

**PUBLIC MINUTES - ASHBURTON TOURISM DEVELOPMENT
COMMITTEE MEETING 13 AUGUST 2019**



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

PUBLIC MINUTES

**Council Chambers, Onslow Shire Complex
Second Avenue Onslow
13 August 2019**

9.30 am

**PUBLIC MINUTES - ASHBURTON TOURISM DEVELOPMENT
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SHIRE OF ASHBURTON

ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING

The Acting Chief Executive Officer recommends the endorsement of these minutes at the next Ordinary Meeting of Council.



John Bingham
Acting CEO:

Date: 13.08.2019

These minutes were confirmed by Council as a true and correct record of proceedings of the Ashburton Tourism Development Committee Meeting on the 13 August 2019.

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.

**PUBLIC MINUTES - ASHBURTON TOURISM DEVELOPMENT
COMMITTEE MEETING 13 AUGUST 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 21 MAY 2019.....	6
6.	REFERENCE.....	6
6.1	TERMS OF REFERENCE	6
6.2	REFERENCE DOCUMENTS & KEY AGENCIES.....	7
7.	AGENDA ITEMS	10
7.1	FINAL ECONOMIC & TOURISM DEVELOPMENT STRATEGY.....	10
8.	NEXT MEETING.....	14
9.	CLOSURE OF MEETING.....	14

**PUBLIC MINUTES - ASHBURTON TOURISM DEVELOPMENT
COMMITTEE MEETING 13 AUGUST 2019**

1. DECLARATION OF OPENING

The Presiding Member declared the meeting open at 9.30 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 L Thomas	Tom Price Ward (Presiding Member) Onslow Ward Paraburdoo Ward Tom Price Ward Tablelands Ward
Staff:	Mr J Bingham Mrs S Johnston Mr I Hamilton Mr B Cameron Mrs J Fell Ms C Bryce Mrs M Lewis	Acting Chief Executive Officer Acting Director Community Services Director Infrastructure Director Property and Development Services Manager Land & Asset Compliance Manager Building and Facilities Maintenance Council Liaison Officer
Guests:	Cr D Dias Cr R de Pledge Cr P Foster	Paraburdoo Ward Ashburton Ward Tom Price Ward
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.	

2.1 APOLOGIES

Cr M Gallanagh Pannawonica Ward

2.2 APPROVED LEAVE OF ABSENCE

There were no Councillors on approved leave of absence.

3. ANNOUNCEMENT OF VISITORS

There were no visitors in attendance.

4. DECLARATION BY MEMBERS

4.1 DUE CONSIDERATION BY COUNCILLORS TO THE AGENDA

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

**PUBLIC MINUTES - ASHBURTON TOURISM DEVELOPMENT
COMMITTEE MEETING 13 AUGUST 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

**PUBLIC MINUTES - ASHBURTON TOURISM DEVELOPMENT
COMMITTEE MEETING 13 AUGUST 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
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5. CONFIRMATION OF MINUTES OF PREVIOUS MEETING

**5.1 ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING
HELD ON 21 MAY 2019**

<p>Officers Recommendation and Committee Decision</p> <p>MOVED: Cr D Diver SECONDED: Cr L Rumble</p> <p>That the Unconfirmed Minutes of the Ashburton Tourism Development Committee Meeting held on 21 May 2019 (ATTACHMENT 5.1) be confirmed as a true and accurate record.</p> <p style="text-align: right;">CARRIED 5/0</p> <p style="text-align: center;">Councillors Lynch, White, Rumble, Diver and Thomas voted for the motion</p>

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.

PUBLIC MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 13 AUGUST 2019

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).

6.2 REFERENCE DOCUMENTS & KEY AGENCIES

Shire of Ashburton 10 year Community Strategic Plan 2017 – 2027 (Living Life) Desktop Review 2019

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.

**PUBLIC MINUTES - ASHBURTON TOURISM DEVELOPMENT
COMMITTEE MEETING 13 AUGUST 2019**

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 *(to be updated once the 2019 Economic & Tourism Development Strategy is adopted)*

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.

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.

SoA Tom Price Visitor Centre Strategic Plan

The Current strategy developed for the Tom Price Visitor Centre (2018), which includes key focus areas of:

- Enhancing visitor servicing and product experience
- Being part of destination marketing
- Strengthening relationships in the tourism community
- Following robust governance procedures

Pilbara Development Commission, key regional strategies

The Commission's role is to coordinate and promote economic development in the Pilbara to maximise prosperity and well-being for the region, and for Western Australia.

