



**SHIRE OF ASHBURTON
ASHBURTON TOURISM DEVELOPMENT
COMMITTEE MEETING**

AGENDA

**Ashburton Hall, Ashburton Avenue,
Paraburdoo
12 FEBRUARY 2019
9.30 am**

**AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING
12 FEBRUARY 2019**

SHIRE OF ASHBURTON

ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING

Dear Councillor

Notice is hereby given that an Ashburton Tourism Development Committee meeting of the Shire of Ashburton will be held on 12 February 2019 at Ashburton Hall, Ashburton Avenue, Paraburdoo commencing at 9.30 am.

The business to be transacted is shown in the Agenda.



Rob Paull
CHIEF EXECUTIVE OFFICER

DISCLAIMER

The recommendations contained in the Agenda are subject to confirmation by the Committee and endorsement by the Council. The Shire of Ashburton warns that anyone who has any 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 the Council in respect of the application. No responsibility whatsoever is implied or accepted by the Shire of Ashburton for any act, omission or statement or intimation occurring during a Council meeting.

**AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING
12 FEBRUARY 2019**

1.	DECLARATION OF OPENING.....	4
1.1	ACKNOWLEDGEMENT OF COUNTRY	4
2.	ATTENDANCE	4
2.1	PRESENT	4
2.1	APOLOGIES.....	4
2.2	APPROVED LEAVE OF ABSENCE	4
3.	ANNOUNCEMENT OF VISITORS.....	4
4.	DECLARATION BY MEMBERS.....	4
4.1	DUE CONSIDERATION BY COUNCILLORS TO THE AGENDA	4
4.2	DECLARATIONS OF INTEREST	5
5.	CONFIRMATION OF MINUTES OF PREVIOUS MEETING	6
5.1	ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING HELD ON 20 NOVEMBER 2018	6
6.	REFERENCE.....	6
6.1	TERMS OF REFERENCE	6
6.2	REFERENCE DOCUMENTS & KEY AGENCIES	7
7.	AGENDA ITEMS	11
7.1	ONSLOW WATER TANKS PUBLIC ART PROJECT	11
8.	NEXT MEETING.....	16
9.	CLOSURE OF MEETING	16

**AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING
12 FEBRUARY 2019**

1. DECLARATION OF OPENING

The Presiding Member declared the meeting open at ____ am.

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 future.

2. ATTENDANCE

2.1 PRESENT

Members:	Cr M Lynch Cr K White Cr L Rumble Cr M Gallanagh Cr L Thomas	Tom Price Ward (Presiding Member) Onslow Ward Paraburdoo Ward Pannawonica Ward Tableland Ward
Staff:	Mr R Paull Mrs S Johnston Ms A Del Rio Ms J Smith Mrs M Lewis	Chief Executive Officer Acting Director Community Services Manager Economic Development and Tourism Executive Coordinator Council Support Officer
Guests:		
Members of Public:	There were ____ members of the public in attendance at the commencement of the meeting.	
Members of Media:	There were ____ members of the media in attendance at the commencement of the meeting.	

2.1 APOLOGIES

Cr D Diver Tom Price Ward

2.2 APPROVED LEAVE OF ABSENCE

3. ANNOUNCEMENT OF VISITORS

4. DECLARATION BY MEMBERS

4.1 DUE CONSIDERATION BY COUNCILLORS TO THE AGENDA

Councillors White, Rumble, Lynch, Gallanagh and Thomas are requested to acknowledge during the meeting that they have given due consideration to all matters contained in the Agenda.

AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 12 FEBRUARY 2019

4.2 DECLARATIONS OF INTEREST

Councillors to Note

A member who has an Impartiality, Proximity or Financial Interest in any matter to be discussed at a Council or Committee Meeting, that will be attended by the member, must disclose the nature of the interest:

- (a) In a written notice given to the Chief Executive Officer before the Meeting or;
- (b) At the Meeting, immediately before the matter is discussed.

A member, who makes a disclosure in respect to an interest, must not:

- (a) Preside at the part of the Meeting, relating to the matter or;
- (b) Participate in, or be present during any discussion or decision-making procedure relative to the matter, unless to the extent that the disclosing member is allowed to do so under Section 5.68 or Section 5.69 of the *Local Government Act 1995*.

NOTES ON DECLARING INTERESTS (FOR YOUR GUIDANCE)

The following notes are a basic guide for Councillors when they are considering whether they have an interest in a matter.

These notes are included in each agenda for the time being so that Councillors may refresh their memory.

1. A Financial Interest requiring disclosure occurs when a Council decision might advantageously or detrimentally affect the Councillor or a person closely associated with the Councillor and is capable of being measure in money terms. There are exceptions in the *Local Government Act 1995* but they should not be relied on without advice, unless the situation is very clear.
2. If a Councillor is a member of an Association (which is a Body Corporate) with not less than 10 members i.e. sporting, social, religious and the Councillor is not a holder of office of profit or a guarantor, and has not leased land to or from the club, i.e., if the Councillor is an ordinary member of the Association, the Councillor has a common and not a financial interest in any matter to that Association.
3. If an interest is shared in common with a significant number of electors or ratepayers, then the obligation to disclose that interest does not arise. Each case needs to be considered.
4. If in doubt declare.
5. As stated in (b) above, if written notice disclosing the interest has not been given to the Chief Executive Officer before the meeting, then it **MUST** be given when the matter arises in the Agenda, and immediately before the matter is discussed.
6. Ordinarily the disclosing Councillor must leave the meeting room before discussion commences. The **only** exceptions are:
 - 6.1 Where the Councillor discloses the **extent** of the interest, and Council carries a motion under s.5.68(1)(b)(ii) or the *Local Government Act*; or

**AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING
12 FEBRUARY 2019**

- 6.2 Where the Minister allows the Councillor to participate under s.5.69(3) of the *Local Government Act*, with or without conditions.

Declarations of Interest provided:

Item Number/ Name	Type of Interest	Nature/Extent of Interest

5. CONFIRMATION OF MINUTES OF PREVIOUS MEETING

**5.1 ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING
HELD ON 20 NOVEMBER 2018**

Officers Recommendation

That the Minutes of the Ashburton Tourism Development Committee Meeting held on 20 November 2018, be confirmed as a true and accurate record.

6. REFERENCE

6.1 TERMS OF REFERENCE

OBJECTIVES

To identify and develop strategies to promote tourism so there is a positive impact at a regional level.

To advise Council/Councillors on suggested actions the Council should consider to address relevant issues raised with and by the Committee.

ROLES AND RESPONSIBILITIES

With consistency to the REC07 Tourism Policy, advise and recommend to Council/Councillors on the above identified needs, issues and interests of tourism and the most appropriate strategies to address them.

MEETINGS

Membership

Membership of the Shire of Ashburton Tourism Development Committee will be:

- Six Elected Members of the Shire of Ashburton (one from each Shire Ward)
- One member shall be elected Chairperson one member shall be elected Deputy Chairperson;
- Other interested individuals may attend meetings as guests/observers, with the prior approval of the Chairperson.

Authority

The Committee has no delegated authority and the Shire President is to be the Shire's Spokesperson on issues under the Committee's consideration (irrespective of Committee Membership) unless otherwise authorised by the Shire President. Committee's recommendations will be presented to the next month's Ordinary Meeting of Council (as Committee Minutes).

AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 12 FEBRUARY 2019

Budget and Organisational Support

- A dedicated Budget allocation outlining the levels and parameters of support for the activities of the Ashburton Tourism Development Committee is to be decided by Council;
- A relevant Shire employee will attend meetings to provide administrative support including:
 - Preparation and provision of committee agendas and minutes; and
 - Preparation of committee meeting venue, as required.

Term

The term of membership for committee members is to coincide with biennial Local Government Councillor Elections and Council's biennial Council Meeting following (where Committee appointments are made).

Frequency

Meetings are to be held as required (wherever practical, they should correspond with Shire of Ashburton's Ordinary Council Meeting dates and locations).

6.2 REFERENCE DOCUMENTS & KEY AGENCIES

Shire of Ashburton 10 year Community Strategic Plan 2017 – 2027 (Living Life)
The Shire of Ashburton is committed to working with stakeholders to translate the activity in the region into tangible and sustainable gains for local towns and remote Aboriginal Communities. Living Life is the Shire of Ashburton's plan to achieve this. It captures the views of our diverse community, our vision for the future, our planning imperatives and provides direction for the next decade.
SoA Corporate Business Plan 2018 - 2022
The Corporate Business Plan shows the first four years of implementing Living Life, the Strategic Community Plan. The theme of the next four years is "community building – now and for the future". This reflects the challenges and opportunities facing the Shire over the medium term. In the context of both temporary and permanent growth associated particularly with the resources sector, it is critical to build a legacy for the future, while addressing today's pressing needs. The Corporate Business Plan has developed priorities in six theme areas. The Plan shows how these priorities will be progressed in the context of a comprehensive approach to service delivery and asset management.
REC07 Tourism Policy 2016
Current Shire of Ashburton Council Policy. The Shire recognises that tourism will continue to be a major employer and contributor to the economy within the Shire of Ashburton, and also that it needs to play an active role to facilitate the growth and development of tourism in Ashburton. The Shire will continue to work with State, regional and tourism industry stakeholders to promote local tourism opportunities.

AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 12 FEBRUARY 2019

SoA Tourism Destination Development Strategy 2011
The Strategy identifies key issues that should be addressed by the Shire in order to achieve its full potential as a vibrant visitor destination. The report is divided into three key areas of review namely; Visitor Servicing; Marketing and Destination Promotion; and Tourism Investment.
SoA Economic Development Opportunities Study 2016
RPS Group have undertaken a desktop analysis exercise informed by consultation with local businesses, government agencies and residents undertaken during the development of the Pilbara Regional Investment Blueprint.
Pilbara Tourism Development Plan 2014 (PDC, PRC, Tourism WA)
Through research, analysis and consultation, this project has identified a number of tourism product development priorities for the region over the short-term (i.e. 1-5 years) and long-term (i.e. 5-15 years).
Pilbara Regional Investment Blueprint 2015 (PRC)
<p>The Blueprint is the outcome of extensive engagement and analytical understanding of the region. It has been prepared by the Pilbara Development Commission (the Commission) and it incorporates the efforts, skills and knowledge of local government, key state and federal government agencies and the nongovernment, community and non-profit sectors. The Blueprint has been structured through a logical process of understanding:</p> <ul style="list-style-type: none"> • where we are • where we want to be (and why) • how we can get there.
Pilbara Region Trails Blueprint Final Report
This report summarises the key features of all the existing and proposed trails in each of the 4 local governments and sets out a plan for the development of a “top priority” trail in each of the 4 local governments.
Pilbara Regional Signage Strategy (UN-ENDORSED DRAFT)
The Strategy supports a consistent tourism experience in the Pilbara. The intent of this Strategy is to provide a framework upon which all future direction on signage within the region can be coordinated. The Strategy forms part of a broader set of projects are designed to contribute to a broader regional destination marketing objective, all leveraging the PTPDP as the overarching strategic vision for the region.
DRAFT Local Government and Tourism Discussion Paper WALGA
This paper identifies the context of tourism for Local Government, its current roles and future roles determined by Local Government feedback, with the backdrop of evidence from the economy Commonwealth and State Government agencies, their strategies and activities as well as other stakeholders.

AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 12 FEBRUARY 2019

Tourism WA -

http://www.tourism.wa.gov.au/Pages/welcome_to_tourism_western_australia.aspx

Tourism WA is the State Government agency responsible for promoting Western Australia as an extraordinary holiday destination. Its focus is on marketing the State; developing, attracting and promoting major sporting, cultural and business events; and supporting the development of significant tourism infrastructure and projects. A wide range of research, reports and statistics on tourism in Western Australia is available.

Australia's North West - <http://www.australiasnorthwest.com/>

Australia's North West Tourism is the peak tourism marketing body for the Kimberley and Pilbara regions of Western Australia. It is responsible for the promotion of the North West as a premier tourism destination in both domestic and international markets on behalf of its members. The activities of Australia's North West Tourism are undertaken with assistance and financial support from the tourism industry and [Tourism Western Australia](#).

Initiatives

Pilbara Development Commission / Tourism WA / Pilbara Regional Council

The Pilbara Tourism Product Development Plan Nov 2014 is the key guiding document for promoting regional tourism in the Pilbara for all agencies (including SoA and ANWT).

The three priority projects from that plan identified by the Steering Committee for implementation are:

1. Regional Tourism Trails.
2. Regional/ Destination Marketing: which is split into increased signage in the Pilbara, Digital/Mobile engagement and Targeted online marketing campaign.
3. A Diverse Range of Accommodation.

The Warlu Way falls across both the Regional Signage Strategy and the Pilbara Region Trails Masterplan.

Of these three priority areas PRC is the lead agency on:

1. Regional Tourism Trails (SoA identified its key project in this as upgrading the Ian Blair Boardwalk and new interpretive signage; this was also the subject of one of three recent PDC grant applications).
2. Regional/Destination Marketing: increased signage in the Pilbara and Digital/Mobile Engagement. SoA utilised the regional signage strategy in another of its PDC grant applications; for Info Bays and signage.

ANWT is the lead agency for the targeted online marketing campaign.

PDC is the lead agency on diverse range of accommodation.

Each group in the Steering Committee works collaboratively on these projects e.g. Tourism WA, PDC and PRC all work together on the Camping with Custodians initiative, as an example of diverse range of accommodation.

RV Friendly status is another example of the diverse range of accommodation priority (although it was endorsed by the PRC Council at a later date).

**AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING
12 FEBRUARY 2019**

Pilbara Regional Council (disbanded)
The PRC undertook the following in conjunction with the above projects.
1. Signage for the Warlu Way
2. A digital media strategy
○ Digital Mobile Engagement
○ Mobile App
3. The trails project
○ Regional Tourism Trails
○ Pilbara Trails Blueprint
▪ Ian Blair Boardwalk & interpretation signage (Grant application)
○ Unique Driver Rest Stops in the Pilbara
○ RV Friendly Feasibility Study
○ Regional Signage Strategy
○ Regional Brand Signage
Visitor Centres Back Office Federation
Visitors Centre Website Management
Old Onslow Conservation Plan and Tourism
Welcome Wi-Fi (Roadside Rest Stops & Public Centres)
Regional Event Attraction
Destination Pilbara
Regional Investment Tour
Pilbara Mountain Bike Master Planning
East x West Forum
PRC / PDC Joint Projects
Tourism Capacity Building / Camping with Custodians
Provision of Wi-Fi at Karijini
Shire of Ashburton Projects
Information Bays – Grant
Shell Museum - Grant

**AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING
12 FEBRUARY 2019**

7. AGENDA ITEMS

7.1 ONSLOW WATER TANKS PUBLIC ART PROJECT

FILE REFERENCE:	ED01.01
AUTHOR'S NAME AND POSITION:	Anna Del Rio Manager Economic Development and Tourism
AUTHORISING OFFICER AND POSITION:	Rob Paull Chief Executive Officer
NAME OF APPLICANT/RESPONDENT:	Not Applicable
DATE REPORT WRITTEN:	30 January 2019
DISCLOSURE OF FINANCIAL INTEREST:	The author and the authorising officer have no financial, proximity or impartiality interests in the proposal.
PREVIOUS MEETING REFERENCE:	Not Applicable

Summary

The report is presented to the Ashburton Tourism Development Committee to seek guidance in relation to the progression of a mural project for the Onslow Water Tanks and long term 'Water Tank Art Trail' from Onslow and the towns Tom Price and Paraburdoo.

With respect to the Onslow Water Tanks, the Water Corporation supports the project in principle and has provided the Shire with a \$50,000 contribution to the project. This report suggests what steps should be taken to commence the project.

Background

In numerous cities across the world, 'Street art' has evolved into an acceptable and widespread desirable art form. What started as a subversive and radical act of creative vandalism is now popularised and adorned on buildings and landmarks worldwide as a creative intervention in the urban landscape.

In Australia, murals on active and decommissioned water tanks and silos are becoming more and more popular, they're representing a new national trend with constant new mural developments across the nation, proving to be an innovative way of re-activating spaces. Whether they are silos or water tanks, painting on large canvases has become a means revitalising towns as well as driving increased tourism and local economic development.

Some of the outcomes of mural projects throughout Australia have been and continue to bring socio-economic benefits to the towns in which they are located and revitalize the communities. The media also continues to report of the positive impacts, which include but not limited to:

- Economic rejuvenation for rural communities;
- Increased trade for local businesses;

AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 12 FEBRUARY 2019

- Murals being tourist attractions and unique landmarks in their own right, causing traffic to stop where they would normally motorist would keep on driving, also generating a huge social media following;
- A boost for community spirit and pride; and
- Development of regional trails

The most recent and highly successful 'Silo Art Trail' is the *Public Silo Trail of WA* with murals on grain silos in Northam, Ravensthorpe, Merredin, Albany, Newdegate and Pingrup, and on public walls and transformer boxes throughout Katanning.

The City of Karratha is in the process of undertaking a similar venture on Water Corporation water tanks in Karratha. After following an expression of interest process which didn't result into a successful artist appointment the City is currently seeking curatorial assistance to lead the project entirely. Water Corporation and Town of Port Hedland are investigating the installation of lighting for the water tower in South Hedland. Given the regional involvement in creating public art projects, the intent is to maximise the momentum and develop an attraction for the Shire's main townships starting with Onslow as well as being part of a regional theme.

Over the last 12 months there have been numerous preliminary conversations between the Shire president, Shire staff and Water Corporation (owners of the Onslow water tanks) about progressing a public art project on the Onslow water tanks. As Committee will be aware, the President was instrumental in progressing the Water Corporation have providing the Shire with a funding contribution of \$50,000 to assist the project costs. Water Corporation representatives and have advised that they will require the Shire to prepare a 'plan' as to the public arts project on their tanks and for the expenditure of the \$50,000.

A draft and working project brief has been developed which summarises the Onslow Water Tank Project aims, location, project process, deliverables and timeline, suggested project working group, artist recruitment, community engagement, risk management and estimate budget (**ATTACHMENT 7.1A**). A public art trail (murals) has also been strategically identified as an outcome to pursue in the draft Economic & Tourism Development Strategy.

A contract exists between the Shire and Water Corporation which outlines the terms of the funding and its acquittal, maintenance requirements and responsibilities. The main aspects of the contract and the agreed aspects are:

- the public art projects is to be in the form of a mural
- the theme of the mural is to be around the topics of: water and/or local history and heritage
- the Shire is to spend the \$50,000 contribution by December 2019 and provide an Acquittal Report by 30 January 2020
- the Shire is responsible for the costs associated with preparing the site for the mural and the ongoing necessary maintenance costs
- the community is to be included in the project evolution
- consult with Police and Main Roads WA
- liaise with Water Corporation at throughout all stages of the project
- the establishment of a project group with key stakeholders
- the Shire is to keep detailed records of expenditure and provide these to Water Corporation

AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 12 FEBRUARY 2019

Comment

The following provides the process to progress the mural project for the Onslow Water Tanks and long term 'Water Tank Art Trail'.

Seek quotes

For the following reasons, it is recommended that the Shire directly approaches several artists to secure quotes instead of going through an Expression of Interest process or publicising a Request for Quote on Walga/Tenderlink:

- Considering City of Karratha's unsatisfying experience with securing high caliber submissions
- The difficulty in recruiting highly talented mural artists especially due to the region's remoteness
- The limited reach of an EOI and/or WALGA/Tenderlink systems (many artists, especially internationally renowned artist don't have access to these platforms)
- Reduced time and effort put into other forms of artist recruitment.

Research has been undertaken in regards to talented and renowned mural artists whom can be contacted in regards to the Onslow water tank mural project. Whilst researching consideration has been given to:

- Artists who can perform at a large scale
- Artists who have partaken similar projects in remote communities
- Provenance (limited or no regional artists found, the lists contains Australian and overseas artists)
- The style (ensuring applying a particular artist style would not appear 'odd' or inappropriate in Onslow)
- Most renowned mural artists in Australia and worldwide

A list of 15 artists whom (from research) are believed to be more than capable of painting the Onslow water tanks has been established (**ATTACHMENT 7.1B**) for consideration. The list features the artists' name, provenance, style, where they have worked and 2 images of their artwork for reference.

It is recommended that the Shire prepares a comprehensive project brief and approaches the artists included in the list to obtain quotes (from those who are reachable and interested). It is important that the artists conducts community consultation (facilitated by the Shire).

Once quotes have been received these will be reviewed with recommendations brought to a Tourism Development Committee meeting to further discuss. An ideal situation sees an artist to be engaged by February/March 2019 and for the works to commence in the upcoming 2019 winter season. However project timeframes will depend on the artist chosen and his/her availability.

Water tanks surface preparation

The Shire would need to undertake a Request for Quotation for a mural project which includes site preparation, consultation and community workshops, design drafts and project execution.

Estimated project costs

It is suggested the Shire should make the \$50,000 contribution from Water Corporation available to put towards all artists costs (accommodation, food, travel, workshops and materials). Water Corporation (as stated in the contract) have stated the need for the water tank surfaces to be prepared prior to painting. The Shire is also expected to cover this cost.

AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 12 FEBRUARY 2019

Consultation

Executive Management Team

Manager - Customer & Stakeholder, North West Region (Water Corporation)

Statutory Environment

Complies with all statutory requirements.

Financial Implications

As part of the 2019-2020 budget bid process the Shire should consider funding any other aspects of the Onslow water tank mural project which is estimated to be around \$130K. This may also require corporate or sponsorship funding. The acquittal date for the \$50K provided by Water Corporation is December 2019.

Strategic Implications

Shire of Ashburton 10 Year Community Strategic Plan 2017-2027

Goal 1 Vibrant and Active Communities

Objective 01: Connected, caring and engaged communities

Objective 04: A rich cultural life

Goal 2 - Economic Prosperity

Objective 3 – Well-managed tourism

Goal 3 Unique Heritage and Environment

Objective 03: Celebration of history and heritage

Goal 4: Quality Services and Infrastructure

Objective 1 – Quality public infrastructure

Risk Management

This item has been evaluated against the Shire of Ashburton's Risk Management Policy CORP5 Risk Matrix. The perceived level of risk is considered to be "Low" as the outcomes of the report do not pose a risk to the Shire's operations.

Policy Implications

There are no known policy implications for this matter.

