

MUDGEEREGION



sensory perfection

**Mudgee Region Tourism
Inc.**

**June 2011
Quarterly Report
for
Mid-Western Regional
Council**

MRTI Quarterly Report

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Executive Summary

Financial Summary

The organisation continues to operate soundly with the overall result of actual to budget in excess of \$48,309.15 This is due primarily to salary savings in conjunction with strong staff management, and membership fees and visitor guide income.

Key Performance Indicators

MRTI complied with all the outlined KPIs in the current contract for the June 2011 Quarter.

Membership Summary

Membership of MRTI has increased 11% on the same quarter in 2010 .

Projects Summary

Annual Visitor Guide has been produced within the schedule tabled in March Quarterly Report.

Brand Development –as indentified in the 2010 strategic plan, MRTI has undertaken a project to review the branding and tag line and work done by Leap Agency. This agency has been contracted to provide advice on the use and the next phase of the brand and this will inform and be used in strategies, projects and marketing collateral.

Social media strategy – linked to the recommendations from Leap Agency a social media strategy has been adopted and implemented as part of the strategic marketing activities to increase engagement with target markets.. Examples of our integrated strategy include:

Facebook - regular and targeted updates via Tweetdeck in line with event / activity focus, media coverage via regular links published, Join groups key to MRTI's positioning and target markets interest, Dedicated membership drive / campaign educating members + liking each other pages, competitions – devise schedule for integrated Facebook comps, Facebook Places “Check in” competitions tailored to events for mobile users.

iPhone App - PR push / editorial in metropolitan print press, Support with local PR consumer pull (collateral /posters, stickers, flags, press, radio) communicating new free App available for download, Continued update of info each 12 month period, as part of membership drive, Promote offering / events / footage on iPhone app banner. **Youtube** - created “Mudgee Region TV”, dedicated & consolidated channel with all current and historic footage obtained for entire region, regional participation via competition to provide footage to us (see Online Competitions). **Twitter** - event & venue Tweet ups (ie wine launch / celebrations / key events), ongoing Twitter schedule for updates / promotion on Region, encourage consumer participation / tweets via site promotion, promote media coverage via links and tweets.

Website upgrade – creative brief prepared and circulated, consultant appointed and commissioned to

Pyrmont Wine & Food Festival

The inaugural event in May was a huge success and highlights the importance of collaboration and partnering on projects. The combined resources - financial, intellectual and physical were of paramount importance in the success of the event. The event was a collaboration between a number of organizations including MWGGAI, Mid Western Regional Council, Pyrmont Chamber of Commerce, the City of Sydney and Mudgee Region Tourism Inc (MRTI). MRTI played a significant role in the orchestration and delivery of the event and made both cash and in-kind contributions. The event on Sunday 15 May attracted an estimated 10,000 people.

Meetings held with partners since indicates that the event should continue as established.

Statistics Summary

The overall numbers of visitors to the region's visitor centres **increased 9.65% June Quarter** (11,047 / 10,075). In general Mudgee visitors have increased by 12.7%, Gulgong and Rylstone have decreased equally by 1.5%. It should be noted that the *local visitor* category has increased in all centres. Please see statistics charts in this document for details.

Marketing & Promotions Summary

46 articles to promote Region from April to June 2011 in online, travel, news, broadcast and regional NSW media. A majority of the PR focus during April and May was maximising PR opportunities for the inaugural 'Pyrmont Festival of Food, Wine and Art' which included working with stakeholders, press releases, media relations for festival publicity, a launch event including securing speakers and writing speaker notes, inviting media and attendance on the night. The Festival received exposure in The Daily Telegraph, Timeout, Country Style, ABC Radio, 2UE, Sydney city press and on a variety of wine, food and event listings

In addition the Region was promoted with features in the NRMA's 'Open Road' magazine in May-June with a 2-page feature on Unique Experiences (worth \$50,000 in equivalent advertising value); and in Country Style, Australian Traveller and the Sun Herald Travel for new accommodation at Trelawney Farm and Rylstone's Bridgeview Inn. Two press releases were written and distributed on the Mudgee Fine Food Awards and the Pyrmont Festival of Food, Wine and Art. Public Relations Value - approx \$405,000 in PR value. PR value is established based on multiplying the Equivalent Advertising Value x 3.

Key Performance Indicators met June Quarter:

During this quarter MRTI met the following obligations to Mid-Western Regional Council to provide Visitor Information Services as detailed in **Section 5** of the agreement dated 21 June 2010 between Mid-Western Regional Council and Mudgee Region Tourism Inc. These are outlined below:

- (a) MRTI will provide the Visitor Information Services in a proper and efficient manner from the Mudgee Visitors Information Centre at 84 Market Street, Mudgee on a seven (7) day a week basis between the hours of 9.00am to 5.00pm, in Gulgong from premises known as 'The Shanty' on a five (5) day basis between the hours of 10.00am and 3.00pm (Thursday to Monday) or such other premises in those respective towns as MWRC and MRTI may agree and in doing so will provide a range of services at least comparable with those services provided by MRTI under the Funding and Performance Agreement between the parties for the period from the 1 July 2011 – 30 June 2013.

KPI fully completed.

- (b) MRTI will also promote and develop in a proper and efficient manner the provision of Visitor Information Services from MWRC's Administration Office at Rylstone during the usual business hours of that office and additional at Lakelands Olive Tasting Room between the hours of 10.00am and 4.00pm on Saturdays and Sundays in accordance with the specifications set out in Appendix 2.

KPI fully completed.

- (c) During the continuance of this Agreement, MRTI must:

- (i) Participate in at least 2 significant tourist trade shows annually in major cities to increase the number of domestic tourists to the LGA
- (ii) Develop key indicators that measure tourist numbers to the LGA including the number of visitors attending each visitor centre, where they are from and how they have heard about the LGA and conduct a bi-annual targeted campaign for participation in web based surveys about visitor experience in the LGA.
- (iii) Ensure that the Visitor Centres and other suitable locations outside the LGA are stocked sufficiently to promote the LGA's attractions as a tourist destination
- (iv) Develop and update from time to time a promotional booklet(s) that covers the LGA.
- (v) Review and update from time to time its constitution to ensure that this document is and remains relevant and effective for the efficient provision of Visitor Information Services

KPI fully completed.

- (d) In performing the Visitor Information Services, MRTI will operate as a principal and will not hold itself out as being the agent or contractor of MWRC or purport to bind MWRC under any contract or agreement with third parties or otherwise incur any liability on behalf of MWRC.

KPI fully completed.

Finance Report

Mudgee Region Tourism Inc - Treasurer's Report – Q4/2011 June 2011

1. Nature of Report

- a. This is the financial report for the final quarter of the MRTI 2011 financial year, given to Mid-Western Region Council (MWRC) under the reporting format as agreed under the contract executed between MWRC and MRTI
- b. The report demonstrates the trading result for the financial quarter ended 30 June 2011.

