

# Great Southern Bites

**GREAT SOUTHERN REGION MARKETING ASSOCIATION  
P O BOX 5388 ALBANY WA 6332**



**Volume 2 Issue 3 June 2007**

## **FROM THE CHAIRMAN**

As we approach mid-2007, it is timely to reflect on our achievements so far this year and what we still have to do to reach our goals.

The Association's AGM is scheduled for 13 June and I hope you can all come along and have input into your Association. The GSRMA will only be as good as we make it. We have to generate the wind for our own sails and ensure that the tiller is being guided appropriately.

Following the AGM is a member's networking function, with guest speaker Graham Harvey, CEO of the Albany Chamber of Commerce and Industry. A big thank you to Janet Hillam of Beach House at Bayside for her hospitality. Come along and enjoy friendship and some of our best Great Southern wines.

I was thrilled recently to meet with Greg Cross, General Manager of Fletcher International and his team. Greg has made a huge commitment to our Association to support the *Great Southern Naturally* branding promotion and I sincerely thank him for his belief in us and what we are trying to achieve for the region. \$10,000 has been provided by Greg, and yes, I did feel like doing handstands when we left the meeting, certainly a rewarding moment as Chair.

I was pleased to attend the opening of the sealed Wingebellup Road which now provides a valuable link between Bunbury and Albany. The sealed road will encourage greater tourists throughout the region and provide a safer driving experience. Congratulations to the Shire of Cranbrook for their commitment and support of the road upgrade.

This may be my last note to you as Chair of the Association, given our forthcoming AGM, so I would like to take this opportunity to express my appreciation to all members and sponsors who have given freely to the Association. I have been privileged to be part of an Association, which I firmly believe is making, and will continue to make a difference for the promotion of the Great Southern.

I look forward to continuing to share your friendship and passion for what I consider to be exciting times for our region.

I welcome any feedback or comments you may have. Please feel free to contact me on 0429 1617 16.

Kind regards

**Marie Redman  
Chair**



**Marie catches up with Bev Gilbert recently to discuss opportunities for Great Southern wines. Gilbert Wines and the vineyard makes an excellent meeting venue!**

### **FLETCHER INTERNATIONAL SUPPORTS Great Southern Naturally**



With \$10,000 sponsorship from Fletcher International WA, the GSRMA is looking forward to seriously raising the profile of the **Great Southern Naturally** brand, which will be kick-started with a launch in August with the Minister for Agriculture and Food, Kim Chance MLC.

The Association is sincerely grateful for the support given to it by Greg Cross, General Manager and his team at Fletcher International and we look forward to our members getting to know Greg more during the forthcoming twelve months.

Contact the GSRMA to find out more about branding your product or service, it is free to use as part of your membership fee.

### **ANNUAL GENERAL MEETING**

All members welcome  
Wednesday 13<sup>th</sup> June 2007 at 4.00 pm  
The Beach House at Bayside  
33 Barry Court  
ALBANY

Refreshments sponsored by Beach House at Bayside

RSVP: [gsrma@westnet.com.au](mailto:gsrma@westnet.com.au)

## **GSRMA BOARD MEMBERS**

It is important that the GSRMA board fully reflects all interest groups of the Association. As a consequence, the current board has proposed a re-structure of the board as follows:

*Twelve representatives of the Great Southern Region Marketing Association (including the vice chairman) as elected by the Great Southern Region Marketing Association at the AGM and to be from the following interest groups.*

- 3 Local Government (one member to represent the Northern Shires)
- 1 Agriculture/Fisheries (primary producer)
- 1 Tourism
- 2 Wine
- 1 Retail
- 1 Natural Resources
- 1 Arts

If approved at the AGM, new board members from a more diverse interest grouping will be helping to chart the future direction of the Association.

## **MEMBER'S NETWORKING FUNCTION**

Come along and hear Graham Harvey, CEO of the ACCI discuss the importance of *relationship marketing* and also enjoy a few tipples of our Great Southern nectar and provisions provided by Janet Hillam of Beach House at Bayside.

The details are:-

Wednesday 13<sup>th</sup> June, 2007

Beach House at Bayside, Albany

5.30 – 7pm

RSVP: Julie Ross 98481845 or [gsrma@westnet.com.au](mailto:gsrma@westnet.com.au)

Non-members welcome for a small charge of \$5 to cover costs.

## **NEW DOMAIN NAME**

The Association now has a web domain name that better reflects what it is, rather than a domain name that is based on one of the many projects of the GSRMA. Check it out at [www.greatsouthernregion.com.au](http://www.greatsouthernregion.com.au)

## **TASTE GREAT SOUTHERN 2008**

Preparations are being made for the Taste program for 2008. Many proprietors have expressed interest in holding functions during the Taste weekend. In addition, there are proposed new events such as "A day in the Orchard" at Silverstream Wines, a long table lunch in Albany and meet the Chef, Cook and apprentice, which should be fun. A program of this size requires much hard work, coordination and funding. As a result, two funding applications have been made with the City of Albany and the Shire of Plantagenet. EventsCorp and the Shire of Denmark will also be approached. With the collective support of many people, this event will continue to showcase the very best of foods and wines from the Great Southern through a gourmet selection of activities.

