
Mudgee Region



Hospitality & Tourism Assoc.

‘Striving for Excellence in Service’

Dear Fellow Hospitality & Tourism Operator,

Our Association would like to take this opportunity to invite you as a fellow hospitality & tourism operator to join the Mudgee Region Hospitality & Tourism Association (MRHTA) for the upcoming membership period of 01.01.2008 to 31.12.2008.

There has been a period in recent years when little was changing in the industry and some operators were of the opinion that the association's original agenda had become slightly irrelevant. However, a lot is now changing in the industry that affects our businesses - potential improvements, additional overhead head costs and much more. The MRHTA is committed to assisting its' members grow their businesses and compete in an ever changing market.

Complacency can be a regular occurrence in our industry. We all consider ourselves too busy to get involved. However, if we all take that approach where will our industry, region and businesses end up? Consider this and show your support to your fellow industry members as well as to your own business.

What is MRHTA?

MRHTA (Mudgee Region Hospitality & Tourism Association) formally known as MGHTA (Mudgee Gulgong Hospitality & Tourism Association) was originally incorporated in 1989 as the voice of both Hospitality & Tourism operators to the council and other tourism bodies. We are a contributor to the improvement of tourism in the area and have played a major part in the creation of what is now called MRTI.

Our Mission is to develop Hospitality & Tourism business growth by promoting tourism in the region and to be the voice of our members.

- Primary Objectives
 - To promote tourism to the region
 - To assist in the continuous education on hospitality & tourism business issues
 - To represent our members' interests to local government & other tourism bodies
 - To co-operate with other groups, persons and government departments to achieve these objectives.

- Benefits of membership
 - Important local issues are addressed with the members.
 - The opportunity to have your say in a recognised forum and make a difference
 - Knowledge Base of Members - tap into the wealth of knowledge available from other members to improve your business. *No one can know everything, but everyone knows something* and the combination of all this is a powerful tool.

Address for all correspondence:

The Secretary
MRHTA
C/- "Kurrara"
Henry Lawson Drive
MUDGEE NSW 2850

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- Benefits of membership (cont'd)
 - Informative guest speakers (eg Insurance consultants, AAA Tourism, OH&S consultants, IT Development)
 - MRHTA names a charity each year that they will donate profits from their events to.
 - Availability Listing for members
 - Opportunities for marketing & advertising

 - MRHTA will continue to take a stand at various Wine & Food Fairs. All members are welcome to include their advertising material for distribution on the day. MRHTA organise prize giveaways for the day - the major prize value is usually in excess of \$1000.00.

 - Website - The MRHTA is creating its' own website where members can list their businesses including a link back to the member's website, specials, events etc and thus provide yet another avenue to reach potential customers.

 - Annual Events are organised each year to promote the region and our members such as movie & food nights, dances, charity events etc

 - Contact Base - All marketing opportunities involve the collection of contact details of potential customers. This in turn will be used by the association to send out regular newsletters to entice tourists to visit Mudgee.

 - Future advertising & marketing opportunities are discussed and decided upon at our regular meetings.

 - United with the Community
 - Close relationship with other local peak industry bodies (eg Mudgee Wine and Grape Growers, Mudgee Fine Foods, Mudgee Olive Association etc)
 - Opportunity for other businesses to showcase themselves to our members
 - Network with other local business owners
 - Provide regular donations to Charities and Special Events
 - Monthly meetings (1st Wednesday of the month) are open to all members to contribute and discuss ideas
 - Regular Social Events for members

The cost of membership for the period of 01.01.2008 to 31.12.2008 is \$75.00.

This price also includes listing on the MRHTA website.

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C/- "Kurrara"
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Membership form

If you would like to become a member for the 2008 year, please complete the membership form and return with your payment to:

The Secretary
MRHTA
C/- Kurrara
Henry Lawson Drive
MUDGEE NSW 2850

Questions

If you would like to contact any of our committee with questions or constructive feedback please feel free to do so by contacting any of the following:

Our current committee members are:

President: Mr Paul Jeffery - AJ's Mudgee Guesthouse -

Ph: 02 6372 3222 Email: relax@ajsmudgee.com.au

Vice President: Mr Sean Kelly - Kurrara Cottages -

Ph: 02 6373 3734 Email: info@kurrara.com.au

Secretary: Mrs Sandy Kelly - Kurrara Cottages -

Ph: 02 6373 3734 Email: info@kurraracottages.com.au

Minutes Secretary: - Mrs Darill Clements - River Lane Bed & Breakfast -

Ph: 02 6372 6388 Email: accom@riverlane.com.au

Treasurer: Mr Brian Pottie - Bed & Breakfast Pottiers -

Ph: 02 6372 1861 Email: bnb@pottiers.com.au

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