2. Accounting Conventions

- a. The attached P&L and Balance Sheet have been prepared directly from the MYOB General Ledger with no external intervention other than formatting.
- b. Accrual accounting is used under GAAP.
- c. The Budget for the year has been included for comparative purposes.

3. Overall Result

- a. The overall result of actual to budget is an excess of \$48,309.15. This is due to savings in salaries, along with an increase in gross profit from increased membership fees, visitor guide income & strong retail sales.

4. Trading Income

- a. Retail trading income indicates an excess to budget of \$19,519, which can be attributed to an increase in trading income in both Mudgee & Gulgong visitor centres.

5. Overhead Expenses

- a. Overhead expenses are \$21,861 under budget, primarily due to salary savings
- b. The organisation continues to be under financial control and is being well managed.

6. Cash Funds

- a. At the end of the fourth quarter the majority of the cash asset is \$490,383, which includes income for the Visitor Guide advertising and Membership income in advance for 2012.

7. Balance Sheet

- a. A balance sheet is included as part of this report.
- b. Total assets are very strong. The major component in liabilities is the accrual of prepaid income for 2012, which will be amortised across the 2011/2012 financial year.

Mudgee Region Tourism

84 Market Street
MUDGEE NSW 2850

Profit & Loss Statement

July 2010 through June 2011

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Income	
Retail Sales	\$112,519.77
Membership Income	\$79,389.44
Grants	\$4,020.00
Visitor Guide Advertising	\$222,975.19
Booking Agency Fees	\$721.93
MWRC Contract	\$315,000.00
Other Income	\$2,039.73
Interest Received	\$11,445.53
Total Income	<u>\$748,111.59</u>
Cost Of Sales	
COGS Retail	\$70,809.72
Total Cost Of Sales	<u>\$70,809.72</u>
Gross Profit	<u>\$677,301.87</u>
Expenses	
Advertising	\$1,114.52
Audit Fees	\$8,559.92
Bank Charges	\$4,675.28
Bad Debts	\$272.71
Cleaning	\$4,861.00
Computer Expenses	\$5,291.92
Depreciation	\$9,799.03
Electricity	\$1,653.38
Freight & Cartage	\$475.32
Gulgong Office Costs	\$1,277.27
Insurance	\$4,004.31
Insurance - Workers Comp	\$1,304.69
Motor Vehicle Expenses	\$7,039.37
Office Supplies	\$5,431.34
General Postage	\$883.39
Member Expenses	\$2,857.19
Printing & Stationery	\$2,810.74
Professional Fees	\$19,729.94
Rent Mudgee Visitors Centre	\$12,000.00
Rylstone running costs	\$11,535.00
Repairs & Maintenance	\$1,448.45
Staff Amenities & Ent	\$3,672.56
Seminars & Training	\$888.59
Sponsorships	\$1,000.00
Subscriptions & Memberships	\$8,197.71
Sundry Expenses	\$4,081.09
Telephone, Fax & Internet	\$11,106.23
Travel Expenses	\$653.53
Website Expenses	\$250.00
Visitor Guide Exp	\$114,452.33
Wages and Salaries	\$248,942.54
Regional Marketing Expenditure	\$129,123.37
Total Expenses	<u>\$628,992.72</u>
Operating Profit	<u>\$48,309.15</u>
Other Income	
Other Expenses	
Net Profit/(Loss)	\$48,309.15

Mudgee Region Tourism

84 Market Street
MUDGEE NSW 2850

Balance Sheet

As of June 2011

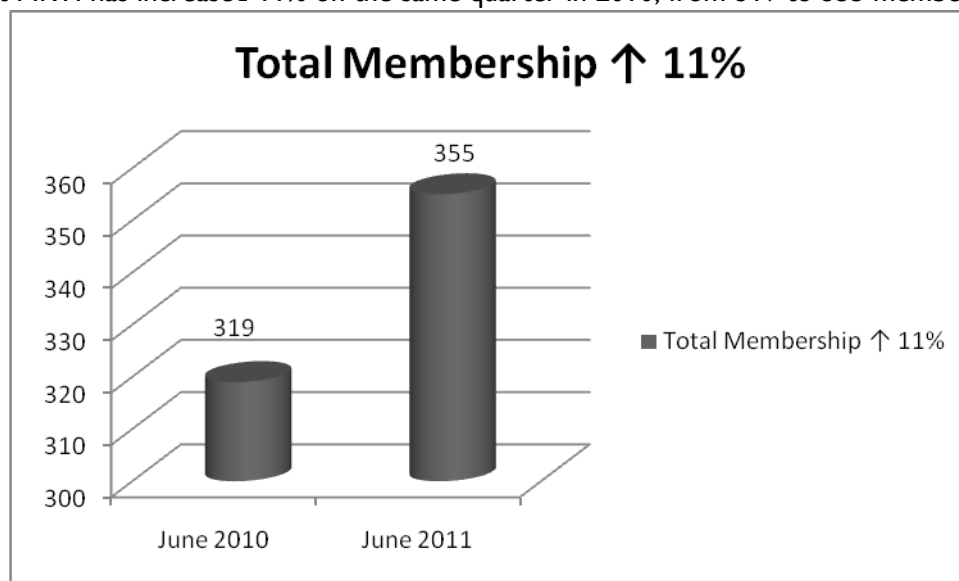
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Assets	
Current Assets	
Cash on Hand	\$381,815.08
Debtors	\$64,365.09
Stock on Hand	\$29,353.34
Prepayments	\$14,849.58
Total Current Assets	<u>\$490,383.09</u>
Non-Current Assets	
Motor Vehicle (Nett)	\$30,255.00
Office Furn & Equip (Nett)	\$17,752.63
Total Non-Current Assets	<u>\$48,007.63</u>
Total Assets	<u>\$538,390.72</u>
Liabilities	
Current Liabilities	
Trade Creditors	\$20,809.53
Accruals	\$21,373.37
Hire Purchase	\$26,516.83
GST Liabilities	\$21,229.49
Payroll Liabilities	\$5,387.03
Provision for Holiday Pay	\$8,553.57
Prepaid Income	\$303,957.75
Other Current Liability	\$4,710.00
Ticket sales	\$577.26
Total Current Liabilities	<u>\$413,114.83</u>
Total Liabilities	<u>\$413,114.83</u>
Net Assets	<u>\$125,275.89</u>
Equity	
Retained Earnings	\$76,966.74
Current Earnings	\$48,309.15
Total Equity	<u>\$125,275.89</u>

Membership Report

Membership

Membership at MRTI has increased 11% on the same quarter in 2010, from 319 to 355 members.