Voting Requirement

Simple Majority Required

Officers Recommendation

That with respect to the Onslow Water Tanks Public Art Project and the vision to develop and be part of a regional mural trail, the Tourism Development Committee recommends that Council:

1. Seek quotes from persons listed in **ATTACHMENT 7.1B** for a mural project which includes site preparation, consultation and community workshops, design drafts and project execution;
2. Request the Chief Executive Officer to pursue grant/commercial funding to support the mural project;

**AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING
12 FEBRUARY 2019**

3. Request the President and Chief Executive Officer to approach Rio Tinto to investigate similar mural projects and contributions for their water tanks in Tom Price and Paraburdoo in order to achieve a 'Water Tank Art Trail' for the Shire; and
4. Request the Chief Executive Officer to pursue a 'Water Tank Art Trail' for relevant Pilbara and Gascoyne towns with similar 'public art' trail possibilities.

**AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING
12 FEBRUARY 2019**

8. NEXT MEETING

The next Ashburton Tourism Development Committee meeting will be held at a time and date to be confirmed.

9. CLOSURE OF MEETING

The Presiding Member closed the meeting at _____ am.

**UNCONFIRMED MINUTES - ASHBURTON TOURISM DEVELOPMENT
COMMITTEE MEETING 20 NOVEMBER 2018**



**SHIRE OF ASHBURTON
ASHBURTON TOURISM DEVELOPMENT
COMMITTEE MEETING**

UNCONFIRMED MINUTES

**Ashburton Hall, Ashburton Avenue,
Paraburdoo
20 November 2018
9.00 am**

**UNCONFIRMED MINUTES - ASHBURTON TOURISM DEVELOPMENT
COMMITTEE MEETING 20 NOVEMBER 2018**

SHIRE OF ASHBURTON

ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING

The Chief Executive Officer recommends the endorsement of these minutes at the next Ashburton Tourism Development Committee Meeting.

CEO: 

Date: 28-11-2018

These minutes were confirmed by the Committee as a true and correct record of proceedings by the Ashburton Tourism Development Committee Meeting.

Presiding Member: _____

Date: __/__/__

DISCLAIMER

The recommendations contained in the Agenda are subject to confirmation by the Committee and endorsement by the Council. The Shire of Ashburton warns that anyone who has any 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 the Council in respect of the application. No responsibility whatsoever is implied or accepted by the Shire of Ashburton for any act, omission or statement or intimation occurring during a Council meeting.

**UNCONFIRMED MINUTES - ASHBURTON TOURISM DEVELOPMENT
COMMITTEE MEETING 20 NOVEMBER 2018**

1.	DECLARATION OF OPENING.....	4
1.1	ACKNOWLEDGEMENT OF COUNTRY	4
2.	ATTENDANCE	4
2.1	PRESENT	4
2.2	APOLOGIES.....	4
2.3	APPROVED LEAVE OF ABSENCE	4
3.	ANNOUNCEMENT OF VISITORS.....	4
4.	DECLARATION BY MEMBERS.....	5
4.1	DUE CONSIDERATION BY COUNCILLORS TO THE AGENDA	5
4.2	DECLARATIONS OF INTEREST	5
5.	CONFIRMATION OF MINUTES OF PREVIOUS MEETING	6
5.1	ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING HELD ON 23 APRIL 2018.....	6
6.	REFERENCE.....	6
6.1	TERMS OF REFERENCE	6
6.2	REFERENCE DOCUMENTS & KEY AGENCIES	8
7.	AGENDA ITEMS	11
7.1	2018-2021 TOM PRICE VISITOR CENTRE STRATEGIC PLAN	11
7.2	PROPOSED CHANGES TO THE AGREEMENT BETWEEN THE SHIRE OF ASHBURTON AND THE ONSLOW TOURISM & PROGRESS ASSOCIATION (ONSLOW VISITOR CENTRE CONTRIBUTION)	14
8.	NEXT MEETING.....	19
9.	CLOSURE OF MEETING	19

UNCONFIRMED MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 20 NOVEMBER 2018

1. DECLARATION OF OPENING

The Presiding Member declared the meeting open at 9.03 am.

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 future.

2. ATTENDANCE

2.1 PRESENT

Members:	Cr M Lynch Cr K White Cr L Rumble Cr D Diver Cr M Gallanagh Cr L Thomas	Tom Price Ward (Presiding Member) Onslow Ward Paraburdoo Ward Tom Price Ward Pannawonica Ward Tableland Ward
Staff:	Mr R Paull Mrs S Johnston Mr John Bingham Mr I Hamilton Mr B Cameron Ms A Del Rio Ms J Smith Mrs M Lewis	Chief Executive Officer Acting Director Community Services Director Corporate Services Director Infrastructure Director Property and Development Services Manager Economic Development and Tourism Executive Coordinator Councillor Support Officer
Guests:	Mr D Dias Mr P Foster	Paraburdoo Ward Councillor Tom Price Ward Councillor
Members of Public:	There were no members of the public in attendance at the commencement of the meeting.	
Members of Media:	There were no members of the media in attendance at the commencement of the meeting.	

2.2 APOLOGIES

There were no apologies.

2.3 APPROVED LEAVE OF ABSENCE

There were no Councillors on approved leave of absence.

3. ANNOUNCEMENT OF VISITORS

There were no visitors in attendance.

UNCONFIRMED MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 20 NOVEMBER 2018

4. DECLARATION BY MEMBERS

4.1 DUE CONSIDERATION BY COUNCILLORS TO THE AGENDA

Councillors White, Rumble, Diver, Lynch, Gallanagh and Thomas are requested to acknowledge during the meeting that they have given due consideration to all matters contained in the Agenda.

4.2 DECLARATIONS OF INTEREST

Councillors to Note

A member who has an Impartiality, Proximity or Financial Interest in any matter to be discussed at a Council or Committee Meeting, that will be attended by the member, must disclose the nature of the interest:

- (a) In a written notice given to the Chief Executive Officer before the Meeting or;
- (b) At the Meeting, immediately before the matter is discussed.

A member, who makes a disclosure in respect to an interest, must not:

- (a) Preside at the part of the Meeting, relating to the matter or;
- (b) Participate in, or be present during any discussion or decision-making procedure relative to the matter, unless to the extent that the disclosing member is allowed to do so under Section 5.68 or Section 5.69 of *the Local Government Act 1995*.

NOTES ON DECLARING INTERESTS (FOR YOUR GUIDANCE)

The following notes are a basic guide for Councillors when they are considering whether they have an interest in a matter.

These notes are included in each agenda for the time being so that Councillors may refresh their memory.

1. A Financial Interest requiring disclosure occurs when a Council decision might advantageously or detrimentally affect the Councillor or a person closely associated with the Councillor and is capable of being measure in money terms. There are exceptions in the *Local Government Act 1995* but they should not be relied on without advice, unless the situation is very clear.
2. If a Councillor is a member of an Association (which is a Body Corporate) with not less than 10 members i.e. sporting, social, religious and the Councillor is not a holder of office of profit or a guarantor, and has not leased land to or from the club, i.e., if the Councillor is an ordinary member of the Association, the Councillor has a common and not a financial interest in any matter to that Association.
3. If an interest is shared in common with a significant number of electors or ratepayers, then the obligation to disclose that interest does not arise. Each case needs to be considered.
4. If in doubt declare.
5. As stated in (b) above, if written notice disclosing the interest has not been given to the Chief Executive Officer before the meeting, then it **MUST** be

UNCONFIRMED MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 20 NOVEMBER 2018

given when the matter arises in the Agenda, and immediately before the matter is discussed.

6. Ordinarily the disclosing Councillor must leave the meeting room before discussion commences. The **only** exceptions are:
 - 6.1 Where the Councillor discloses the **extent** of the interest, and Council carries a motion under s.5.68(1)(b)(ii) or the *Local Government Act*, or
 - 6.2 Where the Minister allows the Councillor to participate under s.5.69(3) of the *Local Government Act*, with or without conditions.

Declarations of Interest provided:

Item Number/ Name	Type of Interest	Nature/Extent of Interest
7.2	PROPOSED CHANGES TO THE AGREEMENT BETWEEN THE SHIRE OF ASHBURTON AND THE ONSLOW TOURISM & PROGRESS ASSOCIATION (ONSLOW VISITOR CENTRE CONTRIBUTION)	
Cr K White	Impartiality	The nature and extent of my interest is that I am a Committee Member.

5. CONFIRMATION OF MINUTES OF PREVIOUS MEETING

5.1 ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING HELD ON 23 APRIL 2018

Committee Decision	
MOVED: Cr D Diver	SECONDED: Cr M Gallanagh
That the Unconfirmed Minutes of the Ashburton Tourism Development Committee Meeting held on 23 April 2018, (ATTACHMENT 5.1) be confirmed as a true and accurate record.	
CARRIED 6/0	
Councillors White, Rumble, Thomas, Lynch, Gallanagh and Diver voted for the motion	

6. REFERENCE

6.1 TERMS OF REFERENCE

OBJECTIVES

To identify and develop strategies to promote tourism so there is a positive impact at a regional level.

To advise Council/Councillors on suggested actions the Council should consider to address relevant issues raised with and by the Committee.

UNCONFIRMED MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 20 NOVEMBER 2018

ROLES AND RESPONSIBILITIES

With consistency to the REC07 Tourism Policy, advise and recommend to Council/Councillors on the above identified needs, issues and interests of tourism and the most appropriate strategies to address them.

MEETINGS

Membership

Membership of the Shire of Ashburton Tourism Development Committee will be:

- Six Elected Members of the Shire of Ashburton (one from each Shire Ward)
- One member shall be elected Chairperson one member shall be elected Deputy Chairperson;
- Other interested individuals may attend meetings as guests/observers, with the prior approval of the Chairperson.

Authority

The Committee has no delegated authority and the Shire President is to be the Shire's Spokesperson on issues under the Committee's consideration (irrespective of Committee Membership) unless otherwise authorised by the Shire President. Committee's recommendations will be presented to the next month's Ordinary Meeting of Council (as Committee Minutes).

Budget and Organisational Support

- A dedicated Budget allocation outlining the levels and parameters of support for the activities of the Ashburton Tourism Development Committee is to be decided by Council;
- A relevant Shire employee will attend meetings to provide administrative support including:
 - Preparation and provision of committee agendas and minutes; and
 - Preparation of committee meeting venue, as required.

Term

The term of membership for committee members is to coincide with biennial Local Government Councillor Elections and Council's biennial Council Meeting following (where Committee appointments are made).

Frequency

Meetings are to be held as required (wherever practical, they should correspond with Shire of Ashburton's Ordinary Council Meeting dates and locations).

