



# Published Minutes

Economic And Tourism Development Committee Meeting

Tuesday, 17 June 2025

Date:	Tuesday 17 June 2025
Time:	8:30am
Location:	Clem Thompson Sports Pavilion, Stadium Road,, Tom Price
Distribution Date:	Thursday 19 June 2025



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

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

*Chantelle McGurk*

Chantelle McGurk  
Acting Chief Executive Officer  
19 June 2025

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, 17 June 2025.

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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# 1 Declaration Of Opening

The Presiding Member declared the meeting open at 8:30am.

## 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 SP A Smith Cr L Rumble JP	Tom Price Ward (Presiding Member) Shire President Paraburdoo Ward
Observers:	Cr R de Pledge Cr B Healy Cr R Kapor	Ashburton-Tablelands Ward Tom Price Ward Tom Price Ward
Employees:	C McGurk J Sangster D Kennedy G Harris S Allan A Johnston J Bray R Marlborough L Milne	Acting Chief Executive Officer Deputy Chief Executive Officer Director Corporate Services Director Infrastructure Services Manager Business and Economic Development Manager Media and Communications Manager Governance Senior Governance Officer ICT Coordinator
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

Cr A Sullivan Paraburdoo Ward

### 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 –

6.2 The Karijini Experience 2025 Event Report	
Name	SP A Smith
Nature of interest	Direct Financial
Interest description	I have received gifts and/or benefits exceeding a cumulative value of \$300, including hospitality and cultural experience provided as part of my engagement with the organisation. Shire of Ashburton has provided sponsorship support to Karijini Experience. This declaration is to ensure my full transparency and uphold integrity of the decision making process.

6.3 Shire of Ashburton - Small Business Grant Program 2025 2026	
Name	SP A Smith
Nature of interest	Direct Financial
Interest description	I am a business owner operating within the Shire of Ashburton and a member of the Pilbara Inland Chamber of Commerce and Industry (PICCI). This connection may be seen to impact my impartiality in decisions or discussion relating to the program.

6.4 2025 Outback Air Race - Onslow	
Name	Cr L Rumble JP
Nature of interest	Impartiality
Interest description	Member of the event committee.

## 5 Confirmation Of Minutes

### 5.1 Confirmation Of Previous Minutes

#### 5.1.1 Minutes Of The Economic And Tourism Development Committee Meeting Held On 10 December 2024

##### Committee Decision

**Moved** SP A Smith

**Seconded** Cr L Rumble JP

That the Minutes of the Economic And Tourism Development Committee Meeting held 10 December 2024 (Item 5.1.1 Attachment 1) be confirmed as a true and accurate record.

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

**Against:** Nil

**Carried 3/0**

## 6 Public Agenda Items

### 6.1 Policy Review - Tourism Support and Promotion

<b>File Reference</b>	139/2022
<b>Applicant or Proponent(s)</b>	Not Applicable
<b>Author</b>	S Allan, Manager Business & Economic Development
<b>Authorising Officer</b>	Dr G Hunt PSM, Chief Executive Officer (Temporary)
<b>Previous Meeting Reference</b>	Ordinary Council Meeting 11 October 2022 - Item 139/2022
<b>Disclosure(s) of interest</b>	Author – Nil
	Authorising Officer – Nil
<b>Attachments</b>	1. Council Policy - Tourism Support and Promotion (as amended)

#### Report Purpose

The purpose of this report is to present to the Economic and Tourism Development Committee (the Committee) proposed amendments to Council Policy – Tourism Support and Promotion (refer to Attachment 1) to ensure ongoing support of relevant tourism initiatives and developments which build and diversify the Ashburton and Pilbara tourism potential.

The Committee is requested to consider the proposed amendments to Council Policy – Tourism Support and Promotion (the Policy) and to make a recommendation to Council to adopt the amended policy, as presented.

#### Background

The current Policy was adopted by Council on 11 October 2022.

