



# Attachments

Economic And Tourism Development Committee Meeting

Tuesday, 17 June 2025



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10 December 2024

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## Agenda Item 5.1.1 - Attachment 1

Minutes of the Economic And Tourism Development  
Committee Meeting held 10 December 2024



## Published Minutes

Economic And Tourism Development Committee Meeting

Tuesday, 10 December 2024

Date:	Tuesday 10 December 2024
Time:	9:00am
Location:	Clem Thompson Sports Pavilion, Stadium Road, Tom Price
Distribution Date:	Friday 13 December 2024



**Shire of Ashburton  
Economic And Tourism Development Committee Meeting**

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

Chantelle McGurk  
Acting Chief Executive Officer  
13 December 2024

These minutes were confirmed by Council as a true and accurate record of proceedings at the Economic And Tourism Development Committee Meeting held on Tuesday, 10 December 2024.

Presiding Member \_\_\_\_\_

Date \_\_\_\_\_

**Disclaimer**

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

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Economic And Tourism Development Committee Meeting Minutes 10 December 2024

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## 1 Declaration Of Opening

The Presiding Member declared the meeting open at 9:00am.

### 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 past, present and emerging.

## 2 Announcement Of Visitors

Nil

## 3 Attendance

### 3.1 Present

Elected Members:	Cr M Lynch	Tom Price Ward
	Cr A Sullivan	Paraburdoo Ward
	SP A Smith	Shire President
	Cr L Rumble JP	Paraburdoo Ward (joined at 9:02am)
Observers:	Cr R De Pledge	Ashburton-Tablelands Ward
	Cr K White	Onslow Ward
	Cr B Healy	Tom Price Ward
	Cr R Kapor	Tom Price Ward
Employees:	C McGurk	Acting Chief Executive Officer
	J Sangster	Deputy Chief Executive Officer
	D Kennedy	Director Corporate Services
	G Harris	Director Infrastructure Services
	S Allan	Manager Business and Economic Development
	A Johnston	Manager Media and Communications
	M Younger	Manager ICT
	L Milne	ICT Coordinator



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	J Bray R Marlborough A Furfaro B Van Rensburg	Manager Governance Senior Governance Officer Governance Officer Council Support Officer
Guests:	Nil	
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.	

### 3.2 Apologies

Nil

### 3.3 Approved Leave Of Absence

Nil

## 4 Declaration By Members

### 4.1 Due Consideration By Elected Members To The Agenda

Elected Members noted they have given due consideration to all matters contained in this agenda.

### 4.2 Declaration Of Interest

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

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

The following declarations of interest are disclosed –

Nil

*Cr L Rumble JP joined the meeting at 9:02am.*

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## **5 Confirmation Of Minutes**

### **5.1 Confirmation Of Previous Minutes**

#### **5.1.1 Minutes Of The Economic And Tourism Development Committee Meeting Held On 17 September 2024**

##### **Committee Decision**

**Moved**                                      **Cr A Sullivan**

**Seconded**                                      **SP A Smith**

**That the Minutes of the Economic And Tourism Development Committee Meeting held 17 September 2024 (Item 5.1.1 Attachment 1) be confirmed as a true and accurate record.**

**For:**                      **M Lynch, A Sullivan, A Smith and L Rumble JP**

**Against:**              **Nil**

**Carried 4/0**

## 6 Public Agenda Items

### 6.1 Appointment of Consultant - Shire of Ashburton 2025–2030 Destination Marketing, Communications, Strategy and Plan

<b>File Reference</b>	ED01
<b>Applicant or Proponent(s)</b>	Not Applicable
<b>Author</b>	S Allan, Manager Business & Economic Development
<b>Authorising Officer</b>	K Donohoe, Chief Executive Officer
<b>Previous Meeting Reference</b>	Ordinary Council Meeting 16 July 2024 - Item 6.1 – 129/2024
<b>Disclosure(s) of interest</b>	Author – Nil
	Authorising Officer – Nil
<b>Attachments</b>	<ol style="list-style-type: none"><li>1. Vanguard Media and Associates – Quotation – Confidential</li><li>2. Creative.adm – Quotation – Confidential</li><li>3. Harby Studios – Quotation – Confidential</li><li>4. Scope of Works_5 year Destination Marketing Communications, Strategy and Plan</li></ol>

#### Report Purpose

The Economic and Tourism Development Committee (the Committee) is requested to consider the appointment of a destination marketing specialist agency to develop a five-year (2025–2030) Destination Marketing, Communications, Strategy and Plan as to further inform, develop and strengthen the Visit Ashburton Tourism brand.

The purpose of this report is to provide the Committee with quotations received from marketing industry specialist agencies invited to quote on the scope of works (Refer to Attachment 4), for the proposed five-year (2025–2030) Destination Marketing, Communications, Strategy and Plan to enable a decision to be made and a make a recommendation to Council.

The Committee is requested to review the quotations received and make a recommendation to Council to support the appointment of the chosen agency to prepare a five year, 2025–2030 Destination Marketing, Communications, Strategy and Plan for the district

#### Background

On 16 July 2024, Council adopted the Shire of Ashburton Economic Development Strategy 2024–2028, and as per the Economic Development Tourism and Development Committee recommendation to Council, that the Chief Executive Officer prepare a report by December 2024 for Council to consider the adoption of a 5-year Destination Marketing and Communications Strategy and Plan to further inform, develop and strengthen the Visit Ashburton Tourism brand.

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To achieve the best outcome for the development of the Visit Ashburton brand, as per the Economic Development Vision of the Shire of Ashburton Economic Development Strategy 2024 – 2028 to become:

- A Global Resource Powerhouse;
- A World-Class Tourist Destination;
- A Thriving Community; and
- A Great Place to Have a small business.

It is critical that the Shire engage with tourism industry and marketing experts who have a high level of experience in tourism brand and marketing who possess strategic vision have a proven track record with unique, innovative and creative ideas, have respected tourism industry connections and a high level of understanding of the tourism industry.

All of these aspects are critical to the further development of the Visit Ashburton - Reef to Range brand to ensure the Visit Ashburton brand success at a State, National and International level.

The Manager for Business and Economic Development engaged with three external agencies requesting quotations. Those agencies are:

- Creative.adm
- Harby Studios
- Vanguard Media Group

All agencies responded to the request for quote invited. All addressed the scope of works and providing detailed costs. Pricing was similar. After the close of the request for quotations, analysis by the Manager of Business of Economic Development an agency has been identified as the preferred consultant.

It was also discussed at the 16 July 2024, Economic Tourism and Development Committee meeting, that as part of an endorsement and implementation of the Shire of Ashburton Economic Development Strategy 2024 – 2028, a 5-year Destination Marketing Communications, Strategy and Plan and, a dedicated Shire Tourism Marketing Officer would be necessary to ensure the implementation and success of the plan, this is also to be discussed further in this report.

### **Comments**

The Shire's Economic Development Strategy 2024–2028 is in response to Council's decision to further encourage new industry opportunities that exist, including Culture and Tourism and identified four key economic pillars (as mentioned above) outlining key actions to achieve this vision:

A World-Class Tourist Destination:

- International recognition for Karijini National Park and growing recognition of Onslow as a visitor destination;
- Development of unique attractions, experiences and events; and
- Leisure destination of choice for FIFO workers in the Pilbara.

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Actions obtained from the vision, include Visitor marketing and Regional promotion by:

- Leading regional tourism promotion through the continued growth of the Visit Ashburton Brand; and
- Develop and execute a tourism marketing strategy (including a digital media asset renewal program).

It is necessary that the Shire engages an experienced brand and marketing agency to meet the needs in the execution of these visionary actions.

### Scope of Works

The 2025 – 2030 Strategic Tourism Brand, Communications and Marketing Plan scope of works supplied to the three agencies outlined that:

*‘The Shire of Ashburton requires the services of an experienced tourism brand and marketing agency that has vision, a proven track record with unique, innovative and creative ideas, critical to the further development of the Ashburton - Reef to Range brand as to promote the Ashburton region as a destination of National significance by delivering a comprehensive 5-year strategic tourism brand, communications and marketing plan.*

- Stage 1: Preliminary Meeting
- Stage 2: Onsite familiarisation of the Ashburton region and tourism assets
- Stage 3: Local Community, Council and key stakeholder engagement and workshops
- Stage 4: Development of the Strategic Tourism Brand, Communications and Marketing Plan
- Stage 5: Consider any active or potential tourism-based projects and identify future capital investment requirement, to further enhance Ashburton as a tourism destination of National significance’.

### Quotations

The request for quotation for the 2025–2030 Strategic Tourism Brand, Communications and Marketing Plan was sent to three agencies as identified earlier in this report, all responded with all costs being similar in cost (just below \$75,000 ex gst), however in evaluation of all quotations received, one agency was a clear leader, due to the below reasons:

- Extensive tourism/destination marketing/advertising knowledge and experience.
- A combined and proven track record in tourism destination marketing success over several years.
- Strong and historic connections within the tourism industry and tourism industry leaders (example: Tourism Australia, Tourism Council WA, Tourism WA, Australia’s North West Regional Tourism Organisation).
- All team members are highly regarded experts within the tourism industry, and in their own chosen areas of expertise.
- Quotation supplied provided close attention to the detail of the required scope.

This quotation recommended for approval by Council is **Vanguard Media Group** and associates, Savagely Creative, Lumenesse & Co and Smarter Tourism Technology.

*(Refer to page 1 of the Vanguard Media Group quotation (attached) for further information on team members and experience, project outline and cost schedule).*

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**Dedicated Shire Tourism Marketing Officer:**

As previously discussed in this report, it was identified and supported by the Economic Tourism and Development Committee, upon recommendation from the Manager of Business and Economic Development, that it would be necessary as to ensure the implementation and success of the plan, that a dedicated Tourism Marketing Officer position should be created.

If the proposed 5 year Strategic Tourism Brand, Communications and Marketing Plan is approved and endorsed by Council, a Business Case for this position will be provided to the Chief Executive Officer for consideration.

Potentially this position can be allocated from vacant positions that currently are not required at the Tom Price Visitor and Information Centre, having little or no impact on current budget allocations.

**Consultation**

Consultation was sought from the Economic Tourism and Development Committee at the 16 July 2024 committee meeting.

**Strategic Community Plan**

Shire of Ashburton Strategic Community Plan 2022-2032

Strategic Objective	3. Prosperity - We will advocate and drive opportunities for the community to be economically desirable, resilient, and prosperous.
Strategic Outcome	3.4 Sustainable commerce and tourism opportunities
Strategy	3 Work collaboratively with tourism sector providers, Australia's North-West Tourism and Tourism WA to increase visitor spend, and length of stay, in the Shire.

**Council Policy**

[Council Policies » Shire of Ashburton](#)

Nil

**Financial Implications**

Current Financial Year

\$75,000 for the completion of the 2025 – 2030 Strategic Tourism Brand, Communications and Marketing Plan, is available in the 2024/25 municipal budget, account number J3108.

Future Financial Year(s)

The outcomes presented in the 2025 – 2030 Strategic Tourism Brand, Communications and Marketing Plan, will inform future budgets.

**Legislative Implications**

Nil

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**Risk Management**

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

Theme	Risk	Likelihood	Consequence	Inherent Risk Rating	Risk Treatment
Reputation (social/community)	A lack of endorsement might be viewed as a lack of commitment to developing a defined and strategic approach toward a thriving Ashburton tourism industry, also impacted with ever evolving technologies and platforms. This can damage the Shire's image, making it harder to gain support for future advocacy, investment attraction, tourism product and business development.	Likely (4)	Moderate (3)	Moderate (5-9)	Following the officer's recommendation will ensure Council have a credible strategic tourism and marketing plan as to inform future decision making.

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

**Voting Requirements**

Simple Majority

**Officer Recommendation**

That with respect to the Appointment of Consultant - Shire of Ashburton 2025–2030 Destination Marketing, Communications, Strategy and Plan, the Economic and Tourism Development Committee recommends that Council:

1. Supports the appointment of the preferred consultant Vanguard Media Group for an amount of \$75,000, (ex gst) to prepare the Shire of Ashburton 2025–2030 Destination Marketing, Communications, Strategy and Plan; and
2. Supports a business case being presented to the Chief Executive Officer to investigate opportunities to appoint a dedicated Tourism Marketing Officer to assist in the development and implementation of the 2025-2030 Destination Marketing, Communications, Strategy and Plan.

**Committee Decision**

**Moved** Cr A Sullivan

**Seconded** Cr L Rumble JP

**That with respect to the Appointment of Consultant - Shire of Ashburton 2025–2030 Destination Marketing, Communications, Strategy and Plan, the Economic and Tourism Development Committee recommends that Council:**

- 1. Supports the appointment of the preferred consultant Vanguard Media Group for an amount of \$75,000, (ex gst) to prepare the Shire of Ashburton 2025–2030 Destination Marketing, Communications, Strategy and Plan; and**
- 2. Supports a business case being presented to the Chief Executive Officer to investigate opportunities to appoint a dedicated Tourism Marketing Officer to assist in the development and implementation of the 2025-2030 Destination Marketing, Communications, Strategy and Plan.**

**For:** M Lynch, A Sullivan, A Smith and L Rumble JP

**Against:** Nil

**Carried 4/0**



## 6.2 Old Onslow Historic Townsite Brand Guidelines

<b>File Reference</b>	ED001
<b>Applicant or Proponent(s)</b>	Not Applicable
<b>Author</b>	A Bishop, Marketing Communications Officer
<b>Authorising Officer</b>	K Donohoe, Chief Executive Officer
<b>Previous Meeting Reference</b>	Nil
<b>Disclosure(s) of interest</b>	Author – Nil
	Authorising Officer – Nil
<b>Attachments</b>	<ol style="list-style-type: none"> <li>1. Old Onslow Revitalisation Plan</li> <li>2. 2022 Old Onslow Signage Project Presentation</li> <li>3. Example of Interpretive signage</li> <li>4. Old Onslow Historic Townsite Brand Guidelines</li> <li>5. Old Onslow Street Signs</li> </ol>

### Report Purpose

The purpose of this report is to present the Old Onslow Historic Townsite Brand Guidelines and related information to the Economic and Tourism Development Committee for consideration and for a recommendation to be made to Council.

