



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

AGENDA

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

**AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING
20 NOVEMBER 2018**

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 20 November 2018 at Ashburton Hall, Ashburton Avenue, Paraburdoo commencing at 9.00 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
20 NOVEMBER 2018**

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 23 APRIL 2018.....	6
6.	REFERENCE.....	6
6.1	TERMS OF REFERENCE	6
6.2	REFERENCE DOCUMENTS & KEY AGENCIES.....	7
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

**AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING
20 NOVEMBER 2018**

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 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 Ms A Del Rio Mrs E Diver Ms J Smith Mrs M Lewis	Chief Executive Officer Acting Director Community Services Manager Economic Development and Tourism Tom Price Visitors Centre Coordinator Executive Coordinator Councillor 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

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, 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.

AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 20 NOVEMBER 2018

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
20 NOVEMBER 2018**

- 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 23 APRIL 2018

Officers Recommendation

That the Minutes of the Ashburton Tourism Development Committee Meeting held on 23 April 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

AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 20 NOVEMBER 2018

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)
<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>

**AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING
20 NOVEMBER 2018**

<p>REC07 Tourism Policy 2016</p> <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>
<p>SoA Tourism Destination Development Strategy 2011</p> <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>
<p>SoA Economic Development Opportunities Study 2016</p> <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>
<p>Pilbara Tourism Development Plan 2014 (PDC, PRC, Tourism WA)</p> <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>
<p>Pilbara Regional Investment Blueprint 2015 (PRC)</p> <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.
<p>Pilbara Region Trails Blueprint Final Report</p> <p>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.</p>
<p>Pilbara Regional Signage Strategy (UN-ENDORSED DRAFT)</p> <p>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.</p>
<p>DRAFT Local Government and Tourism Discussion Paper WALGA</p> <p>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.</p>

AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 20 NOVEMBER 2018

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
20 NOVEMBER 2018**

Pilbara Regional Council
The PRC are undertaking the following in conjunction with the above projects.
<ul style="list-style-type: none"> 1. Signage for the Warlu Way 2. A digital media strategy <ul style="list-style-type: none"> ○ Digital Mobile Engagement ○ Mobile App 3. The trails project <ul style="list-style-type: none"> ○ Regional Tourism Trails ○ Pilbara Trails Blueprint <ul style="list-style-type: none"> ▪ 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
20 NOVEMBER 2018**

7. AGENDA ITEMS

7.1 2018-2021 TOM PRICE VISITOR CENTRE STRATEGIC PLAN

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
 - ✓ Active presence and voice role within the regional tourism industry.
- Improved overall business management:

AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 20 NOVEMBER 2018

- ✓ 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

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

**AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING
20 NOVEMBER 2018**

Voting Requirement

Simple Majority Required

Recommendation

That with respect to the 2018-2021 Tom Price Visitor Centre Strategic Plan, the Ashburton Tourism Development Committee recommend that:

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.

**AGENDA - 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)

FILE REFERENCE:	RC03 CP24
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:	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).

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.

AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 20 NOVEMBER 2018

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 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:

AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 20 NOVEMBER 2018

- *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
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:

AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 20 NOVEMBER 2018

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.

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

**AGENDA - 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

Absolute Majority Required

Officers Recommendation

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**.

**AGENDA - 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 _____ am.



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

MINUTES

**Clem Thompson Sports Pavilion, Stadium
Road, Tom Price
23 April 2018
10.30 am**

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: 23/4/2018

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.

1.	DECLARATION OF OPENING.....	4
1.1	ACKNOWLEDGEMENT OF COUNTRY	4
1.2	ELECTION OF CHAIRPERSON	4
2.	ATTENDANCE	4
2.1	PRESENT	4
2.1	APOLOGIES.....	5
2.2	APPROVED LEAVE OF ABSENCE.....	5
3.	ANNOUNCEMENT OF VISITORS.....	5
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 24 MAY 2016 & 21 JUNE 2016.....	6
6.	REFERENCE.....	6
6.1	TERMS OF REFERENCE	6
6.2	REFERENCE DOCUMENTS & KEY AGENCIES.....	8
7.	AGENDA ITEMS	11
7.1	DEVELOPMENT OF AN ECONOMIC AND TOURISM DEVELOPMENT STRATEGY ..	11
7.2	CAMPING ARRANGEMENTS AT THREE MILE POOL, MINDEROO STATION	16
7.3	PROPOSED 2018 VISITOR GUIDE FOR THE SHIRE OF ASHBURTON.....	22
8.	NEXT MEETING.....	25
9.	CLOSURE OF MEETING	25

1. DECLARATION OF OPENING

The Chief Executive Officer declared the meeting open at 10.32 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 and present.

1.2 ELECTION OF CHAIRPERSON

The members of a committee are to elect a presiding member from amongst themselves in accordance with Schedule 2.3 of the Local Government Act 1995 (S5.12 Local Government Act 1995).

Cr White nominated Cr Lynch to the position of presiding member. Cr Lynch accepted the nomination.

There being no further nominations the Chief Executive Officer declared Cr Lynch to be elected as the Presiding Member of the Pilbara Regional Waste Management Facility Committee for the ensuing two (2) years to October 2019.

Cr Lynch assumed the chair as presiding member.

2. ATTENDANCE

2.1 PRESENT

Members:	Cr K White Cr L Rumble Cr D Diver Cr M Lynch Cr M Gallanagh Cr L Thomas	Onslow Ward Paraburdoo Ward Tom Price Ward Tom Price Ward (Presiding Member) Pannawonica Ward Tableland Ward
Staff:	Mr R Paull Mr B Hall Ms A Del Rio Ms J Smith Mrs M Lewis	Chief Executive Officer Acting Director Strategic and Community Development Manager Economic & Tourism Development Executive Officer CEO & Councillor Support Officer
Guests:	Cr Foster	Tom Price Ward
Staff in Attendance:	Dee Walkington Kevin Hannagan John Bingham Lee Reddell Sharmayne Halliday	
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

There were no apologies.

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, Diver, Lynch, Gallanagh and Thomas noted that they had given due consideration to all matters contained in the Agenda presently before the meeting.

4.2 DECLARATIONS OF INTEREST**Councillors to Note**

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
 - 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
There were no interests declared.		

5. CONFIRMATION OF MINUTES OF PREVIOUS MEETING

5.1 ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING HELD ON 24 MAY 2016 & 21 JUNE 2016

Officers Recommendation and Committee Decision

MOVED: Cr L Rumble

SECONDED: Cr K White

That the Minutes of the Ashburton Tourism Development Committee Meeting held on 24 May 2016 and 21 June 2016, be confirmed as a true and accurate record.

CARRIED 5/1
Crs Lynch, Diver, White, Gallanagh, Rumble voted for the motion
Cr Thomas voted against 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.

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).

6.2 REFERENCE DOCUMENTS & KEY AGENCIES

<p>Shire of Ashburton 10 year Community Strategic Plan 2017 – 2027 (Living Life)</p> <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>
<p>SoA Corporate Business Plan 2013</p> <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>
<p>REC07 Tourism Policy 2014</p> <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>
<p>SoA Tourism Destination Development Strategy 2011</p> <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>
<p>SoA Economic Development Opportunities Study 2016</p> <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>
<p>Pilbara Tourism Development Plan 2014 (PDC, PRC, Tourism WA)</p> <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>
<p>Pilbara Regional Investment Blueprint 2015 (PRC)</p> <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.
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).

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

7. AGENDA ITEMS

7.1 DEVELOPMENT OF AN ECONOMIC AND TOURISM DEVELOPMENT STRATEGY

MINUTE: 338/2018

FILE REFERENCE:	ED01.01
AUTHOR'S NAME AND POSITION:	Anna Del Rio Manager Economic Development & Tourism
AUTHORISING OFFICER AND POSITION:	Anika Serer Director Strategic & Community Development
NAME OF APPLICANT/RESPONDENT:	Not Applicable
DATE REPORT WRITTEN:	26 March 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 Committee is requested to seek Council's endorsement of a proposed scope for development of an Economic and Tourism Development Strategy by an appropriate consultant.