During the June quarter, MRTI completed the following for members:

- Monthly board meetings
- Held a General Member meeting in May
- Established a marketing sub- committee with interested members who meet
- Sent Visitor Guides to all the NSW Visitor Information Centres for distribution
- Distributed weekly e newsletters to members
- Participated in MWRC's Cultural Development Committee
- Provided ongoing online services with bookings, merchandise sales and public relations
- Staff conducted famil programmes to Rylstone members
- Conducted annual stocktake
- Met with new auditors to ensure operational procedures are appropriate and comprehensive and auditors provided assistance and input into stocktake procedures
- Events assisted – Mudgee Small Farm Field Days (online competition before event), Mudgee Wine Festival (PR media release etc), Pymont Festival & Mudgee Fine Food Awards.

Projects Report

Pymont Wine & Food Festival

The event was a huge success and highlights the importance of collaboration and partnering on projects. The combined resources - financial, intellectual and physical were of paramount importance in the success of the event. The event was a collaboration between a number of organizations including MWGGAI, Mid Western Regional Council, Pymont Chamber of Commerce, the City of Sydney and Mudgee Region Tourism Inc (MRTI). MRTI played a significant role in the orchestration and delivery of the event and made both cash and in-kind contributions. These are outlined below:

Public Relations – MRTI's PR consultant (media release, media launch, media packs, follow up media to organize interviews, articles & online listings + notes for both Mudgee speakers and run sheet for launch event– results see below)

'Pymont Uncorks Mudgee' part of Pymont Festival of Food, Wine and Art, 3-15 May

- ❖ **Launch event** : we kick-started the Festival with a very successful launch Tuesday 3 May at Star City attended by around 100 people, including 30 media, Mudgee winemakers, Ken Sutcliffe, Drew Stein, and Clover Moore, Mayor of City of Sydney

Media Clippings – publicity in newspapers, magazines, radio and online to promote the Mudgee winemakers involved in the Festival

- ❖ **Saturday Daily Telegraph** - circulation 327, 177 - *'Working up an Appetite - Pymont is kicking up its heels with a foodie extravaganza, writes Melissa Matheson'* – the Pymont Festival including Pymont Uncorks Mudgee wine events featured in a half-page editorial
- ❖ **Sydney City News** – circulation 12,500 - *'Pymont Food and Wine Festival uncorked'* - festival information and a wrap up of the launch event at Star City last Tuesday night
- ❖ **Country Style magazine** – circulation 61,911 - *'Pymont Uncorks Mudgee'* festival information
- ❖ **Timeout magazine** – circulation 31,050 - *'Pymont Uncorks Mudgee'* festival information
- ❖ **Byron Shore Echo** – circulation 20,990 - *'Pymont Uncorks Mudgee'* festival information
- ❖ **2UE** – Tim Webster 10min feature last Friday
- ❖ **Mudgee Guardian** – festival information appeared last Friday and online <http://www.mudgeeguardian.com.au/news/local/news/general/mudgee-uncorked-at-pymont/2154995.aspx>
- ❖ **ABC Radio 702** – *'Pymont Festival of Food, Wine and Art'* Lucy White completed a 3 minute live interview with Deborah Cameron at 10.45am on Thursday 12 May to talk about the **Pymont Festival of Food, Wine and Art** on 15 May at Pirrama Park, including the Mudgee Region wine and produce people can expect to buy and taste and event information
- ❖ **Sydney City News** – circulation 12,500 – *'Young blood makes for good wine'* a profile feature on father and son winemakers Jacob and Drew from **Robert Stein Vineyard** and their involvement in the Pymont Festival of Food, Wine and Art
- ❖ **Sydney City News** - circulation 12,500 *'Pymont Art Prize'* feature on the 300 pieces by Sydney and Mudgee artists as part of the **Pymont Festival of Food, Wine and Art**
- ❖ **Sydney City News** - circulation 12,500 *'Food Five Ways'* a food story on Mudgee's produce by the Food Editor at City News (we provided a sample to Jackie at the Star City launch) includes **Mudgee Honey, The Grape Alternative, Australian Gourmet Hazelnuts**
- ❖ **Dubbo Photo News** – circulation 12,000 – *'Mudgee Wine Region on show in Sydney'* information on the Pymont Festival of Food, Wine and Art
- ❖ **The Agenda Daily** - <http://theagendadaily.com/sydney/things-to-do/pymont-festival-of-food-wine-art/>

Investment by MRTI:

Cash

\$4522	Public Relations – as above
\$550	MRTI Chair – travel & accommodation to attend Launch & event
\$400	Eureka Teleconferencing – MRTI co-ordinated & covered costs of weekly teleconferences
\$350	promotional stock – merchandise for media and VIPs at launch and wine festival
\$2200	NOVA FM radio – contribution to advertising of festival
\$660	MRTI customer service staff at Sunday event – inc travelling

In kind:

MRTI CEO – time, travel, accommodation to attend initial meetings with Pyrmont Chamber and City of Sydney in October, December, May & weekly teleconferences , set up competition & use of trade permit (\$550 annual fee) , set up stall, work at event : est \$2500

Total contribution: \$11,182.00

Website upgrade & focus on social media – in the June quarter, MRTI prepared a social media strategy based on the current views and recommendations of MRTI, feedback from target audiences, suggestions from members of MRTI - representing tourism operators and providers across the region, and current marketing trends. Furthermore, this document was prepared with consideration to the Brand Elevation Strategy prepared by Leap Agency in 2006 and the MRTI Strategy prepared by Linda Hailey in 2010. It is the ambition of MRTI to re-launch a revitalized site in August 2011, perfectly timed to take advantage of key regional events taking place including Mudgee Food & Wine Fair Balmoral, Mudgee Readers Festival, Go Grazing and September Wine Festival. Recommendations for the improvement of the website took into consideration the need for:

- Tie in site design with brand identity / 5 senses and icons with clear communication of what the identity means and all that the Region embodies.
- Simple, clean and intuitive navigation to match, reinforcing the Region as a ‘complete’ destination.
- Ensure adaption of site for mobile users (no Flash, etc) given our increasing age of online portability and wireless consumption + ‘mobile’ audience of travellers on the go.

- Simple and intuitive layout with a key focus on 5 icons
- Large emphasis on social media integration & plug ins throughout site
- Large emphasis on user generated content (blogs)
- Prominent event calendar and spotlight on current month
- Dedicated advertising areas for members & sponsors
- Rotating banner on home page for ‘Member spotlight vs Event spotlight vs Visitor testimonial (link to Youtube).
- Downloadable visitor guide available as constant on each page
- Simple search function included throughout
- Weather published on home page and throughout
- Maps / Google Maps included with interactive maps and navigation from Sydney, Newcastle and Dubbo.