The branding outlined in this report will be applied to new signage and all other marketing and promotion of the Old Onslow historic townsite (Old Onslow) if the recommendation presented is supported by Council.

### Background

In 2016, Old Onslow received updates to signage including installation of all new footings and fixtures.

This signage has since faded, and it has been observed that some of the signage has incorrect content and needs to be updated.

Additionally, the visitor experience to Old Onslow could be enhanced by the inclusion of directional signage, a suggested tourist route and street signs to depict where the old street intersections were once located (refer to Attachment 1).

On 8 November 2022 (refer to Attachment 2), Council was presented with an overall design strategy for revitalisation of Old Onslow which included:

- An overview of the current signage which included:
  - significant weathering,
  - vandalism,
  - inaccurate locations and information,
  - a confusing numbering system, directional arrows and location map,
  - some inappropriate artwork placements,
  - illegibility due to size of fonts.

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- Proposal for new signage including:
  - Point of Interest Signs – look and feel,
    - Update brand, locations, numbering system, historic information,
    - Improve materials – high quality,
    - Relocate current art pieces,
  - Additional and updated signage information including:
    - Street Signs,
    - New Welcome information and overview map,
    - Directional information including distances,
    - Warnings for weather, snakes, etc,
    - Wi-Fi information,
    - Visit Ashburton App.
  - Repurposing of existing art pieces.
  - Concepts for a new welcome bay.
  - Stages 1, 2 and 3 for upgrades to the site included:
    - Signage updates, as above,
    - Welcome bay concepts,
    - Mobile App updates,
    - Artwork.

The draft replacement signs included the standard brown tourism signage background in addition to incorporating the Shire's Corporate Style and Branding Guide and a unique identifier that the location was within the vicinity of Old Onslow.

Content provided was well received and work progressed to finalise content, layout, locations, heritage and planning approvals, budget and quotes for production and installation.

### Comments

Since the initial draft plan, artwork has been finalised and approved through a consultation process outlined below.

Elements taking into consideration include place branding, historical era, the Shire's Corporate Style and Branding Guide and existing signage.

Minor modifications were made since the presentation provided to Council on 8 November 2022, each interpretative sign (refer to Attachment 3 for example) throughout Old Onslow will feature:

- Tourist Route Number: Corresponding to the suggested route that includes all existing and new signage, following the optimal path;
- Updated Site Title;
- An Old Onslow logo alongside the Shire corporate logo;
- An updated description of each site;
- Updated design elements include a brown (tourism) background with period-appropriate fonts, a white border, and embellished corners to evoke the historical era of Old Onslow (refer to Attachment 4);

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- Photos have also been updated and a timeline of events created for a number of different signs; and
- Reference to the Mobile App to access more information.

The street signs (refer to Attachment 5 for example) have been designed to incorporate the Shire of Ashburton Crest in line with the street signs throughout the other Shire towns to help evoke a feeling of unity between the old and new towns of Onslow.

The welcome signage includes an updated townsite map to assist visitors with navigating the area along with updated information on the history of the area, safety warnings and further visitor information.

### Consultation

On 8 November 2022 (refer to Attachment 2), elected members were presented with an overall design strategy for revitalisation of Old Onslow at a briefing session, which was well received.

Following consultation with elected members in November 2022, the draft signs were provided to a number of internal and external stakeholders for feedback including the Onslow Tourism and Progress Association (OTPA), Buurabalayji Thalanyji Aboriginal Corporation (BTAC on 25 May 2023), Heritage Consultant (Laura Gray), Chevron and Shire staff.

Feedback received from all stakeholders was positive. No response was received from BTAC.

### Strategic Community Plan

Shire of Ashburton Strategic Community Plan 2022-2032

Strategic Objective	3. Prosperity - We will advocate and drive opportunities for the community to be economically desirable, resilient, and prosperous.
Strategic Outcome	3.4 Sustainable commerce and tourism opportunities
Strategy	3 Work collaboratively with tourism sector providers, Australia's North-West Tourism and Tourism WA to increase visitor spend, and length of stay, in the Shire.

### Council Policy

[Council Policies » Shire of Ashburton](#)

Council Policy – Shire of Ashburton Logo and Crest outlines the correct use of the official Council Crest including on Shire street signage.

### Financial Implications

#### Current Financial Year

Funds committed this financial year are \$19,262 towards the production of signage production. Installation will be undertaken using internal resources for the majority of works. The remaining budget for this project is approximately \$80,000.

Additionally, we have been successful securing a \$20,000 grant from the Department of Planning, Lands and Heritage towards this project.

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Future improvements include the new Welcome Bay and artwork. The total remaining budget plus grant funding is anticipated to cover all stages of the project.

Future Financial Year(s)

It is anticipated that this project will be completed by the Onslow 100 Year Celebration and therefore should not require future funding.

**Legislative Implications**

Nil

**Risk Management**

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

Theme	Risk	Likelihood	Consequence	Inherent Risk Rating	Risk Treatment
Reputation (social/community)	The townsite risks further deterioration, potentially damaging its reputation as a tourist destination.	Unlikely (2)	Moderate (3)	Low (1-4)	Following the officer's recommendation will enable the implementation plan to move forward toward finalisation of the upgrades.

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

**Voting Requirements**

Simple Majority

**Officer Recommendation**

That with respect to the Old Onslow Historic Townsite Brand Guidelines, the Economic and Tourism Development Committee recommends that Council,

1. Support the Old Onslow Historic Townsite Brand Guidelines, as detailed at Attachment 4; and
2. Support the street sign design, as provided in Attachment 5.

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**Committee Decision**

**Moved** Cr L Rumble JP

**Seconded** SP A Smith

**That with respect to the Old Onslow Historic Townsite Brand Guidelines, the Economic and Tourism Development Committee recommends that Council,**

- 1. Support the Old Onslow Historic Townsite Brand Guidelines, as detailed at Attachment 4; and**
- 2. Support the street sign design, as provided in Attachment 5.**

**For:** M Lynch, A Sullivan, A Smith and L Rumble JP

**Against:** Nil

**Carried 4/0**

### 6.3 2025 Economic and Tourism Development Committee Meeting Dates

<b>File Reference</b>	ED278
<b>Applicant or Proponent(s)</b>	Not Applicable
<b>Author</b>	B Van Rensburg, Council Support Officer
<b>Authorising Officer</b>	D Kennedy, Director Corporate Services
<b>Previous Meeting Reference</b>	Ordinary Council Meeting 12 December 2023 – Item AD.6 – (222/2023)
<b>Disclosure(s) of interest</b>	Author – Nil
	Authorising Officer – Nil
<b>Attachments</b>	Nil

#### Report Purpose

Council is required to set and publish a schedule of meeting dates, times and locations for all committee meetings proposed to be open to the public.

The purpose of this report is to present to the Economic and Tourism Development Committee (the Committee) the proposed meeting dates, times and locations for 2025.

Council is requested to approve the 2025 Committee meeting dates as detailed in this report.

#### Background

At its meeting held 12 December 2023, Council endorsed the Committee's meeting dates for 2024. The meetings were scheduled to coincide with Council meeting day to allow for meetings to be held in person.

#### Comments

In accordance with the Terms of Reference, the Committee is to develop and agree to the schedule of meetings.

The 2025 Committee meeting dates have been scheduled to be held quarterly, with one meeting in each of the Shire's four towns (Paraburdoo, Tom Price, Pannawonica and Onslow). The meetings will be held in the morning, coinciding with Ordinary Council Meetings.

The proposed dates, times and locations are detailed below:

<b>Date</b>	<b>Time</b>	<b>Location</b>
18 March 2025	9:00am	Council Chambers, Onslow Shire complex, Second Avenue, Onslow
17 June 2025	8:30am	Clem Thompson Sports Pavilion, Stadium Road, Tom Price
16 September 2025	9:00am	Barry Lang Centre, Deepdale Drive, Pannawonica
18 November 2025	8:30am	Ashburton Hall, Ashburton Avenue, Paraburdoo

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To encourage public participation and maintain the Shire's value of openness, the Committee meetings will be open to the public. Holding meetings in all four towns provides the Council the opportunity to raise awareness with our community on strategies identified to promote economic development and tourism within the Shire.

It is a legislative requirement to publish a schedule of committee meeting dates, times, and locations on an annual basis if they are proposed to be open to members of the public, for the following calendar year therefore, the meeting details as endorsed by Council, will be published on the Shire's official website.

**Consultation**

The proposed meeting dates have been prepared in consultation with elected members and the Manager Business and Economic Development.

**Strategic Community Plan**

Shire of Ashburton Strategic Community Plan 2022-2032

Strategic Objective	4. Performance - We will lead the organisation, and create the culture, to deliver demonstrated performance excellence to the community.
Strategic Outcome	4.6 Visionary community leadership with sound, diligent and accountable governance
Strategy	3 Deliver best practice governance and risk management.

**Council Policy**

Nil

**Financial Implications**

Current Financial Year

Nil

Future Financial Year(s)

Nil

**Legislative Implications**

Regulation 12(2)(b) of the *Local Government (Administration) Regulations 1996* requires the Chief Executive Officer to publish the meeting details for committee meetings which are intended to be open to the public, on the Shire's official website.

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### Risk Management

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

Theme	Risk	Likelihood	Consequence	Inherent Risk Rating	Risk Treatment
Compliance	The local government fails to publish a schedule of dates, location, and times for meetings to be held in the following calendar year.	Unlikely (2)	Minor (2)	Low (1-4)	Adoption of the proposed 2025 Committee meeting dates and ensure appropriate procedures are in place for the publishing of these dates.

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

### Voting Requirements

Simple Majority

### Officer Recommendation

That with respect to the 2025 Economic and Tourism Development Committee Meeting Dates, the Ashburton Economic and Tourism Development Committee recommends that Council, approves the dates, times and locations, as outlined below.

Date	Time	Location
18 March 2025	9:00am	Council Chambers, Onslow Shire complex, Second Avenue, Onslow
17 June 2025	8:30am	Clem Thompson Sports Pavilion, Stadium Road, Tom Price
16 September 2025	9:00am	Barry Lang Centre, Deepdale Drive, Pannawonica
18 November 2025	8:30am	Ashburton Hall, Ashburton Avenue, Paraburdoo



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**Committee Decision**

**Moved** SP A Smith

**Seconded** Cr A Sullivan

That with respect to the 2025 Economic and Tourism Development Committee Meeting Dates, the Ashburton Economic and Tourism Development Committee recommends that Council, approves the dates, times and locations, as outlined below.

Date	Time	Location
18 March 2025	9:00am	Council Chambers, Onslow Shire complex, Second Avenue, Onslow
17 June 2025	8:30am	Clem Thompson Sports Pavilion, Stadium Road, Tom Price
16 September 2025	9:00am	Barry Lang Centre, Deepdale Drive, Pannawonica
18 November 2025	8:30am	Ashburton Hall, Ashburton Avenue, Paraburdoo

**For:** M Lynch, A Sullivan, A Smith and L Rumble JP

**Against:** Nil

**Carried 4/0**

#### 6.4 The Karijini Experience 2025 Sponsorship Proposal

<b>File Reference</b>	ED01
<b>Applicant or Proponent(s)</b>	Not Applicable
<b>Author</b>	S Allan, Manager Business & Economic Development
<b>Authorising Officer</b>	K Donohoe, Chief Executive Officer
<b>Previous Meeting Reference</b>	Ordinary Council Meeting 21 December 2020 - Item 7.4 – 234/2020 Ordinary Council Meeting 9 May 2023 - Item 11.4 – 070/2023 Ordinary Council Meeting 12 December 2023 - Item 6.5 – 221/2023
<b>Disclosure(s) of interest</b>	Author – Nil
	Authorising Officer – Nil
<b>Attachments</b>	1. 2025 Karijini Experience - Sponsor Information 2. 2025 Karijini Experience - Event Presentation 3. 2024 Karijini Experience - Signed Shire of Ashburton Sponsorship Agreement 4. 2024 Karijini Experience Final Report

#### Report Purpose

The Economic and Tourism Development Committee (the Committee) is required to consider the proposal to sponsor The Karijini Experience 2025 event.

The purpose of this report is to outline the sponsorship opportunities available to the Shire of Ashburton (the Shire) for The Karijini Experience 2025.

The Committee is requested to consider the different levels of financial sponsorship available and agree to recommend that Council support a \$50,000 (excl. GST) contribution as a Premium Partner.

#### Background

The Karijini Experience is one of the premier events in the Shire, serving as an opportunity to showcase high-quality arts, music, and cultural experiences to unite the community and attract visitation.