Background

The Shire's only strategy relevant to Tourism and Economic Development is the Tourism Destination Development Strategy (2011). This strategy contains a number of objectives and actions that have been achieved. Some of these are signage projects (information bays); re-vamping of the Tom Price Visitor Centre; the Economic Development Opportunities Study; creation of a tourism brand for posters & signage; and the appointment of an Economic & Tourism Development Officer (referred to as a Tourism Development Officer in the strategy).

The Shire has shown commitment to the development of tourism and local economy by appointing a Manager and allocating a tourism budget. It has become imperative that due to the Shire's heavy reliance on the mining and energy industries, the Shire needs to pursue other opportunities for economic development, which translates into the adoption of a sound strategic plan.

Rationale – why a Strategy?

To strategically assist the Shire to pursue ways of diversifying its economy from the dominating mining and energy sectors, with a focus on tourism. Tourism has been identified as a strong contributor to the local economy.

The role of an Economic and Tourism Development Strategy (ETDS) is to drive the Shire's projects and activities around local economy and tourism.

ETDS Deliverables

It is intended that an ETDS will strengthen the capacity of the Shire's economy to:

- diversify from the mining and energy sectors
- increase employment, business and investment opportunities
- promote local business development and private investment
- enhance facilities that service both residents and visitors
- strengthen relationships and communication with stakeholders and communities
- make the most of the local resources and assets, including human capital
- make the Shire an attractive and desirable place to live and work

More particularly from a tourism perspective, it is expected that the Strategy focuses around:

- fostering increased tourism
- improving the region's brand awareness
- increasing tourism visitation and lengths of stay including through digital means
- promoting and marketing current and up-coming tourism projects and assets through brand awareness and digital media
- maximizing relationships with Australia's North West, Tourism WA and Destination WA
- proactively responding to and engaging in regional and state tourism campaigns
- servicing the needs of a variety of visitors (e.g. Grey Nomads, European Backpackers, the China market)
- facilitating and attracting tourism developments
- maximising nature based, adventure, industrial and heritage & arts tourism
- assisting the business community with linkages to regional, state and national tourism programs

The ETDS should provide a SMART based implementation plan (Specific, Measurable, Achievable, Timely, Realistic) with a localised approach that addresses the following aspects:

- Value adding opportunities deriving from the mining & energy sectors
- Alternative forms of employment
- Ways of stimulating local economy including: business and investment attraction methods
- Unlocking and maximising local human capital (including business development and professional development opportunities for FIFO families)
- Facilitate land use, planning and availability
- Foster business dynamisms and collaboration
- Supporting established businesses and creating a culture that encourages entrepreneurship
- Identify clear economic development projects (prioritised over a five year period with budget and resourcing requirements identified) that reflect the nine regional pillars (areas of opportunity) identified in the Pilbara Development Commission

Regional Investment Blueprint.

The Strategy should acknowledge the different fabric, economic and tourism needs of each of the Shire's towns and that they may require different strategic directions.

Procurement Process

- A Request for Quote (RFQ) outlining the desired deliverables above has been drafted
- The RFQ will be available on Tenderlink for 3 weeks
- Submissions will be reviewed by Manager of Economic Development and Tourism, Director of Strategic and Community Development in consultation with the Chief Executive Officer
- Consultant will be awarded depending on responses to criteria (Experience 30%, Capacity 20%, Fees & Charges 50%)

Project Stages & Suggested Engagement Process for Consultant

- Deadline: It is intended to present the Economic Development Strategy to the Council for adoption no later than the **20 November 2018** Ordinary meeting of Council.
- The Consultant will be required to travel to and within the Shire (Tom Price, Onslow, Paraburdoo and Pannawonica) for consultation workshops and presentations to Council. The consultant will be given an extensive list of stakeholders for consultation.
- Stages/activities below are indicative only and may be altered depending on Shire staff availability, elected member briefing dates and community consultation dates.

STAGE	ACTIONS	WHEN
	Award RFQ to successful Consultant	Week beginning 21 May
1 Research	Project initiation Provide links to previous reports, documentation, strategic plans, stakeholder list and additional information.	Week beginning 21 May
	Shire staff consultation Gather data and feedback through consultation with Shire of Ashburton personnel and other key stakeholders to understand the economic situation, the Shire and its community needs. Also discuss document layout. <i>Via phone/email</i>	Week beginning 28 May
2 Planning process consultation	Site Visit 1 <ul style="list-style-type: none"> • Based on the Consultant's findings, develop a detailed strategic planning process model complete with key milestones and timelines. Consult with Shire staff. • Conduct strategic planning orientation workshop for The Shire Council, Senior Managers and other employee groups. <i>Location: Tom Price</i>	Week of 16th July 18th July Council meeting (for presentation at Council)
3 Stakeholder consultation	Site Visit 2 Conduct a comprehensive public consultation process that includes residents, businesses and other community service based groups/agencies; identifying and defining key needs held by the community with respect to the Shire's outcomes Number of workshops to be defined. One per town at a minimum. <i>Location: Tom Price, Paraburdoo, Onslow</i>	Mid August 2018

4 Draft ETDS	ETDS and Implementation/Action Plan Drafts Provide drafts of the Economic Development Strategy that is based on the information gathered so far for The Shire's review and approval. Work on edits following Shire staff and Tourism Committee review (October) council review	October 2018
5 Final ETDS	Final ETDS and Implementation/Action Plan Provide final versions of the EDTS to Shire	Week beginning 1 st November

Stakeholders

Strategic partners and stakeholders include, but are not limited to the following;

- Shire of Ashburton Councillors and relevant officers
- Industry stakeholders (mining, energy, construction, tourism, pastoral)
- Various Community & Service Groups
- Government Agencies
- Chambers of Commerce
- Business owners

Comment

Current situation

The tourism strategy developed in 2011 has now either been largely delivered, or no longer relevant to the changing economic climate in the Shire. It is noted that a tourism workshop was held by Committee members in July 2016 however outcomes unfortunately were not captured in detail. The proposal to develop a new economic development strategy, including tourism as a significant pillar, will enable Councillors and the community to be engaged in the future direction and priorities for the Shire of Ashburton. It will also enable the Shire to confirm its position on broader policies and regional, state and federal initiatives as well as plan future activities for the Tom Price Visitor Information Centre.

Consultation

Chief Executive Officer
 Director Strategic & Community Development
 Economic & Land Development Manager

Statutory Environment

There are no statutory impediments.

Financial Implications

The expected cost for the consultant and development of the strategy is \$40,000 which is included in the 2017/18 budget.

There are no known meaningful financial implications relative to this matter in excess of officer time and minor administrative costs.

Strategic Implications

Shire of Ashburton Strategic Community Plan 2017-2027 Living Life
 Goal 2 - Economic Prosperity
 Objective 1 - Strong Local Economies
 Objective 2 - Enduring partnerships with industry and government

Strategic Direction - Develop a Shire Economic Development Strategy that includes engagement with industry and government to support local economic development initiatives
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

Policy FIN12 – Purchasing Policy
REC07 - Tourism Policy

Voting Requirement

Simple Majority Required

Officers Recommendation and Committee Decision

MOVED: Cr L Rumble

SECONDED: Cr D Diver

That with respect to the development of an Economic and Tourism Development Strategy that the Ashburton Tourism Development Committee recommend to Council, that Council:

- 1. Endorse the proposed scope for development of an Economic and Tourism Development Strategy by an appropriate consultant.**

CARRIED 5/1

**Crs White, Rumble, Diver, Lynch, and Gallanagh voted for the motion
Cr Thomas voted against the motion**

7.2 CAMPING ARRANGEMENTS AT THREE MILE POOL, MINDEROO STATION

MINUTE: 339/2018

FILE REFERENCE:	RC01 RV32
AUTHOR'S NAME AND POSITION:	Anna Del Rio Manager Economic Development & Tourism
AUTHORISING OFFICER AND POSITION:	Anika Serer Director Strategic & Community Development
NAME OF APPLICANT/RESPONDENT:	Not applicable
DATE REPORT WRITTEN:	9 April 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 Tourism Development Committee is requested to seek Council's support for camping arrangements at Three Mile Pool, Minderoo Station along with in principle endorsement for the introduction of a \$10 camping fee per vehicle per night in the 2018/19 Fees & Charges schedule.

