

Weekly Bulletin



GUEST SPEAKER:

David Hogan – Director, Tourism Snowy Mountains

David has been involved in Tourism since 1966, and has been Director/Chairman of Tourism across the state from New England, Glenn Innes Severn Shires, Snowy Mountains, Tumbarumba and of course now Snowy Mountains.

He said tourism is important to Cooma and the graph for total tourist expenditure, year ending March 2011 was NSW \$23600 million Cooma \$37 M, Region \$534.

To show why tourism is important he showed a graph on gross value of agriculture production 2006
 NSW \$0941.5 M
 Cooma \$23.8M
 Snowy River \$21M.
 Tumbarumba \$47.4M
 Tumut \$56.9M Region \$149.M. T

Tourism is almost 4 times more valuable than agriculture across the region and in Cooma 1.5 time more valuable to the local economy. His map showed the 12 Regional Tourism Organisations (TRO). A RTO is a stand alone organization with an independent board tasked with bringing the industry in that region together in order to market that region to potential tourists. In our Region Tourism Snowy Mountains is our Local RTO. The RTO has the job of influencing holiday decision making in the home and around the kitchen tables of potential visitors in the major market.

Once that decision is made to come to the Snowy Mountains, it is up to each town and operator to compete for that business on their own merits.



Thats why it is important each town and industry sector has their own plan in place to tap into this demand generated by TSM.

The graph of Tourism in the Snowy Mountains day trips showed:
 September 07 454,000
 2008 - 422000,
 2009 - 399000,
 2010 - 499000
 2011 – 534000

This shows that tourism has grown in the last 2 years. A graph also showed the purpose of visit to the region and nights. The good news was domestic day visitors to Cooma 1337,000 spent \$18,000 each visitor spent \$1350 outlined some changes.

He outlined what Cooma Tourism Industry Must Do. * What other shires in TSM are doing * New Vision for TSM *.. If you would like a copy of Davids presentation, please contact Des Trute.

WE MEET WEDNESDAYS 6:00PM FOR 6:30PM AT NAAZ INDIAN RESTAURANT, 161 SHARP STREET, COOMA



By the look of these shots, I missed a great night. Clare N and Margaret E, Mark C and Matthew T, (rouges corner participants) Marco R and David H, Steve S and Richard L

Three Minuter

Was to be David Byrne – Next week David?

THOUGHT OF THE WEEK Mark C

Ignorance can be cured - stupidity is forever.

News

Linda L

We had 2 cards from Linda informing us of the great time she has had, and places visited in her TREKA WAY, she only arrived home on Wednesday morning and was still asleep so couldn't join our meeting. Katrin again asked that we all look at upcoming events DISTRICT ASSEMBLY 21-23 April 2012 Canberra College Woden

District Assembly

March
Polio Eradication

April
Rotary Magazine

Hat Day	Pie mash & peas lunch at Anglican Church? 14 May 2012	May Planning
RI President Meeting	23 May 2012 Canberra Hellenic Club 23/5/12 our meeting is transferred to this. Numbers are required to see if we can get the community Bus.	June Fellowship
		July Literacy
World Malaria Day	25 April – The National Rotarians Against Malaria (RAM) Committee have decided to recognize 30 April as Malaria Awareness Day here in Australia.	August Membership Extension

Next Weeks Program	Three Minuter	Thought of the Week
Deputy Mayor Bronny Taylor INTRO – John V THANKS- Richard L Following Week Program	David B	Ashley C
Clare Learoyd		Les S

This Weeks Attendance: 62%

Visiting Rotarians: Nil

Guests: David Hogan

Apologies: Neil B, David B, Brenda CB Ashley C, Robbyn C, Kevin D, Alison HJ Brian J

Leave: John M, Jim H, John K, Cheryl & Colin M

Makeups:

We also Missed: Alan D, Peter A, Chris A, John V, Joe V, Ken P

The Rotary Club of Cooma Inc

The Secretary

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Rosters	April	May
Attendance	Ken D Matthew T	John K Des T
Property	Richard L Alan D	Brian J L Elaine S
Markets	Dave L (Van Dougald M Colin M Cherly M Robbyn C Alyson H-J (PA) Joe V (MR) David H (Coordinator) Chris A (Coffee)	Geoff B (Van Rob S Ken D John V Marco R Alyson H-J (PA) Elaine S (MR) David H (Coordinator) Chris A (Coffee)
Fellowship	Margaret E Claire N	Margaret E Claire N

SOME SIMPLE RULES ABOUT ROSTERS

General:

Members rostered on and not able to attend are to make arrangements with another member to take their place.

Markets:

Those nominated to tow the caravan or chuck wagon are to be at the Rotary shed no later than 8am. Ensure you get the key to the shed from David Holgate PRIOR TO THE EVENT so the equipment can be set up early. If you are unable to tow the van or chuck wagon PLEASE ASK SOMEONE WHO CAN, or advise David Holgate before the event. Others nominated should be at the park by 8.30am.

Member Happenings

Anniversaries	Birthdays	Years of Service
Dave and Trish L 12 yrs 20 April	Geoff B – 17 April Des T – 15 April	Colin M – 6 yrs 19 April