UNCONFIRMED MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 20 NOVEMBER 2018

6.2 REFERENCE DOCUMENTS & KEY AGENCIES

Shire of Ashburton 10 year Community Strategic Plan 2017 – 2027 (Living Life)
<p>The Shire of Ashburton is committed to working with stakeholders to translate the activity in the region into tangible and sustainable gains for local towns and remote Aboriginal Communities.</p> <p>Living Life is the Shire of Ashburton's plan to achieve this. It captures the views of our diverse community, our vision for the future, our planning imperatives and provides direction for the next decade.</p>
SoA Corporate Business Plan 2018 - 2022
<p>The Corporate Business Plan shows the first four years of implementing Living Life, the Strategic Community Plan. The theme of the next four years is "community building – now and for the future". This reflects the challenges and opportunities facing the Shire over the medium term. In the context of both temporary and permanent growth associated particularly with the resources sector, it is critical to build a legacy for the future, while addressing today's pressing needs.</p> <p>The Corporate Business Plan has developed priorities in six theme areas. The Plan shows how these priorities will be progressed in the context of a comprehensive approach to service delivery and asset management.</p>
REC07 Tourism Policy 2016
<p>Current Shire of Ashburton Council Policy.</p> <p>The Shire recognises that tourism will continue to be a major employer and contributor to the economy within the Shire of Ashburton, and also that it needs to play an active role to facilitate the growth and development of tourism in Ashburton.</p> <p>The Shire will continue to work with State, regional and tourism industry stakeholders to promote local tourism opportunities.</p>
SoA Tourism Destination Development Strategy 2011
<p>The Strategy identifies key issues that should be addressed by the Shire in order to achieve its full potential as a vibrant visitor destination. The report is divided into three key areas of review namely; Visitor Servicing; Marketing and Destination Promotion; and Tourism Investment.</p>
SoA Economic Development Opportunities Study 2016
<p>RPS Group have undertaken a desktop analysis exercise informed by consultation with local businesses, government agencies and residents undertaken during the development of the Pilbara Regional Investment Blueprint.</p>
Pilbara Tourism Development Plan 2014 (PDC, PRC, Tourism WA)
<p>Through research, analysis and consultation, this project has identified a number of tourism product development priorities for the region over the short-term (i.e. 1-5 years) and long-term (i.e. 5-15 years).</p>
Pilbara Regional Investment Blueprint 2015 (PRC)
<p>The Blueprint is the outcome of extensive engagement and analytical understanding of the region. It has been prepared by the Pilbara Development Commission (the Commission) and it incorporates the efforts, skills and knowledge of local government, key state and federal government agencies and the nongovernment, community and non-profit sectors. The Blueprint has been structured through a logical process of understanding:</p> <ul style="list-style-type: none"> • where we are • where we want to be (and why) • how we can get there.

UNCONFIRMED MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 20 NOVEMBER 2018

Pilbara Region Trails Blueprint Final Report
This report summarises the key features of all the existing and proposed trails in each of the 4 local governments and sets out a plan for the development of a “top priority” trail in each of the 4 local governments.
Pilbara Regional Signage Strategy (UN-ENDORSED DRAFT)
The Strategy supports a consistent tourism experience in the Pilbara. The intent of this Strategy is to provide a framework upon which all future direction on signage within the region can be coordinated. The Strategy forms part of a broader set of projects are designed to contribute to a broader regional destination marketing objective, all leveraging the PTPDP as the overarching strategic vision for the region.
DRAFT Local Government and Tourism Discussion Paper WALGA
This paper identifies the context of tourism for Local Government, its current roles and future roles determined by Local Government feedback, with the backdrop of evidence from the economy Commonwealth and State Government agencies, their strategies and activities as well as other stakeholders.
Tourism WA - http://www.tourism.wa.gov.au/Pages/welcome_to_tourism_western_australia.aspx
Tourism WA is the State Government agency responsible for promoting Western Australia as an extraordinary holiday destination. Its focus is on marketing the State; developing, attracting and promoting major sporting, cultural and business events; and supporting the development of significant tourism infrastructure and projects. A wide range of research, reports and statistics on tourism in Western Australia is available.
Australia's North West - http://www.australiasnorthwest.com/
Australia's North West Tourism is the peak tourism marketing body for the Kimberley and Pilbara regions of Western Australia. It is responsible for the promotion of the North West as a premier tourism destination in both domestic and international markets on behalf of its members. The activities of Australia's North West Tourism are undertaken with assistance and financial support from the tourism industry and Tourism Western Australia .

Initiatives

Pilbara Development Commission / Tourism WA / Pilbara Regional Council
The Pilbara Tourism Product Development Plan Nov 2014 is the key guiding document for promoting regional tourism in the Pilbara for all agencies (including SoA and ANWT).
The three priority projects from that plan identified by the Steering Committee for implementation are:
<ol style="list-style-type: none"> 1. Regional Tourism Trails. 2. Regional/ Destination Marketing: which is split into increased signage in the Pilbara, Digital/Mobile engagement and Targeted online marketing campaign. 3. A Diverse Range of Accommodation.
The Warlu Way falls across both the Regional Signage Strategy and the Pilbara Region Trails Masterplan.
Of these three priority areas PRC is the lead agency on:
<ol style="list-style-type: none"> 1. Regional Tourism Trails (SoA identified its key project in this as upgrading the Ian Blair Boardwalk and new interpretive signage; this was also the subject of one of three recent PDC grant applications).

UNCONFIRMED MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 20 NOVEMBER 2018

2. Regional/Destination Marketing: increased signage in the Pilbara and Digital/Mobile Engagement. SoA utilised the regional signage strategy in another of its PDC grant applications; for Info Bays and signage.

ANWT is the lead agency for the targeted online marketing campaign.

PDC is the lead agency on diverse range of accommodation.

Each group in the Steering Committee works collaboratively on these projects e.g. Tourism WA, PDC and PRC all work together on the Camping with Custodians initiative, as an example of diverse range of accommodation.

RV Friendly status is another example of the diverse range of accommodation priority (although it was endorsed by the PRC Council at a later date).

Pilbara Regional Council

The PRC are undertaking the following in conjunction with the above projects.

1. Signage for the Warlu Way
2. A digital media strategy
 - Digital Mobile Engagement
 - Mobile App
3. The trails project
 - Regional Tourism Trails
 - Pilbara Trails Blueprint
 - Ian Blair Boardwalk & interpretation signage (Grant application)
 - Unique Driver Rest Stops in the Pilbara
 - RV Friendly Feasibility Study
 - Regional Signage Strategy
 - Regional Brand Signage

Visitor Centres Back Office Federation

Visitors Centre Website Management

Old Onslow Conservation Plan and Tourism

Welcome Wi-Fi (Roadside Rest Stops & Public Centres)

Regional Event Attraction

Destination Pilbara

Regional Investment Tour

Pilbara Mountain Bike Master Planning

East x West Forum

PRC / PDC Joint Projects

Tourism Capacity Building / Camping with Custodians

Provision of Wi-Fi at Karijini

Shire of Ashburton Projects

Information Bays – Grant

Shell Museum - Grant

UNCONFIRMED MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 20 NOVEMBER 2018

7. AGENDA ITEMS

7.1 2018-2021 TOM PRICE VISITOR CENTRE STRATEGIC PLAN

MINUTE: 341/2018

FILE REFERENCE:	ED01.01
AUTHOR'S NAME AND POSITION:	Anna Del Rio Manager Economic Development & Tourism
AUTHORISING OFFICER AND POSITION:	John Bingham Director Corporate Services
NAME OF APPLICANT/RESPONDENT:	Not Applicable
DATE REPORT WRITTEN:	29 October 2018
DISCLOSURE OF FINANCIAL INTEREST:	The author and the authorising officer have no financial, proximity or impartiality interests in the proposal.
PREVIOUS MEETING REFERENCE:	Not Applicable

Summary

The Ashburton Tourism Development Committee is requested to seek Council's endorsement of the Tom Price Visitor Centre Strategic Plan ("Strategic Plan").

Background

The Visitors Centre plays a fundamental role in tourism for the Shire and as a business unit it should undertake strategic planning to improve its performance.

In April 2018, the Shire appointed professional consultants to examine the Tom Price Visitor Centre (TPVC) and its operations from an external perspective. As part of the review and consultation process they conducted workshops, interviews and spent time with Visitor Centre and Shire staff. As part of the process local operators were also engaged and feedback was collected to inform the draft 2018-2021 Tom Price Visitor Centre Strategic Plan (Strategic Plan).

Comment

Developing a Strategic Plan is intended to achieve the following:

- Maintaining accreditation with the Tourism Council of Western Australia (ensuring Quality Assurance standards are kept);
- Provision of a strategic direction for the Shire's tourism including:
 - ✓ Well defined objectives;
 - ✓ Well defined customer service, finance, marketing and retail standards; and

UNCONFIRMED MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 20 NOVEMBER 2018

- ✓ Active presence and voice role within the regional tourism industry.
- Improved overall business management:
 - ✓ Enhanced customer service and professionalism; and
 - ✓ Improved budget management, retail operations and marketing activities.

The key priority areas identified in the Strategic Plan are:

- Visitor Servicing - *Know customer needs to provide quality information, efficient processing and authentic service.*
- Product Experience - *Add value to our customer's journey through enhanced visitor experience in-centre.*
- Destination Marketing - *Grow our market through establishing TPVC as a destination hub.*
- Tourism Community - *Work with our community and tourism stakeholders to foster positive relationships.*
- Governance - *Demonstrate professionalism and transparent processes to ensure financial sustainability & diligence in risk management*

Each of these priority areas contain clear actions to pursue, some of these have already commenced.

The Strategic Plan has been reviewed internally (Visitor Centre Coordinator, Manager Economic and Tourism Development and Director Corporate Services), and shared with local operators who participated in the consultation phase.

The Strategic Plan is attached (**ATTACHMENT 7.1**). The Committee is requested to recommend to Council to endorse the Strategic Plan as an informing strategy of the Shire's Integrated Planning and Reporting Framework.

Consultation

Executive Management Team
Local tourism operators

Statutory Environment

There are no known statutory impediments for this matter.

Financial Implications

There are no financial implications for the 2018/19 Budget .The cost for the development of the Strategic Plan was approximately \$10,000 and provisioned in the 2017/18 budget.

Strategic Implications

Shire of Ashburton Strategic Community Plan 2017-2027 Living Life
Goal 2 - Economic Prosperity
Objective 3 – Well-managed tourism

**UNCONFIRMED MINUTES - ASHBURTON TOURISM DEVELOPMENT
COMMITTEE MEETING 20 NOVEMBER 2018**

Risk Management

Adoption of this item has been evaluated against the Shire of Ashburton's Risk Management Policy CORP5 Risk Matrix. The perceived level of risk is considered to be 'Low'

Policy Implications

REC07 - Tourism Policy

Voting Requirement

Simple Majority Required

Officers Recommendation and Committee Decision <div style="display: flex; justify-content: space-between;"> <div> MOVED: Cr K White That with respect to the 2018-2021 Tom Price Visitor Centre Strategic Plan, the Ashburton Tourism Development Committee recommend that: <ol style="list-style-type: none"> 1. The Tom Price Visitors Centre Strategic Plan (ATTACHMENT 7.1) be received as an informing strategy to the Shire's Integrated Planning and Reporting Framework. </div> <div style="text-align: right;"> SECONDED: Cr L Rumble CARRIED 6/0 Councillors White, Rumble, Thomas, Lynch, Gallanagh and Diver voted for the motion </div> </div>

**UNCONFIRMED MINUTES - ASHBURTON TOURISM DEVELOPMENT
COMMITTEE MEETING 20 NOVEMBER 2018**

**7.2 PROPOSED CHANGES TO THE AGREEMENT BETWEEN THE SHIRE
OF ASHBURTON AND THE ONSLOW TOURISM & PROGRESS
ASSOCIATION (ONSLOW VISITOR CENTRE CONTRIBUTION)**

Declaration of Interest

Prior to consideration of this Agenda Item

Cr White declared an impartiality interest

See item 6.2 for details of the interest declared.