The Karijini Experience was established in 2013, originally hosted by the Pilbara Inland Chamber of Commerce and Industry (PICCI), before hosting of the event changed to the Nintirri Centre Inc (Nintirri) in 2015. Prior to COVID in 2019, the event attracted 2,045 visitors, featuring 98 artists and 57 separate headline events. Most importantly, The Karijini Experience represented 16 Aboriginal language groups.

The Shire has been a platinum sponsor of the event for a number of years including 2023.

The 2020 and 2022 event did not run due to COVID-19. There were some issues with the 2019 Karijini Experience event, including a lack of representation of the Shire's sponsorship agreement, as well as a lack of adherence to ministerial visitation protocols.

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The sponsorship proposal highlights that from 2022, the event was passed over to the Banjima Native Title Aboriginal Corporation (BNTAC) as the traditional owners of the land. Nintirri stepped back after the 2021 event, with the subsequent appointment of professional event management company, CMS Events who delivered the 2023 event within a short lead time of 12 weeks.

CMS Events are a Perth based event company that states they have professional industry experience built over 30 years. With a sound background of operating events. They have used the broad knowledge of marketing, sales, operations and financial control to apply their skills across a range of industries and styles of events. Currently their management includes food and wine, trade and consumer exhibitions, seminars, functions, tourism and community events and more. CMS offer a strategic approach to development, management and marketing for events of any size offering the experience of over 200 exhibitions and projects.

The proposal states that the change in operating model provides new impetus for the event and greater recognition of the Banjima People.

The Shire approved funding for the 2024 The Karijini Experience, agreeing to contribute \$75,000 (excl. GST) as a Platinum Partner of the event.

#### **2024 Final Report Key findings**

The 2024 Karijini Experience attracted 3,142 visitors, featured 20 artists, held over 60 individual events, representing Pilbara Aboriginal language groups and was supported by 27 partners and sponsors. (Karijini Experience 2024 Final Report, refer to Attachment 4).

- Key age bracket: 41-54 years (47%)
- Accommodation: Caravan Park/camping (58%)
- Length of Stay: Lived in the region (35%)
- First time attending: 53% of attendees

#### **Comments**

The Shire's Economic and Tourism Development Strategy 2024/2028 recognises that tourism is an important driver of the Shire's economy with a vision to obtain International recognition of Karijini National Park and the development of unique attractions, experiences and events with signature event funding as a means to achieve this vision.

As one of the esteemed events in the region, The Karijini Experience showcases our distinctive tourism offering to a local, intrastate and interstate audience.

The event also offers visitors the opportunity to take in other tourism attractions while in our region including Millstream Chichester National Park, Onslow and the Mackerel Islands, as well as exploring neighbouring Pilbara towns and attractions.

CMS Events has prepared a comprehensive sponsorship proposal (refer to Attachment 3), that details the different levels of financial contribution and specific outputs available to the Shire. The levels of financial contribution are outlined below:

1. Platinum Sponsorship - Financial Contribution to be negotiated
2. Premium Partner - \$50,000 plus GST
3. Major Sponsor - \$27,000 plus GST
4. Event Sponsor - \$12,000 - \$18,000 plus GST

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5. Supporting Partner - \$6,000 plus GST
6. Friend of Karijini Experience - \$1,200.

The proposal highlights the different levels of branding and marketing, hospitality and recognition that each level of sponsorship provides. As a Premium Partner, the Shire receives a strong level of organisational recognition and achieves the outcome of the Strategy.

The Shire has over a number of years, committed \$50,000 annually to the event. In 2023, the Shire agreed to become a Platinum Sponsor and committed \$75,000 (excl. GST) to the event due to short time frames required to be executed by the Event company, and the risk that the event may not proceed without additional financial support from the Shire.

### Consultation

Chief Executive Officer

### Strategic Community Plan

Shire of Ashburton Strategic Community Plan 2022-2032

Strategic Objective	3. Prosperity - We will advocate and drive opportunities for the community to be economically desirable, resilient, and prosperous.
Strategic Outcome	3.4 Sustainable commerce and tourism opportunities
Strategy	3 Work collaboratively with tourism sector providers, Australia's North-West Tourism and Tourism WA to increase visitor spend, and length of stay, in the Shire.

### Council Policy

[Council Policies » Shire of Ashburton](#)

Council Policy – Tourism Support and Promotion

The Shire recognises that tourism will continue to be a major employer and contributor to the economy within the Shire, and that it needs to play an active role to facilitate the growth and development of tourism in Ashburton.

### Financial Implications

#### Current Financial Year

The officer's recommendation is to provide \$50,000 (excl. GST) for The Karijini Experience 2025 under Economic Development Budget J3102 Event Sponsorships, as a Premium Partner.

#### Future Financial Year(s)

Community Donations, Grants and Funding which outlines our process to provide funding to Signature Events. Future year funding will be considered under this policy.

### Legislative Implications

Nil

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### Risk Management

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

Theme	Risk	Likelihood	Consequence	Inherent Risk Rating	Risk Treatment
Reputation (social/community)	Council has endorsed in the 2024/2028 Economic Development and Strategy to support unique events in the region and to promote Karijini as a destination of international significance. Failure to make a contribution could cause reputational damage to the Shire.	Likely (4)	Moderate (3)	Moderate (5-9)	Provide a financial contribution to the event in line with the 2024/2025 Economic Development Budget.

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

### Voting Requirements

Simple Majority

### Officer Recommendation

That with respect to The Karijini Experience 2025 Sponsorship Proposal, the Economic and Tourism Development Committee recommends that Council approve a \$50,000 (excl. GST) contribution to become a Premium Partner of The Karijini Experience 2025.

### Committee Decision

**Moved** Cr L Rumble JP

**Seconded** Cr A Sullivan

**That with respect to The Karijini Experience 2025 Sponsorship Proposal, the Economic and Tourism Development Committee recommends that Council approve a \$50,000 (excl. GST) contribution to become a Premium Partner of The Karijini Experience 2025.**

**For:** M Lynch, A Sullivan, A Smith and L Rumble JP

**Against:** Nil

**Carried 4/0**

## 6.5 Visit Ashburton Tourism Signage

<b>File Reference</b>	ED31503
<b>Applicant or Proponent(s)</b>	Not Applicable
<b>Author</b>	S Allan, Manager Business & Economic Development
<b>Authorising Officer</b>	K Donohoe, Chief Executive Officer
<b>Previous Meeting Reference</b>	Nil
<b>Disclosure(s) of interest</b>	Author – Nil
	Authorising Officer – Nil
<b>Attachments</b>	<ol style="list-style-type: none"> <li>1. Draft Design Guide March 2024</li> <li>2. Warlu Way Map</li> <li>3. Tourism Western Australia Tourism Signage Guidelines</li> </ol>

### Report Purpose

To consider options for the expenditure of allocated budgeted funds to improve current Shire of Ashburton visitor information and directional signage.

The purpose of this report is to provide the Committee with an understanding of the current visitor information and directional signage within the district and be informed of identified locations for upgrades and improvement.

The Committee is requested to consider the options presented and make a recommendation to Council for improvements to visitor information and directional signage and upgrades with the aim to encourage tourism attraction, retention and dispersal within the Shire of Ashburton.

### Background

As part of the 2023 – 2024 capital expense budget, Council allocated \$100,000 towards Visit Ashburton Tourism Signage (ED31503 X3435). The scope brief outlines:

*‘The launch of Visit Ashburton in 2022/23 FY has created a unifying tourism brand for the Shire. This project seeks to implement an important component of the visitor experience by welcoming visitors to our four towns with a consistent approach. There is also an opportunity to improve existing tourist signs throughout the Shire. The Visit Ashburton TAG will design and acquire signage that is consistent with our new visitor economy focus’*

Main Roads Western Australia (MRWA) have signage standards and guidelines regarding tourism signage (Refer attachment 3) and it is necessary for the Shire to consider these guidelines when seeking approval where required in their design and location from MRWA.

An initial Shire of Ashburton *Tourism Signage Plan* and *Draft Design Guide* (Refer Attachment 1) was submitted to MRWA in March 2024 for feedback. MRWA responded as follows:

*‘While the designs of the signs you have sent are visually beautiful, they are unfortunately not suitable for installation on our roads.*

- *They are too large. As mentioned the largest sign we would consider would be 3300m as per the attached draft sign.*

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- *They are not glance appreciative. Too much to see at 110km/h.*
- *They provide no information. How far to (Karijini or Fern Pool).*
- *In our experience anything with pictures is difficult to see and understand whilst travelling past. Complicated artwork/photos are not supported by the Region.*
- *These signs could perhaps be installed at information bays or roadhouses (with permission). Not parking bays as they are too close to the road in most cases”.*

MRWA are currently undertaking a ‘Pilbara Signs Project’, an assessment of all signage throughout the Pilbara which will inform a 10-year Pilbara regional signage upgrade.

The Manager of Business and Economic Development has requested that the Shire be able to provide feedback and insight into the draft Pilbara Signs Project, prior to its finalisation.

Further feedback from MRWA suggested that focus should be made on current Shire owned and maintained information pull in and rest bays within the Shire.

After extensive onsite investigation of locations throughout the Shire, 4 key locations (to be discussed further in this report) have been identified as prime locations for the Shire to update current tourism and wayfinding signage, some locations needing new infrastructure and signage.

These investigations also provided the opportunity to provide feedback to MRWA as to help inform the Pilbara Signs Project when updating directional signage throughout the Pilbara region.

#### **Warlu Way**

The Shire of Ashburton, along with other Local Government Associations, City of Karratha, Shire of East Pilbara, Town of Port Hedland and a range of other partners (Tourism Western Australia, Department of Biodiversity Conservation and Attractions and MRWA), financially assisted the Pilbara Tourism Association in launching the marketing project in 2024 or the ‘Warlu Way’ tourism concept (Refer to Attachment 2 - Warlu Way Map).

The Warlu Way signage installed by MRWA and takes up much signage ‘real estate’ throughout the Pilbara and as per MRWA signage guidelines there are only allowed to be a certain number of signs at any one location as to mitigate visual pollution and enable glance appreciation.

Excessive, and at some locations confusing Warlu Way signage reduces the opportunity for other tourism locations or assets to be included in tourism directional signage installed by MRWA. This issue has been addressed with MRWA.

The Warlu Way road trip tourism concept will continue to develop, and potentially will be a highly beneficial tourism focused ‘must-do West Australian Road Trip’, however it has clearly been identified to MRWA that any future signage upgrades need to carefully consider the Warlu Way signage as part of the Pilbara 10-year regional signage upgrade as to reduce confusion and provide opportunity for other key tourism towns and locations to be included.

#### **Comments**

Much of the current Shire of Ashburton tourism signage and information is out of date or incorrect, does not align with the current Visit Ashburton *Reef to Range* brand with many of the signs weathered and needing replacement.

There is also currently a lack of appropriate directional and distance signage as to provide visitors with safe and correct information whilst travelling through our region.

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Upon investigation of current tourism signage, locations, opportunities and tourist travel movements across the Shire, the below 4 key locations have been identified in order of priority, as to enable the best opportunity to meet the requirement of the original scope to improve existing tourist signs throughout the Shire in a consistent and on-brand manner.

**1. North West Coastal Highway, Onslow pull over information and rest area:**

Onslow pull over and rest area heading North, signage upgrades to all signage to align with the Visit Ashburton Reef to Range messaging, including:

Existing 'Slip into Onslow' sign to be updated with Reef to Range messaging and imagery. (Below).



New information and directional sign to be installed under the current shade structure, to include a brief history of Ashburton, Onslow and Islands, area map and suggested Reef to Range itineraries. (Below).



Existing 'Welcome to Country and Acknowledgment' sign to be updated to current Visit Ashburton tourism branding and Reef to Range messaging, to include acknowledgement to Country and important area information (Disaster dashboard, Shire information etc). (Below).





Update of signage of 'Welcome to Onslow - The Cooler Coast' signage to Reef to Range messaging and imagery. (Below).



**Further considerations for Onslow pull over information and rest area:**

- Potential for digital signage (budget dependant as not critical) to provide up to date information relevant to Onslow (accommodation availability, events etc);
- Vegetation, road works to edging and place beautification to be considered as infrastructure upgrades for the 2025 - 2026 financial year.

**2. Tom Price-Paraburdoo Road information and pull over and rest area:**



- Update to existing signage and infrastructure to provide consistent Reef to Range messaging and imagery.
- Update to information, include a brief history of Ashburton, Tom Price and area map suggested Reef to Range itineraries.
- Feature Karijini National Park (in liaison with DBCA), information, maps.
- 'Welcome and Acknowledgment', important area information (Disaster dashboard, Shire information etc).

**Further Considerations for Tom Price-Paraburdoo Road information and pull over rest area:**

- Potential for digital signage (budget dependant as not critical) to provide up to date information relevant to Tom Price, Paraburdoo and Karijini (accommodation availability, events etc);



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- Vegetation, road works to edging and place beautification to be considered as infrastructure upgrades for the 2025 - 2026 Financial Year.

**Comments made to Main Roads Western Australia regarding Tom Price-Paraburdoo Road information and pull over rest area:**

Some of the signage at the intersection has been burnt or damaged and needs to be replaced. (Below).



As per much of the Pilbara, the Warlu Way signage is often confusing and the signage is often excessive and reduces the opportunity to highlight and promote other tourism and natural assets, such as Western Australia's second largest National Park Karijini and nearby Millstream Chichester National Park. (Below).



The intersection at Tom Price-Paraburdoo and Karijini roads is the gateway to one of Western Australia's major tourist attractions, the Karijini National Park, it is hoped that something more sufficient to address it's popularity and class as a natural wonder is considered.