Background

Three Mile Pool (Ashburton River) is a popular natural camping site located land under the care and control of Minderoo Station (near Onslow). There are no facilities, bins or toilets; the only facilities (RV dump point and toilet) are located nearby in Old Onslow.

Camping occurs through the winter season (approximately May to October), up to 60 vehicles have been sighted at Three Mile Pool. It is assumed via anecdotal feedback and online reviews (Wikicamps, TripAdvisor) that the majority of camp users are 'regulars' who stay long term and return on an annual basis. The long-term campers have a positive effect on the town's economy through their regular purchase of food, fuel and amenities. Anecdotal feedback also indicates that the local chemist shop relies on the tourism sector to sustain itself and a large number of customers are tourists camping at Three Mile Pool.

On an annual basis the Shire requests approval from Minderoo Station to grant permits to tourists to camp there. The approval has always been granted on the provision that the site is maintained neat and clean and there is no nuisance imposed by the campers.

The current arrangement sees campers requiring a permit if they wish to stay for longer than three days, the maximum stay is three months. Only fully self-contained vehicles are allowed to camp for longer than three days. Campers are issued a permit by the Shire (available at the Onslow administration building). The permit also states the rules (i.e. collect your own rubbish, no fires, be aware of wandering cattle). There are out-dated signs on site which indicate a \$5 fee to be paid but this is not reflected in any records and no fees have been collected for years (i.e. camping has been free).

The Shire's ranger attends the area on a weekly basis during tourist season (May to October), and offers to take rubbish to the tip for campers on these trips. The campers are also known to take turns in taking rubbish to the tip.

Three Mile Pool is a 'camping Mecca' for tourists and it is the only formal free camping site in the Shire of Ashburton. There have been very minimal issues associated with people camping at the location, and no formal complaints received from Minderoo Station.

Current Costs and resourcing

The RV dump point at Old Onslow gets emptied between May and November, approximately five times per year and costs between \$1,100 and \$1,200 each time. During the 2016/17 financial year emptying the Dump Point cost \$5,707.

The cleaners go out during peak times and replenish the toilet paper occasionally. The camping area is patrolled by a ranger three times a week during peak season.

Comment

Current situation

The Community and Strategic Development Department was about to 're-vamp' the application and permit system by introducing new signs at the site outlining the rules and approved camping area, with an outdoor brochure holder containing information and instructing campers to attend the Onslow Shire reception to obtain a permit.

The rangers would then be kept up to date on a weekly basis with a spreadsheet of the campers' details maintained by reception staff.

The Shire has again formally written to the Pastoral Leaseholder of Minderoo Station seeking approval to allow camping at Three Mile Pool. The leaseholder has not responded in writing however a representative has verbally advised Shire staff as follows:

- They wish for the camping to be sustainable for both Shire and Minderoo.
- The campers are having a greater effect on the station's operations due to rubbish and excrement.
- The camping area is expanding each year and they wish to see signs that indicate where camping areas begin and end.
- They wish for the Shire to erect a fence to limit access of campers to Minderoo Station.
- They are happy with the new proposed permit/brochure system.
- They wish to introduce a \$10 camping fee per vehicle per night and for the funds to go towards the management of the site (erection of new signs, rubbish collection) and/or a local community cause.

There is a common understanding and acceptance that not every vehicle will pay, and the Shire is unable to arrange daily inspections/checks with current resources.

Shire staff have discussed the installation of an honesty box and identified a number of related risks and issues (vandalism, logistics of collecting the money). It is easier and more feasible to continue the original arrangement which sees campers paying in person at an office.

The Onslow administration building could continue to issue permits and collect the fees however the office is shut during weekends. The Onslow Visitor Centre and Goods Shed Museum has been approached whether they could process the permits and payments (and as a community group also retain the income generated from camping fees, given their active involvement in tourism and preserving Onslow's history). The Onslow Visitor Centre Coordinator expressed that this request would need to be officially accepted at an Onslow Tourism and Progress Association committee meeting. However she has indicated that the Centre will most likely take on the administrative tasks associated with camping fees (permit and payment).

Should Council not agree to introduce a camping fee or address rubbish or erect a fence to limit access of campers to Minderoo Station, Minderoo Station will need to reconsider its position regarding allowing camping at Three Mile Pool to ensure there is not an unacceptable impact on pastoral activities. This would mean that the Shire's annual request to allow permission for camping at the site will be declined by Minderoo. In this regard, Minderoo would be responsible for any camping arrangements along with statutory approvals at Three Mile Pool.

The average cost at other Station Stays or Camping Sites across the region/state is between \$30 and \$40, these are all privately run. As a comparison, Cleaverville camp site (City of Karratha) is crown land and camping costs are \$15 per night per vehicle and vary for groups and length of stay.

Consultation

Executive
 Director Community & Strategic Development
 Environmental Health Officer
 Facilities Officer - Onslow
 Director Development & Regulatory Services
 Director Corporate Services
 Senior Ranger
 Onslow Visitors Centre
 Minderoo Station Representatives

Statutory Environment

Caravan Parks and Camping Grounds Act 1995
Caravan Parks and Camping Grounds Regulations 1997.

The *Regulations* specify that a licence for operation of a caravan park or camping ground isn't required if the local government is managing the site. This remains the case even if the park is located on private property or subject to a lease, providing the local government has obtained the permission of the tenure holder.

Financial Implications

The design and print of 1000 brochures (camping rules, map and permit) costs approximately \$1,200.

It is expected that four signs (two containing rules, outdoor brochure holders and two signs outlining camping boundaries) would cost approximately \$8,000.

Annual maintenance & emptying of the RV Dump Point at Old Onslow is approximately \$5,500 per annum.

The Shire does not have capacity with existing staff resources to increase the number of visits to Three Mile Pool to police the camping area and permits.

Income generated from camping fees

Based on the following assumptions:

- A \$10 camping fee is charged per vehicle per night.
- An average of 30 vehicles are camped at Three Mile Pool over a three month period.
- Some campers won't pay fees.

It is estimated that an amount of \$27,000 or thereabouts will be generated per season.

It is suggested that this income is donated to the Onslow Visitor Centre/Good Shed Museum for the upkeep of the museum.

Strategic Implications

Shire of Ashburton Strategic Community Plan 2017-2027 Living Life

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

Policy FIN12 – Purchasing Policy

REC07 - Tourism Policy

Voting Requirement

Absolute Majority Required

Officers Recommendation

That with respect to camping arrangements at Three Mile Pool, Minderoo Station the Ashburton Tourism Development Committee recommend to Council, that Council:

1. Adopt in principle a \$10 camping fee for Three Mile Pool (fee calculated per vehicle, per night) inclusive of GST;
2. Request Council to include in the 2018/19 Fees & Charges Schedule a \$10 camping fee for Three Mile Pool (fee calculated per vehicle, per night) inclusive of GST;

3. Liaise with the Onslow Visitor Centre to process camping payments and permits with the intent that fees raised would be donated to the Onslow Visitor Centre;
4. Authorise the income received from the camping fees to be donated to the Onslow Visitor Centre for the purpose of maintaining the Good Shed Museum; and
5. Request the Chief Executive Officer to advise the Pastoral lease holder of Minderoo Station in relation to camping at Three Mile Pool (Ashburton River) that:
 - a) The Shire will not erect a fence to limit access of campers to Minderoo Station or introduce skip bins;
 - b) The Shire will improve signage (including defining camping areas, advising campers that toilet facilities are not available and to remove their rubbish) and establish a permit system;
 - c) The Shire will continue to carry out Ranger inspections three times per week during peak season;
 - d) Council has adopted an 'in principle' \$10 camping fee for Three Mile Pool (fee calculated per vehicle, per night) inclusive of GST;
 - e) Council is to include the \$10 camping fee for Three Mile Pool (fee calculated per vehicle, per night) inclusive of GST in the 2018/19 Fees & Charges Schedule;
 - f) The Council is prepared to allow the Onslow Visitor Centre to process camping payments and permits with the intent that fees raised are a donation to the Onslow Visitor Centre;
 - g) The Pastoral lease holder of Minderoo Station is requested to confirmation in writing the acceptance (or otherwise) of Council's decisions as per above.
 - h) Should the Pastoral lease holder of Minderoo Station not accept the arrangements as outlined that:
 - i. Council will consider this response as an objection to the camping arrangements at Three Mile Pool, Minderoo Station; and
 - ii. The lease holder is asked to advise how they intend to manage camping at Three Mile Pool (Ashburton River).