RECORDED ON REGISTER GV07

MINUTE: 342/2018

FILE REFERENCE:	RC03 CP24
AUTHOR'S NAME AND POSITION:	John Bingham Manager Economic Development & Tourism
AUTHORISING OFFICER AND POSITION:	John Bingham Director Corporate Services
NAME OF APPLICANT/ RESPONDENT:	Not Applicable
DATE REPORT WRITTEN:	05 November 2018
DISCLOSURE OF FINANCIAL INTEREST:	The author and the authorising officer have no financial, proximity or impartiality interests in the proposal.
PREVIOUS MEETING REFERENCE:	Not Applicable

Summary

The Ashburton Tourism Development Committee is requested to seek Council's endorsement of the annual funding Agreement ("the Agreement") between the Onslow Tourism & Progress Association (OTPA) and the Shire of Ashburton to operate the Onslow Visitor Centre (OVC).

Background

For the last several years, an Agreement has been in place between the Shire and the OTPA which defines the terms and conditions for the operation of the Visitor Information Centre located in Onslow, the Goods Shed Museum and other ancillary support to the tourism industry in the Shire. Historically the funding amount provided by the Shire has been \$55,000 (incl. GST).

UNCONFIRMED MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 20 NOVEMBER 2018

Council when considering the 2018/19 Budget resolved to increase funding from \$55,000 (incl. GST) to \$66,000 (incl. GST).

The Agreement outlines the various tourism, community and customer services to be provided by the OTPA as well as reporting requirements. Further the Agreement provides the OTPA funding to contribute to the Visitor's Centre:

- Wages for a seasonal Manager;
- Purchase of stock; and
- Operational costs.
-

The OVC is generally open daily from 9am till 3pm between Easter and October and supports the Chevron Wheatstone Tour once a fortnight, for which customers pay \$10.00 per person. All Tour proceeds going towards the Visitor Centre and Goods Shed Museum.

The Agreement also makes reference to an annual contribution of \$6,000 (incl. GST) for advertising of Shire notices and information in the Onslow Pipeline (produced by the OVC) at the standard advertising rate. Additionally a contribution of up to \$2,000 is made towards the printing on an Onslow brochure.

Comment

The OVC with its tourism services and community engagement plays a key role in assisting the Shire to achieve its economic and tourism development goals as stated in Council's *Strategic Community Plan Living Life 2017-2027*.

To better support these goals, align with the upcoming Economic and Tourism Development Strategy and to ensure the best possible service for visitors is met it is recommended the Agreement between the Shire and the OTPA is changed to reflect the importance of the following:

- Whole of Shire promotion:
 - ✓ Stocking and exposing key tourism information which is easily visible and accessible for visitors entering the Visitor Centre; and
 - ✓ Possessing a stronger online presence and promoting tourism via social media.
- Building strong relationships with local as well as Shire businesses, operators and community groups:
 - ✓ Actively engaging operators including visiting their premises to ensure accurate knowledge of the tourism products and experiences available; and
 - ✓ Providing a membership program with member benefits clearly explained.
- Specify the OVC's opening / closing dates and hours for the peak tourist season.

The following suggested changes are recommended to the Agreement:

1. In the section titled 'BACKGROUND' the following additional text is recommended:

In its current Strategic Community Plan Living Life 2017-2027, the Shire highlights the importance of fostering tourism and stimulating the economy which are clear in the objectives

UNCONFIRMED MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 20 NOVEMBER 2018

listed below. The Onslow Visitor Centre plays a key strategic role in each of these:

Objective 1 Strong Local Economies:

- *Develop policies and programs to support existing businesses and encourage business attraction to meet the changing needs of local and regional areas.*
- *Proactively engage with government and industry to support business development and community enterprise and to plan for present and future training and employment needs.*

Objective 2 Enduring Partnerships with Industry and Government:

- *Partner with industry and government to target their investment in stimulating more diversified business and economic development to benefit communities and the local economy.*

Objective 3 Well-managed tourism:

- *Work with the tourism industry, key stakeholders and agencies to collaboratively develop a regional Tourism Strategy that promotes the unique Pilbara offering of distinctive landscapes, seascapes and communities.*
- *Engage with industry to manage the interface with tourism to optimise opportunities and minimise competing interests.*

2. In the section titled 'BACKGROUND' it is suggested the peak tourist season is further defined with dates including opening hours. For example 1 April 2018 to 31 October 2018 between the hours of 9am and 3pm seven days per week.
3. In the section titled 'VISITOR INFORMATION SERVICES TO BE PROVIDED' the following additional text is recommended:

The Shire acknowledges the importance of having an active online presence when it comes to achieving the objectives of this agreement (information provision, tourism promotion). The Onslow VC is encouraged to promote Onslow and the region also through digital platforms such as Facebook, Trip Advisor and Google.

4. In the section titled 'VISITOR INFORMATION SERVICES TO BE PROVIDED' remove the following sentence:

The paid Manager and volunteer staff will be expected to have broad tourism knowledge of the Shire of Ashburton and the Pilbara generally.

5. In the section titled 'VISITOR INFORMATION SERVICES TO BE PROVIDED' next to the sentence 'The Onslow Visitor Centre will display visitor information on towns and attractions throughout Ashburton and where possible, the Pilbara add the following:

...especially of the following key tourism ventures:

*Beadon Bay Hotel
Cheela Plains
Direction Island
Discovery Parks
Karijini and Millstream National Parks*

UNCONFIRMED MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 20 NOVEMBER 2018

*Karijini to Pilbara Coast Visitor Guide
Mackerel Islands
Ocean View Caravan Park
Old Onslow
Onslow Beach Resort
Peedamulla Campground
Tom Price tours and accommodation
Wheatstone Tour
Wilderness Island*

Suggested dot points to add:

The Onslow Visitor Centre is encouraged to maintain a close relationship with local businesses and services by keeping an up-to-date record of their hours of business, services and products offered which includes familiarisation visits.

The Onslow Visitor Centre is encouraged to provide a membership program which explains member benefits.

6. In the section titled 'COMMITTEE REPORTING TO SHIRE' add to Table 1 Reporting Requirements under Annual Budget add the following:

Audited Financial Statements including Annual Report, income and expenditure.

7. In the section titled 'PAYMENTS' under Visitors Information, adjust the Shire's financial contribution to reflect the current amount per the 2018/19 Budget.

8. In the section titled 'PAYMENTS' under Tourism Brochure add the following:

Provision of the above funding is subject to:

- a) the Shire of Ashburton approving the necessary Annual Budget allocation;*
- b) inclusion (i.e. consultation) with the Shire's nominated staff when developing the brochure; and*
- c) a copy of the brochure being made available to the Onslow Shire Office, Ocean View Caravan Park and Tom Price Visitor Centre.*

The Agreement between the Onslow Tourism & Progress Association and the Shire of Ashburton is attached (**ATTACHMENT 7.2**).

The review of the Agreement as provided to Committee has the intent of ensuring that appropriate governance of Shire funds to an incorporated body and ensures financial security to the OVC.

Consultation

Executive Management Team
Onslow Visitor Centre Coordinator

Financial Implications

There are no known financial implications associated with this Item. The Shire has agreed to contribute \$66,000 (incl GST) to the OTPA (included in the 2018/19 budget). The Shire also contributes to the publication of the Onslow Pipeline Newsletter where any Shire advertisements are charged at OTPA commercial rates.

UNCONFIRMED MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 20 NOVEMBER 2018

Strategic Implications

Shire of Ashburton Strategic Community Plan 2017-2027

Goal 2 - Economic Prosperity

Objective 1 - Strong Local Economies

Objective 2 - Enduring partnerships with industry and government

Objective 3 – Well-managed tourism

Risk Management

Adoption of this item has been evaluated against the Shire of Ashburton's Risk Management Policy CORP5 Risk Matrix. The perceived level of risk is considered to be 'Low'.

Policy Implications

REC07 - Tourism Policy

Voting Requirement

Absolute Majority Required

Officers Recommendation and Committee Decision

MOVED: Cr D Diver

SECONDED: Cr M Gallanagh

That with respect to the Funding Agreement between the Onslow Tourism & Progress Association and the Shire of Ashburton, the Ashburton Tourism Development Committee recommend that Council:

- 1. Endorse the revised Agreement between the Onslow Tourism & Progress Association and the Shire of Ashburton as per ATTACHMENT 7.2.**

CARRIED 6/0

**Councillors White, Rumble, Thomas, Lynch, Gallanagh and Diver
voted for the motion**

**UNCONFIRMED MINUTES - ASHBURTON TOURISM DEVELOPMENT
COMMITTEE MEETING 20 NOVEMBER 2018**

8. NEXT MEETING

The next Ashburton Tourism Development Committee meeting will be held at a time and date to be confirmed.

9. CLOSURE OF MEETING

The Presiding Member closed the meeting at 9.16 am.

UNCONFIRMED MINUTES

Shire of Ashburton

Project Brief –

Onslow Water Tanks Mural



February 2019

CONTENTS

1.	Project Information	2
1.1.	Aim	2
1.2.	Background.....	2
1.1.	Project Location.....	4
1.1.	Site Specifications.....	5
1.2.	Project Ownership.....	5
1.3.	Project Contacts	5
2.	Strategic Alignment	6
3.	Project Objective	7
4.	Scope and Deliverables	7
4.	Assumptions	8
5.	Constraints	8
6.	Business Case and Benefits Realisation	9
7.	Stakeholder Analysis	10
8.	Project Stages/Methodology.....	10
9.	Proposed internal Project team	12
10.	Proposed Project advisory group	12
11.	Quality Standards	12
12.	Risk Management.....	13
13.	Communication	13
14.	Proposed budget	14
15.	Appendices	14

1. PROJECT INFORMATION

1.1. AIM

The aim of this proposal is to seek in principal approval for a public art (mural) project on the water tanks in Onslow. This proposal also intends to provide guidelines in terms of project desired outcomes, artist commissioning model, project stages, suggested stakeholders and estimated budget required.

1.2. BACKGROUND

There have been initial discussions about a public art project on the Onslow water tanks between the Shire of Ashburton's previous Director of Strategic & Community Development and Water Corporation. Water Corporation have in principle agreed with such concept and are ready to see it move forward. City of Karratha and Town of Port Hedland are in the process of undertaking a similar venture on Water Corporation assets. The Shire of East Pilbara have been made aware of the intent to pursue a public art project and they have expressed an interest and ask to be kept informed. Given the neighbouring LGA's involvement in creating public art projects, the intent is to maximise the momentum and develop an attraction for Onslow as well as being part of a regional theme.

On a state level Water Corporation have embraced showcasing murals on their assets:



Symmons Street Wastewater Pump Station in Bunbury painted by local artist Dee Mosca.