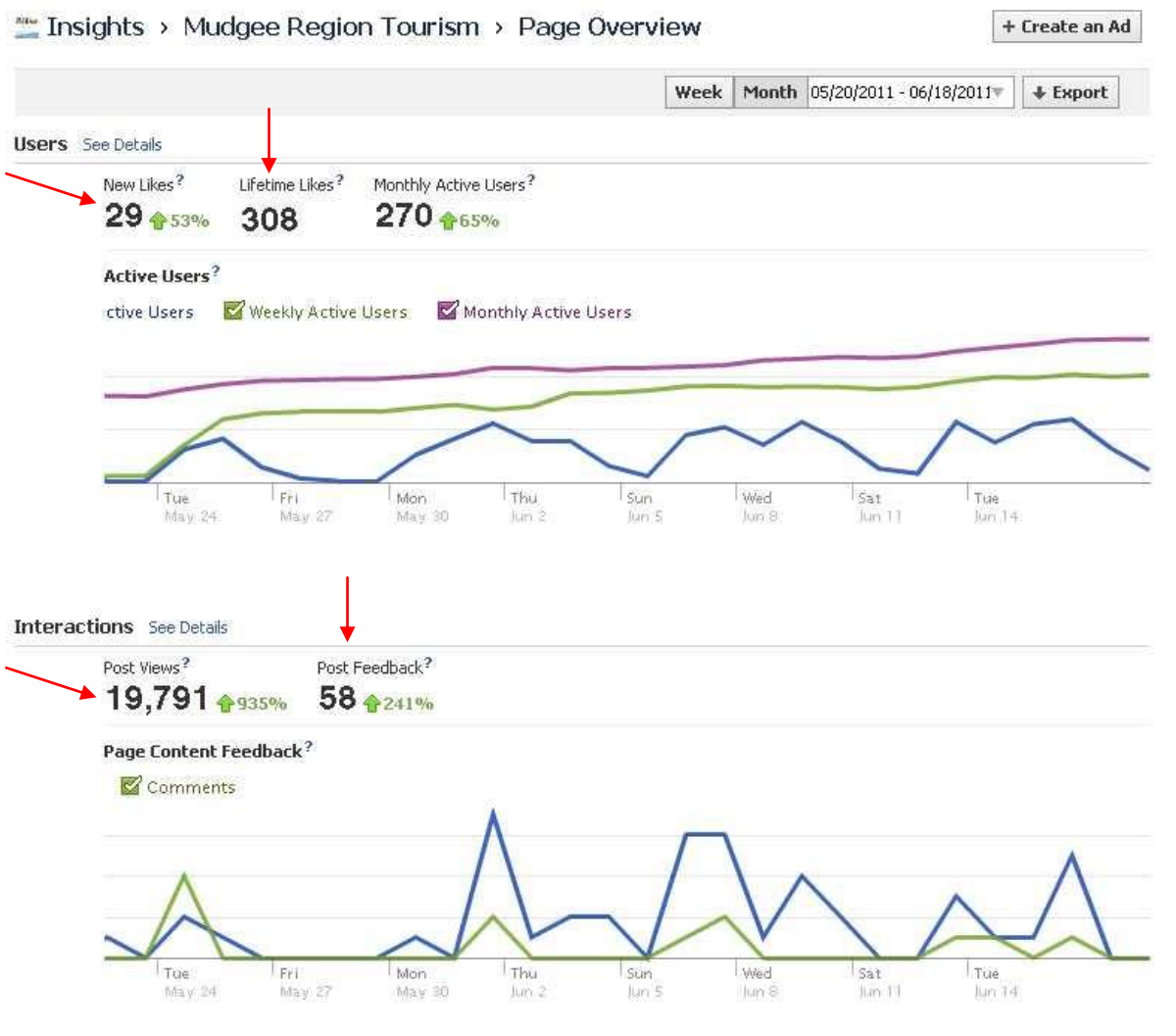
Additionally, the strategy cited a key opportunity for MRTI to lead the field and adopt a Social Media Strategy to increase awareness and engagement with target markets. To that end, MRTI has engaged a consultant to assist with this work, with the objectives being:

- Review current SEO (search engine optimization) and identify new terms
- Review current SEO for surrounding townships
- Review navigation to simplify and make more intuitive by:
 - Focus on visitor perspective
 - Arrange offerings / cafes etc by town
 - Include standard info on opening hours, cellar doors, etc
 - Simplify events calendar
 - Add launch pads to home page for target market segments
- Tailor content to add more benefits and be more specific – ie features and recommendations
- Add content relevant to specific target markets & promote packages
- Improve online booking capabilities & promote on home page (events, accom)
- Include pages / info specific to international travellers + include translation function
- Explore potential for visitors to ‘tag’ products as they explore site.

We are reporting monthly on these results, and recent example is outline below:
Social media results: May to June 2011

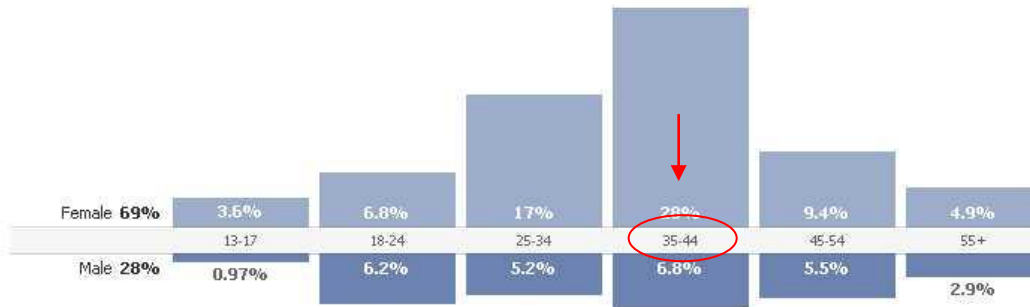
FACEBOOK headlines:

- Fans: total = **312!**
- Fans: new = 29
- Interactions: 19,791 post views
- Interactions: 58 post feedback
- Demographics: 69% of users female 35-44yrs
- New Facebook sites joined:
 - Foody & the Winemaker
 - Penguin Books
 - Bicycle NSW
 - BirdWatchers NSW
 - Farmers Daughter Wines
 - Mudjee Made Catering



Demographics

Gender and Age?



Countries?

- 274 Australia
- 6 Canada
- 3 United Kingdom
- 3 France
- 3 United States

Cities?

- 172 Sydney
- 34 Melbourne
- 18 Brisbane

Language?

- 226 English (US)
- 68 English (UK)
- 3 French (France)
- 2 German
- 1 Polish

Insights > Mudgee Region Tourism > Interactions

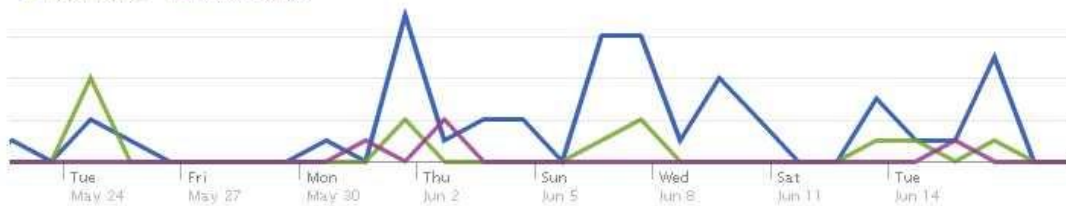
+ Create an Ad

Week Month 05/20/2011 - 06/18/2011

Post Views? **19,791** ↑935%
 Post Feedback? **58** ↑241%

Daily Story Feedback?