Key strategies aligned with tourism development in the Shire are:

- PDC Demand needs analysis short stay accommodation
- PDC Pilbara Tourism Activation Infrastructure
- PDC Pilbara Tourism Product Development Plan
- PDC Regional Investment Blueprint Summary Report
- PDC Regional Investment Blueprint: Technical Report
- PRC Retail Attraction Strategy
- Pilbara Report Investment Prospectus 2012

**PUBLIC MINUTES - ASHBURTON TOURISM DEVELOPMENT
COMMITTEE MEETING 13 AUGUST 2019**

Pilbara Tourism Association

The Pilbara Tourism Association is a newly formed (2019) regional tourism organisation, which provides product development, capacity building and promotional initiatives to the operators in the region. The Association is member based, industry driven, with substantial following from the whole region, especially from operators within Shire of Ashburton.

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.

Economic Development Framework WALGA 2018

In 2018, WALGA completed an Economic Development Framework Project to facilitate a strategic approach to economic development (ED) in the sector.

Guided by a reference group of senior staff drawn from across the sector, the project comprised:

- exploration of current research and practice about the role of the sector in ED and the creation of sustainable communities;
- resource materials to assist WA Local Governments in creating and implementing ED strategies, and
- establishing a network of ED professional practitioners to support their work in this area and to ensure ongoing alignment with contemporary practice.

Tourism WA - www.tourism.wa.gov.au

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. They are the authors of the Australia's North West Destination Development Strategy available at: [Australias Northwest Destination Development Strategy](http://www.australiasnorthwest.com)

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.

**PUBLIC MINUTES - ASHBURTON TOURISM DEVELOPMENT
COMMITTEE MEETING 13 AUGUST 2019**

7. AGENDA ITEMS

7.1 FINAL ECONOMIC & TOURISM DEVELOPMENT STRATEGY

MINUTE: 615/2019

FILE REFERENCE:	ED01.01
AUTHOR'S NAME AND POSITION:	Anna Del Rio Manager Economic Development & Tourism
AUTHORISING OFFICER AND POSITION:	John Bingham Acting Chief Executive Officer
NAME OF APPLICANT/RESPONDENT:	Not Applicable
DATE REPORT WRITTEN:	11 July 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 Ashburton Tourism Development Committee requests that Council adopt the Economic and Tourism Development Strategy ("*the Strategy*").

Background

At the March 2019 Ordinary Meeting Council resolved to:

- accept the Strategy as 'Draft' (**ATTACHMENT 7.1A**);
- share the Strategy with relevant stakeholders inviting further feedback for a period of not less than 21 days; and
- refer back to the Ashburton Tourism Development Committee (ATDC) with any comments from stakeholders at the earliest opportunity.

The Strategy was shared with all stakeholders who were part of the consultation phase and twelve submissions were received.

The submissions received are a combination of positive and negative feedback, including clear suggestions to add and/or edit particular sections of the Strategy.

The prevailing feedback across all stakeholders is that the Strategy is somewhat lacking in that each component needs to be much clearer and impactful. Some stakeholders were confused by the layout of the document highlighting that there is a lot of emphasis put on the background information and data, yet not enough on the actual strategy.

PUBLIC MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 13 AUGUST 2019

At the May 2019 ATDC Meeting a motion was carried to:

- Note the stakeholder submissions;
- Adopt the changes to the Strategy as recommended; and
- Request the Chief Executive Officer (CEO) make the necessary formatting changes to the document for it to feature a clearer and more impactful strategy component and be referred back to the Committee for final approval.

Comment

Stakeholder feedback has been incorporated with changes to the Strategy as per the table of feedback provided at the May 2019 ATDC Meeting. Careful consideration has been given to the dominating comments around the Strategy lacking clear direction and 'punch', therefore other changes were made to the document to enhance its formatting, layout and most importantly its flow as a strategic document.

The following changes were made to the document:

- Stakeholder feedback has been noted and the changes are included throughout the document;
- The strategy component has been brought forward (to the beginning of the document) with the background information following later;
- A list of acronyms has been provided;
- The statistical information has been removed from the document body and included as appendices;
- Other strategies considered for the formation of the 'Strategy' have been referenced in the appendices;
- 'Strategy target markets' have been added (i.e. to whom is the Strategy aimed at?); and
- The Strategy 'framework' has been re-arranged:

Original structure

Promote the Shire

- *Tourism promotion and marketing.*
- *Marketing the region for business investment.*

Facilitate Infrastructure Development

- *Encouraging tourism infrastructure development.*
- *Supporting transport infrastructure development.*
- *Facilitating business and industry infrastructure.*