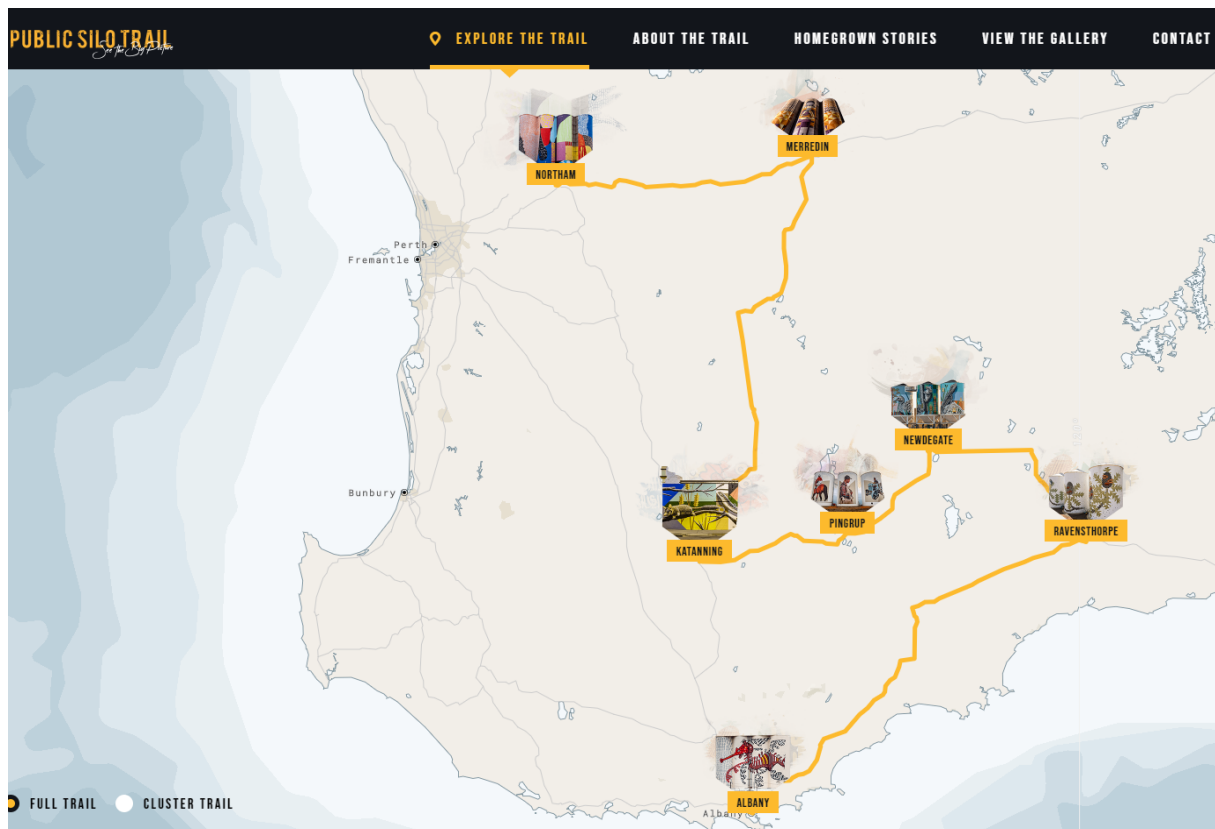


Old Coast Road Wastewater Pump Station in Australind painted by local artist Sharon Hinchliffe.



Clydebank Avenue Vac Pump Station in Busselton painted by local artist Tim Howe.

The most recent and highly successful Silo Art Trail lead by FORM is the [Public Silo Trail](#) of WA with murals on grain silos in Northam, Ravensthorpe, Merredin, Albany, Newdegate and Pingrup, and on public walls and transformer boxes throughout Katanning.



On a national level murals on active and decommissioned water tanks and silos are becoming more and more popular, proving to be an innovative way of re-activating spaces. Whether they are silos or water tanks – either way – painting silos on large canvases means revitalising towns as well as driving increased tourism and local economic development. Following are a few examples of projects that have set their towns on the tourist map and have developed regional trails:

[Sunshine Coast - Giant water tower mural no sweat for graffiti artists and Sunshine Coast painter, ABC News, November 2015](#)

[Humpback Whale Migration Mural - Woolgoolga Water Tower Hill, Mid North Coast, NSW, Australia](#)

[George Town Mural, Tasmania](#)

[Coonamble's Water Tower Mural, NSW](#)

[East Arm Tank Mural, NT](#)

[Artist paint circular mural inside an abandoned water tank in the desert, May 2015](#)

[Merredin Silos – Silos Artwork a Towering Inspiration, The West Australian, September 2017.](#)

[Northam Silos – Grain of Truth in Silo Art Project, The West Australian, July 2017](#)

[Avon Silos - Make it grain: Art trail to draw tourists to WA's struggling Wheatbelt, 2015](#)

[Freo Mural - Artist springs mural surprise in Freo, The West Australian, October 2011](#)

[Victoria's Silo Art Trail](#)

Such projects have benefited from extensive positive public relations including media coverage (paper and TV), exposure and popularity on social media (with content mainly driven by tourists), engagement by locals and visitors alike.

These places have become destinations in their own right and the communities and towns in which they are situated have generally continued to grow economically and have generated a great sense of belonging. Regional Arts Australia have conducted extensive research about [The Impact of the Arts in Regional Australia](https://www.cacwa.org.au/documents/item/477), especially proving how public art achieves Community Connectedness, Economic Regeneration, Social Inclusion, Civic Pride and Regional Development. The full report can be found at the following web link: <https://www.cacwa.org.au/documents/item/477>

1.1. PROJECT LOCATION

'Gateway' to Onslow, Western Australia.



1.1. SITE SPECIFICATIONS

Refer to the relevant appendix:

- Onslow Water Tanks Site Plan – Appendix A
- Site Plan Topography – Appendix B

1.2. PROJECT OWNERSHIP

The development of a mural on the Onslow water tanks will be a Shire of Ashburton led project, from initiation to completion, and post completion promotion. The artwork will be 'owned' by Water Corporation yet maintained by the Shire. These terms can be viewed in the signed agreement between Watercorp and the Shire.

Watercorp has provided the Shire with \$50,000 to help progress this project. The project must be completed by December 2019.

The following documents will be in place to manage risk, responsibilities and upkeep of the mural:

- Terms of Reference for a Project Advisory Group;
- Agreement between the Shire and Water Corporation;
- A contract between the Artist and the Shire;

1.3. PROJECT CONTACTS

Shire of Ashburton Contacts as follows:

	Name	Position	Phone	Email
Primary	Anna Del Rio	Manager Economic Development & Tourism	0447 754 696	Anna.delrio@ashburton.wa.gov.au
Other	Sarah Johnson	Acting Director Community Services	0439 528 079	Sarah.Johnston@ashburton.wa.gov.au
Other				

2. STRATEGIC ALIGNMENT

This proposed projects aligns with the Shire's Strategic Plan 'Living Life' in many ways:

Goal 1 Vibrant and Active Communities.

Objective 01: Connected, caring and engaged communities

- Encourage and provide a range of opportunities to community members and stakeholders to inform and participate in decision making
- Establish a strategic approach to community development planning that focusses on building social capital, developing community capability and addresses social isolation and dislocation all residents across the Shire.
- Continue to develop programs that welcome and induct new residents and transient workers into their host communities; Engage and celebrate local culture, both Indigenous and non-Indigenous

Objective 04: A rich cultural life

- Encourage and support community involvement with and appreciation of, arts and culture.
- Increase opportunities for children, youth and Indigenous residents to be part of the wider community.
- Continue to foster industry and government social investments and participation in community arts and cultural initiatives.

Goal 2 Economic Prosperity.

Objective 02: Enduring partnerships with industry and government

- Partner with industry and government to target their investment in stimulating more diversified business and economic development to benefit communities and the local economy

Objective 02: Goal Well managed Tourism

- Work with the tourism industry, key stakeholders and agencies to collaboratively develop a regional Tourism Strategy that promotes the unique Pilbara offering of distinctive landscapes, seascapes and communities.
- Continue to plan for, invest in, and advocate for the development of key tourist infrastructure including increased accommodation options; tourism attractions and signage

3. PROJECT OBJECTIVE

The concept

The proposed large scale public art work will contribute and enhance Onslow's sense of place and community connectedness and will provide the area with a unique tourist attraction that is in-sync with neighbouring public art projects of Port Hedland and Karratha.

The Shire is keen for artists to exercise artistic expression and freedom on this project, as the final design should reflect the un-biased artist's interpretation of the community; however, the work will need to explore and refer to the themes specified for Onslow by the Shire Of Ashburton, Water Corporation and the community, in particular, elements relatively to the community, its culture and environment.

The artists will need to work within the parameters recommended by the site selected, which are: no offensive content, and the art work shouldn't resemble graffiti. Post presenting to community, artists will need to develop the selected design and gain approval from the project advisory panel (or art reference group) before developing final development.

Project Target Audience

- Onslow community:
 - ✓ Residents
 - ✓ community groups
 - ✓ industry
 - ✓ youth
 - ✓ artists
 - ✓ people with interest in art

Mural/Attraction Target Audience

- Road users, including regular commuters, local residents, cyclists
- Cultural and Art tourists
- Grey Nomads
- Warlu Way trail users

4. SCOPE AND DELIVERABLES

Scope

It is envisaged that the artwork will be in form of a mural, and will:

- Generate or enhance a sense of place and community belonging for Onslow
- Represent Onslow's identity and culture
- Become a tourist attraction, an icon for Onslow
- Include up-skilling opportunities for local artists or groups (i.e combination of all of the following: workshops, 1:1 mentoring, school talks)
- Foster an increased interest in the arts by local community
- Be a work that is interactive or stimulating to engage community and tourists

- Act as a stimulator for increased visitation and local economic development
- Enhance Onslow as a destination for viewing the water tanks by creating an urban art mural in addition to other and future town activation and street scaping improvements;
- Take part of a regional public art theme and future trail
- Stimulate similar art projects on other assets

Deliverables:

To engage an artist to paint a mural on the Onslow water tanks that reflect the vibrancy and vitality of the Onslow community. The project should:

- Be a prominent and highly visible stand-alone work of high artistic quality and integrity
- Be a new and original work created for the Onslow water tanks
- Ideally have a theme around 'water'
- Adhere to the WHS and risk management policies of Water Corporation
- Be visually and sensitively appropriate to the site
- Have a management plan or MOU between Water Corp and SoA for the upkeep of artwork
- Be designed to remain in the public domain for a minimum 15 years
- Be appropriate for public display to an audience comprising of a range of age groups, and social and cultural backgrounds, including the Aboriginal custodians of the land
- Meet all government and council standards for materials, Work Health and Safety Legislative Requirements and other industry standards (including liaising with Main Roads WA)
- Ensure that appropriate access, traffic and parking are in place

4. ASSUMPTIONS

- It is assumed that Council would endorse the project
- It is assumed that the majority of funding will come from the Chevron partnership
- It is assumed that Main Roads WA have no issues with the water tanks being painted and that this is not seen as a distraction to motorists
- It is assumed that the SoA Asset Services Department will have a role in the project specifically in regards to traffic management plans
- SoA Planning department will process approvals

5. CONSTRAINTS

Internal factors:

- Potential slow approval processes
- Persons' personal taste interfering with artist's chosen design
- Town politics
- Lack of local artists with skillset to paint a large scale mural – need to expand search to a regional, state and national radius
- Budget?
- Appropriate supporting documentation and procedures need to be in place prior to project initiation
- Other projects

- Staff availability (could be unavailable at critical times due to leave)
- Need for sound media & communications strategy

External factors:

- Material availability (i.e scaffolding, paints)
- Cherry picker hire
- Remoteness of Onslow
- Access to site by artist
- High freight costs
- Artist availability
- Durability of paint
- Extreme weather conditions
- Vandalism (graffiti)

