

RE: Photography workshop - amended price



Aluel Mading

To Katarina Smelikova; Coorow - CDO; Michelle Perkins; ea@morawa.wa.gov.au

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[<mccs@dandaragan.wa.gov.au>](mailto:mccs@dandaragan.wa.gov.au)

Subject: Photography workshop with Sophie Xiang

Hi ladies,

I hope you are well.

I want to touch base regarding the proposed *Wildflowers iPhone photography workshop*.

First, I would appreciate it if you could let me know if you're still interested in hosting Sophie at your Shire. Then I need to know if the Shire could provide a meeting room, projector, and catering. I also need to know if there is any cost.

Today, I had a chat with Michelle from Dandaragan. She mentioned that the Shire might be able to offer a special price for accommodation for participants. I reckon anything like this can make the workshop more appealing.

The proposed dates:

- September (16 – 18) – Shire of Perenjori and Shire of Morawa
- August (5 – 7) – Shire of Coorow and Shire of Dandaragan.

Program (1.5 days each workshop/Shire):

- Part 1 – four hours workshop (morning tea break, ½ hour lunch break)
- Part 2 – two-three hours of on-location photography
- Part 3 – two hours of post-production/editing.

Cost:

- Initially, I suggested \$250 per participant (when there were only two shires).
- Now we have four shires, so I reckon we might be able to drop the price a little bit. Once I know how many workshops we have locked in and the required expenses, I can amend the budget spreadsheet.

Note: There is no expectation for the Shire to chip in any funds unless you have some available funds. 😊 But it would be appreciated if you could provide a meeting room and projector at no cost.

Other:

- The key objectives for each workshop are:
 - Bring people to Wildflower Country
 - Encourage people to stay overnight
 - Boost local economy
 - Learn people new skills
 - Encourage people to share their new learning via social media
- Each workshop will be limited to ten participants to make it manageable for Sophie
- The collected sum will cover the following:
 - Presenter (Sophie) - travel expenses, preparation time and miscellaneous
 - Katarina – event management, promotion/marketing, advertising, travel expenses and assistance on the day.

Marketing / promotion:

- Eventbrite/website/Facebook page
- Shires and Visitors Centre/community Resources Centres website and Facebook pages
- Posters (subject to cost) for display in local businesses
- Facebook advertising
- Facebook Group (registered people only).

This is all I can think of now.

Please let me know if you are in **by the end of this week**. In addition, can you please indicate if your Shire and local businesses might be able to add some value to the workshop at your Shire?

Kindest regards,