



Current projects

NSW Rail Transport Museum

Rerifar is currently working on the development of a 3 year marketing plan for the NSW Rail Transport Museum in Thirlmere.

It is a challenging time for the museum with major redevelopment at the site. The marketing plan will incorporate all the changes and new product that will be introduced over the next 18 months.

The new extensions will provide the Wollondilly region with one of the largest railway museums in the world. Approaching completion is the first stage, the building of the newest Roundhouse in the world.

The project is being funded by Railcorp and managed by the Office of Rail Heritage.



Above: Turntable has been moved from the northern end of the museum site near the new Roundhouse

Wollondilly Heritage Centre

Just completed is a new website for the Wollondilly Heritage Centre www.oaksheritagecentre.com.

Part of our brief was to create a site that was easily navigable for both members and visitors. It also required simplicity and training so volunteers will be able to update the site as required.



Inside the Federation Building at the WHC. (Photo)

Picton Rural Fire Service

We will soon be commencing a website for the Picton Rural Fire Service.

We are looking forward to starting this project and including several photos from another website client, CJD Photography, www.cjdphotography.co.au.



Photo by CJD Photography

Macarthur Country Tourist Association

Pam is currently working with Betty Yewen (Hunt) on a book about the history of the former Macarthur Country Tourist Association.

Betty, along with the first Macarthur Country Tourist Officer, Jenny Eggins was one of the driving forces behind the formation of the association.

Pam, herself, was the last Tourism Manager when the Association was disbanded.

It is a long but exciting project for both ladies bringing back many memories and putting them in touch with former colleagues, volunteers and supporters.

Services Offered

Tourism

- Marketing and Promotions
- Training and Workplace Assessment
- Visitor and Customer Service
- Event Organisation
- Exhibitions and Displays
- Planning
- Product Development
- Advertising

Publications

- Compilation, Design and Layout of publications and promotional literature

Information Technology

- Consultancy
- Multimedia
- Web Development, Web Design, Web Hosting

Business

- Business Analysis, Business Planning
- Marketing and Advertising
- Customer Service
- Retail presentation

Team Members

Pamela Ferrari (Pam Down)

Over 20 years experience in tourism, visitor and customer services, planning, marketing and publications

Angelo Ferrari

15 years as Information Technology Consultant and Business Analyst

Giancarlo Ferrari

10 years as Information Technology Consultant
5 years as retail specialist

Client News

Weedram Belgian Shepherds

(www.weedram-belgians.com.au)

is expecting a litter of Tervuerens and Groenendaels in September