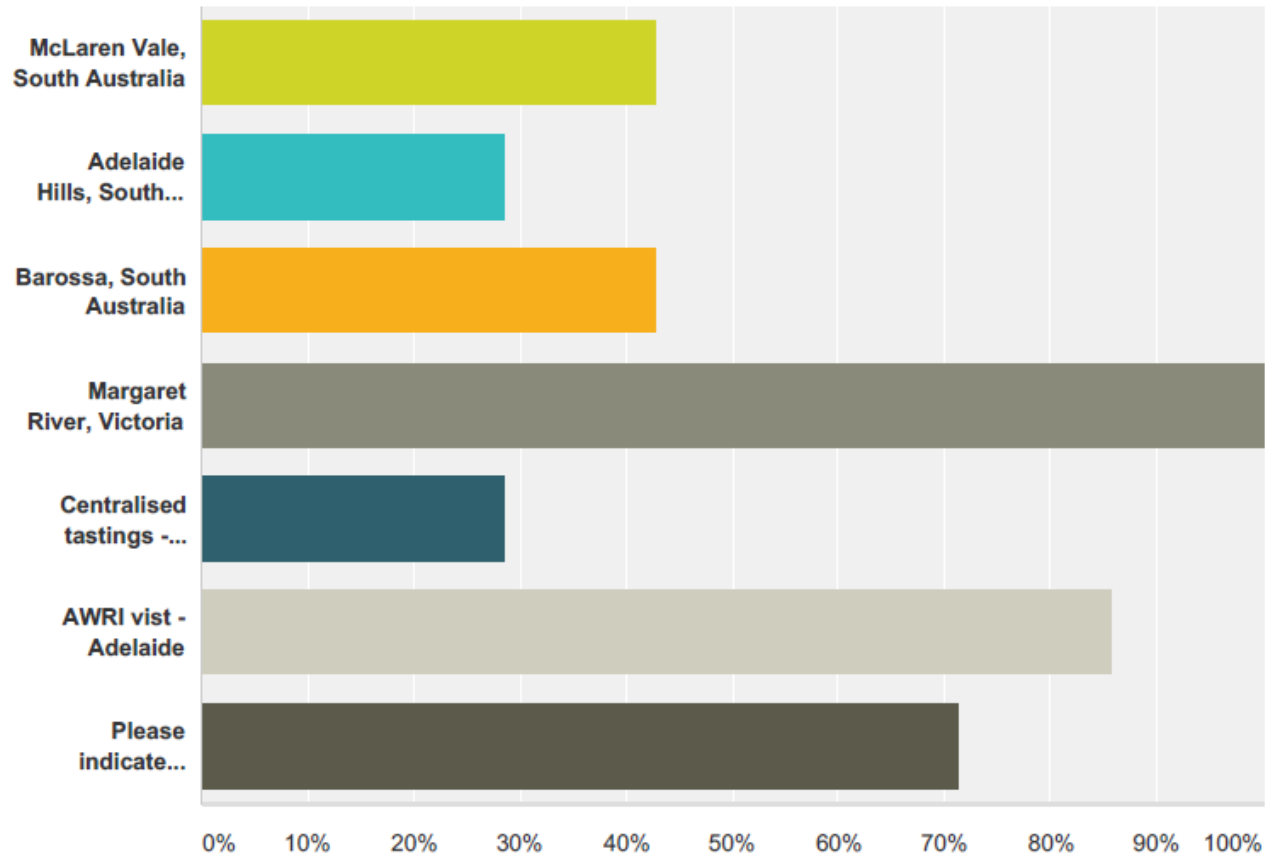
**FOOD AND WINE
PARTNERSHIP
WITH SWDC**





Q5 Which region(s) or itinerary segments impressed you the most throughout the trip?

Answered: 7 Skipped: 1



SOME OF THE COMMENTS HAVE INCLUDED:

“
*Margaret River
was just eye
opening...*
”

“
*The non-wine experiences - the sea plane in Sydney,
the caves in Margaret River....great experiences*
”

“
*Margaret River
excellent from the
seminars to the non-
wine events and
amazing food.*
”

“
*Outstanding
balance of wine &
non-wine events,
particularly in W.A.*
”

“
*How unique Margaret
River is and the quality of
wines there.*
*The opportunity to sell
Australian cab in the US.*
”



NEW PRODUCT Café Leeuwin Lighthouse



CAPE LEEUWIN CAFE	
Hot Cake Stack - Served with Fresh Cream, Maple Syrup and Forest Berries.....	\$9.50
Croissant - (Warmed) Served with Berry Farm Preserves and Butter.....	\$6.50
Savoury Croissant - Log Ham, Cheese and Tomato.....	\$6.50
Savoury Croissant - Smoked Salmon, Cream Cheese and Rocket.....	\$6.50
Homemade soup Served with Toasted Rustic Bread.....	\$6.50
• Toasted Paninis - • Shaved Leg ham, Tasty Cheese, Fresh Tomato and Indian Tomato Relish and Rocket.....	\$12.50
• Smoked Salmon, Cream Cheese.....	\$12.50
• Fresh Spinach, Greek Feta, and Sun Dried Tomato.....	\$12.50
• Chicken, Smashed Avocado, Tasty Cheese and Roasted Capsicum.....	\$12.50
Fresh Wraps (Made Daily).....	\$12.50
Homemade Quiche - Puff Pastry, Free Range Eggs and Fresh Fillings.....	\$12.50
Greek Salad.....	\$12.50
Garden Salad.....	\$12.50
Lighthouse Keepers Platter - for 2.....	\$27.50
Lighthouse Keepers Platter - for 4.....	\$50.00
Blackwood River Whiting - Panfried with Garden Salad.....	\$22.00
Golden Fish Pie - Fresh Southern Ocean Fish with Creamy Leek Sauce.....	\$20.00
Something Sweet	
Devonshire Tea (scone with jam and cream and your choice of tea or coffee).....	\$6.50
1 Scone with Jam and Cream.....	\$4.50
2 Scones with Jam and Cream.....	\$8.50
Choc Beetroot Cake (GF).....	\$6.50
Carrot Cake.....	\$6.50
Cookie - Melting Moment.....	\$2.50
Cookie - Salted Caramel and Macadamia (GF).....	\$2.50
Cookie - Rainbow Sprinkles.....	\$2.50
Muffins.....	\$2.50
Drinks	
Coffee.....	\$4.50
Cup.....	\$4.50
Mug.....	\$4.50
Espresso.....	\$4.50
Pot of Tea for 1.....	\$5.00
Pot of Tea for 2.....	\$9.50
Hot Chocolate.....	\$7.50
Little Kids Pack - Half Wrap, Juice Box, Sultanas & Cookie.....	\$6.00
Big Kids Pack - Full Wrap, Juice Box, Sultanas & Cookie.....	\$13.00

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STAFF SATISFACTION

Survey Results

A decorative graphic at the bottom of the page consisting of several overlapping, colorful fingerprints in shades of green, yellow, and blue.

