ON THE MOVE PROJECT

1.1 TEAM MEMBERS

Stephanie Nutalie, Marcia Ferguson, Jay Van Den Burg, Martin Horgan, Chris Smith, Jacinta Del Rio, Tim Tran

1.2 Brief (received 9 July)

• To produce six regional guides for On the Move Publications by the end of October.

• These guides will be tourism and recreation guides for people with disabilities, 16 years or older.

• The regions covered by the guides will include Jewelbank, Emerald Forest, Ruby Lake, Abyss, Jade Valley and Diamond Point. The topics will include horse riding, hang-gliding, wine-tasting, canoeing, hiking and other recreational activities offered throughout the regions. The guides will also cover accommodation.

• The guides will be published in B5 format, and will be no longer than 100 pages. Graphics, photographs and maps will be used extensively throughout the guides.

1.3 Goals

• To meet the timelines outlined below:

  Outlines  20 August
  First drafts  27 August
  Review first drafts  14 September
  Second drafts  28 September
  Review second drafts  1 October
  Final drafts  4 October
  Proof copy  8 October

• To approach On the Move Publications with the view to producing guides for the Northern New South Wales region by 21 September.

• To include at least two graphics/photographs per page.

• To ‘discover’ one new form of recreation or service offered in the region that has not been written about before.

• To use the recently purchased publishing software for the first time in the production of these materials.

• Team members will undertake training in the new software by 28 July.
• To come in at least 5% under the budget for this project.
• 50% of materials used will be made from recycled materials.
• To set up a reference group that will include members of the tourism industry in the various regions, representatives from local and national disability support groups and representatives from the Australian Tourism Council.
• To set up a panel of review that will include different members of the above-listed organisations as well as a pilot group of tourists with disabilities.
• To give at least equal emphasis to nature-based tourism activities as to man-made ones where appropriate.
• To promote the guides throughout the process by launching each of them in the relevant region.
• To market the guides on the Internet.
• To market the guides at the next Australian Tourism Council conference.
• To use local people in the photographs and in the marketing campaign.
• Team members will meet weekly on Wednesdays at 10 am over coffee in the training room.