6. BUSINESS CASE AND BENEFITS REALISATION

What is the benefit (time savings, increases revenue, becomes compliant)	How will this benefit be measured
Generate or enhance a sense of place and community belonging for Onslow	<ul style="list-style-type: none"> • qualitative surveys • collect anecdotal feedback via SoA Facebook Page, Onslow Discussion Board Facebook Page, other Onslow Community Facebook pages • Can also gather feedback through Onslow Visitor Centre, Shire Office, Caravan Park
Mural to represent Onslow's identity and culture	<ul style="list-style-type: none"> • Levels of community engagement with project • Artist's methods of engagement • community participation to events relatively to the project • school involvement • Feedback
Become a tourist attraction, an icon for Onslow	<ul style="list-style-type: none"> • Inclusion in internal publications: tourism brochures and collateral, online listings, future regional mural trail. • Inclusion in external publications: Australia's North West, travel magazines, Tourism WA. • Can also set social media hashtags and keep a track record of usage by locals and tourists. • Media mentions. • Increased traffic • Motorist stopping to view the mural • Usage of site
Foster an increased interest in the arts by local community	<ul style="list-style-type: none"> • Increased or future establishment of community led arts groups and projects • Flow-on effect arts & cultural projects

- Other townships 'wanting' art projects

7. STAKEHOLDER ANALYSIS

Stakeholder name	Role	Key interests & issues	Desired support / actions	Responsibility
Shire of Ashburton	Project leader	Invested interest in growth, sustainability and future of Onslow as per Strategic Plan <i>Living Life</i>	Develop and sustain a successful project for community to be proud of	Project Ownership & Management, stakeholder liaison, budget management, artist procurement, community engagement, successful outcome, media coverage
Water Corporation	Asset Owners	Invested interest in Water Tanks in Onslow and neighbouring council areas where similar projects are rolled out	Project support including in-kind, approvals, public relations	Asset maintenance, artist OSH induction
Thalanyji Aboriginal Corporation	Indigenous engagement	support the interests of the Thalanyji People	Project endorsement	Accurately represent Thalanyji People's interest
Onslow community	Engagement and participation to project	Town beautification, sense of community connectedness, additional tourist attraction	Community engagement	Input into project
Artist	Artist	Artwork creation	Represent Onslow through artistic interpretation	Lead community workshops, mentoring/up-skilling; design and paint mural, media responsibilities.

8. PROJECT STAGES/METHODOLOGY

Community Development Model

For this particular project it is recommended to adopt the Community Development Model:

Commission an artist (through SoA procurement processes) to work with the community to design and paint a mural that responds to the site and that reflects the community's culture. The mural will be the artist interpretation of Onslow's spirit: whether it reflects past, present or future or a combination of all.

See following page for a more detailed view of projects stages.

Step	Major Milestones & Deliverables	Person or Business Area Responsible	Planned Completion Date
1	Identify site & get permission – Onslow Water Tanks, permission granted by Water Corporation	Former Director of Community and Strategic Development	Completed
2	Outline key objectives for creating the mural (as outlined in this brief)	Shire's Manager Economic Development & Tourism	Completed
3	Identify a list of potential local/regional artists (as proposed in this brief) who could paint a large mural who have experience with similar projects	Shire's Manager Economic Development & Tourism in consultation with: Water Corp, Country Arts WA and City of Port Hedland, City of Karratha	Completed
4	Develop a MOU between SoA and Water Corp	Shire/Water Corp	Completed (Agreement in Place)
5	Obtain internal approvals (SoA)	CEO	EOY 2018
6	Develop a RFQ, Brief or EOI (approved by stakeholders) for the Artist, which clearly states the scope & deliverables, includes a mentorship or up-skilling opportunity for local artists	Shire staff	February/March 2019
7	Form a Public Art Advisory Group (as proposed in this brief)	Shire staff	March/April 2019
8	Develop a RFQ for Site Preparation as per Water Corp's request and appropriate site inductions to be carried out and OHS requirements	Shire staff/Contractor	March/June 2019
9	Procure an Artist	Shire Procurement Staff	April/May 2019
10	Working group Meeting to discuss key mural objectives, budget, action plan/time frame, health and safety, traffic management plan. Sign agreement with chosen artist	Project working group	April/May 2019
11	Community Engagement & Artist Famil Artists spends time amongst community before developing a design (this phase may involve welcome to community events for the artist, artist workshops, provide social events for artist to have opportunity to interact with community, meets & greets).	Artist/Shire staff	May/June 2019
12	Presentation of design to Project working group/Approval	Artist	June/July 2019
13	Traffic Management Plan or site adjustments (access, parking)	Shire Asset Management staff	June/July 2019
14	Mural Paining (allow 4 weeks)	Artist	July/August2019
15	Documentation of project	Shire Staff	Throughout mural painting
16	Mural Completion Celebration and media Organise an opening and invite the community and media to celebrate its completion	Elected Members, Artist, Community, Stakeholders, media, Shire staff	To be assessed
17	Mural promotion	Shire staff	Ongoing

9. ROPOSED INTERNAL PROJECT TEAM

- Manager Economic & Tourism Development
- Acting Director Community Services
- Shire Executive Staff
- Coordinator Media & Communications – Narelle Steele (media releases, public relations, media liaison and launches, social media)

10. PROPOSED PROJECT ADVISORY GROUP

Following City of Karratha's arts advisory group model and the Shire's major stakeholders, interest in consideration, it is proposed that the Onslow Mural Advisory Group (OMAG) is made up of:

- Water Corporation, Senior Advisor Customer and Stakeholder
- Elected Members for Onslow Ward
- Onslow Primary School representative
- Onslow Goods Shed Museum representative
- Police Representative
- Thalanyji Aboriginal Corporation representative
- Manager Economic & Tourism Development
- Shire Executive staff

11. QUALITY STANDARDS

The work will:

- Reference the development themes and reflect community
- Create a welcoming landmark
- Be viewed from a distance and by those driving towards, and past, the site
- Be visually appropriate and relevant to the selected site
- Be of a scale relevant to the site and in keeping with the other project requirements
- Be viewed in closer proximity by pedestrians, cyclists and users of the park
- Be easily accessed by those using wheel chairs
- Be viewed day and night (lighting is to be included within the project budget)

The work will:

- Be made of the most durable, robust, high-quality, low-maintenance materials available
- Withstand cyclones and extreme heat
- Withstand the potential build up of pollutants
- Be treated with an anti-graffiti coating
- Be easily cleaned to remove dirt and general grime
- Meet all relevant safety standards and avoid dangerous protrusions and sharp edges
- Require minimal ongoing maintenance

12. RISK MANAGEMENT

- Engage SoA Risk Management Coordinator for a Risk Management Plan
- Ensure Main Roads are aware of project and that it is approved (it may be perceived as a distraction to motorists)
- Ensure safe access to site during mural painting and once completed
- Engage with SoA Risk Coordinator during early stages of project
- if working above 3 metres a scaffolding system or a cherry picker/scissor lift is required
- if using a ladder (working up to 3m) someone must support the ladder
- a Traffic Management Plan may be required (responsibility of Asset Services team)
- the mural site must be cordoned off with cones and telescopic arms until the paint is dry
- mural artists should wear high visibility vests at all times
- drop sheets and rubbish bins should be in place to ensure the site is kept tidy
- access to running water, electricity, storage and bathroom facilities should be considered
- Ensure artist has Public Liability Insurance
- Artist shouldn't be alone at site

13. COMMUNICATION

Given the vast popularity that similar projects (large public murals) have had in the past it is highly recommended that the Shire's Media & Communications Officer is part of the project team from the beginning to maximise exposure to the media. Such projects have great impact on community and it is important to frequently update the community with project updates to keep them engaged and involved. Due to the projects' great potential in the media and public relations space, it is highly likely that media will come on site to interview or take footage, or they may ask for material for inclusion in their stories, so the project should be fully documented from the beginning to completion. Some initiatives may cover:

- A hidden camera for time lapse video
- Interviews with artist and locals
- Footage/photography at events
- Media launches
- Call out and engage a local amateur photographer to capture the entirety of the project
- A clear social media plan (both Facebook & Instagram), including creating new hashtags

14. PROPOSED BUDGET

All budget expenditures are to be processed following the Shire's Finance Policy FIN12, this includes procurement, contracts, purchase orders and invoicing.

The following figures are indicative only and inflated:

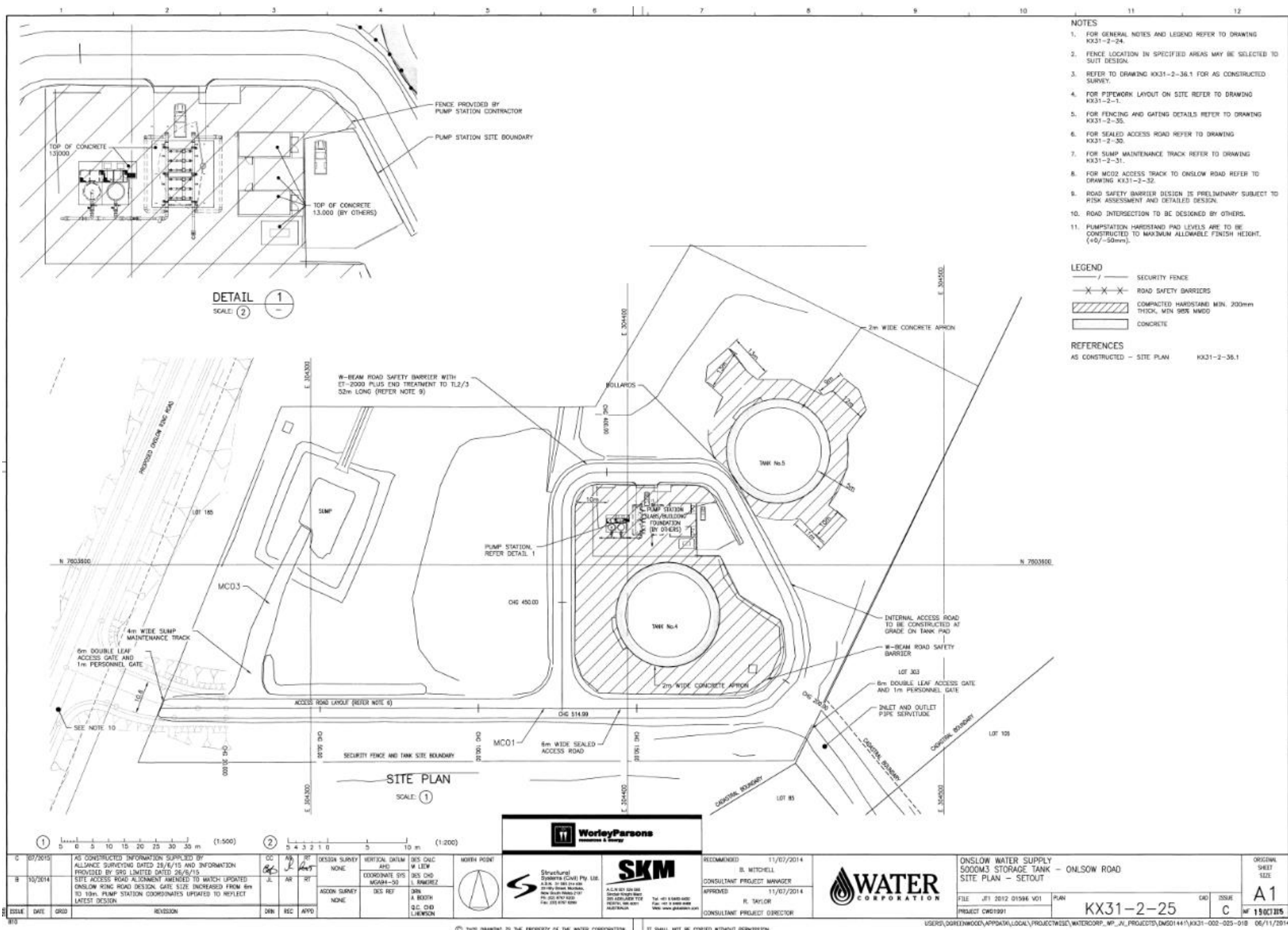
Item	Cost
Artist fees & materials	\$60K
Equipment/hire of (cherry picker, ladders)	\$40K
Site preparation (as per Water Corporation's instructions)	\$15K
Interpretive signage, viewing platform, instaframe	\$10K
Promotion & media (photography)	\$5K
Estimated Total	\$130K

