



**EVENTS SECTOR MEETING
Friday 17 July 2009 TCA Boardroom**

Meeting Commenced 3:10 pm

WELCOME:

ATTENDANCE: Peter Collins (Sadadeen Expo Hire), Sue Bray (Volunteers TCA), Gary Fry (Asp Desert Park), Fran Stoops (ASTC), Dale McIver (Action Enterprises, Turf Club), Scott Large (Alice Desert Festival), Estelle McKinnon (Madigans)

APOLOGIES: Phil Walcott (Rainbow Connection), Raelene Ohlson (Crowne Plaza), Andrea Jewell (TNT), Nick Ambrose (NTCB)

CHAIRPERSON: Ren Kelly

MINUTES: Merrilyn McIver

Introduction round the table

MINUTES OF THE PREVIOUS MEETING

Moved minutes of previous meeting be accepted

Moved: Estelle McKinnon **Seconded:** Gary Fry

Motion Carried

BUSINESS ARISING FROM MINUTES

Industry Equipment – work in progress. Involving this area in a survey proposed by CDU also

Event calendar:

Fran ASTC reported new website under construction and should be introduced at a later date . Clients to log on to ASTC website and input information themselves.

Ren advised the prime calendar to be ASTC so it is not duplicated

Action: TCA to lobby our members to add onto ASTC site

GENERAL BUSINESS:

1) Events only Walkabout

Discussion on who would be involved, when, venue and format

- Friday 7 August 5:30 pm. Venue – Under the Sales in the Mall.
- Advertise on ASTC website, CCI, TCA slot on 8HA.
- Invite Taxis, shuttle bus, car hire, hotels/motels/caravan parks, retail outlets.
- Approach Town & Country to provide venue for networking and refreshments
- Invitations to be sent out to businesses and invited businesses identified with entry to T&C for refreshments.
- General public are welcome and met by volunteers.
- Stallholders to set up their own equipment non power if required. No vehicles in Mall.
- Work with Fran from ASTC for permit and no charge.
- Calendar of events to be promoted during the evening

2) Follow up with Barb Clover Blatherskite Park re overflow availability for caravans

ROUND THE TABLE

Sue: Advise if any event that Sue can help with her Volunteers

Estelle: Wedding open day on 29 August at Madigans

Fran: Access ASTC website if anything on
Night markets with dates available through to Christmas on website

Peter: Suggested information ie Stats Summary from events be circulated ie attendance, Numbers income generated etc as will show what event brings in etc
Preview followed by report of event held with such information

Dale: Camel Cup great success – over 5,200 through the gate – 80% visitors to Town. Generated income around town – accommodation, transport etc.
Media coverage exceptional including Today Show, SBS, ABC Television, plus printed press etc.

Variety Bash impact on town in August over Henley-On-Todd weekend

Scott: Following up on data base of performers, entertainment to be available
Festival Hub Space being moved to Anzac Oval this year.

Ren: Events Funding – marketing support difficulties. Followed up with Minister Burns for assistance and Chief Ministers Dept funded Camel Cup with a \$7000 marketing grant. Minister has suggested that this events committee should provide a list of events so that there is one Govt area to approach for funding so that funding can be made available for such events.

Next Meeting: 16 October 2009

Meeting closed at: 4:45 pm