



Agenda

Ashburton Economic And Tourism Development Committee Meeting

Tuesday, 8 August 2023

Date:	Tuesday 8 August 2023
Time:	9:00am
Location:	Council Chambers, Onslow Shire Complex, Second Avenue, Onslow
Distribution Date:	Thursday 03 August 2023



Shire of Ashburton
Ashburton Economic And Tourism Development Committee Meeting

Please be advised an Ashburton Economic And Tourism Development Committee Meeting will be held at 9:00am on Tuesday 8 August 2023 at Council Chambers, Onslow Shire Complex, Second Avenue, Onslow.

A handwritten signature in black ink, appearing to read "Kenn Donohoe".

Kenn Donohoe
Chief Executive Officer
03 August 2023

Disclaimer

The recommendations contained in the agenda are subject to confirmation by Council. The Shire of Ashburton warns anyone who has an application lodged with Council must obtain, and should only rely on, written confirmation of the outcomes of the application following the Council meeting, and any conditions attaching to the decision made by Council in respect of the application. No responsibility whatsoever is implied, or accepted, by the Shire of Ashburton for any act, omission, statement, or intimation occurring during a Council meeting.

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1 Declaration Of Opening

The Presiding Member declared the meeting open at [enter time](#).

1.1 Acknowledgement Of Country

As representatives of the Shire of Ashburton Council, we respectfully acknowledge the local Indigenous people, the traditional custodians of this land where we are meeting upon today and pay our respects to them and all their elders both past, present and emerging.

2 Announcement Of Visitors

The Presiding Member welcomed members of the public to the gallery.

3 Attendance

3.1 Present

Elected Members:	Cr M Lynch Cr A Smith Cr T Mladenovic Cr A Sullivan	Deputy Shire President (Presiding Member), Tom Price Ward Tom Price Ward Tom Price Ward Paraburdoo Ward
Employees:	K Donohoe C McGurk R Miller D Kennedy J Bray R Marlborough A Furfaro	Chief Executive Officer Director Community Development Director Infrastructure Services Director Corporate Services Manager Governance Senior Governance Officer Governance Officer
Guests:	Enter names	
Members of Public:	There were enter number members of the public in attendance at the commencement of the meeting.	
Members of media:	There were enter number members of the media in attendance at the commencement of the meeting.	

3.2 Apologies

To be informed at the meeting.

3.3 Approved Leave Of Absence

Nil

4 Declaration By Members

4.1 Due Consideration By Councillors To The Agenda

Councillors will be requested to note they have given due consideration to all matters contained in this agenda.

4.2 Declaration Of Interest

A member who has an Impartiality, Proximity or Financial interest in any matter to be discussed at this meeting must disclose the nature of the interest either in a written notice, given to the Chief Executive Officer, prior to the meeting, or at the meeting immediately before the matter is discussed.

A member who makes a disclosure in respect to an interest must not preside at the part of the meeting which deals with the matter, or participate in, or be present during any discussion or decision-making process relative to the matter, unless the disclosing member is permitted to do so under Section 5.68 or Section 5.69 of the *Local Government Act 1995*.

The following declarations of interest are disclosed –

To be advised at the meeting.

5 Confirmation Of Minutes

5.1 Confirmation Of Previous Minutes

5.1.1 Minutes Of The Ashburton Economic And Tourism Development Committee Meeting Held On 13 June 2023

Officer Recommendation

That the Minutes of the Ashburton Economic And Tourism Development Committee Meeting held 13 June 2023 (Item 5.1.1 Attachment 1) be confirmed as a true and accurate record.

6 Public Agenda Items

6.1 Pilbara Inland Chamber of Commerce and Industry 2023 Business Awards Sponsorship

File Reference	ED01
Applicant or Proponent(s)	Not Applicable
Author	P Hanlon, Manager Business and Economic Development
Authorising Officer	K Donohoe, Chief Executive Officer
Previous Meeting Reference	Nil
Disclosure(s) of interest	Author – Nil
	Authorising Officer – Nil
Attachments	1. 2023 PICCI Business Awards Sponsorship Letter ⇒

Report Purpose

Council is required to consider the 2023 sponsorship request from the Pilbara Inland Chamber of Commerce and Industry (PICCI).

The purpose of this report is to inform Council of the sponsorship request and the opportunity to make a financial contribution.