Historically, Council policies have generally been reviewed every two years to ensure fit for purpose, alignment with legislative framework and the direction of the Council on specific matters.

Reviews may occur outside the scheduled timeframe if legislation changes, where amendment is required to support the direction of Council, where improved guidance is required to support function and operability or where circumstances occur to ensure accurate policy provisions.

As part of the Shire's commitment, as per the adopted 2024-2028 Economic Development Strategy, to facilitate future growth and new industry opportunities within Ashburton and to assist the Shire's vision to become 'A World-Class Tourist Destination', considerable change to the existing policy was required.

#### Comments

Amendments to the policy as detailed in Attachment 1, provide opportunity to promote greater emphasis and strategic thinking to support current tourism diversification and growth, whilst focusing on facilitating and encouraging investment attraction opportunities.

The changes proposed will support and encourage future diversification of the local economy through growth in tourism-based business, improved services and initiatives, place activation, event opportunities and tourism focused infrastructure developments.

The policy amendments proposed also highlight the importance of the protection of the Shire's authenticity, it's unique character and natural assets and a place where there is a highly valued community sense of identity and pride, who are privileged to have world class natural assets in their backyard and encourages a strategic high level of stakeholder engagement as to facilitate advocacy and support.

The Committee is requested to support the policy amendments, as detailed Attachment 1 and make a recommendation to Council to formally endorse the amendments, as presented.

## Consultation

Chief Executive Officer  
Governance

## 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	2 Ensure Shire processes support the development of strong and sustainable local business opportunities.

## Council Policy

[Council Policies » Shire of Ashburton](#)

This report relates to the review of and proposed amendments to Council Policy – Tourism Support and Promotion, to ensure alignment with the 2024-2028 Economic Development Strategy.

## Financial Implications

Current Financial Year

Nil

Future Financial Year(s)

Nil

## Legislative Implications

In accordance with section 2.7 of the *Local Government Act 1995*, the Council is responsible for determining the local government's policies.



## Risk Management

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

Theme	Risk	Likelihood	Consequence	Inherent Risk Rating	Risk Treatment
<b>Reputation (social/community)</b>	Any future growth (or lack thereof) in the development and diversification for tourism in the area will have a direct impact on community, business, economic outcomes.	Unlikely (2)	Moderate (3)	Low (1-4)	Ensure that a strategic approach to tourism growth and investment attraction in Ashburton is done with inclusivity of community, business and internal and external stakeholders to ensure transparency, clear communication to promote advocacy and community support for a sustainable future.

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 the Economic and Tourism Development Committee recommends that Council supports the review of Council Policy – Tourism Support and Promotion and adopts the policy amendments, as detailed in Attachment 1.

**Moved** **SP A Smith**

**That the Economic and Tourism Development Committee recommends that Council supports the review of Council Policy – Tourism Support and Promotion and adopts the policy amendments, as detailed in Attachment 1.**

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

**Against: Nil**

**Carried 3/0**

*SP A Smith disclosed a direct financial interest in Item 6.2 (detailed in Item 4.2).*

At 8:33 am, SP Audra Smith left the meeting.

## 6.2 The Karijini Experience 2025 Event Report

<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>	Dr G Hunt PSM, Chief Executive Officer (Temporary)
<b>Previous Meeting Reference</b>	Ordinary Council Meeting 10 December 2024 - Item 6.4 – 242/2024
<b>Disclosure(s) of interest</b>	Author – Nil
	Authorising Officer – Nil
<b>Attachments</b>	1. The Karijini Experience 2025 Event Report

### Report Purpose

The purpose of this report is to provide the Economic and Tourism Development Committee (the Committee) The Karijini Experience 2025 Event Report as a Premium Partner of the event.

Council is requested to review and accept The Karijini Experience 2025 Event Report findings (refer to Attachment 1).

### Background

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 to achieve this vision.

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 Shire has been a platinum sponsor of the event for several years and on 10 December 2024 Council approved a \$50,000 (excl. GST) contribution to become a Premium Partner of The Karijini Experience 2025.