Comments Unsubscribes



Page Posts?

Message	Posted	Impressions	Feedback
Wow we made it through another week! Have a great weekend...	June 17 at 10:00am	619	0.32 %
The annual "Dining in the Gallery" event is on again this...	June 17 at 9:02am	512	0 %
go the blues!!!!!!!!!!!!!!	June 16 at 8:30am	440	0.23 %
Rug up and/or walk briskly for this Sunday's Farm Walk...	June 15 at 11:49pm	390	0 %
A month to go until the inaugural Mudgee Small Farms Field...	June 15 at 11:15pm	356	0 %
Don't forget everyone, the Farmers Markets are on again...	June 15 at 11:10pm	380	0.26 %
looks like another great event	June 15 at 9:20pm	369	0.27 %

TWITTER headline (examples of posts)

- Tweets since June 1 = x 20
- No of followers = x 85!
- Total sites followed as at June = 25
- New sites followed:
 - UrbanFarmingGuy
 - MudgeeB&B
 - OrganicYard
 - GlenDavis Hotel
 - Burnbrae Wines
 - Wombadah Guest House
 - Mudgee Guardian
 - FarmPlus
 - FoodWineDine (Virgin Aus)
 - Wollombi Valley

I phone App update

The phone app is showing excellent results and since its release on June 23, we have had over **1700** page views of the App, with **420** visitors viewing on average **4.1** pages throughout the app. Restaurants and Retail listings are trending the highest in the non-featured listings, with select wineries and venues attracting the highest traffic in the featured listings. All in all, these are great stats so early in our campaign. We will be continuing to promote the app in our activities.

Central NSW Tourism – board meetings attended and participation in discussion about proposed amalgamations of Regional Tourism Organisations. Members voted at June meeting to stand alone as a Regional Tourism Organisation and not to amalgamate into the proposed new entity with Outback and New England North West. At 30 June, the region is set to change from a 19 member LGA organisation to one which includes: Bathurst, Orange, Wellington, Parkes, Forbes, Blayney, Grenfell, Mudgee Region,

Public Relations Report – April, May, June 2011

Prepared by Gabrielle Brewer Lifestyle & Tourism PR, July 2011

1. Executive Summary
2. Press Release Schedule
3. Media Visits
4. PR Projects and Media Relations
5. Publicity Results

1. Executive Summary

- ❖ Generated over 46 articles to promote The Mudgee Region from April to June 2011 in online, travel, news, broadcast and regional NSW media
- ❖ A majority of the PR focus during April and May was maximising PR opportunities for the inaugural 'Pymont Festival of Food, Wine and Art' which included working with stakeholders, press releases, media relations for festival publicity, a launch event including securing speakers and writing speaker notes, inviting media and attendance on the night. The Festival received fantastic exposure in The Daily Telegraph, Timeout, Country Style, ABC Radio, 2UE, Sydney city press and on a variety of wine, food and event listings
- ❖ In addition the Region was promoted with features in the NRMA's 'Open Road' magazine in May-June with a 2-page feature on Unique Experiences (worth \$50,000 in equivalent advertising value); and in Country Style, Australian Traveller and the Sun Herald Travel for new accommodation at Trelawney Farm and Rylstone's Bridgeview Inn
- ❖ Two press releases were written and distributed on the Mudgee Fine Food Awards and the Pymont Festival of Food, Wine and Art
- ❖ An itinerary was devised and bookings made for two media visits – The Sunday Telegraph Escape on Rylstone, Kandos and the Capertee, and The Sun Herald Travel
- ❖ Advertising Value - the equivalent advertising value (EAV) of publicity generated is approximately \$135,000. This is based on major articles only
- ❖ Public Relations Value - approx \$405,000 in PR value. PR value is established based on multiplying the EAV x 3
- ❖ Almost 100% of the articles have a call to action and print the Mudgee Region Visitor Information website and phone number www.visitmudgeeregion.com.au and 02 6372 1020

2. Press Release Schedule

1. 'A Larder-Full of Delights - Enter the Mudgee Fine Food Awards by 8 July' on the Mudgee Fine Food Awards sent to food, produce and general news plus food trade media and newsletters
3. 'Full program announced for Pymont Festival of Food, Wine and Art in partnership with the Mudgee Region – 3-15 May 2011' sent to an extensive media database of food, wine, travel, what's on, social, news and regional NSW media

3. Media Visits

1. Angela Saurine, National Travel Reporter, The Sunday Telegraph, 'Escape' – 4-6 June 2011

Angela was in the region to research and write a story on a country getaway staying near Rylstone at Roo Treat B&B, taking a helicopter over the Capertee Valley for its amazing nature, and sightseeing in and around Rylstone and Kandos.

She said it was a brilliant trip - from the kangaroos welcoming her at Roo Treat on Sat afternoon and the gorgeous, uniqueness of this accommodation; to learning about and appreciating the history and industry around Rylstone-Kandos including the Cottage Museum and Bridgeview Inn; to the cruise on Dunns Swamp and diving through the Capertee Valley on a helicopter, which she loved and had no idea was there...

2. Jane Richards, Weekender Review, The Sun-Herald Travel - 14-15 June 2011

Reviewed Rylstone's Bridgeview Inn B&B apartment and we provided our new fact sheet on Rylstone-Kandos full of ideas and things to see and do. Bridgeview Inn was featured in our media newsletter.

4. PR Projects and Media Relations

❖ **Pymont Uncorks Mudgee in May, 3-15 May 2011** A majority of time in April and May was spent on PR activity for the Pymont Festival of Food, Wine and Art, working in partnership with Just Go Write PR who was appointed by the City of Sydney. Gabrielle attended event meetings via weekly conference call to maximise PR opportunities for the Mudgee Region as part of the Festival - a summary of the work follows:

- Press release – issued release to 300+ media database and followed up to secure pre-event publicity in travel, what's on and NSW media. Set up media opportunities for Lucy White and Drew Stein
- Media monitoring and updates – sent regular updates to the team on publicity secured
- Radio Promotion – researched and submitted proposal for \$5k promotion on Mix 106.5FM radio station
- Menus – edited Mudgee content for all menus for individual restaurant and winery events
- Tourism Minister – approached NSW Tourism Minister and invited him to speak at the launch event
- Launch event at Star City
 - invited, followed up and secured media to attend on the night
 - registration at the welcome desk
 - media kit collation
 - speaker notes for Drew Stein (Mudgee Wine Grape Growers Association) and Des Kennedy (Mid Western Regional Council)
 - followed up media for post event publicity

The launch was a great success and kick-started the Festival with good attendance by around 100 people including 30 media, Mudgee winemakers, Lucy White, and guest speakers Des Kennedy, Ken Sutcliffe, Drew Stein, Mike O'Malley as MC, and Clover Moore, Mayor of City of Sydney.