Committee Decision

MOVED: Cr D Diver

SECONDED: Cr L Rumble

That with respect to camping arrangements at Three Mile Pool, Minderoo Station the Ashburton Tourism Development Committee recommend to Council, that Council:

- 1. Adopt in principle a \$5 camping fee for Three Mile Pool (fee calculated per vehicle, per night) inclusive of GST;**
- 2. Request Council to include in the 2018/19 Fees & Charges Schedule a \$5 camping fee for Three Mile Pool (fee calculated per vehicle, per night) inclusive of GST;**
- 3. Liaise with the Onslow Visitor Centre to process camping payments and permits with the intent that fees raised would be donated to the Onslow Visitor Centre;**
- 4. Authorise the income received from the camping fees to be donated to the Onslow Visitor Centre for the purpose of maintaining the Good Shed Museum; and**

- 5. Request the Chief Executive Officer to advise the Pastoral lease holder of Minderoo Station in relation to camping at Three Mile Pool (Ashburton River) that:**
- a) The Shire will not erect a fence to limit access of campers to Minderoo Station or introduce skip bins;**
 - b) The Shire will improve signage (including defining camping areas, advising campers that toilet facilities are not available and to remove their rubbish) and establish a permit system;**
 - c) The Shire will continue to carry out Ranger inspections three times per week during peak season;**
 - d) Council has adopted an 'in principle' \$5 camping fee for Three Mile Pool (fee calculated per vehicle, per night) inclusive of GST;**
 - e) Council is to include the \$5 camping fee for Three Mile Pool (fee calculated per vehicle, per night) inclusive of GST in the 2018/19 Fees & Charges Schedule;**
 - f) The Council is prepared to allow the Onslow Visitor Centre to process camping payments and permits with the intent that fees raised are a donation to the Onslow Visitor Centre;**
 - g) In consultation with the Onslow Visitor Centre Council request the Shire to pursue a camp host at the site as a voluntary arrangement;**
 - h) The Pastoral lease holder of Minderoo Station is requested to confirmation in writing the acceptance (or otherwise) of Council's decisions as per above.**
 - i) Should the Pastoral lease holder of Minderoo Station not accept the arrangements as outlined that:**
 - i. Council will consider this response as an objection to the camping arrangements at Three Mile Pool, Minderoo Station; and**
 - ii. The lease holder is asked to advise how they intend to manage camping at Three Mile Pool (Ashburton River).**

CARRIED BY ABSOLUTE MAJORITY 6/0

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

Reason for change:

\$5 is a more equitable fee and a camp host is sought to ensure adequate supervision.

7.3 PROPOSED 2018 VISITOR GUIDE FOR THE SHIRE OF ASHBURTON

MINUTE: 340/2018

FILE REFERENCE:	ED01.01
AUTHOR'S NAME AND POSITION:	Anna Del Rio Manager Economic Development & Tourism
AUTHORISING OFFICER AND POSITION:	Anika Serer Director Strategic & Community Development
NAME OF APPLICANT/RESPONDENT:	Not Applicable
DATE REPORT WRITTEN:	13 April 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

Committee is requested to seek Council's endorsement of the 2018 Visitor Guide to be published and distributed by the Shire of Ashburton.

Background

The Economic Development & Tourism Team, Media and Visitor Centre have been working with graphic designers and travel writers to develop a Visitor Guide for the Shire of Ashburton.

The intention of this guide is to generate more awareness of our beautiful region, draw more visitors and entice them to stay longer. The initiative has attracted about 20 local businesses to advertise in this guide (paid).

50,000 glossy copies will be printed and available at numerous Visitor Centres across the state, including our own centres and Shire offices. It will also be available online (Shire, Tom Price Visitor Centre and Australia's North West websites).

It is intended to finalise the publication, have it printed and delivered for the peak tourist season.

Council has been asked to provide feedback on the draft via EMACCESS. The most consistent feedback received is about making sure the Visitor Guide includes the interesting fact that the Shire is home to four of the highest climbable mountains in Western Australia (Mt Meharry, Mt Nameless, Mt Bruce and Mt Sheila). This feedback has been noted and forwarded to the

editors. The 'final' draft 2018 Visitor Guide based on Councillor feedback is included as **ATTACHMENT 7.3**.

Comment

The Visitor Guide is in its very final stages and will be ready to print following the addition about the four mountains. It is suggested that the Committee endorses the changes requested and approves printing of the publication, with an expected print and distribution date of 16 May 2018.

Consultation

Chief Executive Officer
Director Strategic & Community Development
Coordinator Media & Communications

Statutory Environment

There are no statutory impediments.

Financial Implications

The expected cost for the development of this guide is \$40,000 which is included in the 2017/18 budget.

Tourism operators have purchased advertising in the planner, to the value of \$10,922.

Strategic Implications

Shire of Ashburton Strategic Community Plan 2017-2027 Living Life
Goal 2 - Economic Prosperity
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

Simple Majority Required

Officers Recommendation

That with respect to the proposed 2018 Visitor Guide the Ashburton Tourism Development Committee recommend to Council to approve the 2018 Visitor Guide for printing and distribution (ATTACHMENT 7.3).

Committee Decision**MOVED: Cr D Diver****SECONDED: Cr K White**

That with respect to the proposed 2018 Visitor Guide the Ashburton Tourism Development Committee recommend to Council to approve the 2018 Visitor Guide for printing and distribution (ATTACHMENT 7.3) with the following changes:

Page 4 clarify distances.

Page 25 reference to Kelly's pool needs to be shown on map.

Page 26 needs to be consistency with the colour of the roads across all maps.

Page 34 clarify correct photo of Pannawonica Hill.

Page 35 replace photograph of camp with a photograph of caravan park.

CARRIED 6/0

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

Reason for Change:

To clarify the need for further consistency and accuracy of the document.

8. NEXT MEETING

The next Ashburton Tourism Development Committee meeting will be held at a time to be determined.

9. CLOSURE OF MEETING

The Presiding Member closed the meeting at 11.14 am.

Tom Price

VISITOR CENTRE



Strategic Aims



Strategy	Rationale
Challenge Perceptions	<ul style="list-style-type: none"> • Demonstrate the total scope of destination management • Explore skillsets required to implement operational changes and develop new partnerships • Shift focus of regional positioning to leverage Place Branding • Leverage tourism community
Create a Business Plan	<ul style="list-style-type: none"> • Demonstrate a 3 year business plan to define clear goals and actions in Visitor Centre operations • Collaborate with industry to enhance current experiences and leverage new product development opportunities to meet consumer demand • Introduce strategies for enhanced visitor servicing and professional standards • Meet all compliance requirements
Integrate Online Bookings & Digital Strategy	<ul style="list-style-type: none"> • Demonstrate consumer engagement with the travel purchase cycle online • Present solutions for online book-ability and distribution through online travel partners • Align destination seasonal themes and event campaign opportunities
Instigate an Immediate Start	<ul style="list-style-type: none"> • Provide key insight summary to address website improvement



Contents

Introduction	4
Strategic Alignment & Vision	5
Tourism Stakeholders	6
Strategy Plan Alignment	7
Place Branding & Vision	8
Strategy Development	9
Workshop Findings	10
Defined Strategy Pillars	12
Strategy Action Plans	13
Strategy Goals & Actions	14
Priority Tasks – Visitor Servicing	15
Priority Tasks – Product Experience	16
Priority Tasks – Destination Marketing	17
Priority Tasks – Tourism Community	18
Priority Tasks – Governance	19

Introduction

The Shire of Ashburton has commissioned Distinctly Tourism Management (DTM) to prepare a 3 year strategic plan for the Tom Price Visitor Centre, to define development targets for the period 2018 to 2021.