Staff Satisfaction

- 76 responses
- How likely is it that you would recommend MRBTA as a place to work to a friend or colleague
86% responded positively
- How likely is it that you would recommend MRBTA's products/services (e.g. Visitor Servicing, Attractions)?
99% responded positively
- On a scale of 1 to 5, how satisfied are you with your role?
97% satisfied or completely satisfied

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MEMBER SURVEY

Results



Member Survey

- 209 responses
- How likely is it that you would recommend MRBTA to a friend or colleague
80% responded positively
33% of those were 10/10
- Most feel we are doing a great job
- Some feel disconnected because of our size & would like to more 'town specific' promotion

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CUSTOMER SATISFACTION

TripAdvisor Results

A decorative border at the bottom of the page featuring a repeating pattern of colorful, abstract shapes in shades of green, yellow, and blue.

Visitor Centre: An overall average rating of **4.31 out of 5 (86%)** was achieved

Attractions: An overall satisfaction rating of **4.48 out of 5 (90%)** was achieved

MEMBERSHIP FEES



CORE TOURISM OPERATOR PACKAGE

\$470 INC GST

The principal package for businesses looking to benefit from a broad range of destination marketing and visitor servicing activities

HOLIDAY HOME SHORT-TERM RENTAL PACKAGE

\$370 INC GST

Designed for registered short-term accommodation properties without on-site reception

RETAILERS & ESSENTIAL SERVICE PACKAGE

\$270 INC GST

Designed for tourism related businesses such as retailers and service providers who see visitors as a valuable component of their market mix

NON-REGIONAL TOURISM OPERATOR PACKAGE

\$270 INC GST

Designed for tourism businesses located outside of Your Margaret River Region but wishing to gain exposure and referrals

AFFILIATED BUSINESS & ORGANISATIONS PACKAGE

\$170 INC GST

Designed for organisations who understand the value of tourism and wish to do business or link with tourism operators and the MRBTA member community

MEMBERSHIP ADD-ON



+\$170 INC GST

Designed for businesses that have two or more product/services to promote at the same venue, e.g. winery with restaurant. Includes additional web page, App presence and enhanced map listing

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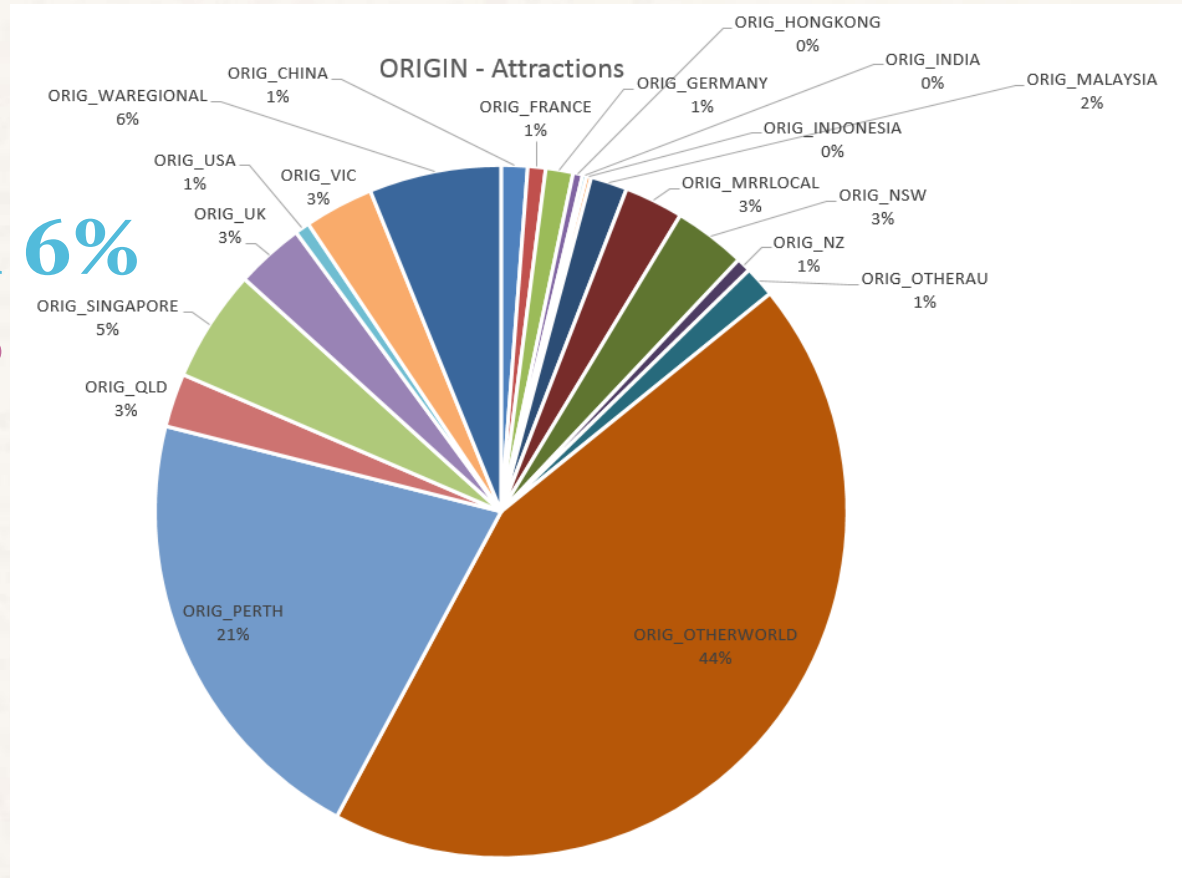
STATISTICS