❖ **Media invites for familiarisations** GB targeted around 10 media with invites to visit Mudgee for different story ideas this included country ideas for the family in Holidays with Kids magazine and fashion, food and wine in Madison Magazine

❖ **Reporting** Weekly-fortnightly PR updates and reports with copies of articles are issued via email to the MRTI board and tourism stakeholders

5. Publicity Results

The PR generated around 46 articles to promote the Mudgee Region from April to June 2011.

Media Outlet	Story	Circulation
April 2011		
Winestate	Pre event publicity for the Pymont Festival of Food, Wine and Art	
Onfood	<ul style="list-style-type: none"> • Winestate http://www.winestate.com.au/events/default.aspx • Onfood - http://www.onfood.com.au/OF/CalendarofEvents/Pyrmont 	

<p>Australian Explorer</p> <p>Visit Vineyards</p> <p>About Australia</p> <p>Tourism Australia</p> <p>Mix 106.5FM</p> <p>Femail</p> <p>Girl</p> <p>City News and Bondi View</p> <p>Taste</p> <p>Timeout</p> <p>Tourism NSW eNewsletter</p> <p>MiSociety</p> <p>Holiday Inspirations</p> <p>Flight Centre</p> <p>Sydney Star Observer</p> <p>Central Magazine</p> <p>Mudgee Guardian</p>	<p>t-Festival-of-Food-Wine-and-Art-explored-7.aspx</p> <ul style="list-style-type: none"> • Australian Explorer - http://www.australianexplorer.com/events/9142764/profile.htm • Visit Vineyards - http://www.visitvineyards.com/new-south-wales/sydney/events/events-festivals/info/pyrmont-festival-of-food-wine-and-art • About Australia - http://www.about-australia.com/events/new-south-wales/sydney/events/in/pyrmont/ • Tourism Australia - http://www.media.australia.com/en-au/newsletters/media-newsletters_6131.aspx • Mix 106.5 - http://www.mix1065.com.au/posts/2011/04/20/pyrmont-festival-food-wine-and-art/ • Femail - http://www.femail.com.au/whats-on-previews-signings.htm • Girl - http://www.girl.com.au/whatson • City News & Bondi View - http://www.altmedia.net.au/foodies-diary-seasonally-affected-dining/34293 • Taste - http://www.taste.com.au/forums/viewtopic.php?f=18&p=285090&sid=a4dd3005b1fa7976d30c8d6533c732ac • Time Out • Tourism NSW eNewsletter • MiSociety • Holiday Inspirations • Flight Centre • Sydney Star Observer - circulation 13,060 – ‘Calling All Artists’ promotes the art prize as part of the Festival - http://www.starobserver.com.au/community/2011/04/13/calling-all-artists/49258 • Central Magazine • Mudgee Guardian - http://www.mudgeeguardian.com.au/news/local/news/general/mudgee-uncorked-at-pyrmont/2154995.aspx 	
<p>Northside Sydney</p>	<p><i>My Travel - A Country Feast</i> - Anna Warwick writes 10 reasons to pack an eski and head to regional central NSW, features Logan Wines, di Lusso Estate, Botobolar, Cobb and Co Boutique Motel. This story is from a media visit we assisted TNSW with last year.</p>	<p>circulation 59,929</p>
<p>May 2011</p>		
<p>NRMA'S Open Road magazine</p>	<p><i>'Plains, trains and automobiles - Does the thought of another wine tour make you want to spit? Then why not take a drive out to Mudgee. Yes, Mudgee'</i> by Kris Ashton.</p> <p>This was a double page spread and featured a range of Unique Experiences (from press release) including cultural events like Mudfest at Bunnamagoo Estate, sleeping in train carriages at Ruwendori Retreat, nature walks including the Drip, historic towns like Gulgong and a walk with Bob Campbell, spinning wool at Spun Out in Gulgong, and taking a joy flight with Capertee Valley Helicopters, and a little plug for Frog Rock 09 Shiraz. To buy this equivalent in advertising would have cost \$48,550.</p>	<p>1.6million copies distributed to driving members, reaching 58% houses in NSW and ACT – it is the biggest circulating magazine in Australia.</p>

Saturday Daily Telegraph	'Working up an Appetite - Pyrmont is kicking up its heels with a foodie extravaganza, writes Melissa Matheson' – the Pyrmont Festival including Pyrmont Uncorks Mudgee wine events featured in a half-page editorial	circulation 327, 177
Sydney City News	' Pyrmont Food and Wine Festival uncorked ' - festival information and a wrap up of the launch event at Star City last Tuesday night	circulation 12,500
Country Style magazine	Pyrmont Festival of Food, Wine and Art festival information	circulation 61,911
Timeout magazine	Pyrmont Festival of Food, Wine and Art festival information	circulation 31,050
Byron Shore Echo	Pyrmont Festival of Food, Wine and Art festival information	circulation 20,990
2UE Radio NSW	Tim Webster aired a 10min Pyrmont Festival of Food, Wine and Art feature	
Mudgee Guardian	Pyrmont Festival of Food, Wine and Art information appeared on the paper and online http://www.mudgeeguardian.com.au/news/local/news/general/mudgee-uncorked-at-pyrmont/2154995.aspx	
ABC Radio 702	'Pyrmont Festival of Food, Wine and Art' Lucy White completed a 3 minute live interview with Deborah Cameron at 10.45am on Thursday 12 May to talk about the Pyrmont Festival of Food, Wine and Art on 15 May at Pirrama Park, including the Mudgee Region wine and produce people can expect to buy and taste and event information	
Sydney City News	'Young blood makes for good wine' a profile feature on father and son winemakers Jacob and Drew from Robert Stein Vineyard and their involvement in the Pyrmont Festival of Food, Wine and Art	circulation 12,500
Sydney City News	'Pyrmont Art Prize' feature on the 300 pieces by Sydney and Mudgee artists as part of the Pyrmont Festival of Food, Wine and Art	circulation 12,500
Sydney City News	'Food Five Ways' a food story on Mudgee's produce by the Food Editor at City News (we provided a sample to Jackie at the Star City launch) includes Mudgee Honey, The Grape Alternative, Australian Gourmet Hazelnuts	circulation 12,500
Dubbo Photo News	'Mudgee Wine Region on show in Sydney' information on the Pyrmont Festival of Food, Wine and Art	circulation 12,000
The Sun-Herald Travel	Mags King's Weekender Travel review of Ilford Cottage is glowing. We provided additional tips and information to Mags on sightseeing, and things to see and do from her accommodation at Rylstone, including Capertee Valley Helicopters, 29Nine99 yum cha and Wollemi National Park	circulation 442,850
Western Advocate	A story on Kirk Pengilly and Layne Beachley's visit to the Central West and Amazing Country Escapes inc their stay at Wombadah and Evanslea with TNSW. We worked with TNSW to assist with itinerary suggestions and places to go while they are in Mudgee for the weekend	
The Agenda Daily	The Pyrmont Festival of Food, Wine and Art	

