



DENMARK TOURISM INCORPORATED

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Dale Stewart
Chief Executive Officer
Shire of Denmark
953 South Coast Highway
Denmark WA 6333

Dear Mr Stewart

SHIRE LOAN REQUEST_ IT UPGRADE

On behalf of Denmark Tourism Incorporated (DTI) I am writing this letter to request a Shire of Denmark (SoD) loan repayable over a three year period for the upgrade of IT equipment required for the delivery of visitor servicing and marketing at the Denmark Visitor Centre (DVC).

DTI has established a partnership with accommodation software company Channel Manager to provide all accommodation operators with an innovative online booking system designed to increase revenue and occupancy rates of Denmark's tourism industry. DTI aims to assist local operators to maximise their online presence and thereby enhance Denmark's destination profile in an increasingly competitive online environment.

In order to support this transition and to enable DTI to on sell the Channel Manager product the current IT equipment is in drastic need of updating. The IT equipment has not been updated since the opening of the DVC at 73 South Coast Highway in 2007, and is now incredibly unreliable and redundant. The upgrade will also improve the DVC's ability to service visitors and potential visitors to Denmark.

Future budgets will take into account a purchase of a similar nature and therefore a loan request will be unnecessary into the future.

We look to the SoD to support this request. I have attached for your perusal a quote from T4 Technology. The total loan amount is \$14,762.00 (incl. GST).

DTI envisage that the aforementioned changes to its operation will put it in a better financial position moving forward.

If you would like to discuss further please contact Justine Nagorski, Chief Executive Officer of DTI. As always, we look forward to a positive outcome and hope that it can be considered at the next Council meeting.

Yours faithfully

A handwritten signature in dark ink, appearing to read 'Simon Lyas', is positioned above the printed name.

Simon Lyas
Chair
Denmark Tourism Incorporated