2016

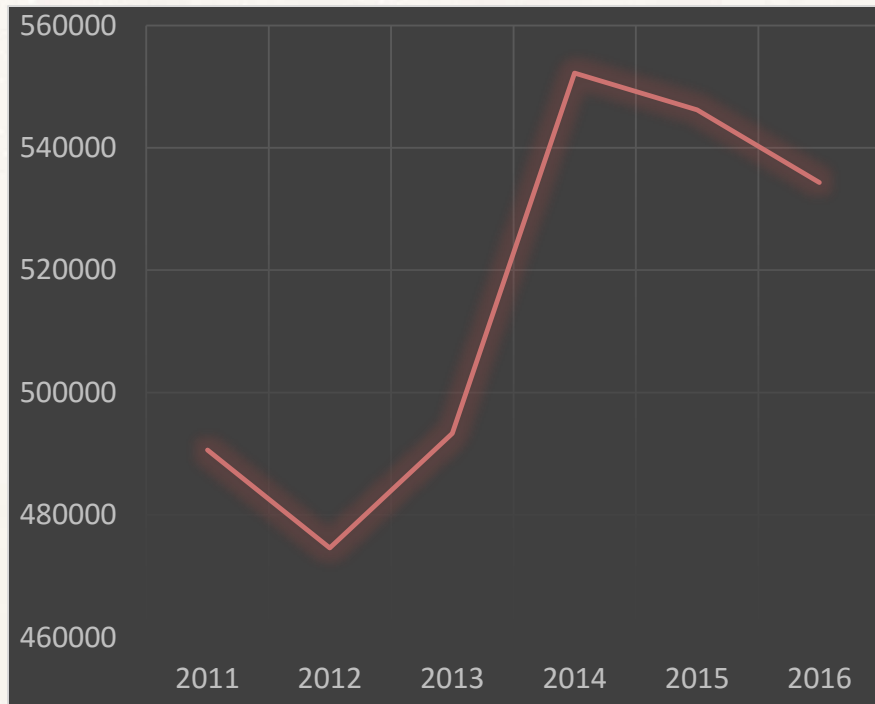


Attractions Visitor Origins 2016

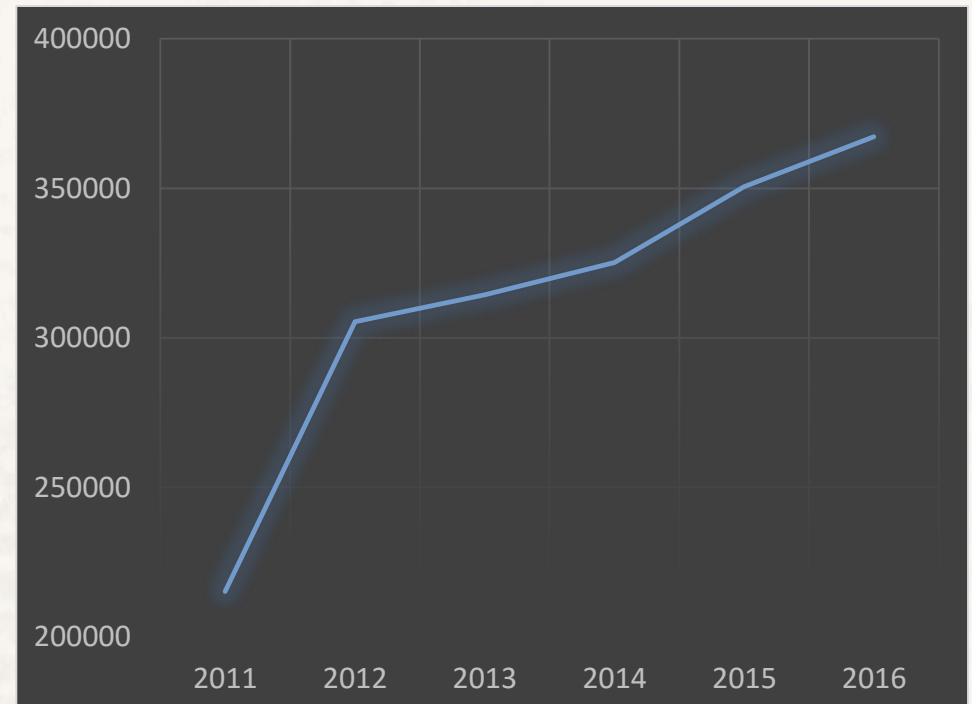
- **Perth 21%**
- **WA Regional 6%**
- **Singapore 5%**
- Queensland 3%
- Victoria 3%
- UK 3%
- China 1%
- USA 1%
- Germany 1%
- France 1%
- NSW 1 %