**3. Nanutarra Roadhouse:**

Nanutarra Roadhouse is a popular location for all those who access the North West Coastal Highway either as a tourist or those living or working in the area, suggested new signage and infrastructure is outlined below and as per Main Roads feedback is a good opportunity and location for tourist information and directional signage. These locations are in the Main Roads road reserve and would be subject to their approvals:

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Request to be made to MRWA to approve signage and Ashburton area maps produced and installed next to the pull in area where the tree line is opposite fuel bowzers (this area is also within the Main Roads, road reserve).

At this location, people park in the shade post refuelling their vehicles, obtaining supplies, and having a rest stop.

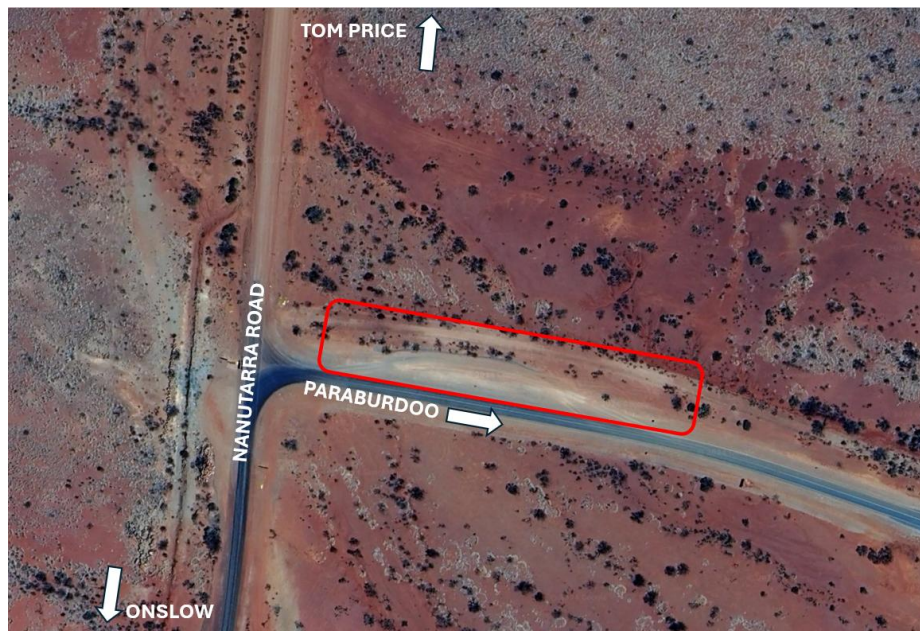


*Shaded rest area opposite Nanutarra Roadhouse and amenities (above).*

**4. Intersection at Paraburdoo Road and Nanutarra-Munjina Road:**

Consideration and further investigation for the red area highlighted below to be upgraded to an official pull over bay and rest area, currently many pull over in this space as a rest stop to their next location, or to assess which direction they are travelling.

New information and directional signage would be required to be produced and installed, consistent with the Reef to Range branding and messaging. This area is in the Main Roads, road reserve and would be subject to their approval.





*Aerial view of intersection at Paraburdoo Road and Nanutarra-Munjina Road*



*Area identified (left side of road) as an official pull over bay and rest area, heading towards Paraburdoo from the Nanutarra-Munjina Road*

**Comments below to Main Roads regarding intersection at Paraburdoo Road and Nanutarra-Munjina Road:**

- Signage clutter clean up at intersection, signage is confusing and needs to include Tom Price and Onslow.
- Removal or more practical inclusion of Warlu Way.
- Hero sign should be Karijini National Park, which is a major tourist attraction.



*Signage at the intersection of Paraburdoo Road and Nanutarra-Munjina Road*

**Comments to Main Roads Western Australia regarding another location of interest, Nanutarra Road and North West Coastal Highway Intersection:**



- Current signage in this location does not include Onslow nor distances. Given Onslow is the next closest town with amenities it makes logical sense as to be included, although it is viewed as an access road turn off from a main highway (similar to Exmouth or Karratha).
- Intersection signage here could be much more informative as to include distances, with suggestion to the below content:
  - (to the south - left) Nanutarra Roadhouse, Exmouth, Carnarvon.
  - (to the north - right) Onslow, Karratha, Dampier.

**Consultation**

Consultation has been undertaken with Main Roads Western Australia as to ensure that the Shire is adhering to Main Roads Western Australia Tourist signage standards and guidelines, as per the attached Tourism Western Australia Tourism Signage Guidelines position statement, to:

*'Recognise and support the established signage policies and requirements of Main Roads Western Australia (MRWA), as well as those of Local Government Authorities that promote a uniform state-wide and national approach to signage standards.'*

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Ongoing consultation and collaboration with Main Roads Western Australia will be required as to seek approvals for any new locations or infrastructure inclusion and signage designs.

**Strategic Community Plan**

Shire of Ashburton Strategic Community Plan 2022-2032

Strategic Objective	3. Prosperity - We will advocate and drive opportunities for the community to be economically desirable, resilient, and prosperous.
Strategic Outcome	3.4 Sustainable commerce and tourism opportunities
Strategy	3 Work collaboratively with tourism sector providers, Australia's North-West Tourism and Tourism WA to increase visitor spend, and length of stay, in the Shire.

**Council Policy**

[Local Planning Policy LPP03 Advertising Signs](#)

**Financial Implications**

Current Financial Year

Funds are available in the 2024/2025 Municipal Budget (\$100,000) to provide for Visit Ashburton Tourism Signage (ED31503 X3435).

Future Financial Year(s)

The Shire of Ashburton is financially responsible to update and maintain any repairs or maintenance to any Shire of Ashburton signage, budget funding for upgrades or improvements to other tourism signage or improvements has not yet been identified nor considered for 2025/2026 or future financial years.

**Legislative Implications**

Nil

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### Risk Management

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

Theme	Risk	Likelihood	Consequence	Inherent Risk Rating	Risk Treatment
Reputation (social/community)	Current tourism signage and information is out of date, does not align with the current Tourism brand, and in some scenario's information is incorrect. There is currently a lack of appropriate directional and distance signage as to provide visitors with safe and correct information whilst travelling through Ashburton.	Likely (4)	Moderate (3)	Moderate (5-9)	Update signage at current locations within the Shire of Ashburton's control, and continue to collaborate with Main Roads Western Australia to upgrade tourism and facility signage as part of the 10-year Pilbara regional signage upgrade

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

### Voting Requirements

Simple Majority

### Officer Recommendation

That with respect to the Visit Ashburton Tourism Signage the Economic And Tourism Development Committee recommends that Council:

1. Supports visitor information and signage improvements at the North West Coastal Highway, Onslow pull over information and rest area (including the 'Onslow - Cooler Coast' signage); and at the Tom Price – Paraburdoo Road, pull over information and rest area, for existing and new signage upgrades as detailed in points 1 and 2 of the comments section of this report; and
2. Supports investigation of new directional and tourism information signage and infrastructure being installed at the Nanutarra Roadhouse in the location identified in point 3 of the comment section of this report (subject to Main Roads Western Australia approvals); and
3. Approves further investigations for a new Paraburdoo Road and Nanutarra-Munjina Road pull over bay and rest area, with new directional, tourism information signage and infrastructure (subject to Main Roads Western Australia approvals).;



**Committee Decision**

**Moved** Cr L Rumble JP

**Seconded** Cr M Lynch

**That with respect to the Visit Ashburton Tourism Signage the Economic And Tourism Development Committee recommends that Council:**

- 1. Supports visitor information and signage improvements at the North West Coastal Highway, Onslow pull over information and rest area (including the 'Onslow - Cooler Coast' signage); and at the Tom Price – Paraburdoo Road, pull over information and rest area, for existing and new signage upgrades as detailed in points 1 and 2 of the comments section of this report; and**
- 2. Supports investigation of new directional and tourism information signage and infrastructure being installed at the Nanutarra Roadhouse in the location identified in point 3 of the comment section of this report (subject to Main Roads Western Australia approvals); and**
- 3. Approves further investigations for a new Paraburdoo Road and Nanutarra-Munjina Road pull over bay and rest area, with new directional, tourism information signage and infrastructure (subject to Main Roads Western Australia approvals).**

**For:** M Lynch, A Sullivan, A Smith and L Rumble JP

**Against:** Nil

**Carried 4/0**

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## **7 New Business Of An Urgent Nature Introduced By Council Decision**

Nil

## **8 Next Meeting**

The next Economic And Tourism Development Committee Meeting will be held at 9:00am on Tuesday 18 March 2025 at Council Chambers, Onslow Shire Complex, Second Avenue, Onslow.

## **9 Closure Of Meeting**

There being no further business, the Presiding Member closed the meeting at 9:15am.



# Agenda Item 6.1 - Attachment 1

Council Policy - Tourism Support and Promotion (as amended)



## Council Policy – Tourism ~~Support and Promotion~~ and Attraction

<b>Responsible Directorate</b>	Office of the Chief Executive Officer
<b>Responsible Business Unit/s</b>	Business and Economic Development
<b>Responsible Officer</b>	Manager Business and Economic Development
<b>Affected Business Unit/s</b>	All

### Objective

To set guidelines for supporting ~~and promoting~~ tourism industry and initiatives, facilitating tourism-based business investment attraction and promoting tourism in the Shire of Ashburton (the Shire).

### Scope

This policy applies to the Shire and tourism stakeholders.

### Policy Statement

The Shire recognises that tourism will continue to be a major employer and contributor to the local economy, and that it needs to play an active role to facilitate the growth and development of tourism opportunities and offerings.

The Shire will continue to work with State, regional and tourism industry stakeholders to promote and develop local tourism, ~~opportunities encourage~~ tourism-based investment attraction opportunities and facilitate development of infrastructure for current and future tourism business and services.

### Framework

The Shire will in particular:

- Endeavour to assist community ~~groups or tourist organisations conduct to~~ develop and provide a higher level of tourism products, services and offerings, and support and provide guidance where relevant, to events and activation activities which have the potential to ~~develop provide future growth to~~ tourism in the area.
- In formulation of planning regulations, and preparation of local laws and other regulations, have regard to the requirements of tourism development, and the impacts these rules will have on tourism growth for the region.
- When reviewing Strategic Plans, Town Plans and Development Control Plans, take into consideration policies on tourism and other related issues.

- Encourage tourism product development and investment attraction throughout the area and where possible facilitate the development application process.
- Encourage a high standard of relevant development, design and aesthetics in all forms of tourist development that is suitable to the elements and environment of the region, for the ongoing use to the local community and visitors to the Shire.
- Consider the welfare of the whole community, and examine the social, cultural, economic, and environmental impacts when supporting tourism development and/or diversification and any associated facilities, to ensure the ongoing sustainability and authentic sense of place.
- Promote beautification and landscaping of residential and commercial centres with a 'place activation' focus to make the Shire a vibrant, authentic, unique and attractive visitor destination.
- Where practicable, support the enhancement of natural features, assets and conservation areas of outstanding scenic beauty and recognise items of environmental, cultural and heritage/historical significance.
- Facilitate the development of scenic drive routes and walk trails, locations of interest, and review direction, information, promotional and interpretative signage and lookouts and review signage needed in strategically important tourist areas.
- Ensure a consistent and strategic approach to the promotion of marketing of the Shire to encourage an increase of visitors, supporting economic diversification and sustainability of the region.

### Financial

Council will consider an appropriate budget allocation each year to provide for the following:

- A contribution to the Onslow Visitor Centre, providing it is satisfied that the Onslow Tourism & and Progress Association Incorporated is providing a worthwhile tourist service (as outlined in a signed funding agreement),
- Fund, manage and operate the Tom Price Visitor Centre directly, as a Council activity, and
- Contribute an amount towards implementing Shire Tourism Strategies and Plans, and
- Support where possible and relevant, tourism initiatives which build and diversify the Pilbara tourism potential.

### Definitions

Nil

## Relevant policies/documents

Strategic Community Plan 2022-2032

~~Economic and Tourism Development Strategy 2019~~  
Economic Development Strategy 2024-2028

Onslow Towards a Visitor Economy 2022

## Relevant legislation/local laws

Nil

Office use only				
Relevant delegations	Nil			
Council adoption	Date	11 October 2022	Resolution #	139/2022
Reviewed/modified	Date	<u>xxx xxx 2025</u>	Resolution #	<u>xxx/2025</u>
	Date		Resolution #	
	Date		Resolution #	
Next review due	Date	<u>2024-2029</u>		



# Agenda Item 6.2 - Attachment 1

The Karijini Experience 2025 Event Report



Karijini Experience 2025  
Event Report



# EVENT REPORT 2025



[karijiniexperience.com](https://karijiniexperience.com)





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19. Broad Media / Production Advertising Summary





## 1 OVERVIEW

Congratulations to all involved, the 2025 was well received by participants and visitors alike with positive comments enjoyed for most areas of the event.

The cultural content for this year was 70% providing one of the more unique and more involved aboriginal events in the state. This fact drew comment by the new Tourism Minister Hon Reece Whitby at a subsequent tourism breakfast (1 May 2025).

The attendance across the day was very good, with people enjoying the full range of activities throughout the day in The Village.

The involvement of the Banjima community grew with many activations supported with both existing and new presentations on offer.

Sponsors were appreciative of the inclusions offered through their support with more of their representatives on site for part or all of the event.

A special thank you to Johnnell Parker who took on the MC role for the weekend.