	http://theagendadaily.com/sydney/things-to-do/pyrmont-festival-of-food-wine-art/	
Sydney City News	'Pyrmont Art Prize' as part of the Pyrmont Festival of Food, Wine and Art ; and also a Letter to the Editor from the Deputy Lord Mayor congratulating everyone involved on Sunday 15 May ...'Perfect weather, delicious food and wine, inspiring works of art, spectacular setting'	circulation 12,500
The Sun-Herald Travel	'Bright Young Things - Lee Atkinson reports on Australia's emerging holiday destinations' Mudgee included under the Foodie category with the Visitor Information website. 'Mudgee is home to about 40 wineries with cellar doors and to dozens of cafes, bistros and restaurants'. <ul style="list-style-type: none"> Lee is a freelance writer came to Mudgee through the MRTI media visits program in 2010 	circulation 442,650
Country Style magazine	'Rescuing the Past' – a feature on the restoration of Mudgee's Trelawney Farm <ul style="list-style-type: none"> Trelwaney Farm was featured in our media newsletter 	circulation 61,911
June 2011		
Grapegrowers and Vignerons	'Organic wine continues growth spurt' feature story on organic wines by Eric Cummins features Botobolar	circulation 1,165
Queensland Pride	'Prepare to be Charmed - The charms of staying at a bed and breakfast can be too good to resist. Especially those that are gay-owned and operated, writes Lance Richardson' Lance reviews Beverley House accommodation in Mudgee <ul style="list-style-type: none"> Lance is a freelance writer who came to Mudgee through the MRTI media visits program in 2010 	circulation 15,928
Australian Traveller Magazine	'Five Honeymoons You've Never Heard of' a feature on out-of-the-ordinary romantic breaks that would make excellent post-marriage escapes, or provide the perfect romantic interlude or lovers of all kinds includes the new Trelawney Farm in Mudgee <ul style="list-style-type: none"> Trelwaney Farm was featured in our media newsletter 	circulation 11,041
Country Style	The June issue section of Cooks Confidential features Rylstone's 29 Nine 99 at the Bridgeview Inn	circulation 61,911
Australian Regional Food Guide	'A Larder-Full of Delights - Enter the Mudgee Fine Food Awards by 8 July' http://www.australianregionalfoodguide.com.au/component/content/article/162/1750	
Australian Association of Food Professionals	A Larder-Full of Delights - Enter the Mudgee Fine Food Awards by 8 July' http://www.foodprofessionals.org.au/latest-events	
OnFood	A Larder-Full of Delights - Enter the Mudgee Fine Food Awards by 8 July' http://www.onfood.com.au/OF/OFnews/Does-your-cooking-make-the-cut-1169.aspx	

Increasing community awareness of the importance of tourism

This continues to be a focus and is achieved with regular media releases sent to the Mudgee Guardian and 2MG radio and ABC local radio, as well as:

- A weekly radio spot on 2MG is recorded every Friday. This activity is aimed at raising community awareness of the importance of the tourism industry, to promote member activities and events, and to promote the visitor centres in Gulgong, Rylstone and Mudgee
- Website – ‘latest news’ and media articles are published on the website and changed weekly as the media monitoring reports are received
- A weekly e-newsletter to members about events & tourism related news
- A weekly ‘What’s On’ document is produced in-house and distributed to visitors to further promote the region once they are here. This document is also available on the website.

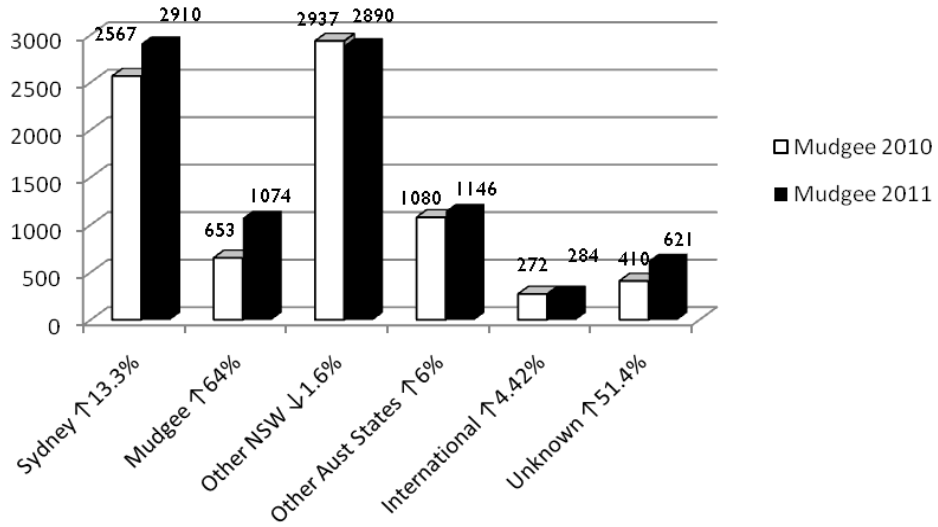
Trade-Show Activities

During the quarter, MRTI participated in the following to promote the region including locations outside of Mudgee.

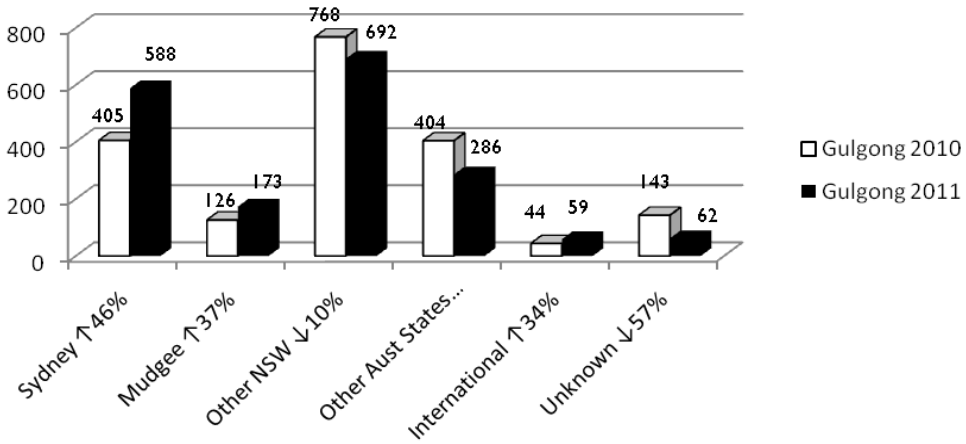
Promotion	Location	Duration	Outcomes	KPI compliant
Pymont Wine, Food & Art Festival	Pirrama Park & venues around Pymont	12 days Ending with wine & food festival Sunday 15 May	Region exposed to 10,000 highly targeted wine & food audience including 50+ media at the launch at Star City	Complied – as an extra promotional activity in quarter

