



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

CONFIRMED MINUTES

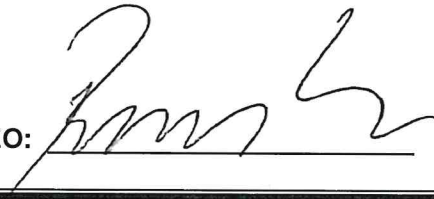
**Ashburton Hall, Ashburton Avenue,
Paraburdoo
20 November 2018
9.00 am**

MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE
MEETING 20 NOVEMBER 2018

SHIRE OF ASHBURTON

ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING

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

CEO: 

Date: 28-11-2018

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

Presiding Member: 

Date: 12/2/2019

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.

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1. DECLARATION OF OPENING

The Presiding Member declared the meeting open at 9.03 am.

1.1 ACKNOWLEDGEMENT OF COUNTRY

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

2. ATTENDANCE

2.1 PRESENT

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

2.2 APOLOGIES

There were no apologies.

2.3 APPROVED LEAVE OF ABSENCE

There were no Councillors on approved leave of absence.

3. ANNOUNCEMENT OF VISITORS

There were no visitors in attendance.

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4. DECLARATION BY MEMBERS

4.1 DUE CONSIDERATION BY COUNCILLORS TO THE AGENDA

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

4.2 DECLARATIONS OF INTEREST

Councillors to Note

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

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

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

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

NOTES ON DECLARING INTERESTS (FOR YOUR GUIDANCE)

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

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

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

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

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

Declarations of Interest provided:

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

5. CONFIRMATION OF MINUTES OF PREVIOUS MEETING

5.1 ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING HELD ON 23 APRIL 2018

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

6. REFERENCE

6.1 TERMS OF REFERENCE

OBJECTIVES

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

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

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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).

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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 2018 - 2022</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 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. |

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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:

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).

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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

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7. AGENDA ITEMS

7.1 2018-2021 TOM PRICE VISITOR CENTRE STRATEGIC PLAN

MINUTE: 341/2018

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

Summary

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

Background

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

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

Comment

Developing a Strategic Plan is intended to achieve the following:

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

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

The key priority areas identified in the Strategic Plan are:

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

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

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

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

Consultation

Executive Management Team
Local tourism operators

Statutory Environment

There are no known statutory impediments for this matter.

Financial Implications

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

Strategic Implications

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

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Risk Management

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

Policy Implications

REC07 - Tourism Policy

Voting Requirement

Simple Majority Required

Officers Recommendation and Committee Decision

MOVED: Cr K White

SECONDED: Cr L Rumble

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.**

CARRIED 6/0

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

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

Declaration of Interest

Prior to consideration of this Agenda Item

Cr White declared an impartiality interest

See item 6.2 for details of the interest declared.

RECORDED ON REGISTER GV07

MINUTE: 342/2018

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

Summary

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

Background

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

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

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

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

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

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

Comment

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

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

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

The following suggested changes are recommended to the Agreement:

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

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

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

Objective 1 Strong Local Economies:

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

Objective 2 Enduring Partnerships with Industry and Government:

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

Objective 3 Well-managed tourism:

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

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

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

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

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

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

...especially of the following key tourism ventures:

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

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

Suggested dot points to add:

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

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

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

Audited Financial Statements including Annual Report, income and expenditure.

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

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

Provision of the above funding is subject to:

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

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

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

Consultation

Executive Management Team
Onslow Visitor Centre Coordinator

Financial Implications

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

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MEETING 20 NOVEMBER 2018**

Strategic Implications

Shire of Ashburton Strategic Community Plan 2017-2027

Goal 2 - Economic Prosperity

Objective 1 - Strong Local Economies

Objective 2 - Enduring partnerships with industry and government

Objective 3 – Well-managed tourism

Risk Management

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

Policy Implications

REC07 - Tourism Policy

Voting Requirement

Absolute Majority Required

Officers Recommendation and Committee Decision

MOVED: Cr D Diver

SECONDED: Cr M Gallanagh

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

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

**CARRIED 6/0
Councillors White, Rumble, Thomas, Lynch, Gallanagh and Diver
voted for the motion**

**CONFIRMED MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE
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8. NEXT MEETING

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

9. CLOSURE OF MEETING

The Presiding Member closed the meeting at 9.16 am.