Cultural events of note included:

- Welcome to Country
- Opening & Closing Barlgabi
- Crafts, Activities & Kangaroo Stew
- Language Workshops
- Story Telling
- Banjima Toured Walks
- Banjima Artefacts
- Bush Medicine

There is a continuing strong interest in Banjima Culture by visitors which is testament to the efforts over the planning period along with the past year's promotions.

The layout worked well with a more focused Banjima and cultural area to one side. There was an even flow of people throughout the venue.

Increased pressure was felt for the camping areas and will need a review on how this is managed at future events.

Income opportunities and event costs did not meet budget and the subsequent delivery will need to be reviewed for future years.

### • Program Summary

A great mix was provided over the four days with over seventy activations held including multiple stagings.

The program is included with this presentation.

### • Location

The Karijini National Park is a natural attraction and part of the reason to visit.

The actual village location on the airstrip is still seen as a temporary site with the DBCA looking at a more permanent location.

The sealing of key roads within in the Karijini National Park made visiting the range of natural attractions far easier.

Transport and freight are becoming a significant factor in the event delivery due to the remoteness and being off the major highway.

### • Timing

School holidays is seen as the preferred time for the Experience to help traditional custodians get back to country with families.

The movement of Easter and school terms does mean shifting the event from year to year.

Potential future dates:

2026: Friday 10 April – Monday 13 April

(Easter 3 – 6 April)

(School break starts 3 April)

2027: Friday 16 April – Monday 19 April

(Easter 26 – 29 March)

(School break starts 12 April)

### • Accommodation and travel

Travel is the biggest factor against visitation with air travel cost and hire cars expensive.

Driving time is also a major factor.

Accommodation options especially during school holidays can be limiting.

### • Dining Experience

Due to the non-availability of Fervor, the dining experience delivery was not at the normal level. Securing Fervor early and setting dates will alleviate this issue.



- Sponsors

Sponsor funding is critical to the Karijini Experience and with issues such as cost of living, changing governments and sponsor fatigue made support harder in 2025.

They are a very important part of the event delivery for both cash and in-kind contributions.

BNTAC underwrite the event at a substantial level.

- Media Impact

A strong media campaign with good reach and exposure achieved.

Media and PR articles were also received provided additional exposure for the event companies and people involved.

A media summary is included with this report.

- Economic impact

An estimate of visitor spend in the region is calculated as \$735,540 based on 71% of people being from outside of the Pilbara.

An average of 3.35 nights per visitor was spent in the region.

***The organisers wish to thank all sponsors, stakeholders, participants, supporters and the community for their support of the Karijini Experience.***

## 2 TESTIMONIALS

### Post Event Survey

We loved the Banjima people and their generosity to show their culture  
- Bronwen

### Contractors

Thank YOU so much for having us, we had the best time again this year and as always appreciated the relaxed while professional way you guys operate - thank you so much for all of your support and for having us back again.

It's such an honour to be a small part of presenting this event to the Pilbara community on behalf of yourself and the Banjima people - it's not an experience we take for granted, and we are really grateful to have the opportunity to assist.

Looking forward to our next event together, thanks again!

- PCC Productions

Thank you again for having us in Karijini and being a part of the festival.

The location is stunning, and the national park is Beautiful! Very appreciative of you and your staff's hospitality.

Such a remote and amazing place to visit and loved being on Banjima Country ☺

- Balya Productions on behalf of Thelma Plum





### Sponsors

Congratulations on another successful year of Karijini Experience. It was lovely to see everyone and feedback received from visitors and locals was positive. Well done. Look forward to next year's event.

– Audra Smith, Shire of Ashburton

Thank you for your email, I was privileged to attend parts of the Karijini Experience with my partner. We thoroughly enjoyed a scenic chopper flight over Karijini (extraordinary) and got to see Thelma Plum perform (amazing). We also had a number of Councillors attend various parts of the Experience and all feedback was more than positive. Such a great feel and atmosphere to the event. Congratulations.

– Susan Allan, Shire of Ashburton

### Attendees

It was magic! Many thanks to the Banjima people and the local community for their hospitality, sharing their knowledge of Country and for the opportunity to join in all the celebrations. It was such good vibes ❤️

– Sarah via Facebook

Thank you for sharing this experience with us! We have left feeling so connected and grounded. We cherished our time spent with mob on Banjima Country ❤️

– @wandering\_wildfolk, via Instagram





### 3 ATTENDANCE, RESEARCH & DEMOGRAPHICS

Event attendances for the 2025 Karijini Experience provided a total of 3,833 people at the various events. Due to multiple entries, this could be estimated at around 2,600 people in the park.

71% attended the event for the first time.

The opening Barlgabi and Thelma Plum's performance attracted the greatest crowds.

Karijini Experience 2025	
Activation	Attendees
Talent	31
Staff & Volunteers	75
Stall / Event Holders	70
Welcome to Country and Barlgabi	700
Closing Barlgabi	350
Banjima Toured Walks	102
Kid's Activities	100
Bush Medicine	30
Perth FC Workshop & Training Camp	30
Workshops	170
Sunday Entertainment	300
Dining Experience	73
Cooking Demonstrations	60
Markets	400
Daily Yoga	30
ROSE Reconnecting Our Spiritual Essence	21
Massage	12
Movie Night	140
Story Telling & Language Workshop	60
Artefacts	30
Banjima Crafts & Activities	90
General Village Activities	100
Yurlu Lounge	800
Helicopter Rides	59
<b>Total Events Attendance</b>	<b>3833</b>





VISITOR RESPONSES FROM TICKET PURCHASES & SURVEY RESULTS				
	Pre-Purchase Ticket Holders		Post Event Survey Results	
Attendee Age	18 – 24 years	5%	18 – 24 years	0%
	25 – 40 years	55%	25 – 40 years	33%
	41 – 54 years	30%	41 – 54 years	28%
	Over 55 years	10%	Over 55 years	39%
Accommodation	Hotel / Motel	8%	Hotel / Motel	11%
	Friends / Family	3%	Friends / Family	11%
	Caravan Park / Camping	59%	Caravan Park / Camping	44%
	Online Private Rental	1%	Online Private Rental	11%
	Live in the Region	29%	Live in the Region	23%
Length of Stay	1 Night	8%	1 Night	7%
	2 – 3 Nights	37%	2 – 3 Nights	33%
	4 – 5 Nights	22%	4 – 5 Nights	7%
	6 – 7 Nights	3%	6 – 7 Nights	12%
	8 – 10 Nights	3%	8 – 10 Nights	7%
	11+ nights	0%	11+ nights	7%
	Live in the Region	27%	Live in the Region	27%
Region	Perth	30%	Perth	28%
	South WA	1%	South WA	0%
	Goldfields – Mid West	1%	Goldfields – Mid West	0%
	Gascoyne – Pilbara	51%	Gascoyne – Pilbara	50%
	Kimberley	3%	Kimberley	11%
	Interstate/International	14%	Interstate/International	11%
How They Heard (Multiple Response)	Facebook	11%	Facebook	33%
	Instagram	6%	Instagram	0%
	Website	26%	Website	11%
	Email	17%	Email	6%
	Visitor Centre	6%	Visitor Centre	0%
	Attended Previously	13%	Attended Previously	17%
	Press	1%	Press	6%
	Signage	1%	Signage	0%
	Word of Mouth	22%	Word of Mouth	33%
	Radio	1%	Radio	0%
	Perth Is OK!	2%	Perth Is OK!	0%
	Perth Now	0%	Perth Now	0%



	So Perth	0%	So Perth	0%
			BNTAC	6%
			Sponsors	17%
First time attending	Yes	71%	Yes	72%
	No	29%	No	28%
Satisfaction			Very Satisfied	50%
			Satisfied	44%
			Unsatisfied	6%

Sample size - 700

## 4 EVENTS & DEVELOPMENT

Over 70 individual events were held, with the Village hosting many of these. Events were also held at the Karijini Visitor Centre. Visitation to many of the park's natural attractions was up due to the now sealed roads.

The push for more cultural experiences was obvious with a good array of activations and hosts for them a very pleasing result.

The support offered by the committee and BNTAC assists many smaller groups and organisations to be part of the event.

It is recommended that this subsidy be continued in the future.

There is a continuing strong interest in Banjima Culture by visitors which is testament to the efforts over the planning period along with the past year's promotions.

The layout worked well with a more focused Banjima and cultural area to one side. There was an even flow of people throughout the venue.

Increased pressure was felt for the camping areas and will need a review on how this is managed at future events.

The entertainment main act Thelma Plum was considered a big success, while proving quite expensive.

Support acts of Nathan Lamont, The Rocking Edge Brothers, Family Shoveller Band and Until Closing Time provided great entertainment, with the support of Desertwave Records providing good local talent.

The stage hosting and MC work was conducted by Johnnell Parker.

The format was strong and is recommended to adopt for future events. The change for Yurlu Lounge to the Saturday should be kept, keeping the closing Balgarbi as the main feature for the final night.



## Karjini Experience 2025 Event Report

### 5 FINAL EVENT PROGRAM

2025 EVENT PROGRAM		FRIDAY 11 APRIL		SATURDAY 12 APRIL					SUNDAY 13 APRIL					MONDAY 14 APRIL					
	COST	6.00 - 8.00	8.00 - 9.30	9.00 - 10.00	10.00 - 12.00	12.00 - 3.00	3.00 - 6.00	6.00 - 9.30	9.00 - 10.00	10.00 - 12.00	12.00 - 3.00	3.00 - 6.00	6.00 - 9.30	9.00 - 10.00	10.00 - 12.00	12.00 - 3.00	3.00 - 6.00	6.00 - 8.00	8.00 - 9.30
URBAN EVENTS																			
na Toured Walks sponsored by BHP — From the Karjini Visitor Centre	\$			9.00 - 10.30					9.00 - 10.30					9.00 - 10.30				6.00 - 8.00	
ig Barlgabi																			8.00 - 9.30
ntertainment - Until Closing Time			8.00 - 9.00																
ntertainment — Nathan Lamont													8.00 - 9.30						
ntertainment — Family Shoveller Band / Wild Dingo Band													6.00 - 9.00						
e Dining Experience	\$																		
me to Country and Barlgabi		6.00 - 8.00																	
Lounge — Live Entertainment	\$						5.30 - 9.00												
ia Plum / Nathan Lamont / The Rockin Edge Brothers																			
RURAL ACTIVITIES																			
in Residence / Workshop				9.00 - 10.00					9.00 - 10.00										
na Artefacts & Shield Carving Workshop				9.00 - 12.00					9.00 - 12.00					9.00 - 12.00					
na Crafts & Activities					10.00 - 3.00					10.00 - 3.00					10.00 - 3.00				
ucker							5.30 - 7.30					5.30 - 7.30					5.30 - 7.30		
e Weave									9.00 - 12.00					9.00 - 12.00					
imunnah Art Exhibition at Karjini Visitor Centre				9.30 - 2.00					9.30 - 2.00					9.30 - 2.00					
age Workshop						3.00 - 4.00					3.00 - 4.00					3.00 - 4.00			
ing with Banjima Elders																			
night													6.30 - 8.00						
a Bush Remedy Bush Medicine																12.00 - 1.00			
VILLAGE & ACTIVITIES																			
on McKenna — Make Mine a Monster or Creating Characters				11.00 - 12.00	2.00 - 3.00				11.00 - 12.00										
i Wild Play and Demo Workshop with Johnny Wild				9.00 - 2.00					9.00 - 2.00					9.00 - 2.00			2.00 - 2.45		
ng Demonstrations with Matt Moncrieff						2.00 - 2.45					2.00 - 2.45						2.00 - 2.45		
ng Demonstrations with Zach Green					12.00 - 12.45						12.00 - 12.45					12.00 - 12.45			
Trucks	\$	5.00pm - 9.00pm		9.00am - 9.00pm						9.00am - 9.30pm						9.00am - 9.00pm			
all on the Airstrip — Training Workshops				9.00 - 10.00					9.00 - 10.00					9.00 - 10.00					
scue Helicopter Tours — 30 minute flights	\$			9.00 - 5.30					9.00 - 5.30					9.00 - 5.30					
if's — Kids Bush Craft Workshops				9.00 - 11.00					9.00 - 11.00					9.00 - 11.00					
Reptile Company Wildlife Display				9.30 - 1.30					9.30 - 1.30					9.30 - 1.30					
E Reconnecting Our Spiritual Essence — 45 minute sessions	\$			9.00 - 4.00					9.00 - 4.00					9.00 - 4.00					
nd Connect - Stretch Classes				9.00 - 10.00		5.00 - 6.00			9.00 - 10.00		5.00 - 6.00			9.00 - 10.00		5.00 - 6.00			
g Workshop															9.30 - 1.30				
ish Massage — 60 minute sessions	\$			9.30 - 1.45					9.30 - 1.45					9.30 - 1.45					
ots Play Gym				9.00 - 5.00					9.00 - 5.00					9.00 - 5.00					
a Markets sponsored by Shire of Ashburton — ys of apparel, arts and Aboriginal products				9.00 - 2.00					9.00 - 2.00					9.00 - 2.00					





## 6 DIGNITARY SUPPORT

Due to the looming elections, early engagement of support was difficult.

Attendance was welcomed with Kevin Michel MLA Member for the Pilbara representing the Tourism Minister and Hon Peter Foster MLC, Member for Mining and Pastoral Region representing the Minister for Regional Development.

Banjima Elders and representatives conducted Welcomes to Country for significant events.