The Tom Price Visitor Centre (TPVC) is an accredited tourism information centre, located in the town of Tom Price, within the Shire of Ashburton in the East Pilbara region of Western Australia.

The centre is a facility, staff and administered by the Shire of Ashburton (SoA) in its capacity as the Local Government Authority (LGA). It is staffed by one full time Co-ordinator, assisted by 2 permanent part-time consultants and seasonal casual staff. Permanent staffing equates to 1.75 FTE. The Tom Price Visitor Centre sits under the Shire's Corporate Services department which oversees operations at the centre, governance structures including tourism compliance and HR processes, including staff training, are a focus area for the business plan, however the Manager of Economic Development and Tourism has substantial involvement in strategic tourism initiatives.

The primary responsibility of the centre is to promote Tom Price and its surrounding tourism experiences, including Karijini National Park, in the domestic market and provide Visitor Servicing for tourist arrivals to experience the wider region.

Currently, the Visitor Centre staff manage pre-arrivals through assisting with planning self-drive itineraries, providing a referral service for accommodation and

tours, together with providing practical information in accessing services and attractions within the region. Pre-booking of tourism product is essentially limited to coach groups and peak season FIT's for the Rio Tinto mine tour, presenting an immediate opportunity to investigate revenue opportunities to increase advance bookings.

The current floor-plan of the centre provides an opportunity to re-design usable space for retail, together with an efficient management of guest movement through the centre to enhance visitor experience. A strategy to increasing yield per visitor is a principle focus of the 3 year business plan, together with the implementation of recommended systems to improve online capability.

Engagement with the region's tourism suppliers is also addressed within the plan, guided by a strategic vision to elevate the role of the TPVC as a recognised, regional destination hub. Visitors are demonstrating a demand for this approach which is not currently reflected in an online customer journey, nor on arrival at the centre. Re-focusing destination marketing and member communications will contribute to a positive experience for all stakeholders and identify sustainable partnerships, which are currently recognised as a gap.





1

Strategic Alignment & Vision

Tourism Stakeholders

In defining the strategy pillars for the TPVC Business Plan, DTM conducted consultative interviews across stakeholder groups to assess the centre's current relationships and opportunities for engagement.

Stakeholder Group	Relationship
Local Community	The TPVC relies on the local community for resourcing staff and retail sales. It demonstrates responsible citizenship through the recommendation of local services and advocacy.
Regional Members	The TPVC has a duty to represent it's regional members through the recommendation of services, tourism advocacy and destination marketing. Consultative interviews indicated that this is a gap to be addressed.
Shire of Ashburton	The TPVC is required to demonstrate good governance and financial transparency, together with risk mitigation and best corporate practice on behalf of the LGA.
Tourism Bodies	The TPVC maintains accreditation through meeting the compliance requirements as managed through the Tourism Council of WA. Destination awareness is achieved through leveraging partnerships with Australia's North West (RTO) and Tourism WA.



Strategy Plan Alignment

Goals and actions have been developed within the strategic pillars of the TPVC Business Plan to align with current tourism strategies, which demonstrate a clear role for the TPVC in the Western Australian tourism industry.



Industry Partner	Alignment
Shire of Ashburton Corporate Business Plan	3.3 Tourism Development <ul style="list-style-type: none"> Enhance the Tom Price Visitor Centre Review and refresh a clear vision for tourism Facilitate enhanced tourism offering and promotion Facilitate partnerships with tourism industry and business professionals
Pilbara Tourism Product Development Plan (PDC 2014)	4.3 Priority Regional Initiatives <ul style="list-style-type: none"> Regional Tourism Trails Regional/Destination Marketing Diverse Range of Accommodation (access)
Tourism WA 2 Year Plan	3. Regional Development Strategy <ul style="list-style-type: none"> Actively market regional destinations and events Facilitate new regional experiences (trails) Meet consumer demand for Aboriginal Tourism Facilitate improved regional aviation access

Place Branding & Vision

Through consultation with the TPVC team, a disconnect between the demands of visitors and the visual representation of the TPVC's role, indicated a gap in place branding, leading to a lack of vision for the TPVC's role.

The TPVC has an opportunity to make positive influence on visitation at all stages of the consumer travel purchase cycle. Through examining typical enquiries we were able to establish that consumers are relating to the TPVC as a source of regional destination information in the **DREAM** and **PLAN** stages; particularly in relation to accessing Karijini National Park.

However, the remaining stages subsequently disconnect in enabling consumers to commit their plans with the TPVC in the **BOOK** stage. Importantly, once they are in the centre, there is no visual connection as a regional hub in the **EXPERIENCE** stage and a lack of strategy in encouraging visitors to **SHARE** their experiences.

Unifying the expectation and needs of consumers with service delivery at all stages of the purchase cycle requires a clearly defined brand. In the instance of Tom

Price, there is a clear opportunity to align with consumer awareness for Karijini National Park, indicating a **need for the development of a 'Place Brand'**.

Outcomes from this process include:

- Clearly defined **BRAND VALUES**, influencing the organisation's culture of service
- **MISSION STATEMENTS** to guide commitment to achieving goals
- A clearly defined **VISION** to guide the development of a tourism hub





2

Strategy Development



Workshop Findings

The following insights were gathered through consultation workshops conducted with the Tom Price Visitor Centre (TPVC) and Shire of Ashburton (SoA) Tourism teams.

- Staff resourcing is impacted by a seasonal location, transient local population and accommodating rosters for Rio Tinto families.
- There is an internal perception that the centre is under-resourced to manage tasks due to the rostering of casual staff and the unique needs of the community, together with recent changes made to the staffing model.
- Staff training has been identified as taking 6 weeks. However, there is no formalised induction process to verify the training needs.
- Consultation with TPVC staff indicates high visitor needs for regional itinerary planning enquiries which are being funnelled through the TPVC due to a gap in servicing at the Karijini VC.
- Servicing of phone enquiries is time consuming as there are no pre-planned itineraries for the region to satisfy consistent requests.
- There is evidence of over-servicing which can be addressed through pre-planned itineraries being made available online & offline.
- Visitor servicing of non-revenue services could be channelled through the provision of an internet hot desk within the centre.
- Current membership management needs to be incorporated into a specific role to take responsibility for delivering membership benefits.
- The Rio Tinto Mine Tour is a significant revenue generator for the TPVC, however, the booking, financial and manifest processes are time-consuming presenting opportunities for efficiency gains.
- An automated booking system is immediately required, which can be implemented into the current website. There are currently 40 forward bookings to be loaded into a new system. Most bookings currently occur within 24 hours of departure.
- Departure management for the Mine tour is fragmented and could be enhanced through improved guest movement procedures, where the departure briefing is a component of the tour.



Image by LEsPhotography

- Merchandise sales generate the highest turnover in the centre. However, the centre is carrying a significant amount of surplus stock.
- Merchandising within the TPVC is disjointed, cluttered and does not adequately reflect the authentic themes of the region.
- Displays are dated and obtrusive, creating cluttered people flow through the centre. Directional lighting could add value to premium displays.
- Purchasing decisions are made without reference to a themed retail plan.
- Storage space for merchandise could be better utilised as an interpretive gallery and departure room for the Mine Tour.
- The seating area for the mine-site access road instructional video is adequate, but dated.
- Refreshment sales are a potential opportunity for this area and the tour departures.
- Visitors are motivated to visit the TPVC and website, seeking information in regional planning, associated with a visit to Karijini, however, the TPVC is not identifying itself as the hub source of information for Karijini, resulting in a need to review place branding.
- There is a gap in profiling Karijini within the VC both in experience and merchandise.
- There is no formal marketing plan, which is a requirement for VC accreditation. Accreditation review is now overdue and preparation needs to be undertaken for imminent review.
- The Tourism Boost VC programme has identified immediate updates required for the TPVC website. However, skillset and time to manage the website is a gap within the current team and identified tasks are recommended to be outsourced.
- Digital advertising is not undertaken prior to season commencement to leverage Karijini online searching and advertising spend is undertaken without strategic planning.
- Website SEO and SEM strategy together with content creation should be considered for future budgets.
- Collaboration within the region is not demonstrated as a priority to build tourism community. An advocacy plan to encourage corporate partnerships is needed.

