



Montville Chamber of Commerce Inc.

GENERAL BREAKFAST MEETING MINUTES

Wednesday 17th February 2020

Venue: Elements at Montville

ATTENDANCE: Shiralee Cooper; Alan & Aryna Dryden; Aldy Johnston; Ali Khan; David Jarrett; Amanda Lamb; Deborah Hammond; Grant Ferry; Joy Aimee; Karen Muir; Kate Scarce; Klinton Jones; Lisa Brereton; Margaret Casey; Philip Casey; Martin Duncan; Nicole Hilton; Peter Collins; Peter Gamgee; Ryan Hollis; Shell Rodney; Tony Torpy; Tina Cooper; Wolfgang Engle; Wayne Malkin; Winston Johnston; Kerry Brown

APOLOGIES:

Andrew Powell, Andrew Wallace, Otto Lechner; Ryan Hollis; Martyn Baldwin;

GUEST SPEAKERS:

Winston Johnston – Sunshine Coast Councilor, Div 5

Grant Ferry – CCIQ Regional Stakeholder Manager

Martin Duncan – Sunshine Coast Foodie

The Meeting opened at 7.25am with Shiralee Cooper as Chair - A warm welcome to members and guests was extended by Shiralee Cooper, President – Montville Commerce.

ACCEPTANCE OF MINUTES FROM MEETING HELD on 9th September, 2020 Secrets on the Lake.

Shiralee Cooper moved the Minutes of the Meeting held 9th September 2020, be confirmed as a correct and accurate record.

Proposed by Martin Duncan Seconded by Aldy Johnston Carried

CORRESPONDENCE:

Shiralee confirmed that incoming correspondence was published in our newsletters.

Winston Johnston, Div 5 SCC Guest Speaker advised:

- That he liked the idea of both Montville and Maleny Chambers using one administration officer to link both together and bring more collaboration.
- Montville streetscaping started again in beginning of February and nearly completed with only the gardens left to do. He advised he asked Council to talk to Main Roads about extending their maintenance program north and south so entrances to Montville on both ends is kept presentable.
- The Council lost 23M in revenue over last financial year and the 6 months of this financial year. Policy is that Council always holds 4 and ½ months of rates as revenue but currently below that policy and working on regaining the margin revenue.
- Council will commence the sealing of the parking across from the school with the least disruption they can working with the school but also businesses.
- State Government has allocated 1.7M and council has allocated \$200,000 giving a total budget of \$1.9M to fix the bends on the Hunchy/Palmwoods road. He envisaged this would take 5-6 months of stop and go work but better than closing the road altogether.
- They are working hard on weeds and he is hoping the coming budget will receive more funds for weed control on both council owned and private land. He has met and discussed

with both state members stating that our views are a drawcard and selling point for the region.

- He would like to do more footpaths but currently there is no funding available and hopes over the coming years this can be rectified.
- Councils main objective is to get the budget back on track however he did not foresee a cut back to the tourism budget as the industry is very important to all of us and our livelihoods and does not warrant to be cut back.
- A futurist plan to build a Hinterland Cultural Central which is a 10-year project with the Council favoring a Glasshouse site, but he felt it should really be a Montville or Maleny site. He would like to see both communities put in written requests to the council as to why Montville or Maleny would be a better choice.
- There are 2 surveys he would like the hinterland to complete and promote. Waste Management and Animal Management.

Shiralee asked whether the VSC budget for tourism would be reduced due to the downturn of income. Cr Winston said there has been no reduction in funding. Shiralee then thanked Cr Johnston for his and the council's quick service delivery in clearing away the green waste near the VIC as requested by our Chamber. Their response time was within 2 days of the request.

Grant Ferry, CCIQ Regional Stakeholder Manager Guest Speaker advised:

- His role is a short-term position during Covid to identify key issues by collaborating and meeting with Councils, Chambers, business groups and industry and report back to the Government.
- That the latest Pulse Survey results are now ready to view and the responses help CCIQ lobby the Government and brief treasury what business priorities are. He invited members to join CCIQ's economist Jack Baxter for insights to the current business environment in the Sunshine Coast Region on Thursday, March 4, 2021 12 to 2pm for lunch at the Alexandra Headlands Surf Life Saving Club at a cost of \$27.50.
- The State Government policy is to fund 30% of their tenders to local business which equates to \$4BN. There is money available we just need to connect and take advice on how to fill out the tender forms correctly to be eligible.
- In a couple of months CCIQ will launch a sustainable practices program and advice for business in recycling, staffing and the likes. They will be working collaboratively with TAFE and USC to deliver this program.
- If any of our members have events that will benefit all businesses, they would be happy to promote.
- Minister Di Farmer and CCIQ will be hosting a workshop on the 2nd of March and he will forward information to Shiralee to distribute to the members.
- Grant encouraged the MCOC to look first at the Vision Statement of the MCOC when reviewing our Strategic Plan. Grant recommended that we contact Paul Garcia for more tips.

Shiralee thanked Grant for coming along and chatting to the members today.