Shire President Audra Smith represented the Shire of Ashburton

CEO Virginia Miltrup represented the City of Karratha

## 7 TICKETING

Humanitix, an Australian-founded platform, is our ticketing provider of choice thanks to its reliable support and user-friendly features.

- The system integrates effortlessly with our website, providing a smooth experience for ticket buyers.
- Booking fees are just 2% plus \$1 per ticket, making it a budget-friendly alternative to many other platforms.
- All refund requests are managed online through Humanitix.
- Promo codes can be created for complimentary or discounted tickets.
- Waitlists are available for events that reach capacity.
- All profits from booking fees are donated to children's education initiatives.





## 8 EVENT PROGRAM



The DL 8-fold format event program provided a handy, pocket-sized guide for attendees.

A total of 1,000 copies were printed and distributed across the region and at the event, serving as a useful reference for guests.

The full program was also made available online, ensuring easy access and allowing for updates beyond the print deadline.

Digital channels including the event website and social media played a key role in sharing information and engaging with the audience in the lead-up to the event. The website was the central hub for ticket sales and event details.

## 9 GUEST TALENT

The talent line-up included the following artists:

- Thelma Plum
- Nathan Lamont
- Wild Dingo Band
- The Rockin Edge Brothers
- Until Closing Time
- Family Shoveller Band





## 10 SPONSORS

Sponsorship and support for the event came from various stakeholders, each contributing to its success. Sponsorship benefits primarily focused on media exposure and promotional efforts leading up to the event.

A total input by sponsors excluding the contra and in-kind support amounted to \$373,000 (ex GST). Contra support can be valued in excess of \$219,000.

**The following organisations contributed to the cost of the event through cash and/or in-kind support:**

Host: Banjima Native Title Aboriginal Corporation  
Premium: BHP, Rio Tinto, Shire of Ashburton, Coates  
Major: Tourism WA, Bennco, Gumala Foundation, Karijini Eco Retreat, Hanroy, IBN Group, North West Mining & Civil, Equity Trustees  
Event: City of Karratha, Fortescue, Ngaarda Media, Nintirri Centre, Mineral Resources, Pilbara Development Commission, Lotterywest  
Support: Department of Biodiversity Conservation & Attractions (Parks), Australia's North West Australian Cultural Heritage Management (ACHM), Pilbara Food Services, Go West, East Pilbara Independence Support (EPIS), Vanguard Media Group, Gage Roads, Miles from Nowhere.

## 11 COMMUNITY AND BUSINESS SUPPORT

Part of the fabric of the event is how it affects and is supported by locals.

There is a strong culture of ownership by the local community which has been generated over a few years.

This is reflected in business support, attendance and the opportunity to have a say in the event.

The influence of mining obligations does restrict some companies taking part.

The future will need to create more engagement with the business community.

The delivery of regional, stakeholder and sponsor dividends must be matched with ongoing investment. The organisers work with businesses for sponsorship (either in-kind contributions or cash) and fair pricing for supply and services.

The economic impact to the region indicates the broader returns available, which are spread throughout the community and business.



## 12 VOLUNTEER PROGRAM

In 2025, the volunteer program was revitalised with added incentives, including travel reimbursements, which helped attract a strong pool of high-quality volunteers.

A more structured roster was introduced this year and proved highly effective, ensuring smooth coordination across all volunteer roles.

Volunteers were recruited to assist with a range of tasks including event and camp set up, workshop and event support, bar and merchandise sales, stage assistance, and camp coordination.

In appreciation of their contribution, volunteers received access to the Yurlu Lounge featuring Thelma Plum, along with onsite catering that included breakfast, lunch, dinner, and refreshments throughout the day.

All volunteers were covered by comprehensive Volunteer Insurance provided by CMS Events.





### 13 EVENT ISSUES

Issues in 2025 were minimal and did not affect the public delivery of the Karijini Experience.

- The economic conditions and sponsor fatigue affected total sponsorship funds available.
- Freight and transport is a major cost for the event and needs to be addressed.
- Pre and post volunteer and staff levels causes stress to those who do support the event.
- It is suggested future events contract key labour positions for event build.
- There is still an under-utilisation of the bus service.
- The sealed road was a significant boon for visitors.
- Cultural education for staff, contractors and volunteers is very important.

### 14 FINANCIAL OUTCOME

The expense for the event needs to be reviewed to ensure the event is sustainable for the long term. Many costs were added later in the planning which enhanced the event but put pressure on the financial outcome.

There are areas that can be trimmed without affecting the presentation. These are mainly related to the activations and event resources.

The support through BNTAC could be capped to provide more financial control.

The sponsorship packages and range of sponsors will need to be increased.

### 15 EVENT MANAGEMENT

Event Managers CMS Events have more than 30 years' experience in promoting, managing and staging events across WA. 2025 represents the final year of the three-year undertaking for the company.

#### Obligations and milestones for 2025 included

- |  |   |
|--|---|
| • Development of the event budget.                             | • Sponsorship levels.   |
| • Development of the event marketing and communications plan.  | • Signage at events.  |
| • Development of the event operations plan.                    | • Provision of final report and budget.                           |
| • Development of risk management plan and required insurances. | Key outcomes.   |
| • Development and delivery of supported events.                | • Delivery for stakeholders through lead in media and promotions. |
| • Engagement of high-profile talent.                           | • Diversity of event program.                                     |
| • Delivery and implementation of an online ticketing system.   | • Increased awareness and exposure for the event and region.      |
| • Increased marketing reach for the event.                     | • Increased recognition for local produce.                        |
| • Increased communications for the event.                      | • Improved media program.   |

The understanding of cultural requirements is becoming quite strong for the organisation and further education and guiding is always encouraged.



## 16 FUTURE DIRECTIONS

### Proposed Future Timing

It is suggested that the event timing to be reviewed and potentially held bi-annually

Current dates set aside

2026: Friday 10 April – Monday 13 April (Easter 3 – 6 April) (School break starts 3 April)

2027: Friday 16 April – Monday 19 April (Easter 26 – 29 March) (School break starts 12 April)

Review and draft directions

1. Review of event dates.
2. Review of the program from 2025 with more modifications than wholesale changes.
3. Keep the cultural presentation at a minimum of 70%. Try to introduce new Banjima culture options.
4. Increase artefacts and extend the raffle opportunity.
5. Cost of Yurlu Lounge main talent.
6. Take the dining experience off site with preferably Fervor coming back.
7. The opening and closing Barlgabi's are key features and potentially could go a little longer.
8. Look at more tourism packages around the event. Meet and engage further with neighbouring councils.
9. Increase staff numbers – paid and volunteers.
10. Formal detailed briefing and information for volunteers sent prior to the event.
11. Healthier food options with the food trucks.
12. Continue the exclusive Banjima Shirts for Traditional Owners.
13. A review of the camping and ablution / shower facilities.
14. Look at bringing back Opera in the Gorge (Debra Cheetham Fraillon – Short Black Opera)
15. Dancers must be Banjima unless approved by the committee.
16. Review fires and fire pits to comply more with DBCA requirements.
17. Facebook group for volunteers – some want to travel up together
18. Win QR Code & Door Prize at Village to increase emails
19. Maintain the hiring of cleaners for bins and toilets.
20. Email sent out to all tent stayers outlining what they are provided with in the tent and what they are suggested to bring to be more significant.
21. Much better budget management.





## 17 MEDIA & PR SUMMARY

Link to PR report: [KARIJINI MEDIA 2025.pdf](#)

### Content

Event Photographer [LE Photography](#)

Influencers [Influencer Content](#)

### Online Calendars

Australian Tourism Data Warehouse, Tourism WA,  
Australia's  
North West, Event Finda, Perth Is OK!, SCOOP,  
Visit Ashburton

### Value of PR Campaign

Consultant PR group The Perth Collective PR generated  
some terrific coverage in 2025.

PDF summary can be found above.

Media value of PR is estimated to be in excess of  
\$150,000 in exposure.





## 18 SOCIAL MEDIA / ONLINE SUMMARY

Social media and online proved valuable channels for the event again in 2025.

### Website (January - April)

[www.karijiniexperience.com](http://www.karijiniexperience.com)

Pageviews	21,000
Average session	43s

### Facebook (February - April)

[www.facebook.com/karijiniexperience](https://www.facebook.com/karijiniexperience)

Current followers	12,278
Reach	388,000
Impressions	915,000
Link clicks	7,700

Utilising Facebook advertising has proven to be a cost-effective return on media investment.

### Instagram @karijiniexperience

Followers	7,025
Reach	17,800
Impressions	95,500
Link clicks	157

### EDM (Enewsletter)

Karijini Experience

Subscribers	2,134
-------------	-------







## 18 SOCIAL MEDIA / ONLINE SUMMARY cont.

### Perth Is OK! (February – April)

• Online Event Listing	Page Views 6,156		
• Instagram Post Comp	Impressions 119,110	Reach 85,927	Engagement 11,007
• Instagram Stories (Main)	Impressions 52,209	Reach 50,951	Link Clicks 467
• Instagram Stories (Stays)	Impressions 20,729	Reach 20,249	Link Clicks 410
• Facebook posts	Impressions 257,328	Reach 153,332	
	Engagement 4,270	Link clicks 2,006	
• EDM Features	Recipients 202,798	Opened 80,327	

### Perth Now (February – April)

[Perth Now – Karijini Experience – Post Campaign Report.pdf](#)

• Ripple Native Ads	Impressions 982,504	Link Clicks 1,250
• Social Stories	Impressions 319,116	Link Clicks 216

### Australia's North West (February – April)

[ANW Karijini Experience Campaign Report.pdf](#)

• EDM Feature		
• Facebook Post	Reach 15,003	Engagement 652
• Social Media Ads	Impressions 44,309	Reach 18,665 Clicks 109
• Blog Post	Views 93	
• Holiday Planner Ad	Distributed to 50,000	
• Website Landing Page	Views 1,028	



## 19 BROAD MEDIA / PRODUCTION ADVERTISING SUMMARY

### Media Schedule

[KEX2025 Advertising & Marketing Campaign.pdf](#)

For a full understanding of the collateral, see below links.

[Editorial](#) [Online](#) [Production & Print](#) [TV & Radio](#) [Social](#)



# Agenda Item 6.3 - Attachment 1

Economic Development Strategy 2024 - 2028

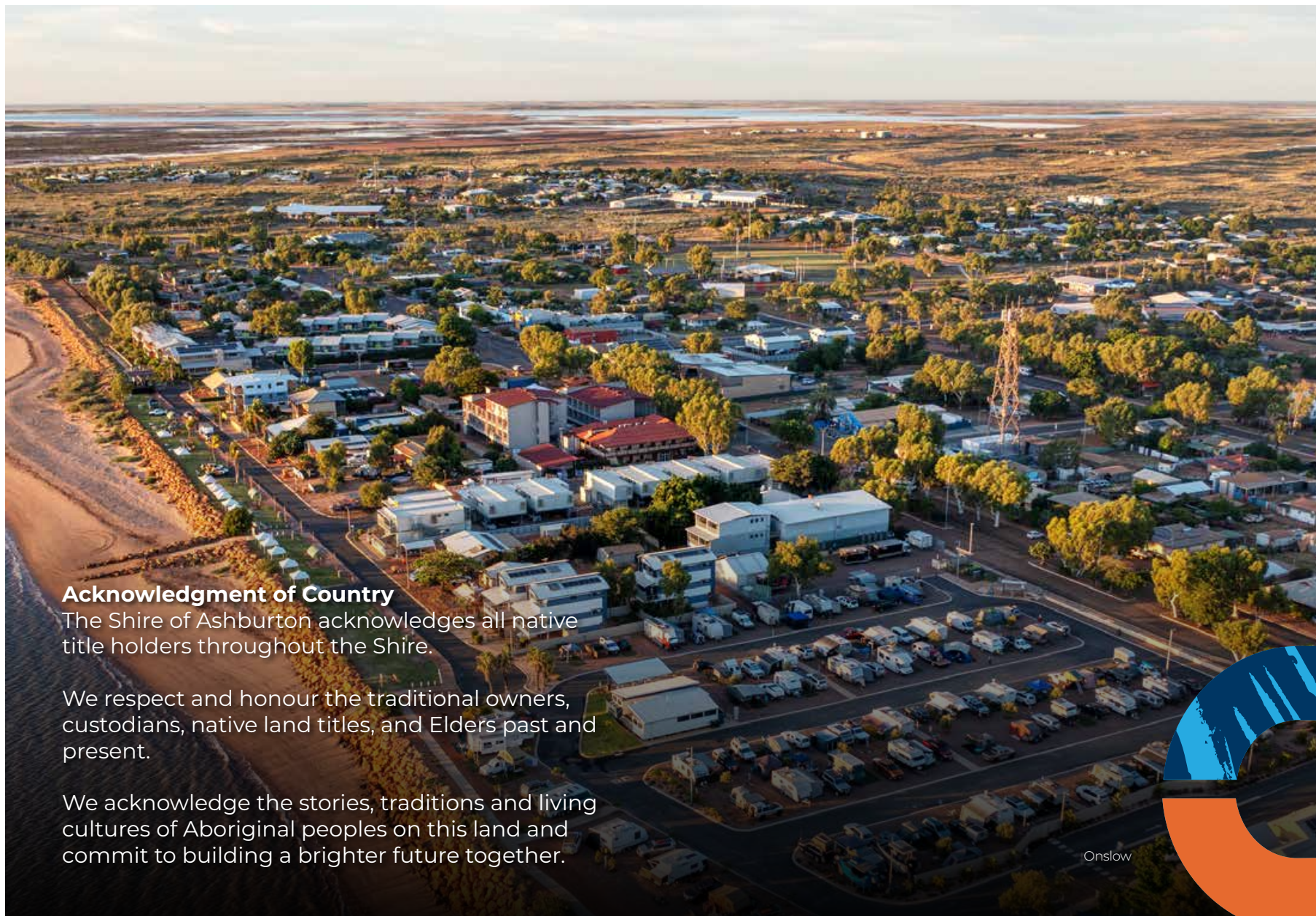


# *Economic* **Development Strategy**

2024 - 2028

Fern Pool, Karijini National Park





### **Acknowledgment of Country**

The Shire of Ashburton acknowledges all native title holders throughout the Shire.

