

Inaugural Meeting of the  
Focus on Hamilton Highway Incorporated Association

30<sup>th</sup> June 2015,

Lismore Hotel, Lismore Victoria.

Purposes of the Association

Current

“To link the communities along the Hamilton Highway for the benefit of the communities and travellers”.

- 1) To capture the business potential of passing tourist and commercial traffic on the Hamilton Highway (B140) between Inverleigh & Tarrington, helping each town to develop their own exposure and tourism potential.
- 2) To act, with individuals and/or town groups, to advocate for improvements to each town as dictated by the town's Progress Associations, or individuals when no Associations exist, and to provide support with Grant applications to pay for such improvements.
- 3) To improve signage for each town, whether tourism or VicRoad signs
- 4) To exchange experiences and ideas concerning how to get best attention, information and assistance from our Municipalities and other bodies.
- 5) To bring together towns for events and projects of mutual benefit
- 6) Liaise and link to other regions – tourism trails and plans
- 7) To analyse data and initiate research to further the above purposes
- 8) And other activities as required and approved by the Association and its members

Future

- 1) To lobby VicRoads and other appropriate Government and Private Sector businesses to improve the B140 highway to
  - (a) Increase safety
  - (b) Improve the experience of users on the highway
  - (c) Co-ordinate information from authorities
  - (d) To lobby Councils and Regional bodies for recognition and support in our endeavours.