Statistics Report – Visitation Numbers

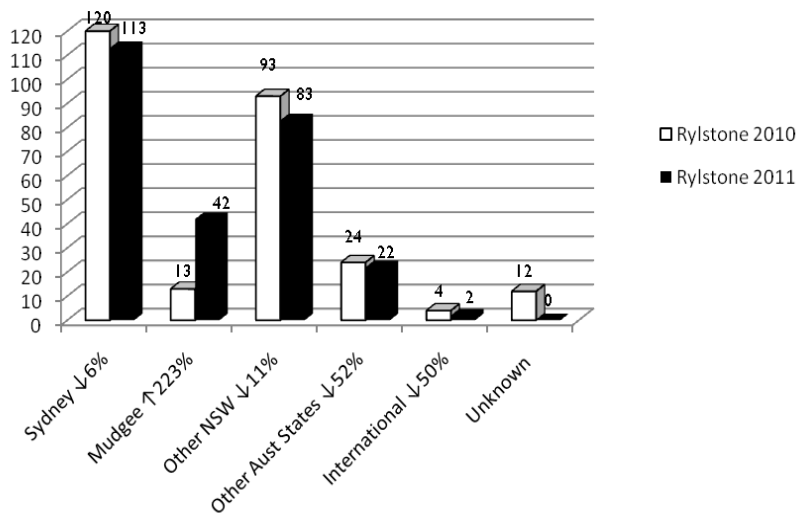
Mudgee Visitor Centre

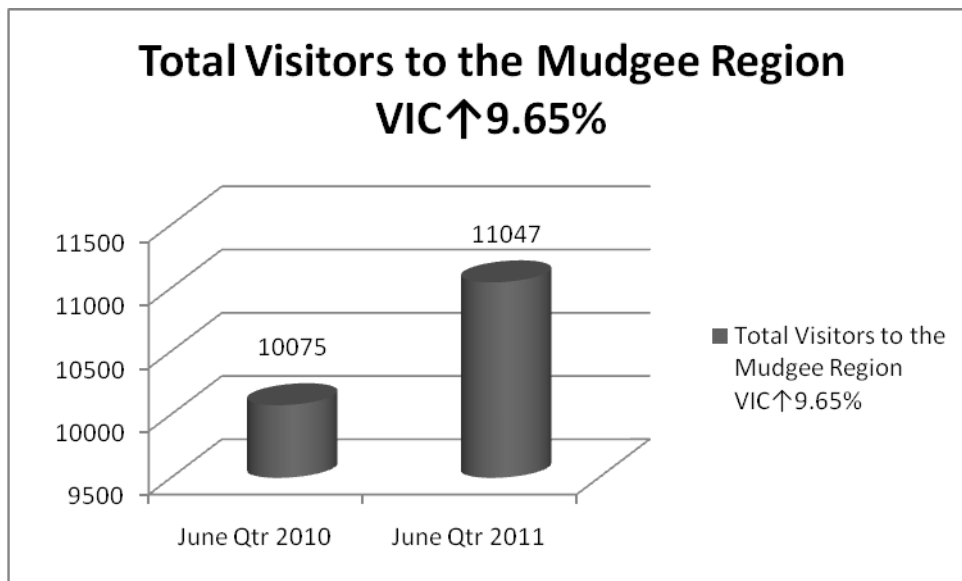
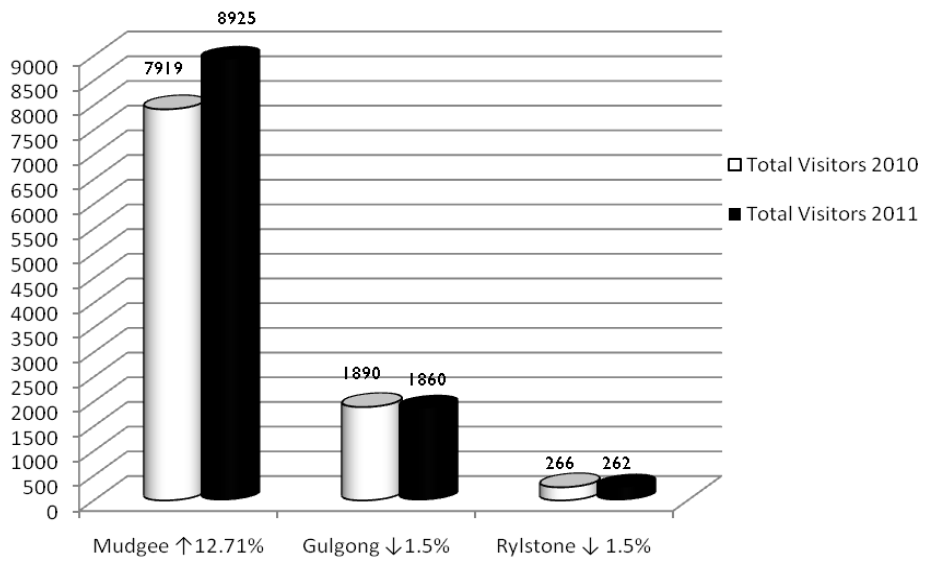


Gulgong Visitor Centre



Rylstone Visitor Centre





MRTI Statistics Summary

	June Qtr 2011	June Qtr 2010	Percentage Increase / Decrease to March – June 2011
Membership			
Current Membership	355	319	↑11%
Membership Breakdown			
	2011	2010	Increase/Decrease
Winery/Cellar Door	43	41	↑5%
Touring & Transport	15	17	↓12%
Attraction	19	55	↓65%
Restaurant	33	26	↑27%
Local Business/Other	62	48	↑29%
Accommodation	142	138	↑3%
Local Produce	18	See Note	*Numbers reflected in previous year in another category
Shopping	23	See Note	*Numbers reflected in previous year in another category
Membership Totals	355	319	
Statistics			
	2011	2010	
Visitor No: Mudgee	8925	7919	↑12.71%
Visitor No: Gulgong	1860	1890	↓1.5%
Visitor No: Rylstone	262	266	↓1.5%
Total Visitor No			
Telephone Enquiries			
	2011	2010	
Mudgee	2764	2266	↑22%
Gulgong	82	N/A	
New Web Based Enquires	308	319	↓3.44%
Total Web Based Enquires		7769	
Website Statistics			
Unique Visitors	28189	25084	↑12%
Pages	246062	273001	↓9.86%
Hits	2858581	2913115	↓2%
Member Web Pages	366	361	↑1.4%
Staff			
Total Hours Worked Mudgee	1567	1630	↓4%
9am-5pm - 7 days per week			
Total Hours Worked Gulgong	352	363	↓4%
5 Days per week 5.5 hours per day			
Total Hours Worked Rylstone	91	91	0%
7 hours per weekend in a staff share with Lakeland Olives	112	112	
Total Hours Worked	2122	2196	-4%