The Ashburton Economic and Tourism Development Committee is requested to recommend that Council, agrees to provide a \$5,500 plus GST contribution to become a platinum sponsor of the 2023 awards.

Background

The Shire of Ashburton (Shire) have been approached by PICCI to make a financial contribution to their 2023 business and industry awards. The event will be held on Saturday, 7 October 2023 in Tom Price.

PICCI feel it is vital to acknowledge these local business professionals to help encourage small and medium business start-ups, promote long term residency here in Tom Price and continue to celebrate our local professionals.

Last financial year, the Shire provided a \$5,000 plus GST sponsorship towards the awards.

Comments

Supporting small and medium sized business

Supporting small and medium sized businesses in the Shire of Ashburton district is recognised in our strategies and plans. Prosperity is one of the four pillars included in the Shire of Ashburton Strategic Community Plan 2022-2032, which states that we will advocate and drive opportunities for the community to be economically desirable, resilient, and prosperous.

Sustainable commerce and tourism opportunities is a key strategy adopted in the pursuit of this objective. The Shire's Economic and Tourism Development Strategy 2019 was developed to compliment and assist with delivering outcomes aligned to the Strategic Community Plan.

Goal 3 of the Shire of Ashburton's Economic and Tourism Development Strategy 2019 recognises that a focus on creating a positive community business environment is crucial to local economic development and growth, with the mining and resource sectors currently dominating the scene. In this transient environment, small and medium enterprises are the backbone to local economic stability, community vibrancy and town livelihood.

Value of business awards

The Western Australian Government highlights that there are many benefits to business awards for small and medium enterprises including:

- Prestige and recognition from your peers and within your industry.
- Opening up valuable public relations and media opportunities in the short and longer term.
- Credibility and social proof that gives your business an edge.
- A validation of your business idea or methodology.
- The award review process itself – you will receive feedback from experienced industry professionals on what you are doing well (and anything you could improve on).
- Confidence in the operation of your business – an endorsement that you are doing the right thing.

<https://www.smallbusiness.wa.gov.au/blog/benefits-entering-business-awards>

Sponsorship categories

PICCI have outlined the following sponsorship categories for 2023:

Platinum Sponsorship: \$5,500 plus GST

- Opportunity to present platinum awards (Business of the Year or People's Choice),
- Opportunity to share some of your businesses history,
- Award named after your company,
- Receive four tickets for you and your team to attend the event,
- Mentioned in all marketing materials,
- Recognised as a platinum sponsor.

Gold Sponsorship: \$3,000 plus GST

- Opportunity to present gold awards,
- Award named after your company,
- Receive two tickets for you and your team to attend the event,
- Mentioned in all marketing materials,
- Recognised as a gold sponsor.

Silver Sponsorship: \$2,000 plus GST

- Receive one ticket for you to attend the event,
- Mentioned in all marketing materials,
- Recognised as a silver sponsor.

Consultation

Chief Executive Officer

Pilbara Inland Chamber of Commerce and Industry

Strategic Community Plan

Shire of Ashburton Strategic Community Plan 2022-2032

Strategic Objective	3. Prosperity - We will advocate and drive opportunities for the community to be economically desirable, resilient, and prosperous.
Strategic Outcome	3.4 Sustainable commerce and tourism opportunities
Strategy	1 Support initiatives to add value to, and improve marketing of, local business.

Council Policy

Nil

Financial Implications

Current Financial Year

\$5,500 plus GST budgeted in job J3101 Business Development.

Future Financial Year(s)

Future financial year contributions will be considered annually.

Legislative Implications

Nil

Risk Management

Risk has been assessed against the Shire of Ashburton Risk Management Framework.

Theme	Risk	Likelihood	Consequence	Inherent Risk Rating	Risk Treatment
Reputation (social/community)	If the sponsorship is not provided to support the business awards, Council could be perceived as not assisting the business community to invest, grow and develop.	Possible (3)	Moderate (3)	Moderate (5-9)	Reputation is managed by following the officer's recommendation and maintaining strong relationships.

Based on the inherent risk rating and risk treatments, the residual risk to the Shire is considered to be low.