## **HONOURS BOARD PAGE**

The new honour's page on our website has been designed to showcase the many awards our wines and foods receive. Let's trumpet our achievements and let everyone know your successes. Email the GSRMA at [gsrma@westnet.net.au](mailto:gsrma@westnet.net.au) with your awards and we will include them on the honour board.

## **MEDIA**

The Association has been very active in the media of late, with much publicity received for the Annual General Meeting and calling for board members. In addition, Singapore Indulgence created great interest from print and radio mediums.

Visiting journalists are being encouraged to come to the region and members will be given an opportunity to become involved in their familiarisation program.

## **ANNUAL MEMBERSHIP RENEWAL**

Following the AGM, scheduled for 13 June, a revised membership fee structure will be considered. As an outcome of this, membership renewals will be forwarded to all members for consideration. The proposed membership fee structure is:

### **Full Membership                      \$250**

Services include: voting rights; free use of logo/brand; free inclusion in the Great Southern Touring Guide (specified lineage); newsletter; notices of promotional events; involvement in media familiarisations; discounted/free entry to seminars and workshops, networking sessions; notice and invitation to participate at consumer and trade events; buyer and export trade enquiries; assistance with marketing inquiries.

### **Associate Membership              \$100**

Services include access to logo/brand and newsletter, networking functions. Open to businesses, individuals and organisations that support the objectives of the GSRMA and are not eligible to be a full member.

## **STRATEGIC PLANNING**

Your board and key stakeholders have been participating in a strategic planning process for your Association. This planning will ensure that the association remains relevant and progressive in its approach to its future operations. Further information will be provided on the outcome of this process.



**Attending the Strategic Planning session in Mt Barker  
Left to right: Rob Stewart, Nicola Hemmings GSDC, and Terry Redman, Member for  
Stirling.**

## **NETWORK MARKETING GROUP**

Chaired by Bev Gilbert, from Gilbert Wines, the GSRMA continues to have input in this group to ensure there is greater collaboration between industry groups in the Great Southern region marketing efforts.

## **SINGAPORE INDULGENCE 24 – 26 MAY**

The Association supported the GSDC and Austrade in coordinating a Great Southern presence at the Indulgence event in Singapore recently. More than thirteen Great Southern wine and food companies attended the event to showcase the very best of the region. A successful trade day created much interest in our wines and produce with export potential for exhibitors, in addition to the exposure of our produce to Singaporeans. Kate McKenzie will be progressing all leads with exhibitors and assisting them to capitalize on the market intelligence gained from the event.



**At the Great Southern display, ready for business. Lee Shelley, The Pickled Marron and Kate McKenzie, GSDC.**



**Elle McKay of Tree-Elle Resort (right) talking about her luxurious retreat.**



**Debbie Noack of Old Kent River showcases their award winning Chardonnay**

### **DENMARK VISITOR CENTRE**

The GSRMA has completed the food and wine display at the Visitor Centre. The GSRMA put the display together with limited funding, however, being the creative souls that we are, we have managed to develop new food and wine trails for the Denmark region. It is anticipated that the display will kick-start further efforts to create interactive display hubs.



## **ANNUAL SOUTHERN ART AND CRAFT TRAIL**

One of the most eagerly anticipated events in the cultural calendar of the Great Southern region will get under way again during the October school holidays this year. The 5<sup>th</sup> annual Southern Art and Craft Trail will showcase more than 60 open studios, galleries and exhibitions at a variety of venues throughout the Great Southern region.

For the first time Artsouthwa is aiming to assist artists who have been unable to find an exhibiting venue by helping them to locate somewhere suitable to show their work. Conversely, any venue such as a winery, retail establishment, café or restaurant which would like to take part in the Trail, may register interest and Artsouthwa will endeavour to find an exhibitor.

Full details about the Trail are available by writing to Artsouthwa, P.O. Box 5924, Albany, by telephoning 9844 7914 or 0400 215 196 or email [annette.grant5@bigpond.com](mailto:annette.grant5@bigpond.com)

## **DIARY DATES**

### **June**

13 Annual General Meeting  
Members Networking Function

### **July**

6 -8 Wine and Food Festival, Perth Convention Centre

### **August**

27 – 31<sup>st</sup> WA on Show, Perth Convention Centre  
Re-launch of regional branding, sponsored by Fletcher International

### **September**

Value Adding Workshops  
Perth Royal Show

### **October**

Southern Art and Craft Trail