

### Late Agenda Items

**REPORT TITLE:** Robe Tourism Website  
**DATE OF MEETING:** 10<sup>th</sup> June 2008  
**AUTHOR:** Bill Hender  
**AUTHOR'S TITLE:** Chief Executive Officer  
**REPRESENTORS:** Nil  
**FILE NUMBER:**  
**ATTACHMENTS:** Nil

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#### **PURPOSE**

To consider a request from Robe Tourism and Traders Association to take over responsibility for maintaining, hosting and upkeep of the website [www.robe.com.au](http://www.robe.com.au) for a period of three years.

#### **RECOMMENDATION**

Council has a number of options available.

1. Agree to the request from Robe Tourism and Traders Association.
  2. Agree to the request for a trial period of one year
  3. Refuse the request.
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#### **BACKGROUND**

Some years ago, Robe Tourism and Traders contributed \$1,000 towards the cost of the purchase of the domain name "robe.com" and currently contribute 50% of the hosting fees.

Until recently, Council staff maintained the website, but are no longer in a position to do so.

At the May 2008 Council Meeting, the following resolution was passed:

**that the Chief Executive Officer investigate the implications of relinquishing control of the [www.robe.com.au](http://www.robe.com.au) website and report back to Council.**

#### **DISCUSSION**

There is no doubt that Council staff does not have sufficient time or expertise to maintain the website, therefore, to outsource the management of the website does have some

appeal. At the present time, Council is using contractors to update the site which is inconvenient and expensive.

The only negative implication of handing over the management of the site is that Council would lose all control over the content of the site. Some of the users of the site have expressed concern at this loss of control. Some users have also expressed the view that the website should not act as a host, but simply provide the links to tourism operator's websites.

**POLICY IMPLICATIONS**

Nil

**BUDGET IMPLICATIONS**

Nil

**STRATEGIC PLAN**

Nil

**COMMUNITY CONSULTATION**

None required.



1 June 2008

District Council of Robe  
PO Box 1  
ROBE SA 5276

Dear Bill

**RE: Robe Brochure**

We enclose copies of quotes obtained for a 40,000 reprint of this town's brochure.

This brochure would reflect all businesses in Robe allowing for enhancements for our members.

The Association would be prepared to assist in meeting half these costs.

Can you please consider including this in your next budget

Yours faithfully

A handwritten signature in black ink, appearing to read "Murray G Pitt".

Murray G Pitt  
President

*'Promoting the tourism experience in Robe, South Australia'*

Robe Tourism & Traders Association Inc, PO Box 286, Robe, SA 5276  
ABN: 48 708 992 959  
Tel: 08 8768 2003 | Fax: 08 8768 2432 | Email: [rtta@robe.sa.gov.au](mailto:rtta@robe.sa.gov.au) | Web: [www.robe.com.au](http://www.robe.com.au)



93 Smith Street, Naracoote, South Australia 5271  
Phone: (08) 8762 4666 Fax: (08) 8762 4777  
Email info@paperworks.au.com Web www.paperworks.au.com

PCR200

28/05/08

Quote No. 16,361  
Fax: 8768 2684  
Phone:  
Mobile Ph:  
Email:

Dear Murray

Thank you for the opportunity to provide a cost estimate on the following job.

**JOB TITLE:** DL BOOKLETS X 24PP  
**DESCRIPTION:** 18,000 Booklets, 200mm x 210mm folded to DL, 24pp, which includes self cover & 8 pages gate fold centre spread, white euro matt 130gsm, double sided, colour proof, full colour, saddle stitched

Quantity :	10,000	20,000	30,000	40,000
Printing(\$)	4,175.45	6,382.73	8,650.91	10,935.45
GST(\$)	417.55	638.27	865.09	1,093.55
<b>TOTAL(\$)</b>	<b>4,593.00</b>	<b>7,021.00</b>	<b>9,516.00</b>	<b>12,029.00</b>

**DELIVERY:** Charged at cost.

**TERMS:** As formally agreed in writing, otherwise C.O.D. - Prices are subject to stock prices and availability at receipt of order. Prices are subject to the sighting of supplied material and valid for 30 days. All quotes do not include freight unless specified. This quotation is subject to the Terms and Conditions of Trading as recommended by the Printing Industry Association of Australia of which a copy can be obtained from Paper Works on request.

