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. The intended audience will have some form of physical disability, and will range in age from 16 upwards.
• 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 encompass 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 NSW 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 per cent under budget for this project.
• Fifty per cent 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 10am over coffee in the training room.