Voting Requirements

Simple Majority

Officer Recommendation

That with respect to the Pilbara Inland Chamber of Commerce and Industry 2023 Business Awards Sponsorship the Ashburton Economic and Tourism Development Committee recommends that Council, agrees to provide a \$5,500 plus GST contribution to become a Platinum Sponsor of the 2023 awards.

6.2 Tourism and Economic Development - 2023/2024 Priorities Review

File Reference	ED01
Applicant or Proponent(s)	Not Applicable
Author	P Hanlon, Manager Business and Economic Development
Authorising Officer	K Donohoe, Chief Executive Officer
Previous Meeting Reference	Nil
Disclosure(s) of interest	Author – Nil
	Authorising Officer – Nil
Attachments	1. 2024-2028 Tourism and Economic Development Strategy Overview - Draft Update ⇨

Report Purpose

Council is required to consider the need for a planning workshop on current Tourism and Economic Development priorities.

The purpose of this report is to provide an overview of current tourism and economic development strategies and identify immediate priorities.

Council is requested to endorse the Ashburton Economic and Tourism Development Committee holding an initial priorities scoping workshop on future directions for tourism and economic development during 2023/2024.

Background

Prosperity is one of the four pillars included in the Shire of Ashburton Strategic Community Plan 2022-2032, which states that we will advocate and drive opportunities for the community to be economically desirable, resilient, and prosperous. Sustainable commerce and tourism opportunities is a key strategy adopted in the pursuit of this objective.

The Shire's Economic and Tourism Development Strategy 2019 was developed to compliment and assist with delivering outcomes aligned to the Strategic Community Plan.

The Strategy had three main goals:

- Promote the district;
- Encourage infrastructure development and investment; and
- Promote business development.

In 2022, Council also endorsed the positioning paper, Onslow Towards a Visitor Economy. This strategic document was adopted as a key advocacy item and roadmap to grow the visitor economy in Onslow.

The Shire also commissioned the production of the Onslow Tourism Destination Management Plan which remains in draft form to be finalised.

Comments

Whilst the 2019 Economic and Tourism Development Strategy does not have a dedicated end date, it is timely to undertake an initial scoping workshop to review immediate tourism and economic development priorities.

The Economic and Tourism Development Strategy Overview 2024–2028, Draft Update (refer to **Attachment 1**) is provided to present broad context for the proposed 2023/2024 priorities review workshop.

Consultation

Chief Executive Officer

Acting Manager Media and Communications

Marketing Communications Officer

Strategic Community Plan

Shire of Ashburton Strategic Community Plan 2022-2032

Strategic Objective	3. Prosperity - We will advocate and drive opportunities for the community to be economically desirable, resilient, and prosperous.
Strategic Outcome	3.1 Coordinated delivery of economic services and projects for the community
Strategy	3 Provide professional leadership and advice to assist Council.

Council Policy

Nil

Financial Implications

Current Financial Year

\$75,000 plus GST has been budgeted in the Business and Economic Development 2023/2024 Annual Budget to conduct the review of the Economic and Tourism Development Strategy 2019.

Future Financial Year(s)

Identified projects and deliverables will require future budget submissions on a case-by-case basis.

Legislative Implications

Nil

Risk Management

Risk has been assessed against the Shire of Ashburton Risk Management Framework.

Theme	Risk	Likelihood	Consequence	Inherent Risk Rating	Risk Treatment
Interruption to service	There is a risk to Corporate Business Plan deliverables should the workshop not proceed.	Unlikely (2)	Minor (2)	Low (1-4)	Following the officer’s recommendation will enable the planning workshop to commence which will inform the Economic and Tourism Development Strategy review.

Based on the inherent risk rating and risk treatments, the residual risk to the Shire is considered to be low.

Voting Requirements

Simple Majority

Officer Recommendation

That with respect to the proposed 2023 Priorities Review for tourism and economic development, Council endorse the Ashburton Economic and Tourism Development Committee undertaking an initial scoping workshop on the immediate future directions for tourism and economic development during 2023/2024.

7 New Business Of An Urgent Nature Introduced By Council Decision

8 Confidential Agenda Items

Nil

9 Next Meeting

The next Ashburton Economic And Tourism Development Committee will be held at 9:00am on Tuesday 12 December 2023 at Council Chambers, Onslow Shire Complex, Second Avenue, Onslow.

10 Closure Of Meeting

There being no further business, the Presiding Member closed the meeting at [enter time](#).