Martin Duncan, Sunshine Coast Foodie Guest Speaker advised:

- Due to covid the industry moved away from events to social media. People can't travel overseas so they are looking for experiences. While Tasmania and Adelaide lead the way in promoting experiences we need to be as competitive.
- His initiative of Scone Time to reconnect the community will be going ahead in Cooroy, Caloundra and the Tram Station at Nambour.
- The upcoming Imagine Festival by Reimagine Nambour was the perfect time to use our resources to attract people to stay longer.

- He would be introducing a new program called “Hinterland Heroes” using local venues like the Montville hall to create such events like producer lunches. He advised that we have a wealth of growers in our region for example Coochin Creek Co-op has 450 farmer members and we should be using these resources to help promote our region.
- How important it is to LIKE, SHARE & COMMENT on social media and how powerful it was and that we should all make the effort to do this. He advised that you could have up to 20# on Instagram, and we should use them. # influencers, government, local council, basically be seen and get our region seen. Martin suggested you get to know your audience to work out when is the best time to post and use your insights to see who is looking when to help build and schedule posts that will get noticed. For example, a Thursday night post is recommended because most people started making plans for the weekend about this time and your post could make them make the decision to head up to the Hinterland.
- Lastly, he suggested that we all need to give our business a personality. Show the people who you are not just what you do or sell.

Shiralee thanked Martin for his insights and continued support and acknowledged how great it was to have him as an executive.

President’s Report:

- Montville in the news: Towns which are unexpectedly booming (Escape) Best Regional Towns to visit this Summer (Australian Traveller) and Top 10 Welcoming at Booking.com and The Amazing Race are featuring 2 Montville businesses March 1.
- Visitation stats from July show a reduction in nights but an even greater reduction in spend. Looking at these stats, our sub region has fared exceptionally well!
July: Aust down 52% August: Aust down 53% September: Aust down 56%
October: Aust down 39% November: Aust down 34%
Overall WA, Tassie have the best results followed by SA, Qld and NSW.
- Shiralee asked for feedback on the Christmas Campaign Lucky Shopper, Festive Street Fair and Photography Comp.
 - Suggested more food trucks/stalls to allow sitting on the green to eat or more foods to allow eat and walk options. If planning started earlier this year could get more businesses on board to stay open. If we have less restrictions, we could open up to bring in coachloads of people from outside the area.
 - Discussion around the Christmas tree lights which Cr Johnston advised the little fairy lights were not councils or the contractors so belonged to Montville. He advised he would be open to divisional funding being used to repair lighting so we can light up the tree on weekends or special occasions.
 - Cr Johnston also advised he would be running a competition for all the Div 5 towns through the Chambers to encourage businesses to decorate their shops and he would personally fund significant 1st and 2nd prizes in each town. This was well received by the members.
- Shiralee advised she was meeting with Maleny and Glasshouse presidents next week to discuss further collaboration.
- Shiralee advised that some changes to the Glassies was suggested by the chambers to Andrew as the timeframe is too short from the last event and will update new date.

Collaboration for the Future: Alan Dryden:

- Alan advised it was a very good meeting with a new buzz word coming out being Co-optition not meaning competition but working as a collective. He advised he will give a full report to the upcoming executive meeting.

Hinterland Tourism Sunshine Coast: Summer Showcase + Marketing

- Lisa Brereton advised Summer Wedding Showcase due to covid outbreak was split into 2 weekends with the next being 27th and 28th February.
- They hosted a General Meeting on the 3rd of February
- They have created new subcommittees such as Accommodation and Experiences which will drive tourism specifically for these areas so much more target marketing.
- From the General Meeting they will use suggestions to form their new Strategic Plan.
- Kerry Brown, President Hinterland Tourism Sunshine Coast acknowledged and thanked her executives for a united and committed effort to promotion the region. Aldy asked if the new driving map was being produced and Kerry said it is in production.

Strategic Plan – Due to time constraints Shiralee offered members with any comments or suggestions to email her to be considered on the 25th of February.

Members' Spotlight

- Shiralee welcomed new and first-time members to the meeting today, David Jarrett and Amanda Lamb from The Garden Shed Nursery & Café and Peter Gamgee from Better Business More Money.

General Business

Sunny Coast Media: Karen and Klinton – introduced their new paper Sunny Coast Media and Karen introduced Klinton as the new Sales Executive for our region.

Open Studios: Wayne Malkin – Arts Connect Open Studios happening in March with 30 artists and galleries open. Wayne offered any accommodation houses that would like a map of the open studies to contact him and they would supply.

Late correspondence was received from the MVA inviting members to a meeting May 12 at the Montville Village Hall. (To be tabled next meeting.)

NBN – Late correspondence received from the MVA inviting members to a meeting at the Montville Village Hall (to be tabled at next meeting). Shiralee advised we have managed to secure two people from NBN to come to Montville and talk at the beginning of our May general meeting being the 12th. Starts at 5.30pm with drinks and then meeting with the NBN talk at 6.00pm. There will be a Q&A of course at the end of their presentation.

Thanks to all for coming along. A warm thank you to Elements of Montville for all the hard work in providing an excellent venue and breakfast.

Next General Meeting 10th March 2021 at a venue yet to be advised

The Meeting closed at 9.15am

Signed:.....

Shiralee Cooper, President