Visitation

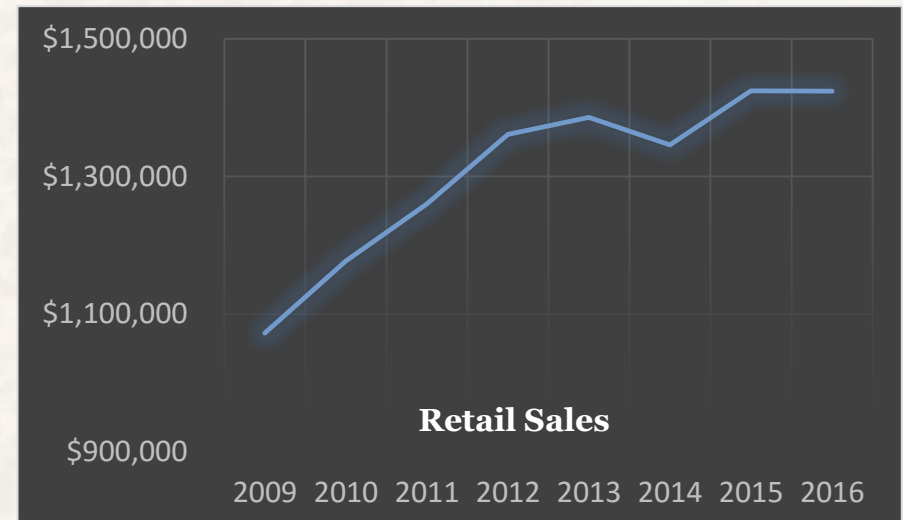
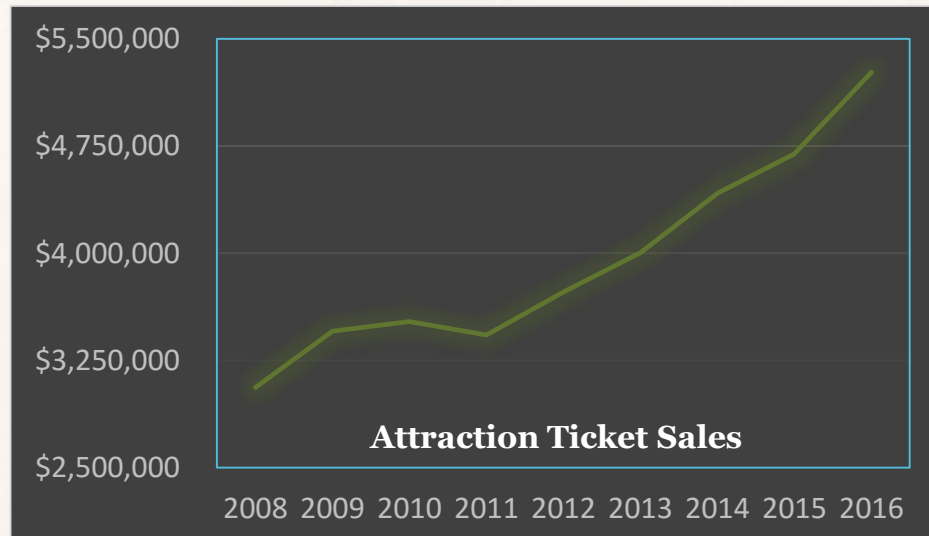
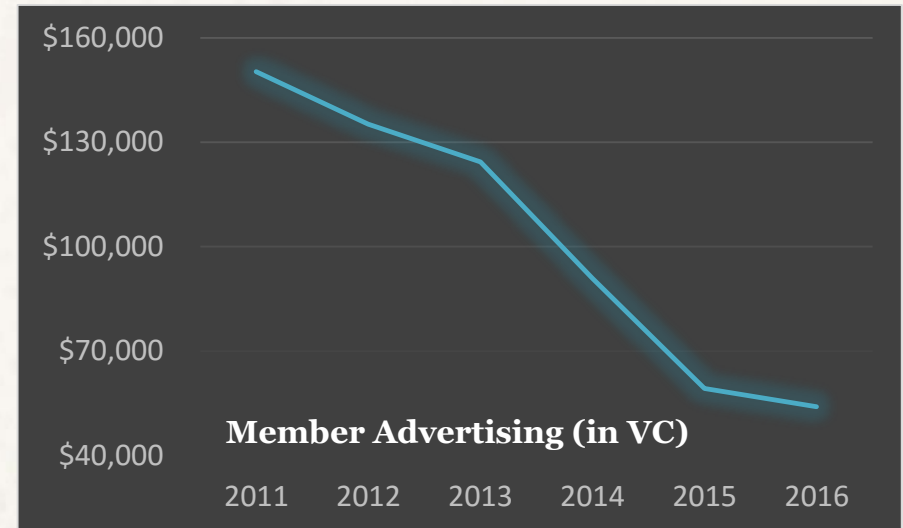


Visitor Centre Visitation



Attraction Visitation

Our Income Streams



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WHAT'S AHEAD

2017

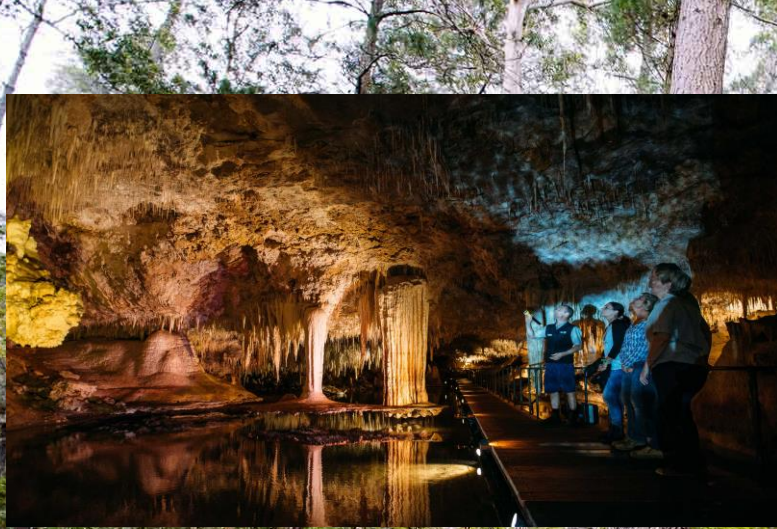
**YOUR
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ASW PARTNERSHIP

