

September 2011

Dear Industry Colleague

Mona would like to take this opportunity to thank you for your support and to communicate improvements and changes to our transport infrastructure and procedures. As of Monday 3rd October we propose to introduce new measures for handling arrivals by coach and bus that will include a \$5.00 per person parking fee. The implementation of the parking fee will coincide with the introduction of the museum admission charges for non-Tasmanians.

Mona has made a significant investment in the tourism sector showcasing Australia's largest private collection of art in a 6000m² secular temple dedicated to assaulting and indulging the senses. As you may already be aware, the site also includes the Moorilla winery and wine bar, Moo Brew brewery, The Source restaurant, a cellar door, luxury Pavilion accommodation and facilities for hosting functions and events. The museum has been operating successfully for more than six months, attracting over 250,000 visitors since it opened in January. In that time we have had an opportunity to review our visitation, the facilities and the offerings and to upgrade them accordingly.

Coach Parking Fee

The visitor experience is foremost in our minds in introducing the revised transport strategy and the policy to charge a parking fee. Groups travelling on coaches and buses with a seating capacity over 20 passengers will be required to book at least 48 hours prior to arrival and pay a \$5.00 (includes GST) per passenger parking fee. School and community groups will be exempt from the payment of the parking fee.

The parking fee will ensure:

- Passengers will be met on arrival at the dedicated drop off point by one of our Front of House staff and escorted to museum entrance for priority access.
- On arrival at the museum entrance passengers will be welcomed with an introduction to the unique O electronic interpretive device and receive a visitor guide that includes a map of the venue.
- Transport operators will receive confirmation of their booking, together with venue information, a site map and information regarding parking.
- Coach parking facilities that have been upgraded.

For bookings and further information please contact Mona Museum Reception between 9am-6pm.

Telephone: 03 6277 9971

Email: museum@mona.net.au

Online information: www.mona.net.au

Invoicing and Payment Details

Mona 655 Main Road Berriedale, TAS 7011

Moorilla Pty. Ltd.

ABN 341 202 816 56

EFT Details

BSB 067 000

ACC 10495 892

Mona and Mona Ferry

Mona has developed and branded a transport strategy that incorporates ferries, buses and bikes in association with Navigators (now known as Mona Ferry and the Mona Roma bus). This is a commercial and contractual arrangement that authorises Navigators to provide the transport services to and from Mona and is structured to be sustainable and consistent, therefore offering our visitors a premium and seamless experience. We encourage operators to consider linking with these services when visiting Mona. To discuss these arrangements, the schedule and bookings, contact Mona Ferry directly.

Mona Ferry telephone: 03 6223 1914

Email: john@navigator.net.au.

Museum Admission Fees

As of Monday 3rd October 2011 Mona will be charging non Tasmanians over the age of 18 years a \$20 admission fee. There will be a \$10 charge for Concession Card holders. At present charges will be collected upon entry however, invoicing is available and in the near future we will have online payment facilities.

We look forward to working with you in future and encourage you to be in touch if you have feedback on any of the above details. Please feel free to be in touch via phone or email if you have any further questions. We look forward to your visit.

Regards,



Mark Wilsdon

Business Manager