**NOTES:**

Best regards

Sam Barnett

for

Antonia Dowling  
Quotes / Admin

Please contact us if you have any queries regarding these prices.  
We look forward to receiving your order and will ensure professional service and prompt delivery.

**ACCEPTANCE OF QUOTATION SPECIFICATIONS - FAX (08) 87624777**

Having checked the above Quote Specifications, we wish to place an order for:

QUANTITY: COST \$

ORDER No:

EXTRAS \$

PLEASE TICK APPROPRIATE BOX

I hereby quote our ABN

DATE: ...../...../.....

Ordered by: ..... Signature: .....

mammoth & elefont

quote

DATE: 13TH MAY 2008

TO: ROBE TOURISM AND TRADERS

PHONE: 08 8768 2237

ATT: MURRAY PIIT /ANDREW SMITH

JOB NO: RT&T Assoc 2008001 - ROBE TOURISM BROCHURE RE-DESIGN & ARTWORK

Dear Murray & Andrew,

It was great to meet with you both to discuss the reprint and re-design of the Robe Tourism Brochure and I am thrilled to have the opportunity to work on a project I began with your organization many years ago and be able to quote on assisting you with a new design. Based on the areas discussed and your ideas for updating the brochure I have outlined the design costs. I hope this covers all details required. As with all my design presentations once I have finalized concepts we will meet to show you through and discuss any ideas or changes if any required in the design process. I am then happy to work closely with the chosen printer to see the project through to completion. I hope this covers all. Please feel free to call me to discuss any details. Regarding timing, once the go ahead is given, presentation of finalized design concepts will be dependant on all updated information being handed over and print production should take about 3-4 weeks. The quote is as follows:-

**JOB NO: 001 - RE-DESIGN OF FULL COLOUR PROMOTIONAL D/L BROCHURE 2008**

- 1/ NEW UPDATED DESIGN, CONCEPT AND LAYOUT PRESENTATION OF FULL COLOUR 24 PAGE D/L BROCHURE INCLUDING FRESHENING UP LOOK AND FEEL WITH NEW LAYOUT
- 1/ DIGITALLY DRAWN AMMENDMENTS TO ROBE & LITTLE DIP CONSERVATION MAP.
- 2/ INCLUDING VISUAL PRESENTATION, NEW INFORMATION TYFESSETTING CHANGES AS SUPPLIED BY RT&T
- 3/ DOWNLOADING, CROPPING & CONVERTING DIGITAL PHOTOS AS SUPPLIED FROM NEW RTT LIBRARY (COMPLETE CHANGE OF IMAGES ) & SOURCING NEW TOURISM SHOTS FROM VIC WEBSITE (if required)
- 4/ NEW ARTWORK DIGITAL FILE PREPARATION BURNT TO DISK( in press ready format) FOR PRINT & PRINT MANAGEMENT

BASED ON APPROX 25HRS @ \$85 + GST

\$2125.00

**TOTAL QUOTES ( INCL GST)**

**\$2337.50**

I HOPE THIS COVERS ALL. I LOOK FORWARD TO HEARING FROM YOU...

KIND REGARDS,

  
LISA BAKER

NOTE: All quotes are based on the brief provided by the client. Should additional work be required, costs will be quoted on an hourly rate. Design will begin on written approval to the quote. A 50% deposit is required on all design and printing work before going to print. Cheques are payable to Mammoth & elefont on delivery of goods. All artwork remains the property of Mammoth & elefont until accounts are paid in full. All artwork will be approved by the client before going to print. Whilst every effort is made to ensure accuracy to colour due to the nature of the printing process, slight variations may occur from proof to final print. Accuracy of final product information and copy is the responsibility of the client once final proofs are signed.

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ABN: 79 847 519 169