Defined Strategy Pillars

Through consultation with the TPVC team and tourism stakeholders, 5 distinct strategy pillars have been established to guide the development of goals and actions in the creation of a tourism hub.

Strategy Goals





3

Strategy Action Plans

Strategy Goals & Actions

	Goals	Actions
1 Visitor Servicing	Know our customer needs to provide quality information, efficient processing and authentic service.	<ol style="list-style-type: none"> 1. Create efficiencies in servicing itinerary planning enquiries 2. Reduce servicing time for phone enquiries 3. Enable self-service needs with IT solutions 4. Identify new revenue streams in visitor servicing 5. Identify booking efficiencies for the Mine Tour & regional supplier products
2 Product Experience	Add value to our customer's journey through enhanced visitor experience in-centre.	<ol style="list-style-type: none"> 1. Create defined zones to improve visitor flow in centre 2. Develop regionally authentic in-centre tourism experience 3. Enhance customer journey for the Mine Tour 4. Amplify 'Place Branding' through retail merchandising
3 Destination Marketing	Grow our market through establishing TPVC as a destination hub.	<ol style="list-style-type: none"> 1. Develop a Merchandise Strategy that reflects 'Place Brand' 2. Develop Marketing Strategy to improve communications across all mediums 3. Create regionally engaging content for Social media and website 4. Connect Rio Tinto Mine Tour with OTA's distribution 5. Prepare experience packages to support events and increase length of stay
4 Tourism Community	Work with our community and tourism stakeholders to foster positive relationships.	<ol style="list-style-type: none"> 1. Develop and strengthen relationships with regional tourism suppliers to enable booking growth 2. Implement communication strategy to demonstrate market activity 3. Establish famil programme to improve product awareness 4. Provide clear systems to enable regional advocacy on behalf of members
5 Governance	Demonstrate professionalism and transparent processes to ensure financial sustainability & diligence in risk management.	<ol style="list-style-type: none"> 1. Document human resources policies to foster positive staff relationships. 2. Identify new systems to improve efficiency in reporting. 3. Identify opportunities to increase yield per visitor 4. Maintain Visitor Centre accreditation compliance standards

Priority Tasks – Visitor Servicing



Strategy Goal

Know our customer needs to provide quality information, efficient processing and authentic service

Action 1: Create efficiencies in servicing new itinerary planning enquiries 🌟 High Priority

- 1.1.1 Collate pre-planned regional itineraries detailing information for regular tourist routes
- 1.1.2 Create template pdf's to respond to enquiries via email
- 1.1.3 Upload content to website and include a download link to itinerary pdf's

Action 2: Reduce servicing time for phone enquiries

- 1.2.1 Upload Frequently Asked Questions (FAQ's) to website, directing phone enquiries to site
- 1.2.2 Upload a local directory of services

Action 3: Enable self-service needs with IT solutions 🌟 High Priority

- 1.3.1 Implement online booking system
- 1.3.2 Establish in-centre WiFi enabled self-serve ipad(s)
- 1.3.3 Investigate touch screens to assist with peak-season servicing & tour availability

Action 4: Identify new revenue streams in visitor servicing

- 1.4.1 Conduct an audit of merchandise sales and rationalise lines to maximise profitability
- 1.4.2 Research regionally authentic merchandise to align with 'Place Branding' 🌟 High Priority
- 1.4.3 Investigate implementing an Expedia or Booking.Com agent account for regional accommodation booking commissions

Action 5: Identify booking efficiencies for the Mine Tour & regional supplier products 🌟 High Priority

- 1.5.1 Replace the posters above the service desk with screens that indicate booking service
- 1.5.2 Implement reservations system to manage sales, passenger manifests and reporting
- 1.5.3 Implement an efficient check-in system for mine tour customers

Priority Tasks – Product Experience



Strategy Goal

Add value to our customer's journey through enhanced visitor experience in-centre.

Action 1: Create defined zones to improve visitor flow in centre 🌟 High Priority

- 2.1.1 Introduce self-service zone including Internet hot desk, phone charging and touch screens
- 2.1.2 Upgrade video area with clear signage including destination and Mine Access instructional video
- 2.1.3 Connect with Visitor Centre of WA (VCWA) for best practice trends in VC displays
- 2.1.4 Establish clear zone for local merchandise
- 2.1.5 Remove clutter from service counters and clearly zone purchase area vs information area

Action 2: Develop regionally authentic in-centre tourism experience

- 2.1.1 Amplify 'Place branding' with emphasis on Karijini imagery in the centre 🌟 High Priority
- 2.1.2 Investigate corporate funding to re-purpose current storage area to create interpretive regional Gallery
- 2.1.3 Engage local indigenous people for content

Action 3: Enhance customer journey for the Mine Tour

- 2.1.4 Co-ordinate pre departure zone to issue safety gear
- 2.1.5 Document pre-departure and return scripts for all participants as a component of the guided tour experience
- 2.1.6 Automate check-in through reservation system to expedite passenger manifest

Action 4: Amplify 'Place Branding' through retail merchandising 🌟 High Priority

- 2.1.7 Investigate training options in retail merchandising and sales techniques
- 2.1.8 Immediately reduce retail lines as a result of a retail audit and use space to promote experiences
- 2.1.9 When necessary advertise locally to shift redundant stock and/or donate excess to community groups

Priority Tasks – Destination Marketing



Strategy Goal:

Grow our market through establishing TPVC as a destination hub.

Action 1: Develop a Merchandise Strategy that reflects 'Place Brand' High Priority

- 3.1.1 Procure a merchandise strategy that takes into consideration a 'Place Brand' relevant to Tom Price & Karijini
- 3.1.2 Work with the consultants to develop brand values, vision, mission, style guide and creative plan for all assets and to drive what items to be stocked
- 3.1.3 Begin to phase out any stock that is non-essential and not highly sellable and introduce new, Tom Price and Karijini branded items

Action 2: Develop Marketing Strategy to improve communications across all mediums Pending Shire Destination Marketing Strategy

- 3.2.1 Scope new website, incorporating new brand
- 3.2.2 Establish digital subscriber/member news & blog page
- 3.2.3 Develop social media content calendar
- 3.2.4 Review regional holiday planner annually and update content including maps, imagery as required

Action 3: Create regionally engaging content for social posts and website

- 3.3.1 Collate image library and procure images for iconic regional experiences
- 3.3.2 Create destination video vignettes
- 3.3.3 Collaborate with ANW to engage destination programs in producing regional features

Action 4: Connect the Mine Tour with OTA's distribution

- 3.4.1 Complete commissionable rate sheets and content to prepare tour for distribution
- 3.4.2 Establish OTA accounts and upload content

Action 5: Prepare experience packages to support events and increase length of stay

- 3.5.1 Maximise the promotion of the Karijini Experience and other local events
- 3.5.2 Demonstrate how to experience the region through descriptive itineraries

Priority Tasks – Tourism Community



Strategy Goal

Work with our community and tourism stakeholders to foster positive relationships.