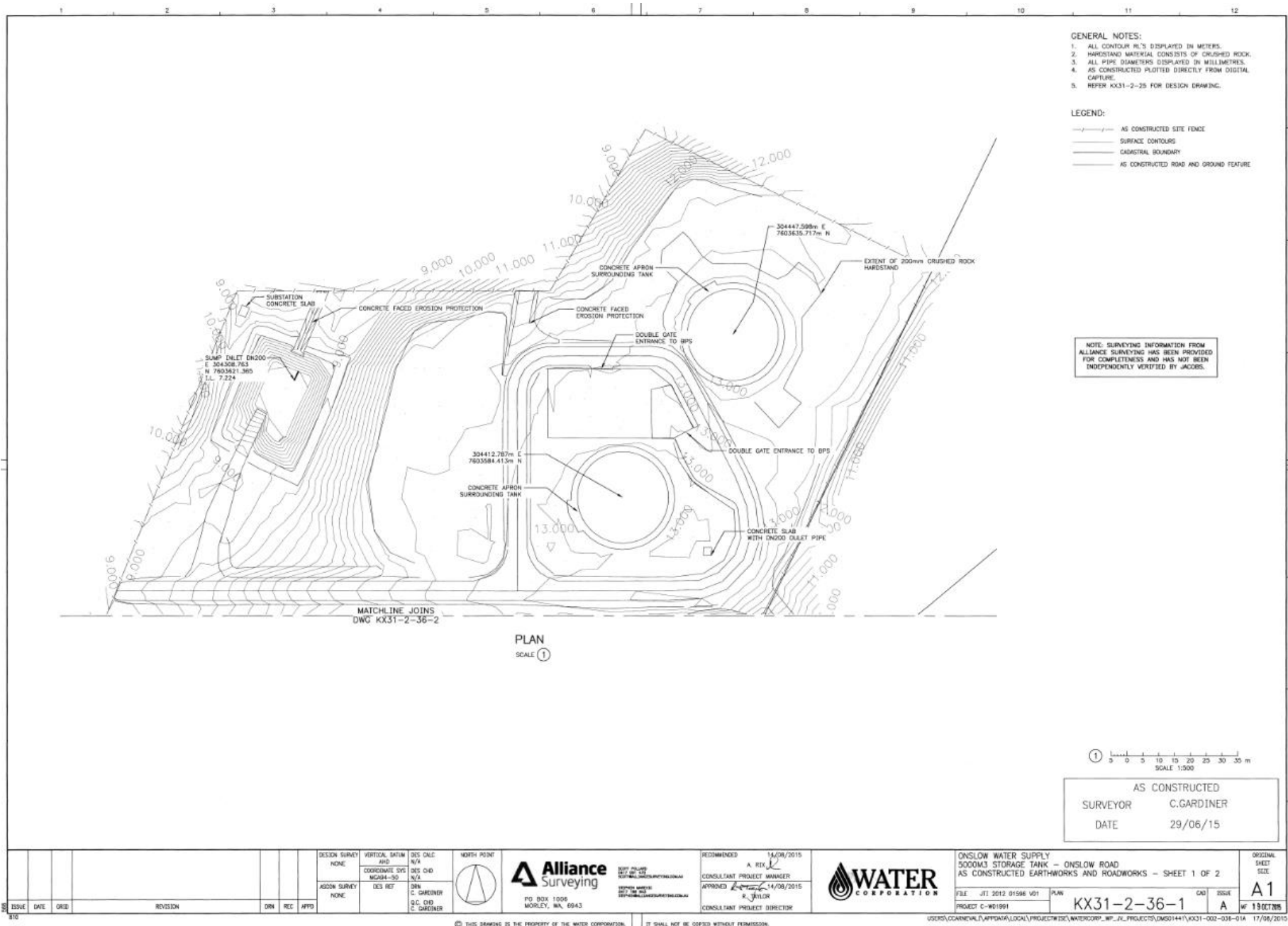
To be considered:

Traffic management, viewing platform, traffic signage, parking (access).

15. APPENDICES

- A. Onslow Water Tanks Site Plan
- B. Site Plan Topography
- C. Water Corporation Onslow Water Storage Tanks Artwork advice
- D. SoA Finance Policy FIN 12 (*to be attached later*)
- E. SoA Community Engagement Policy ADM 08 (*to be attached later*)
- F. City of Karratha Draft EOI document (*on file, to be attached later*)
- G. City of Karratha draft artwork commission brief (*on file, to be attached later*)
- H. Potential artists, no particular order (seek further advice from Country Arts WA)





Appendix C - Onslow Water Storage Tanks Artwork Advice – to be attached



Appendix D - SoA Finance Policy FIN 12 (to be attached later)




Appendix E - SoA Community Engagement Policy ADM 08 (to be attached later)



Appendix F - City of Karratha Draft EOI document (on file, to be attached later)



Appendix G - City of Karratha draft artwork commission brief (on file, to be attached later)



Appendix H - Potential artists, no particular order



Artist	Provenance	Style	Example
Graeme Miles Richards	Australia, Perth	Realistic, buildings, landscape and people, 'al fresco', colours.	
Ian Mutch	Australia, WA	Contemporary, futuristic, pop culture	



Artist	Provenance	Style	Example
Darren Hutchens	Australia, Perth	Futuristic, cartoon	
Mona Caron	USA, San Francisco	Floral, alternative, bright, social and environmental movement themes	
‘Banksy’	UK Famous graffiti artist	Graffiti art	

Artist	Provenance	Style	Example
‘Blu’	Italy	Graffiti, contemporary	
Julia Volchkova	Russia	Realistic portraits	

Artist	Provenance	Style	Example
‘Rone’	Australia	Realistic portraits	
Christina Angelina	Italy	Portraits, contemporary	

Artist	Provenance	Style	Example
Guido Van Helten	Australia	Realistic Portraits	
Fintan Magee	Australia	Realistic, climate change themed, socio-environmental themes	

Artist	Provenance	Style	Example
Adnate	Australia	Coloured portraits	
Eduardo Kobra	Brazil	Geometry, bright colors and bold lines, a kaleidoscope theme	

Artist	Provenance	Style	Example
Hense (Alex Brewer)	USA	Contemporary	
Smug	Australia, based in UK	Colourful portraits, surrealism, cartoonish	

RONE

AUSTRALIA

Style: Realistic portraits

Public work in: Regional Australia, Melbourne, New Zealand and around the world



FINTAN MAGEE

AUSTRALIA

Style: Colored, realistic, climate change and socio-environmental themes, people. Known as 'Australia's Banksy'

Public work in: Australia and worldwide



ADNATE

AUSTRALIA

Style: Bright portraits

Public work in: Regional Australia



SMUG

AUSTRALIA

Style: Colored portraits, surrealism.

Public work in: Australia and UK



GUIDO VAN HELTEN

AUSTRALIA

Style: realistic Portraits, charcoal, monotone or sepia colors

Public work in: Australia and worldwide



GRAEME MILES RICHARDS

AUSTRALIA (PERTH)

Style: realistic, buildings, landscape and people, 'al fresco', colors.

Public work in: Australia, Singapore, Indonesia, Malaysia, China, New Zealand



IAN MUTCH

AUSTRALIA (WA)

Style: Contemporary, futuristic, pop culture

Public work in: Australia and worldwide

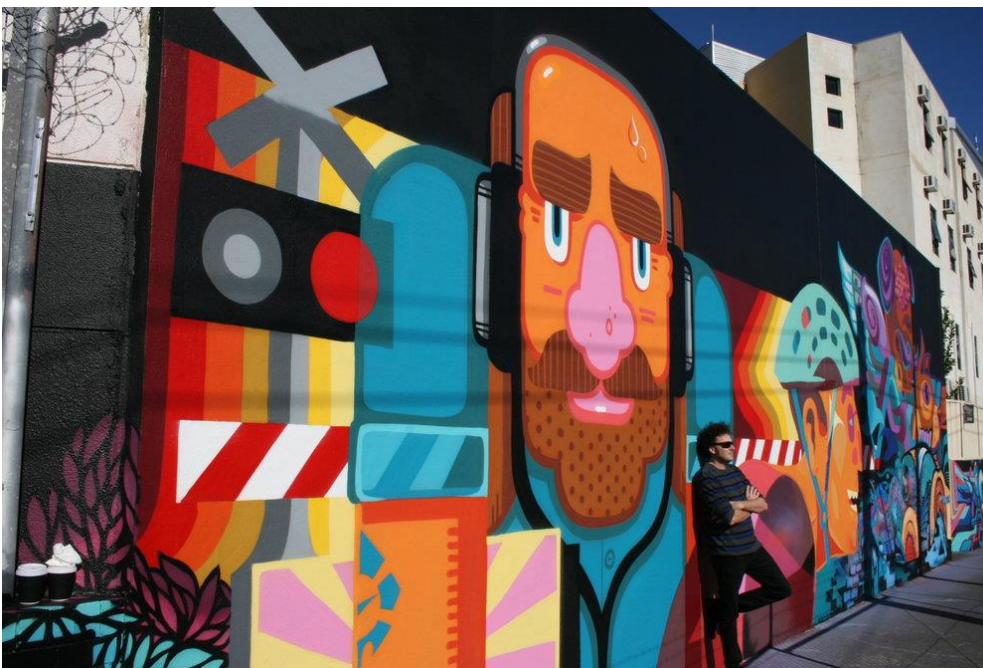


DARREN HUTCHENS

AUSTRALIA (PERTH)

Style: Colored, futuristic, cartoon

Public work in: Perth and WA



MONA CARON

USA (SAN FRANCISCO)

Style: floral, alternative, bright, social and environmental movement themes

Public work in: USA, Europe, South America, Asia



ITALY

Style: Contemporary graffiti

Public work in: Italy, Europe, Mexico, South America



JULIA VOLCHKOVA

RUSSIA

Style: Realistic portraits

Public work in: worldwide



CHRISTINA ANGELINA

ITALY

Style: People, portraits, colors or monotone, realistic.

Public work in: worldwide



EDUARDO KOBRA

BRAZIL

Style: geometry, bright colors and bold lines, people and portraits, kaleidoscope themes

Public work in: worldwide



HENSE (ALEX BREWER)

USA

Style: Colored, contemporary, abstract

Public work in: Australia and USA