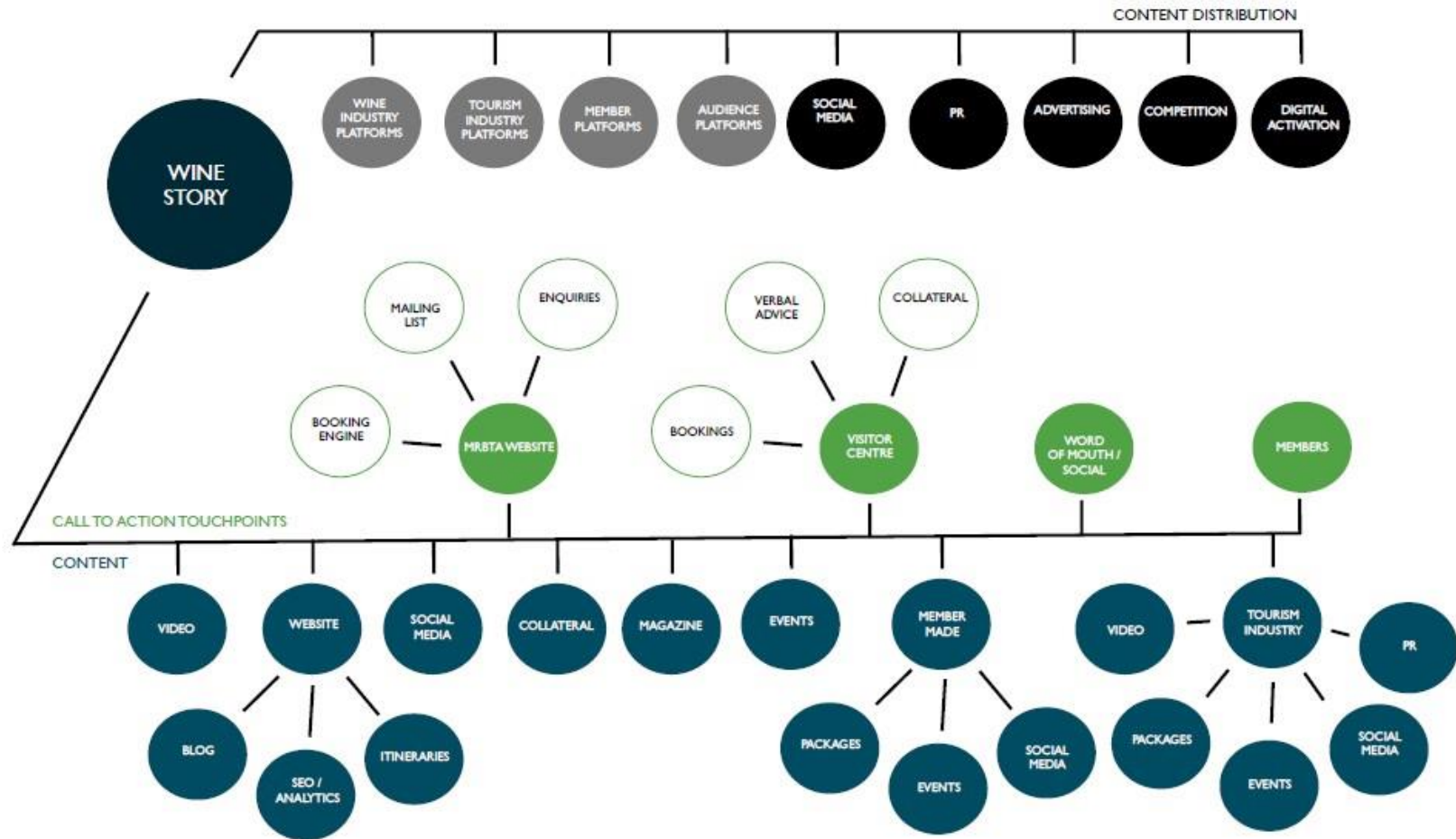


Nature & Adventure Strategy

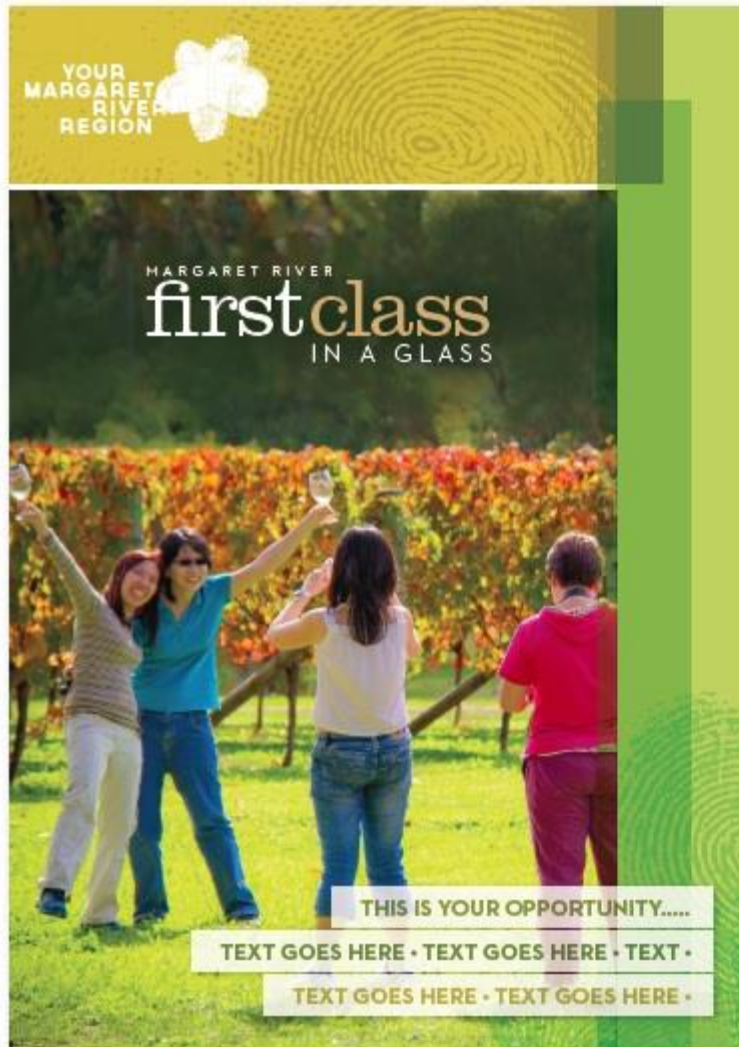
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REGION



Margaret River Wine Story



Proposal Template Option 1



YOUR
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RIVER
REGION

MARGARET RIVER
firstclass
IN A GLASS

THIS IS YOUR OPPORTUNITY.....

TEXT GOES HERE • TEXT GOES HERE • TEXT •

TEXT GOES HERE • TEXT GOES HERE •

Proposal Template Option 2



YOUR
MARGARET
RIVER
REGION

MARGARET RIVER
firstclass
IN A GLASS

THIS IS YOUR OPPORTUNITY.....