We respect and honour the traditional owners, custodians, native land titles, and Elders past and present.

We acknowledge the stories, traditions and living cultures of Aboriginal peoples on this land and commit to building a brighter future together.

# The Economic Development Strategy

The Economic Development Strategy 2024-2028 complements and assists with delivering **Opportunity to Community**.

Section 5.56 of the Local Government (Administration) Regulations 1996 and Section 3.1 of the Local Government Act 1995 give legislative mandate to Local Government to focus on economic development in their core agenda.

The Shire of Ashburton is committed to supporting economic development outcomes for the region, including maximising our resource industry whilst expanding emerging sectors, creating liveable and vibrant communities, achieving economic prosperity, attracting investment for expansion/ industry growth, and becoming a place of choice to live/ visit/ invest.

This Economic Development Strategy is a refresh of the Shire of Ashburton's Economic and Tourism Development Strategy 2019.

The creation of this Economic Development Strategy was formed on a robust evidence base, which identified the competitive advantages, challenges, and opportunities of the region and formed the basis of the strategy. These technical documents, attached as appendices should be read in conjunction with this strategy.

We would like to thank all contributors and stakeholders involved. In particular, the Onslow Chamber of Commerce and Industry, Pilbara Inland Chamber of Commerce and Industry, Councillors, and all other stakeholders who participated in tourism and economic development workshops over the past few years.

## Supporting Appendices

The Economic Development Strategy is supported by technical appendices, which should be read in conjunction with the strategy, including:

- **Appendix A: Evidence Base:** This document provides a summary of the background information and analysis informing the development of the Economic Development Strategy, to support an understanding of future vision and strategic objectives, strengths, challenges, and opportunities. This report can be used to support the development of future business cases, funding applications, and industry contributions requests.
- **Appendix B: Priority Projects:** This document provides an overview of the priority projects for Council, to be updated and endorsed by Council each year.





Paraburdoo

# Contents

Our Commitment to Community	7
Introducing the Shire of Ashburton	8
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Our Vision For The Future	13
Our Mission & Actions	16
Measuring Success	18
Our Partners In Progress	19

## We are pleased to present the Economic Development Strategy 2024 to 2028 for the Shire of Ashburton.

As we embark on shaping the future of the Shire of Ashburton, I am pleased to introduce our renewed Economic Development Strategy 2024-2028.

While the contribution of the resource industry remains vital to our economy, we are focused on ensuring value is generated for our residents.

This Strategy's mission is to leverage the continued growth of the resources sector to grow our communities, encourage prosperity, and enhance liveability across the Shire.

In this Strategy, we present our vision for the Shire to deliver more value to locals through new community infrastructure and changes in government and private sector policies. We see our Shire becoming one which is a vibrant and highly liveable place with quality infrastructure, affordable housing, and strong educational opportunities, encouraging the retention of multi-generational residents.

I extend gratitude to all in our Shire and region who have contributed to the development of the Strategy. Let's work together to build a secure, thriving community with improved infrastructure and enhanced liveability.



**Audra Smith**  
Shire President

The Shire of Ashburton Economic Development Strategy 2024-2028 is an important document that sets clear direction to enhance economic and community outcomes across the Shire.

This renewed Strategy underscores our commitment to plan, secure funding, and deliver upon the services and infrastructure required to grow and benefit our community. We recognise the role the resource industry plays in the delivery of this and the enrichment of our society more broadly.

In this Strategy, we identify a pathway to grow the liveability of our community. We also highlight the importance of remaining agile to the changing environment to ensure we consistently provide good governance and deliver quality services and outcomes.

I look forward to working with Shire staff to ensure we have the capability, knowledge and experience to fulfil our vision.

We commit to working with our industry partners to achieve future growth and improvements for our towns and continuing to provide to the State and the national economy as a significant contributor.



**Kenn Donohoe**  
Chief Executive Officer





## Our Commitment

### Opportunity to Community

We will be a welcoming, sustainable, and socially active district, offering a variety of opportunities to community.

#### Our Role In Economic Development:

- Supporting continued growth in the resources sector.
- Identifying and pursuing diversification opportunities (particularly high value industries).
- Creating vibrant and liveable towns through new infrastructure and commercial opportunities.
- Advocating for changes to state and federal government policies.

### The Economic Development Strategy in Context

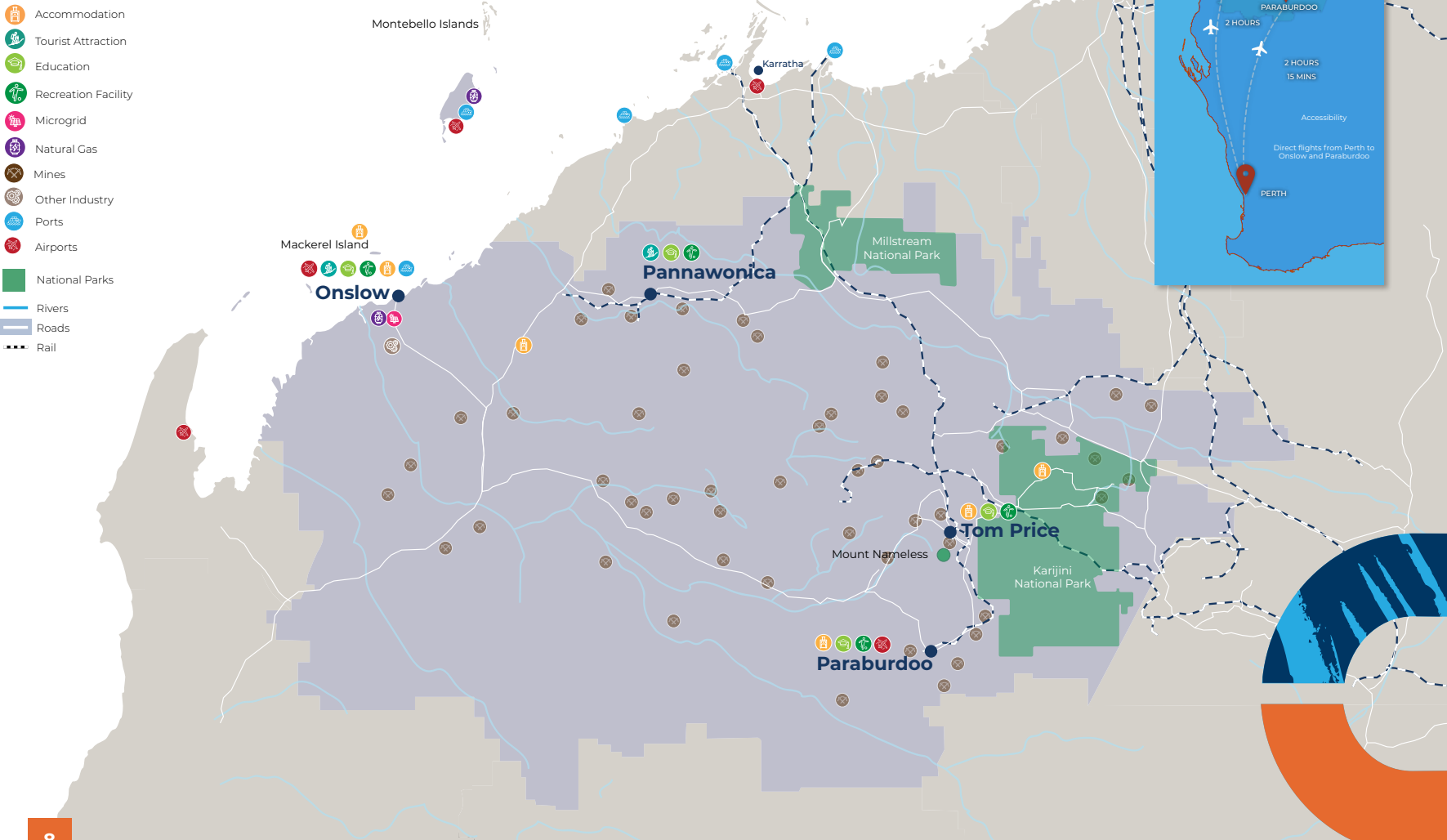
The Economic Development Strategy aligns with Regional, State, and National strategies/ plans as well as complies with Section 5.56 of the Local Government (Administration) Regulations 1996 and Section 3.1 of the Local Government Act 1995.

The Economic Development Strategy is an important informing strategy within the Shire's Integrated Planning Framework.



# Introducing the Shire of Ashburton

Ashburton is located in the Pilbara region of Western Australia, about 1,400 km north of Perth, covering 105,000 km2 (nearly half the size of Victoria). Our major towns are Tom Price, Paraburdoo and Pannawonica, originally created to service the needs of the local mining industry, and Onslow which is expanding beyond its heritage to service the expanding resource sector consisting of salt, liquid natural gas and iron ore industries. There are also a number of small remote Aboriginal communities (comprising around 9.7% of the population).



# Our Region



**7,800**  
Resident Population  
(0.68% growth in 2022  
versus 1.45% in WA)

**12.5%**  
ATSI  
(3.5% in WA and  
3.4% in Aus)

**32%**  
Born Overseas  
(35% in WA and  
28% in Aus)



**\$37 B**  
GRP  
(9% of WA 1.6 % of Aus)

**\$4.7 M**  
GRP per Capita  
(\$145,000 in WA and  
\$88,800 in Aus)

**\$9.5 B**  
across the Pilbara  
**Royalties Generated**  
(84.7% of WA)

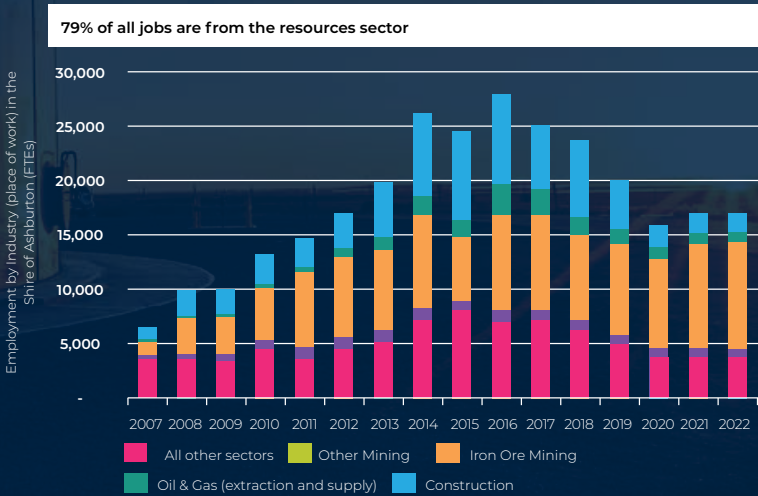
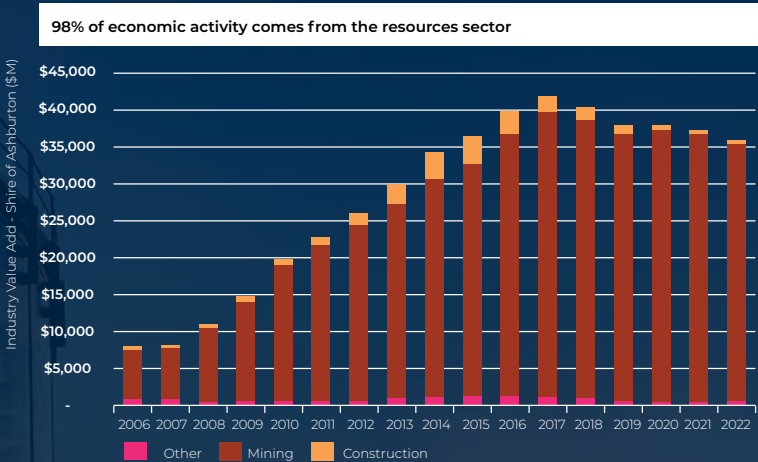


**12,500**  
FIFO Workers  
(35% of FIFO in the Pilbara)

**90.1%**  
Participation Rate  
(15 to 65 Years)  
(87% in WA and 80.7% in Aus)



# Role of the Resource Sector



Shire of Ashburton  
**16%**  
of WA's gas jobs  
**6%**  
of WA's iron ore jobs

# Our Future Growth

The resources sector will continue to drive growth through:



New Projects  
(Construction)



Ongoing  
Operations



Decommissioning  
& Rehabilitation

Local Opportunities  
can be maximised by:

-  Local purchasing  
of materials and  
services
-  Increasing the  
local workforce  
(reducing FIFO  
reliance)

New industry opportunities that exist in Ashburton include:



Culture and  
Tourism



Irrigated  
Agriculture



Green  
Manufacturing



Renewable  
Energy





## Realising our growth opportunities requires resolution of several challenges:



**Reliance on FIFO for workforce**



**High cost of freight**  
(retail and industry supply)



**Availability and cost of air travel** (to/ from Perth)



**Availability and cost of housing**



**Concentrated property ownership** (all types)



**Limited land ready for development**



**Limited accommodation options for tourists**



**Limited social and commercial services**



**Few local education and training opportunities**





# Our Economic Development Vision

Our vision is to become:



