



## **PROM COUNTRY REGIONAL TOURISM INC**

A.B.N. 82 547 529 958

# **Notice of Special General Meeting**

Pursuant to Rule 31 of the PCRT Rules, please accept this notice of a Special General Meeting. This meeting will be held prior to the Annual General Meeting.

Venue: Promontory Restaurant and Winery  
23 O'Grady's Ridge Road  
Foster North

Date: 27<sup>th</sup> November 2019 commencing 6.45pm

To consider and pass the following Special Resolutions:

1. A Special Resolution to wind up Prom Country Regional Tourism Inc.
2. A Special Resolution to distribute surplus assets to a body with similar purposes to PCRT

Please read the supporting information on the following page.



## PROM COUNTRY REGIONAL TOURISM INC

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### Supporting Information

PCRT Inc was formed in 2003 to represent South Gippsland Tourism interests. For sixteen years, it has served that purpose well.

Over the past 18 months it has become apparent to your committee that changes to the industry require a different approach for effective tourism advocacy. These changes include:

- PCRT's engagement with Destination Gippsland and confidence in that organisation's capabilities;
- the effective rollout of broader branding and marketing by Destination Gippsland;
- digital disruption: a huge take-up of online services: booking engines, social media, individual business web sites over the past 5 years;
- a reduction in the impact of (locally produced) print media and campaigns and their effectiveness;
- more efficient ways to deliver services; and,
- more effective ways to use your money.

In addition, Committee feels the existing structure and funding model no longer provides the best outcomes for industry or our partners.

However, committee is extremely enthusiastic about the prospects for tourism development in South Gippsland. We have recently made a significant investment with Destination Gippsland and we'll share more about this at the meeting. We propose that in 2020, industry members meet to discuss more innovative ways to progress tourism development and the Visitor Economy in South Gippsland.

Any members with questions are invited to phone the Chair prior to the Special General Meeting on the 27<sup>th</sup> November.

Sincerely,