TEXT GOES HERE • TEXT GOES HERE • TEXT •

TEXT GOES HERE • TEXT GOES HERE •

Singapore Wine tourism promotion

YOUR
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Wine | Food

CABIN FEVER

Margaret River July 15-17 2015

Music | Art



Visitor Servicing Grant – Stage 2

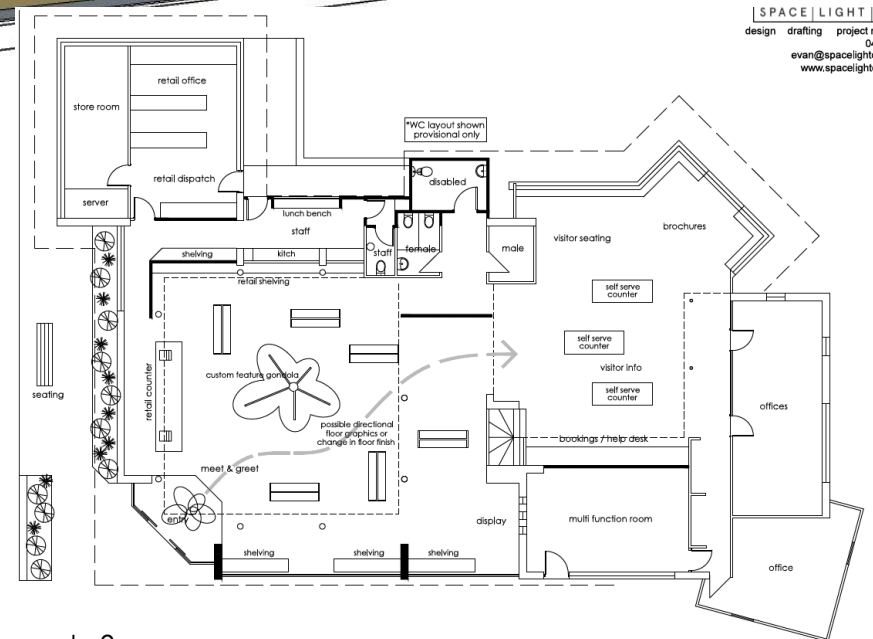
Grant funds \$274,000
MRBTA funds \$203,750
Inkind \$46,000

Spent on:

Renovations at MRVC (stage one)
BVC fit out (railway house)
4 X 55'inch multi touch screens AVC DVC
AVC 1X VR / Head mounted display platform
Digital Content and platform development

Completed by June 2017

New Busselton Visitor Centre



Margaret River Visitor Centre floor plan

Virtual Reality

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Web Chat - Visitor Servicing

Talk to your customers
with live chat



Stephen

Hi there. Can I help you
with anything?



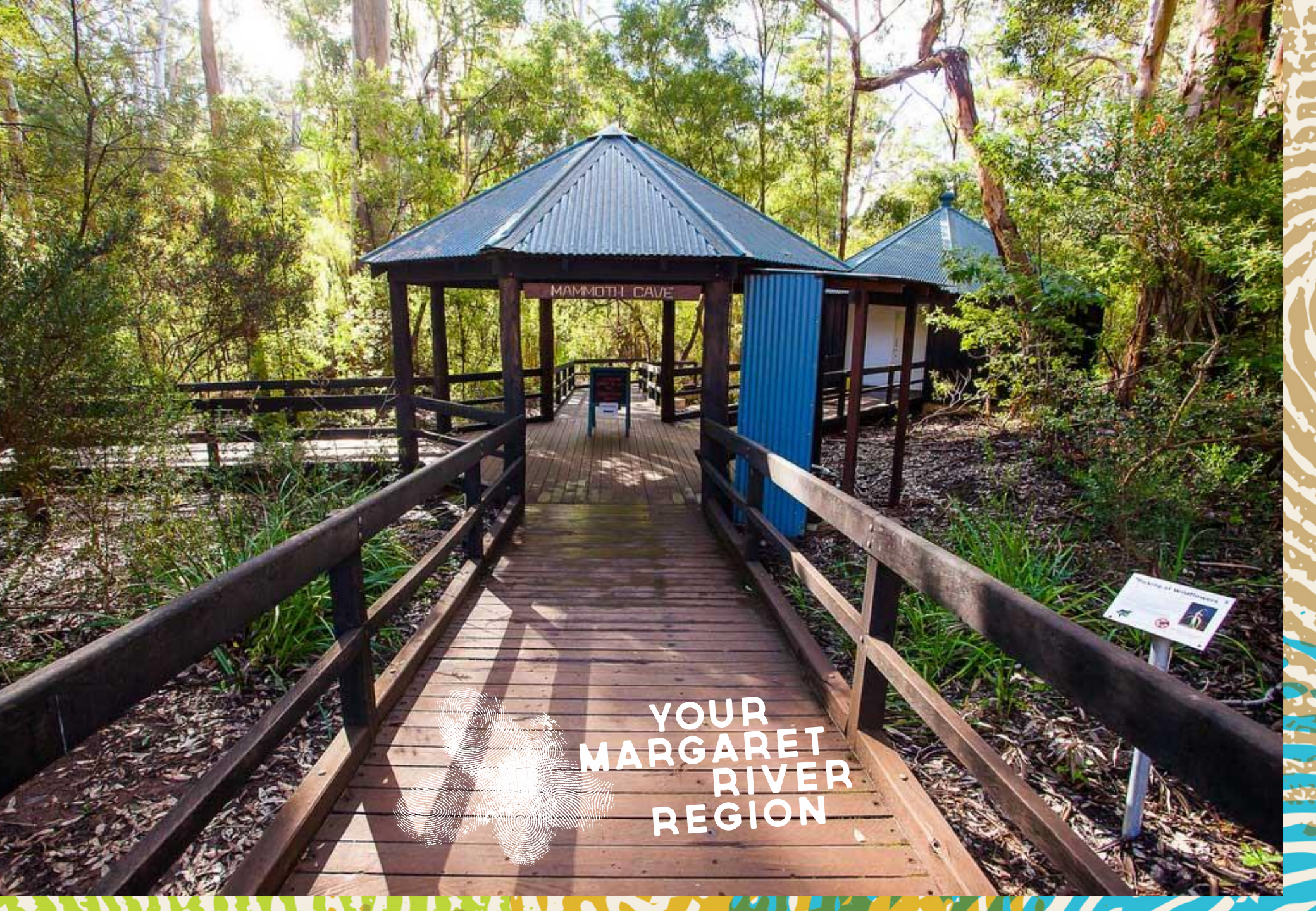
New YMRR Branded signage at all attractions





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Cape Naturaliste Lighthouse



Coming soon

- New tourism product
- Viewing platform
- Café
- New interpretive centre
- New children's playground





Aboriginal Food experiences with Cape Cultural Tours



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YOUR MARGARET RIVER REGION

The Margaret River Busselton Tourism Association would like to thank and congratulate all local businesses and members of the community who have contributed to a phenomenal year in tourism for the region.