Action 1: Develop and strengthen relationships with regional tourism suppliers to enable booking growth

- 4.1.1 Meet with tour providers to negotiate a commissionable sales partnership
- 4.1.2 Organise an annual meeting between the VC team and suppliers to understand how to best sell their products
- 4.1.3 Annually review member benefits
- 4.1.4 Ensure TPVC staff are aware of who members are and the commitments associated with the membership program

Action 2: Implement communication strategy to demonstrate market activity

- 4.2.1 Establish a current availability process for last minute sales
- 4.2.2 Implement a quarterly supplier e-newsletter to advise current and forward marketing activity
- 4.2.3 Meet with RTO bi-annually to align market activity and update product awareness

Action 3: Establish famil programme to improve product awareness

- 4.3.1 Establish a 'product experience' schedule to be included in an induction programme for all staff
- 4.3.2 Share famil programme with ANW and TWA famil co-ordinators
- 4.3.3 Develop a famil report template which can be shared with suppliers as feedback

Action 4: Provide clear systems to enable regional advocacy on behalf of members

- 4.4.1 Implement an annual 'member sentiment survey' to identify issues affecting the local tourism industry
- 4.4.2 Work with SoA to provide forum opportunities for suppliers to be informed about industry trends
- 4.4.3 Support suppliers to present opportunities for development to the SOA

Priority Tasks – Governance



Strategy Goal

Demonstrate professionalism and transparent processes to ensure financial sustainability & diligence in risk management

Action 1: Document human resources policies to foster positive staff relationships

- 5.1.1 Develop an induction manual to ensure all staff experience local tourism product & understand procedures
- 5.1.2 Document a weekly task operations chart to improve time management
- 5.1.3 Identify training needs for permanent staff through an annual performance review (min 15 hours)
- 5.1.4 Ensure staff are trained and aware of member benefits program and VC commitments maintained

Action 2: Identify new systems to improve efficiency in reporting

- 5.2.1 Work with the SoA to establish parameters for a quarterly Business Activity report
- 5.2.2 Ensure all staff are trained in reporting capabilities for online booking systems

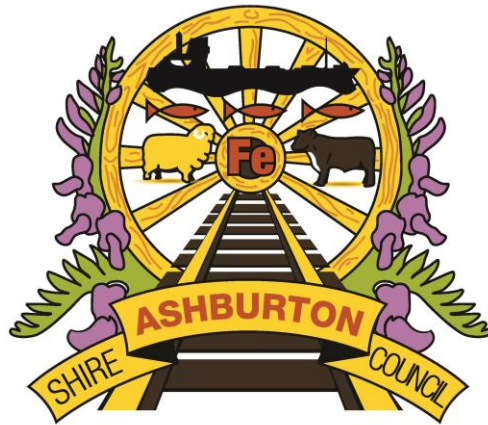
Action 3: Maximise fiscal responsibility to increase yield per visitor

- 5.3.1 Establish monthly targets for sale of local tourism product
- 5.3.2 Review stock movement monthly to place volume products in high traffic zones

Action 4: Maintain Visitor Centre accreditation compliance standards

- 5.4.1 Implement and review strategic plan annually
- 5.4.2 Introduce monitor in the centre's front window for 24 hr display of accommodation and tour options
- 5.4.3 Establish an MOU with Australia's Northwest for product representation
- 5.4.4 Implement customer / member satisfaction review processes
- 5.4.5 Introduce video viewing and interpretive area (desired criteria by VCAWA)





Funding Agreement

Between

The Shire of Ashburton

And

Onslow Tourism & Progress Association

2018/2019

PURPOSE OF AGREEMENT

To outline responsibilities and obligations in relation to the annual contribution made by the Shire of Ashburton (‘the Shire’) to Onslow Tourism & Progress Association Inc. (‘The OT&PA’) for the operation of the Visitor Information Centre in Onslow and OTHER ancillary support to the tourism industry in the Shire of Ashburton.

BACKGROUND

The Shire of Ashburton 10 Year Strategic Community Plan 2017-2027 includes an objective to grow and foster economic development in the Shire to improve the wellbeing of Shire residents. The pursuit of economic vibrancy and financial sustainability of the tourism industry through sustained growth and development is a key strategy adopted in the pursuit of this objective. To this end, the Shire has allocated funds within its budgeting process to support and nurture the Shire’s tourism industry. Whilst the Shire does not see the provision of Visitor Information Services in Onslow as one of its responsibilities, the purpose of this agreement is to provide financial support to the local tourism industry.

Suggested addition:

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 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.*

The Shire has determined that its financial contribution to the following regional tourism organisation is a key action in the implementation of its strategy to assist and support the growth and development of the tourism industry in the Shire:

- Onslow Tourism & Progress Association

Onslow Tourism & Progress Association

The Shire understands that the OT&PA has a well-established Committee to operate the Visitor Centre in Onslow from the Goods Shed Museum premises, which is owned and maintained by the Shire of Ashburton.

The OT&PA Committee has as its purpose the provision of the following services and activities:

- Visitor services during the tourist season (generally Easter to October).

** It is suggested the peak tourist season is further defined with dates (and opening hours). For example: 1 April 2018 to 31 October 2018 between the hours of 9am and 3pm seven days per week.*

- Other activities, as appropriate, to promote tourism and its development in the Shire of Ashburton, and Onslow in particular.

This funding agreement is for the purpose of providing financial support to the OT&PA to provide the following services:

- Operate the Onslow Visitor Information Centre during the tourist season - generally Easter to October by providing local information to visitors to Onslow.

** It is suggested the peak tourist season is further defined with dates and opening hours. For example: 1 April 2018 to 31 October 2018 between the hours of 9am and 3pm seven days per week.*

- Have available relevant tourist information on Onslow, other Ashburton towns and attractions, and the wider Pilbara and neighbouring regions.
- Engage effectively with tourism operators in Onslow and neighbouring towns and regions.

PERIOD OF AGREEMENT

This Agreement will commence on 1 July 2018 for a one year period, expiring 30 June 2019, to be renewed annually on mutual agreement.

AGREEMENT OF CONTINUATION

The OT&PA Committee and the Shire will commence work in a cooperative manner to work towards the establishment of a Funding Agreement for the next financial year so that it is in place before 31 March annually. Such an agreement will depend upon adherence to the terms of this agreement, and upon acceptance of the benefits provided by the operation of the Onslow Visitors Centre.

THE ONSLOW TOURISM AND PROGRESS ASSOCIATION (OT&PA)

The parties acknowledge that the OT&PA committee is a separate entity from the Shire. The OT&PA will not represent itself or its activities or its staff as belonging to or being conducted on behalf of the Shire and that it is responsible for its own financial and statutory responsibilities, conduct, organisation management, insurance etc.

The OT&PA Committee indemnifies the Shire, Councillors and Staff against any:

- a. Cost or liability incurred by the Shire;
- b. Loss of or damage to property of the Shire
- c. Loss or expense incurred by the Shire in dealing with any claim against it, including legal costs and expenses on a solicitor/own client basis and the cost of time spent, resources used or disbursements paid by the Shire.

Arising from:

- d. Any act or omission by the OT&PA Committee or the OT&PA Committee's personnel in connection with this agreement, where there was fault on the part of the person whose conduct gave rise to that cost, liability, loss, damage, or expense.
- e. Any breach by the OT&PA Committee of this agreement.

The OT&PA Committee undertakes to satisfy its statutory requirements as an incorporated body. The OT&PA Committee will ensure that it is covered by appropriate insurance policies for its activities. The Shire is not liable or responsible for the activities of OT&PA Committee or for its debts, liabilities, expenses, losses or deficiencies.

The OT&PA Committee acknowledges that it has an effective and operational committee, and has the financial capacity to meet its financial obligations as and when they fall due, and will inform Shire if, and when, it does not have the financial capacity to continue operations, and to fulfil the terms of this agreement.

If the OT&PA Committee alters its "Statement of Purposes" or "Rules" in any significant manner it will advise the Shire of these changes.

The OT&PA Committee agrees to spend the funding provided pursuant to this agreement only for the operation of the Visitors Centre services.

PROBITY

The OT&PA Committee will ensure that its committee members and staff comply with proper standards of probity in the conduct of the OT&PA Committee business.

VISITOR INFORMATION SERVICES TO BE PROVIDED

The OT&PA Committee accepts this funding to assist with its strategy to provide Visitor Information Services from the Visitor Information Centre located in the Goods Shed Museum, Onslow.

Suggested addition: 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.