Advocate on Behalf of Local Operators and Businesses

- *Lobbying State and Commonwealth for infrastructure and policy outcomes.*

**PUBLIC MINUTES - ASHBURTON TOURISM DEVELOPMENT
COMMITTEE MEETING 13 AUGUST 2019**

Proposed structure

Goal 1 Promote the Shire

- *Targeted destination marketing for increased tourism – (sub-headings are now called 'key focus areas').*
- *Supporting capacity building.*
- *Maximising regional itineraries promotion.*

Goal 2 Encourage Infrastructure Development & Investment

- *Encouraging development of tourism and transport infrastructure.*
- *Lobbying on behalf of the Shire and industry to promote funding investment.*

Goal 3 Promote Business Development

- *Encouraging investment in local businesses.*
- *Facilitating networks for growth and support.*

- The revised Goals are better aligned with the Shire's direction in the Strategic Community Plan as well as stakeholder's feedback and the resources and capacity to deliver in those areas;
- Following this new framework 'Key Focus Areas' and the actions in the Program of Work were re-arranged so they sit under each relevant Goal;
- Key Focus Areas have been introduced for each goal, with the actions featured in the Program of Work tables. (The Key Focus Areas serve as background to the actions in the tables);
- Previously, there was one Program of Work table which covered all three goals. Now this has been split in three parts and has been categorised so there's a Program of Work table for each goal, and the actions have been re-arranged so they sit under their relevant Key Focus Area (i.e. some actions were moved from an area and put under another for better suitability);
- In the previous draft the third Goal was 'Advocate on Behalf of Local Operators and Businesses' however it contained information and actions that were more around facilitation of infrastructure and transport outcomes (this is now covered under Goal 2. 'Encourage Infrastructure Development & Investment'). Goal 3 is now called 'Promote Business Development' and it sets the scene for businesses to establish and grow in the Shire, facilitating networks with other affiliations and collaborating with Chambers of Commerce;
- In regards to the 'Actions' contained in the Strategy they have been re-arranged to sit under the revised goals and align to Key Focus Areas - some were removed from the previous draft (as unrealistic), other actions have a different tone suggesting the Shire to facilitate initiatives instead of doing them, as the workload was impractical (i.e. words like 'conduct', 'develop' and 'lead' were replaced with 'support' and/or 'encourage');
- In the previous Draft some actions were repeated up to three times - these have been reduced to one action.
- Some actions have been expanded to clarify their intent;

**PUBLIC MINUTES - ASHBURTON TOURISM DEVELOPMENT
COMMITTEE MEETING 13 AUGUST 2019**

- Some actions were also modified according the stakeholder feedback;
- A map of the Shire has been added to 'The Context';
- The background part of the Strategy (everything following the strategy component) has been carefully reviewed with minor changes to wording to better align with the Shire's context and capabilities;
- The document has undergone a general 'make-over' by professional designers to enhance its layout and format. The 'look' and format has changed to address the 'lack of punch and clarity';
- The Shire's suite of four 'marketing fliers' to attract investment have been added in the Appendix.

The proposed final Strategy for Committee to recommend for adoption to Council can be reviewed in **ATTACHMENT 7.1B**.

Consultation

Executive Management Team
Manager Economic Development and Tourism
Manager Media and Communications

Statutory Environment

There are no known statutory impediments for this matter.

Financial Implications

There are no financial implications for the 2019/20 budget.

Strategic Implications

Shire of Ashburton Strategic Community Plan 2017-2027 Living Life (Desktop Review 2019)

Goal 02 - Economic Prosperity
Objective 03 - Well-managed tourism

The development of a strategy is specifically highlighted in Goal 2 as follows:

"Develop a Shire Economic Development Strategy that includes engagement with industry and government to support local economic development initiatives".

Under Objective 03, "Well-managed tourism" specifically refers to the following:

"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".

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

**PUBLIC MINUTES - ASHBURTON TOURISM DEVELOPMENT
COMMITTEE MEETING 13 AUGUST 2019**

Voting Requirement
Simple Majority Required

Officers Recommendation and Committee Decision

MOVED: Cr L Rumble

SECONDED: Cr D Diver

That with respect to the draft Economic and Tourism Development Strategy, the Ashburton Tourism Development Committee recommend Council:

- 1. Approve and adopt the Economic and Tourism Development Strategy ATTACHMENT 7.1B as final; and**
- 2. Request the Chief Executive Officer to give public notice of the Economic and Tourism Development Strategy and make the document available for public viewing.**

CARRIED 5/0

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

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 9.39 am.