Wineries for Wheelies Project

Minutes of the Steering Committee Meeting

17 July 2000

Present:

In Jade Valley:

Pia Andanopolous, Community Liaison Officer, Tertiary Students in Wheelchairs Association
George Van Heusen, Manager Acquisitions, Valley View Publications
Sophia Ksyu, Manager Editing and Publishing, Valley View Publications
Carter O’Brien, Manager Mobility Issues, Equal Opportunity Commission
Dean Arrowsmith, Chairperson, Association for People with Restricted Mobility
Nance Richardson, Secretary, Carers for the Aged Association
Song Wang, Administrative Officer, Valley View Publications

By videoconference from South Australia:

Lily Tan, President, Wineries Association of Australia
Helmut Hanphy, Marketing Manager, South Australian Tourism Board

Apologies:

Cissy Broadbent, Department of Family and Community Services

1. Appointment of researcher and writer

Sophia Ksyu reported that Christine Jones has been appointed as researcher for the project and Cassandra Tait as writer. They have both worked for Valley View Publications before and produced high quality work. Their 1998 Travelling with Teenagers Guide received a highly commended award at the National Tourism Association’s awards of that year.

Sophia tabled the curriculum vitae of Christine and Cassandra at the meeting. (These were faxed through to participants in South Australia.)

2. Content review process

The meeting decided to appoint a 3-person panel to undertake review of the content at the 1st and 2nd draft stages of the process.
The members of that panel are Pia Andanopoulos, Lily Tan and one other still to be decided.

**Action:** Sophia Ksyu to approach Cissy Broadbent to determine whether she would be interested in being part of the panel.

3. **Marketing strategies**

The committee suggested the following approaches to marketing these guides:

- Preparation of glossy and attractive pamphlets depicting young as well as older people in wheelchairs and using other mobility aids enjoying themselves at a range of attractions in the regions. These could be distributed from tourist points such as tourist bureaux, travel agents, hotels/motels etc, airports and bus terminals as well as ‘health’ points such as hospitals, doctors’ surgeries, physiotherapists, etc.

- Placing information in newsletters of associations and organizations involved with people with disabilities and their carers

- Getting articles published in local newspapers highlighting stories of people taking advantage of the information contained in the Guides

**Action:** George Van Heusen will investigate these suggestions further and report back at the next meeting.

4. **Date and time of next meeting**

10 August at 3.00pm Eastern Standard Time.

The meeting will be held in the conference room at Valley View Publications. Participants who are unable to attend in person but who would like to take part by teleconference or videoconference are asked to notify Song Wang on 03 9123 4567 as early as possible.
Notes

- Two members of the steering committee are in SA and will attend by videoconference.
- A video will be shown – a copy will have to be sent to SA prior to the meeting unless the videoconferencing equipment is of a particularly high standard.
- CV’s for the researchers and writers could be the late paper to be tabled and will be faxed through to SA.
- I would assume the copy of the agenda sent to the SA members would be accompanied by a letter outlining the arrangements that have been made for them and where they need to attend and at what time. The marketing video should be included and they could be asked to view it prior to the meeting commencing. Do you want me to write something up?