With special thanks to all the MRBTA members and our partners, who include Australia's South West, South West Development Commission, Tourism Council WA and Tourism WA.



12 months

Since the formation of the MRBTA, Australia's largest Local Tourism Organisation

 **530,000 visitors**

Serviced at the Busselton, Dunsborough, Margaret River and Augusta Visitor Centres



+37%
Increase in international visitation



+32%
Increase in interstate visitation



+20%
Increase in intrastate visitation



\$260,000
Worth of media coverage generated for the region



"Must-Visit Food Region"
Australian Traveller

"Outstanding Region in Australia"
delicious. magazine



\$5.3 million
Worth of tour and accommodation bookings generated via MRBTA



\$120,500
In funding secured for Visitor Centre development



1,130,000
sessions at margaretriver.com



Launch of Chinese Your Margaret River Region App



19,500 Followers of @margaretriver on Instagram (up 200%)

\$2.32 million

Secured to develop visitor experience at Cape Naturaliste and Cape Leeuwin Lighthouses

376,065

Visitors to Cape Naturaliste and Cape Leeuwin Lighthouses and Ngilgi Lake, Mammoth and Jewel Caves



Coming soon!

New-look Busselton and Margaret River Visitor Centres | Virtual reality visitor servicing | A brand new Aboriginal cultural tour & much, much more!

**Get involved with your
Local Tourism Association this financial year.**

Visit corporate.margaretriver.com to stay up to date with the latest developments and to find out how your business can sign up to become a member.

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FINANCIAL RESULTS CONSOLIDATED

**Cinde Fisher
Corporate Services**

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2015/2016 Financial Results

\$'000	GBTA & AMRTA Combined 2015 Actual	New MRBTA Consolidated 2016
Income	\$8,237	\$8,403
Cost of Sales	\$650	\$662
Expenditure	\$7,206	\$7,255
Operating Surplus Before Depreciation	\$380	\$486

**Operating surplus is reinvested into
improvements in the organisation**

MRBTA Financials

\$'000

Cash at Bank

\$1,000

Does not include: Grant funding - \$1,452K

CAPEX
Expenditure

\$193

Cape Naturaliste Lighthouse & Cultural Centre Improvements
MRVC Improvements
Ngilgi Lighting
Computer Hardware & Software
Plant and Equipment across sites
Signage
Website and App Development

