



Ben Lomond Committee, Inc.

- Communication and Promotion

Prepared by Adrian Beswick 16 October 2018

Aim - To provide an overview of engagement for 2018, stakeholder concerns and opportunities for consideration for 2019

Background

The role of Communication and Promotion Officer was established as a result of the work undertaken by the BLC Secretary becoming too large and additional resources were needed in the space of Media and Communications Liaison to rebuild connections to the public and provide a platform for stakeholder BLC members and the general public for a one stop location and source of truth regarding activities and all things Ben Lomond.

2018 Season in review

Overall the general feel of the mountain community and stakeholder group is that season 2018 was a successful one and one where regular natural snowfalls and temperatures were on our side.

- Opportunities to communicate the Ben Lomond message were re-established with ABC through Helen Shields on Statewide Afternoons early in the season to share the message that the snow was falling and the mountain up and running and then ongoing on Friday evenings with Piia Wirsu on ABC Northern Tasmania Drive.
- Early in the season this included a particular focus on sharing the message that the mountain was open for business and amenities had been put in place to provide shelter and toilets to the public and that the Alpine Kiosk had been established also.
- A relationship was established with Chris Wisby on Saturday mornings for Alpine Enterprises to share a lift and conditions update.
- Regular general updates were provided on the benlomond.org.au website a
- The Parks and Wildlife Service were actively engaged in providing detailed road and conditions weekend updates direct to myself in to update the website and social media platforms
- This was further enhanced by the establishment of updates via the mobile road update number which was also heavily publicised as a source of information on all BLC platforms.
- Where possible we aimed to support promotions or messages from commercial and lodge member sites as these were communicated through sharing on the BLC social media platforms.
- Currently the BLC has a total of 6006 Facebook followers, 120 Twitter followers and 364 Instagram followers all of which continue to grow rapidly through the snow season and provide a greater opportunity to connect to people interested in what we have to offer as a snow destination.
- Following the conclusion of lift services on the mountain we ensured support continued for the remaining business operating on the mountain was supported and that information on conditions continued to be communicated through to their conclusion. This supported lodges who were committed to being open to members who had booked into their respective clubs until the third week of September.
- There was an unfortunate level of vitriol regarding the sudden closure of the lifts including email, social media concerns expressing disappointment and confusion as to why lifts were closing so suddenly and with such great snow conditions.

Opportunities and 2019 Considerations

- 1. Increase profile on commercial radio stations during the season**
 - 2. Consider a better Television strategy to get content established on evening news as the season gets started and as major events are run or weather events happen.**
 - 3. Establishment of a standard media message for matters regarding each commercial business, parks and wildlife related matters and the mountain in general.**
 - 4. Consider directing the public to benlomond.org.au as the main website where information can be found regarding the mountain and a commitment to minimise duplication of information to avoid inaccuracy and confusion for BLC members and the public.**
 - 5. Reconsideration of the use of ski.com.au as a nationally recognised website to provide report updates on conditions and lift updates.**
 - 6. Consideration of large billboard signs to promote Ben Lomond with a Summer and Winter flip sign to promote the mountain as an all year round destination. On the midlands highway at the turnoff to Evandale/Launceston airport and also on the main southern outlet into Launceston where the Kings Meadows interconnector off ramp is located.**
 - 7. Consideration given to the establishment of notice processes prior to conclusion of lift operations to allow lodges and other operators the opportunity to determine and manage their own stakeholder groups.**
 - 8. Improving general communications between BLC members and to the broader public to limit negative talk and increase the general understanding, in a sensitive factual approach of the realities of operations and viability at the end of the season.**
 - 9. Consideration as to if there is capacity to promote interstate packages of flights, transport, accommodation, equipment and gear hire into Sydney and Brisbane markets.**
 - 10. The establishment of a classifieds page on the website where clubs can promote their memberships and how to join.**
 - 11. Establishing a permanent webcam of the base car park and of Jacobs ladder for security and weather conditions to better inform BLC members and the broader public on conditions.**
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