### Comments

As per the requirement of the funding arrangement, the organisers of The Karijini Experience event have provided their Event Report for 2025 and is summarised below.

### 2025 Event Report Key Findings

The 2025 Karijini Experience attracted 3,833 visitors a rise from 3,142 visitors in 2024 (an increase of 22%).

The event featured 20 artists and held over 70 individual events, with the Village hosting many of these and some held at the Karijini Visitor Centre. Visitation to many of the park's natural attractions was increased due to the completion of sealed roads within Karijini National Park.

The opening *Barlgabi* and main evening entertainment act *Thelma Plum* were both considered successful, with the *Yurlu Lounge Thelma Plum* event receiving 800 attendees.

It was noted there was an increased pressure for booking in the camping areas and will require a review on how this is managed at future events, data of interest is provided below:

- Key age bracket: 25-40 years (55%) (from Pre-Purchase Ticket sales)
- Accommodation: caravan park/camping 44% (58% in 2024), with 23% attending in 2025 who live in the region
- Length of stay: 2-3 Nights (33%)
- First time attending: 72% of attendees (53% in 2024)
- Origin: Gascoyne-Pilbara 50% and 28% from Perth.

### Satisfaction Levels

- Very Satisfied: 50%
- Satisfied: 44%
- Unsatisfied: 6%

### 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 with an average of 3.35 nights per visitor was spent in the region. Based on an attendance rate of 3,833 visitors, this equates to \$192 per visitor. Further data and reporting is detailed in Attachment 1.

### Consultation

Nil

### 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 Shire provided a \$50,000 (excl. GST) contribution to become a Premium Partner of The Karijini Experience 2025.

Future Financial Year(s)

Nil

**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
<b>Reputation (social/community)</b>	Failure to accept the report.	Unlikely (2)	Minor (2)	Low (1-4)	Accept the findings of the report.

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 Economic and Tourism Development Committee recommends that Council receives and accepts The Karijini Experience 2025 Event Report as detailed in Attachment 1 which will inform future sponsorship proposal requests.

**Committee Decision**

**Moved**                                      **Cr L Rumble JP**

**Seconded**                                      **Cr M Lynch**

**That Economic and Tourism Development Committee recommends that Council receives and accepts The Karijini Experience 2025 Event Report as detailed in Attachment 1 which will inform future sponsorship proposal requests.**

**For:**                      **M Lynch and L Rumble JP**

**Against:**              **Nil**

**Carried 2/0**

*SP A Smith disclosed a direct financial interest in Item 6.3 (detailed in Item 4.2).*

### 6.3 Shire of Ashburton - Small Business Grant Program 2025 2026

<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>	Dr G Hunt PSM, Chief Executive Officer (Temporary)
<b>Previous Meeting Reference</b>	Ordinary Council Meeting 12 December 2023 - Item 218/2023
<b>Disclosure(s) of interest</b>	Author – Nil
	Authorising Officer – Nil
<b>Attachments</b>	<ol style="list-style-type: none"> <li>1. Economic Development Strategy 2024 - 2028</li> <li>2. Grant Funding Guidelines Objectives and Eligibility</li> </ol>

#### Report Purpose

The purpose of this report is to provide the Economic Tourism and Development Committee (the Committee) a Shire of Ashburton Small Business Grant Program 2025 - 2026 as per Council's decision at the 10 December 2023 Council meeting (Council Decision 218/2023) and request Point 3 '*...to investigate a future small business grant program and report to the Economic and Tourism Development Committee*'.

The Committee is requested to consider the proposed *Objectives, Eligibility Criteria and Guidelines* detailed in Attachment 2 that relate to the '*2025 - 2026 Shire of Ashburton Small Business Grant*' program with further support and recommendation to Council for an allocation of a budget amount of \$50,000 in the 2025/2026 financial year to develop and deliver this grant program in collaboration with the Onslow Chamber of Commerce and Industry (OCCI) and the Pilbara Inland Chamber of Commerce and Industry (PICCI).