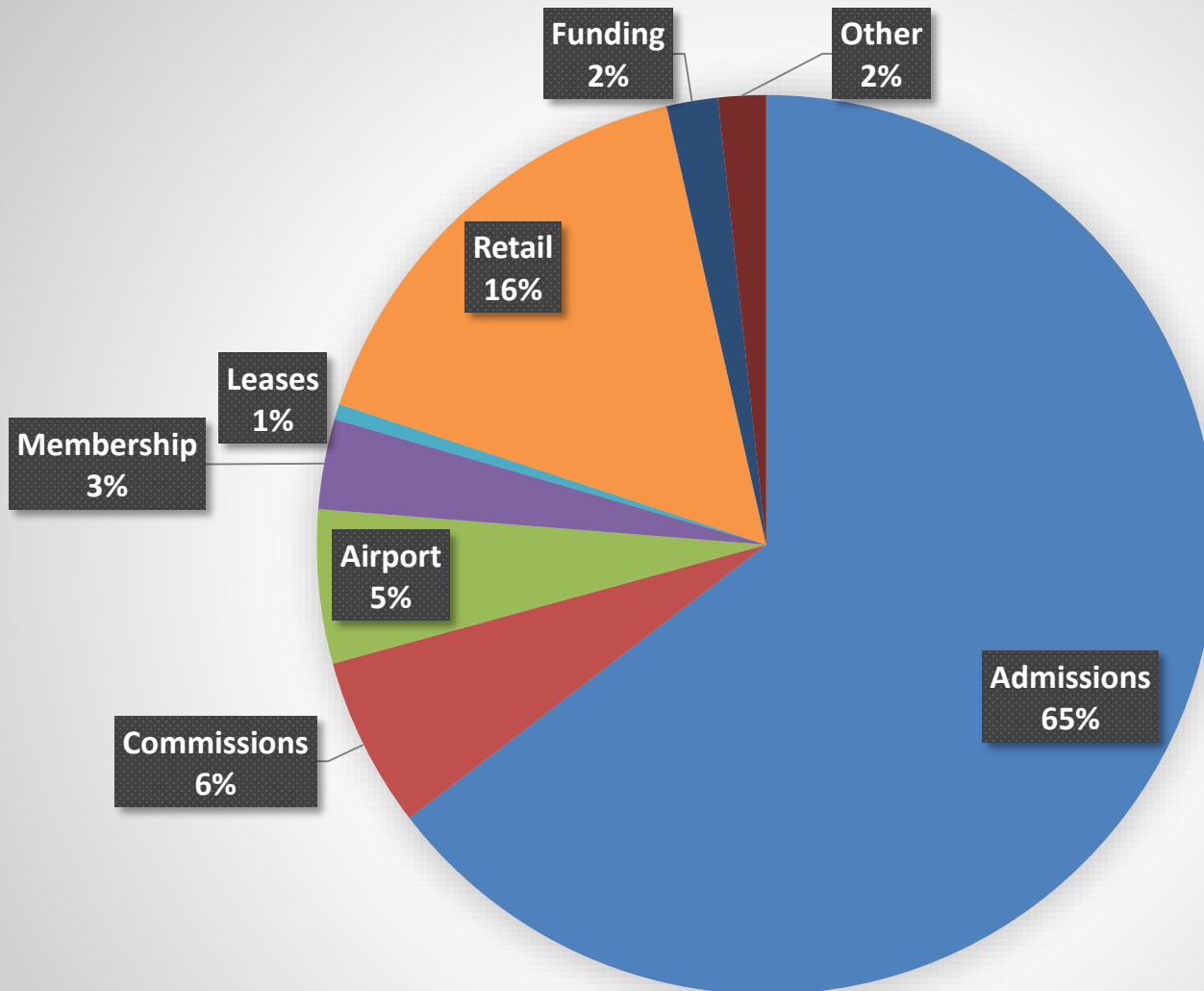
Net Cash Surplus

\$148

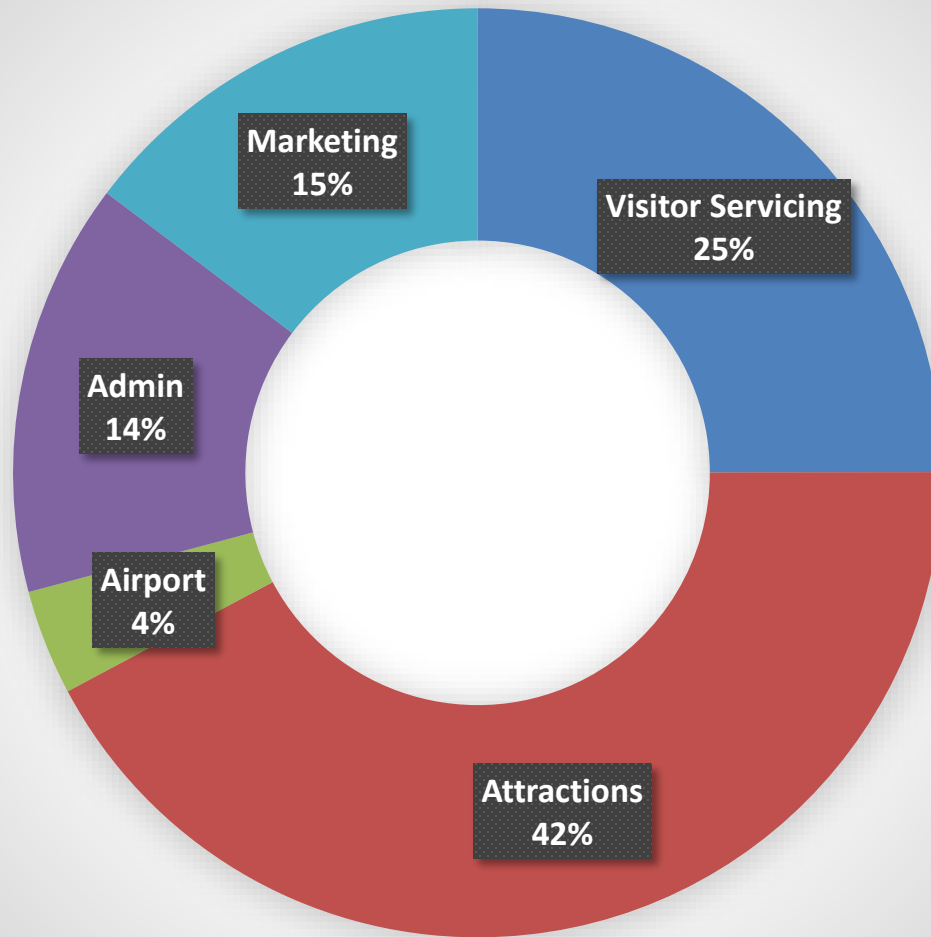
Attraction Ticket Sales Income was up on budget for the year
which allowed us to be ahead on the bottom line

Membership # at end of year - 780

2016 MRBTA Income




2016 MRBTA Expenses



**YOUR
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**Item 8.
GENERAL
BUSINESS**

Board Elections

 **YOUR MARGARET RIVER REGION**

2016 Annual General Meeting
Margaret River Busseton Tourism Association

Voting Authorisation Form

- TEN (10) nominations have been received for the **four** (4) vacancies on the MRBTA Board of Directors.
- This form, which must be completed and signed, is your authority to vote.
- Please note, only 2015/2016 Financial Member are entitled to vote.
- The person voting should be the nominated representative of the Business as per your membership renewal form.
- Signed Voting Authorisation Forms, and Completed Postal Ballots can be received by fax, email, mail or in person and should be addressed to the Public Officer

Fax: 9757 3287
Email: secretary@margaretriver.com
Mail/In Person: 100 Bussell Highway, Margaret River WA 6285


- Votes must be received by **4.30pm on Tuesday 16th of August, 2016**.
- Ballots will not be accepted at the AGM.*
- Results will be counted and verified by an Auditor, with the result announced at the AGM.

Business Name _____

Name of Person Voting _____

Signature _____

Date _____

 **YOUR MARGARET RIVER REGION**

2016 Annual General Meeting
Margaret River Busseton Tourism Association

Postal Ballot Paper

- MRBTA needs to elect 4 Board Members by Postal Ballot.
- Please indicate your preferred candidates by placing an "X" in the box next to their name
- Please select up to, but no more than 4 candidates
- Ballot papers with more than 4 selections they will be ruled invalid
- The Election will be a simple majority. The 4 candidates that receive the highest number of votes will be duly elected as a Board Member at the MRBTA Annual General Meeting
- Completed Postal Ballots must be accompanied by a Signed Voting Authorisation Form
- Completed Postal Ballots and Signed Voting Authorisation Forms can be received by fax, email, mail or in person and should be addressed to the Public Officer

Fax: 9757 3287 Email: secretary@margaretriver.com Mail/In Person: 100 Bussell Highway, Margaret River WA 6285

8. Postal ballots close at 4.30pm on Tuesday 16th of August, 2016.

9. Ballots will not be accepted at the AGM.

Instructions

Please indicate your preferred candidates by placing an "X" in the box next to their name

Please select up to, but no more than, 4 candidates

Ballot papers with more than 4 selections will be ruled **invalid**

MRBTA Board Director Candidates Listed Alphabetically	
Janine CARTER Voyager Estate	
Stephen GAEBLER Busseton Jetty Environment & Conservation Association	
Peter GORDON *	
Rob GOUGH Settlers Tavern	
Gene HARDY Cape to Cape Tours	
Kelly HICK Dunsborough Ridge Retreat	
Nikki KING Walk into Luxury	
Keith WARWICK *	
David WILCOX *	
Common Ground Trails	

*Denotes a current MRBTA Board Member, standing for re-election

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Thank You Ross Ashton





THANK YOU