The Shire understands that this funding will enable the Committee to operate the Onslow Visitor Centre so that:

- The Onslow Visitor Centre will be staffed with a Manager during the tourist season (being from around Easter until October each year). Apart from the Manager, there will be unpaid volunteer staff with sufficient training to provide a high quality of customer service.
- The paid Manager and volunteer staff will be expected to have broad tourism knowledge of the Shire of Ashburton and the Pilbara generally. *(Suggest to remove this sentence)*
- The Onslow Visitor Centre will use its best endeavours to provide professional, accurate and up-to-date material on events, festivals, accommodation and attractions across the Shire of Ashburton, and other regions, as appropriate.
- The Onslow Visitor Centre will display visitor information on towns and attractions throughout Ashburton and where possible, the Pilbara, *especially of the following key tourism ventures:*

Beadon Bay Hotel

Cheela Plains

Direction Island

Discovery Parks

Karijini and Millstream National Parks

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.*

During the “off season”, the Shire will provide a service to accommodate general visitor information requests, the provisions of brochures, and emergency information.

COMMUNICATION BETWEEN THE OT&PA COMMITTEE AND SHIRE OF ASHBURTON

The Shire and the OT&PA Committee are to ensure open and proactive communication occurs between Shire and the Committee. Direct communication is to take place between relevant staff with such regularity as is required to ensure smooth operation of the Onslow Visitor Centre, and to achieve optimum co-ordination of tourism industry activity within the Shire and the Pilbara.

The Shire will nominate a staff member to act as the primary point of contact between the Shire and the OT&PA Committee for purposes of this agreement, and for tourism industry issues more generally.

The OT&PA Committee and the Shire acknowledge relevant Councillors or Shire staff members may attend meetings of the Committee and relevant sub-committees from time to time, to provide information and/or assistance to the OT&PA Committee (advisory capacity only) discussions.

The Shire requires that the OT&PA Committee be forthright and prompt in bringing to the Shire’s attention any significant issues, deficiencies and concerns the OT&PA Committee has regarding the running of the Onslow Visitors Centre.

Information sharing and cross promotion is to occur between the Onslow Visitors Centre and the Tom Price Visitor’s Centre, and where appropriate, other Pilbara Visitor Centres.

COMMITTEE REPORTING TO SHIRE

Prior to 30 March each year, the OT&PA Committee shall provide the Shire with a copy of its forthcoming annual Visitors Centre Annual Budget (including proposed activity notations where applicable).

The OT&PA Committee is to provide an annual governance report to the Shire for the twelve months to 30 June. The report will be received by the Shire by 31 August each year, to declare that the Committee has satisfied its statutory requirements during the previous twelve month period. Issues to be covered in this report will be agreed by the Shire and the Onslow Tourism & Progress Association Committee and attached to this agreement as Schedule 1.

By December each year, the Committee will provide the Shire with its Annual Report and audited financial statement (following the Annual General Meeting). A Season Report of Onslow Visitor Centre activity shall also be provided as part of the annual report.

Table 1 below provides an outline of the Onslow Tourism & Progress Association Committee reporting requirements:

Table 1 Reporting Requirements

	DATE
Document to be provided	
Annual Budget <i>Suggested change: Audited financial statements including Annual Report, income and expenditure</i>	31 March annually
Governance Report	31 August annually
Annual Report, including audited financial statement	31 December annually
Season Report of Onslow Visitor Centre activity	31 December annually

PAYMENTS

The objective of Shire's financial commitment is to assist the Onslow Tourism & Progress Association Committee to deliver:

Visitor Information Centre -

Visitor Centre Services are defined as:

- Wages for a seasonal Visitor Centre Manager
- Purchase of stock for the Onslow Visitor Centre
- Onslow Visitor Centre operational costs

The Shire will make the following minimum financial contribution to the OT&PA Committee each financial year (subject to the adopted Annual Budget):

Shire (Cash to OT&PA)	\$60,000
GST (paid to ATO)	\$6,000
TOTAL	\$66,000

The OT&PA Committee is encouraged to apply for complimentary funding to assist with Visitor Centre Services.

Onslow Pipeline Subscription

Each financial year, the Shire will guarantee \$6,000 (incl. GST) worth of paid advertising/advertorial for Shire notices and information in the Onslow Pipeline (produced by the Onslow Visitors Centre) at the standard advertising rate.

An invoice for the \$6,000 (incl. GST) 'subscription' should be submitted by the Onslow Visitors Centre to the Shire, by 31 August 2019, after the Shire of Ashburton's annual budget has been adopted by Council.

Shire staff will liaise directly with the Pipeline (as has historically occurred) for the placement of advertisements, advertorials and Onslow community related articles; and

1. Shire staff will continue to forward media releases (generally on past events) to the Pipeline (emailed to onslowtc@bigpond.com via the Shire's general media distribution list).

In exchange the Pipeline should:

1. Publish all advertisements, advertorials and Onslow community related articles as requested by the Shire and
2. Other than advertisements and advertorials mentioned above, the Pipeline can use its own discretion as to whether it chooses to publish other information provided by the Shire such as media releases. These will be published at no charge.

Tourism Brochure

As required, but not more often than annually, the Shire will provide up to \$2,000 (incl. GST) towards an Onslow focussed tourism brochure (to compliment the brochure produced by the Tom Price Visitor Centre).

Where funding is provided by the Shire, Shire reserves the right to have its logo depicted on documents and items that are used to promote the activity.

Provision of the above funding is subject to the Shire of Ashburton Council approving the necessary annual budget allocation.

Suggested change
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.*

INTERNAL CONTROLS AND AUDIT

The OT&PA Committee shall maintain an effective financial management and reporting system to ensure that there are adequate internal controls over the financial operations of the organisation, and maintain a set of financial records capable of being audited by an accountant suitably qualified to satisfy the audit requirements of the WA Associations Incorporation Act 1987. The financial affairs of the OT&PA Committee will undergo a fully independent audit as part of the Annual Report process and a copy of the audited accounts shall be provided to the Shire.

The Shire at its discretion and expense may commission an independent review of the activity and presentation of the OT&PA, with a view to working collaboratively with the OT&PA Committee to improve the provision of services to visitors to the region and to promote additional economic activity in the Shire for the benefit of Shire businesses and residents.

TERMINATION

This Agreement will be terminated by the Shire at its discretion if:-

- A Controller (as defined by the Australian Securities & Investments Commission) is appointed to any of the property of the OT&PA Committee;
- Any application is made or resolution is passed for the winding up of the OT&PA Committee;
- The OT&PA Committee is insolvent within the meaning of the Corporations Law;
- A meeting of the OT&PA Committee creditors is called with a view to entering into an arrangement or compromise with creditors;
- The structure or objectives of the OT&PA Committee being changed substantially without the approval of the Shire;
- The OT&PA Committee fails to provide the Visitors Centre Services as outlined in this report, and/or
- The OT&PA Committee fails to provide the governance reports outlined in Table 1 above on a timely basis.

ALTERATION TO AGREEMENT

Alteration to this agreement can be made by mutual consent of the OT&PA Committee and the Shire.

DISPUTE RESOLUTION

Any dispute between the parties to the terms of this Agreement or the performance of the parties pursuant to the Agreement will be resolved as follows:

- The parties will use their best endeavours to resolve the dispute by negotiations.
- If the negotiations are not successful either party may serve on the other a notice of dispute setting out the details of the dispute.
- The dispute will be arbitrated in accordance with the provisions of the Western Australian Commercial Arbitration Act 2012 and the parties are authorised to utilise legal representations for such arbitration if they so choose.

NOTICES

Any formal notices, demands or other significant communications between the parties for the purposes of the Agreement must be in writing and be addressed to the party at that party's address (postal or email).

SHIRE OF ASHBURTON AND ONSLOW & PROGRESS ASSOCIATION SIGNATORIES

..... day of 2018

SIGNED ON BEHALF OF THE ONSLOW & PROGRESS ASSOCIATION

.....
Chairperson OT&PA	Witness

.....
Name of Chairperson (Print)	Name of Witness (Print)

SIGNED ON BEHALF OF THE SHIRE OF ASHBURTON

.....
Chief Executive Officer	Witness

Rob Paull
Name of Chief Executive Officer (Print)	Name of Witness (Print)