## A Global Resources Powerhouse

- ▶ Continued development of resource industries
- ▶ Gas industry supports global and local decarbonisation efforts
- ▶ Global targets for net zero are achieved through production of green energy, green ore and green chemicals



## A World-Class Tourist Destination

- ▶ International recognition for Karijini National Park and growing recognition of Onslow as a visitor destination
- ▶ Development of unique attractions, experiences and events
- ▶ Leisure destination of choice for FIFO workers in the Pilbara



## A Thriving Community

- ▶ A vibrant and highly liveable place with quality infrastructure, affordable housing, social clubs, and community events
- ▶ Strong education opportunities with direct links from schools to local workplaces
- ▶ A sustainable population with long-term, multi-generational residents



## A Great Place to Have a Small Business

- ▶ Small business can grow with access to affordable land, skilled local workforce, and local supply contracts
- ▶ Council attracts investment through proactive incentives and forward-planning
- ▶ Local entrepreneurship, innovation and collaboration is encouraged/ supported







## To achieve the vision:



### New community infrastructure that supports both community liveability and tourism has been delivered, including:

- Tom Price/ Paraburdoo Community Liveability Infrastructure Plan
- Marine tourism infrastructure in Onslow (Onslow Towards a Visitor Economy - Gateway to the Mackerel Islands)
- Airport upgrades (Onslow and Paraburdoo)
- Tourism infrastructure (access, park amenity, accommodation, trails) in Karijini National Park
- Ashburton Ranges Mountain Bike Trails
- Millstream National Park (enhancing the visitor experience and road access)
- Onslow arts and cultural centre
- Dreamers Hill Convention Centre and Amphitheatre (Onslow)
- Sealed Manuwarra Red Dog Highway
- Enabling infrastructure to support town growth (roads, sewer, water, drainage, electricity, waste, ICT, telecommunications)
- Health infrastructure (hospitals)
- Education and training (university hub/ training opportunities)



### Private investment has been attracted to key sectors:

- Tourism and liveability (accommodation, guided tours, retail and food services)
- Iron ore, gas, salt, rare earths, uranium extraction, processing and export
- Green industry manufacturing (green iron, green hydrogen, green chemicals)
- Renewable energy generation



### Government policy has changed, improving the business environment and supporting a larger resident population:

- Local/ resident worker requirements in major project approvals
- Subsidised Regular Public Transport flights to Onslow and Paraburdoo
- General goods freight subsidy for the Pilbara (similar to the Tasmanian Freight Equalisation Scheme)
- Cyclone reinsurance pool reform to reduce insurance costs
- Remote Tax Allowance changes and Fringe Benefits Tax concessions to support local workforces



### The policies of major companies:

- Encourage opportunities for workers (and their families) to move to the Shire of Ashburton
- Support continued investment in community (contribution policies)
- Encourage local worker "staycations" / enable workers to be tourists in the Shire
- Incentivise local procurement of goods and services



### Continue to deliver business as usual activities:

- Visitor marketing
- Business friendly Council support
- Signature event funding

## Our Economic Development Mission

Our mission is to leverage the continued growth of the resources sector to grow our communities, encourage prosperity, and enhance liveability across the Shire whilst supporting the diversification of our economy.

## Actions We Will Deliver

### Annual Priority Setting

- Confirm annual priorities
- Community liveability survey
- Publish annual priorities

### Advocacy

*to ensure we have our fair share of essential services.*

- State and Australian Government Budget/ Mid-Year Economic and Fiscal Outlook submissions
- Host in-bound delegations of ministers and senior bureaucrats
- Attend regional delegations to Parliament (Perth and Canberra)

### Land Use Planning

- Update planning scheme to accommodate identified opportunities
- Engage with local traditional owner groups to resolve native title in priority development areas

### Infrastructure Planning

- Review and expand the Onslow Towards a Visitor Economy document to encompass projects promoting liveability (i.e., a consolidated Onslow Community Growth Plan)
- Deliver capital projects in the long term financial plan
- Deliver the actions in the Community Lifestyle and Infrastructure Plan for Tom Price and Paraburdoo

### Company Engagement

- Maintain Industry Contribution to Social & Community Infrastructure Policy
- Develop a pipeline of planned projects for investment





### Development Leadership

- Consider the establishment of a not-for-profit entity to support affordable residential and commercial property development (such as a "housing trust")
- Unlock the barriers to developing new tourism product including sustainable marine tourism opportunities on the Pilbara Inshore Islands and mountain bike trails in Tom Price, Paraburdoo, and surrounds

### Investment Attraction

- Investigate new industry opportunities in emerging sectors including but not limited to Agriculture, New Technologies (Green Energy, Steel and use of critical minerals), Defence and Tourism.
- Develop a business in Ashburton brand
- Develop investment/ business opportunities prospectus
- Identify and engage with investors on targeted opportunities
- Develop partnerships with relevant industry associations
- Develop and implement an investment incentives policy
- Attend relevant trade shows

### Small Business Support

- Support the Onslow Chamber of Commerce and Industry and Pilbara Inland Chamber of Commerce and Industry initiatives
- Become a Business Friendly Local Government in line with the State Government process
- Produce guides to support local supply of Council procurement
- Create guides to support businesses in supplying Council (doing business with council guide) and starting up a home-based business (home based business guide)

### Regional Promotion

- Lead regional tourism promotion through the continued growth of the Visit Ashburton Brand
- Develop and execute a tourism marketing strategy (including a digital media asset renewal program)
- Maintain Visitor Information Centre services in Tom Price and continue providing funding to the Onslow Tourism & Progress Association to run the Onslow Visitor Centre
- Grow the level of events in the region and support signature events such as the Karijini Experience
- Expand the 'Inside Ashburton' guide into a liveability brand, and develop/ execute a campaign

# Measuring Success

We will measure the success of this Economic Development Strategy in the following ways:

1. **Performance** – Undertaking the actions we said we would do
2. **Effectiveness** – Realising the vision/ outcomes we set out to achieve
3. **Impact** – measured by real-world change in:
  - ▶ Resident population
  - ▶ Non-mining economic activity
  - ▶ Diversification of employment (health, education, retail, etc.)
  - ▶ Regional visitation (leisure, business, VFR)
  - ▶ Qualitative evidence, which may include community satisfaction (Community Liveability Survey)

The Community Liveability Survey can provide an understanding of...

- General perception of the Shire
- Likelihood to recommend the Shire as a place to live to a friend or relative
- Likelihood of moving away from the Shire within the next five years
- Satisfaction with access to community services (health, education, retail, recreation)
- Satisfaction with the condition/ design of public spaces and realm
- Sense of personal safety
- Satisfaction with access and safety of walking, cycling, and/ or public transport
- Satisfaction with house prices, tenures, and structures
- Satisfaction with access to employment opportunities
- Sense of a welcoming and connected community

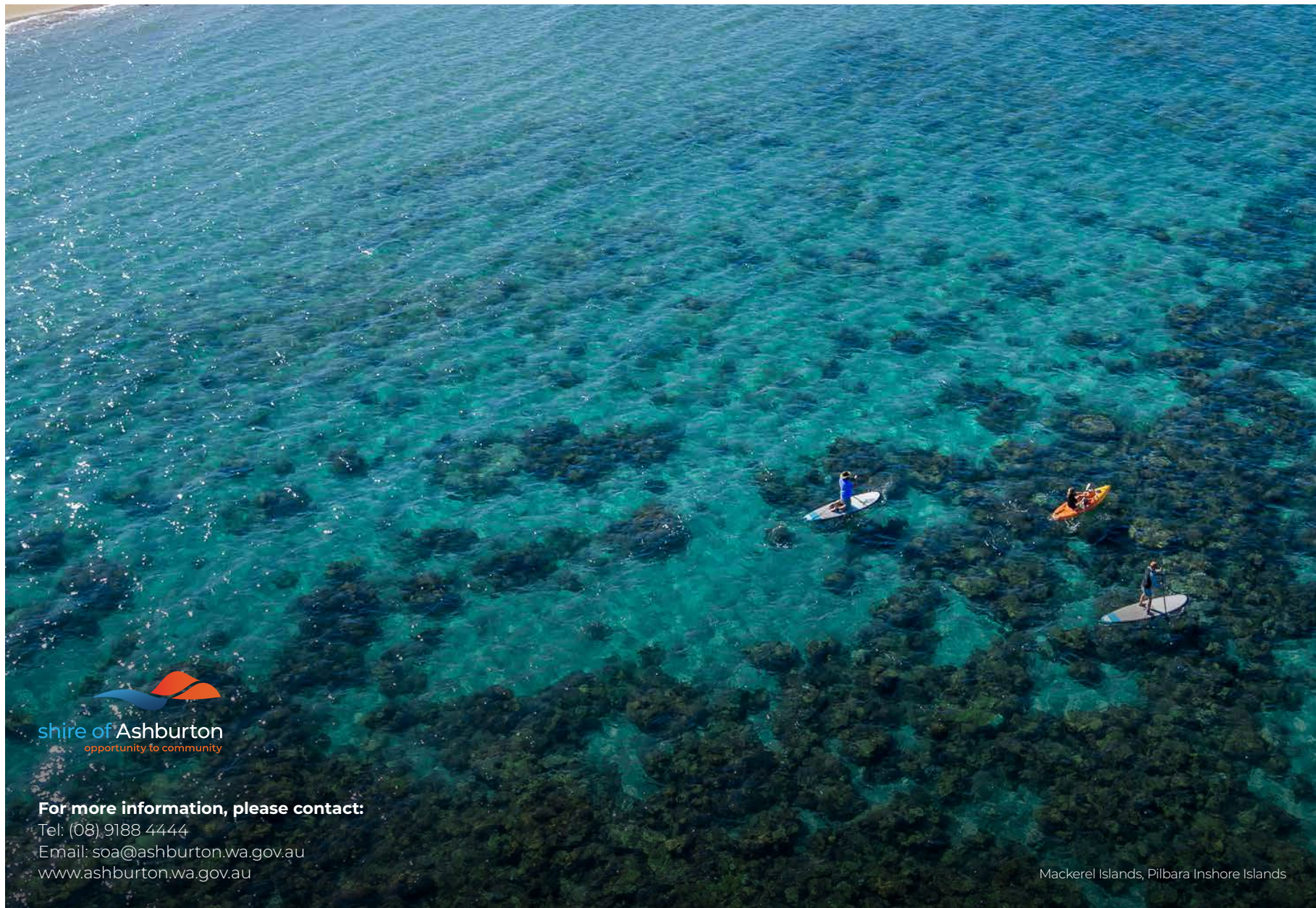
## Our Partners In Progress

The key to the success of this Economic Development Strategy is collaboration between local stakeholders, all tiers of government, and private sector proponents.

We look forward to working with you as we realise the aspirations of the different communities in our shire.







**For more information, please contact:**

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Mackerel Islands, Pilbara Inshore Islands



# Agenda Item 6.3 - Attachment 2

## Grant Funding Guidelines Objectives and Eligibility



## **Shire of Ashburton – Small Business Grant Program 2025 - 2026**

### **Grant Objectives, Eligibility Criteria and Guidelines:**

#### Grant Funding Objectives and Eligibility Criteria:

- Applicant/s must be a Sole Trader or a Small Business of up to 20 employees.
- A home or office-based business, where the principal place of business is within the Ashburton region.
- Must be a permanent resident of the Shire of Ashburton.
- Small business grant funding request needs to clearly identify and meet a service gap and/or demand for the community and visitors in the region.
- Applicants can either be a new (grassroots) or an existing small business looking to expand and/or diversify its service or products.
- Applicant/s must supply a basic business plan to support their application.
- Have an Australian Business Number (ABN).
- Applicants must be 18 Years or older (if under the age of 18 applicants can apply for the Shire's Young Entrepreneur's Grant program)
- Applicants must disclose any other grant funding received in the past financial year.

#### Grant Funding Guidelines:

- A total amount of \$50,000 (Excl. GST) is proposed for the entire program, funded by the Shire of Ashburton.
- Grant assessment and allocation will be completed by an objective and designated panel, combined of:
  - Shire of Ashburton delegated members (x2)
  - Shire officers (x2)
  - OCCI Chief Executive Officer (x1)
  - PICCI Chairperson (x1)
- Recommendations of successful applicants will be provided in a report to the Economic Tourism and Development Committee (ETDC) in September 2025, for their approval and further recommendation and endorsement to Council.
- Funding allocations will be no less than \$2,500, and no more than \$10,000 (Excl. GST), per applicant.





- Applicants must contribute 30% of the applied funding to be eligible.
- Grant funding can be used for:
  - Business applications and/or registration fees.
  - Business Capability and Capacity enhancement and development.
  - Equipment necessary to the operations and functions of the business.
- What funding cannot be used for:
  - Computer Hardware or Software.
  - Any Travel or Accommodation costs (vehicle maintenance, fuel, plane flights and alike, accommodation).
  - Assistance for administrative day-to-day operations.
  - Consumables; alcohol; catering; incidentals; meals and alike.
- A grant funding acquittal must be provided, by successful the applicants, to the Shire after one (1) full operational year from receiving grant funding monies.
- Canvassing of assessment panel members is expressly prohibited.

**Shire of Ashburton**

Manager Business and Economic Development

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