#### Background

On 10 December 2023, Council supported and endorsed the Shire reinstating its position as a Small Business Friendly Local Government (SBFLG) with the Small Business Development Corporation (SBDC). Further to this commitment was Council's request (3) at the 10 December 2023 Council meeting (Council Decision 218/2023):

*"to investigate a future small business grant program and report to the Economic and Tourism Development Committee"*

Delay in Shire officers reporting back to the Committee is attributed to two (2) compounding factors including the resignation of the previous Manager of Business and Economic Development in January 2024, with the new Manager commencing on 20 May 2024 with other priority projects taking precedence.

The other contributing factor was both of the Ashburton Chambers of Commerce (OCCI and PICCI) undergoing change of Chief Executive Officers or Chair within their organisations at the commencement of 2025, further delaying the ability to progress the investigation effectively.

However, both the Chambers (OCCI and PICCI) are now in a position, and have the capacity, to engage in the delivery of an Ashburton Small Business Grant program for 2025-2026.

### Small Business Key Data

Key data from the Australian Bureau of Statistics (ABS) reports that approximately 60% of small businesses in Australia will fail within their first 3 years of operations, with 20% failing within the first year, according to the Australian Banking Association, the reasons for small business failure include:

- Insufficient leadership and management.
- Inadequate market research.
- Poor financial management.
- Underestimating competitors.
- Product and services issues.

### Shire of Ashburton commitment to Small Business:

The Shire's Economic and Tourism Development Strategy 2024-2028 (refer to Attachment 1) was endorsed in March 2024 and was developed to compliment and assist with delivering outcomes aligned to the Strategic Community Plan with an objective to support small and medium sized business.

Vision 4 of the Shire's Economic and Tourism Development Strategy 2024-2028 highlights the Shires commitment to provide "*A Great Place to Have a Small Business*" below are the 3 main areas of focus:

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

Focus on creating a supportive business environment is crucial to local investment attraction, economic development and growth, and in this transient environment, small enterprises are the backbone to economic stability, community vibrancy, diversity and sustainability.

Actions from the Shire's Economic and Tourism Development Strategy 2024-2028 also outlines the Shires commitment to support the Onslow Chamber of Commerce and Industry (OCCI) and Pilbara Inland Chamber of Commerce and Industry (PICCI) initiatives and to also support start up home-based businesses.

### **Comments**

The Shire's commitment to the Small Business Friendly Local Government (SBFLG) initiative with the Small Business Development Corporation (SBDC) and an ongoing commitment to participation of the initiative involves committing to adherence to the overarching SBFLG Charter.

With Council's commitment to small business support and request for further investigation towards a small business grant program, the current Manager for Business and Economic Development has liaised with both OCCI and PICCI in developing a Small Business Grant Funding Program for start-up and already operational small businesses endeavouring to grow and/or diversify.



The proposed Shire of Ashburton Small Business Grant Objectives, Eligibility Criteria and Guidelines are outlined in Attachment 2.

### **Ongoing Business Support for successful applicants**

Grant funding will include an allocation towards membership of the respective Chamber of Commerce's (for those without a membership), ensuring ongoing support for the applicants, providing a greater chance of success.

If approved, OCCI and PICCI have both committed to the following terms for the duration of the small business grant initiative 2025 - 2026:

- Assisting successful applicants in overcoming the barriers of business startup and business commencement/launch.
- Assisting businesses access professional skills, services, or knowledge to advance their business concept and/or launch.
- Provide business support where appropriate.
- Provide access to the Chamber's business hub and facilities as per the respective Chamber policies.

### **Ongoing support and promotion:**

Promotion of the grant initiative will be done by the Shire's Corporate Communications and Media team with digital and physical promotional assets provided by the Shire to the Chamber's for further promotional dispersal. All promotional material will include the Shire, OCCI and PICCI logos and contact details.

Support and questions during the application process can be made to the respective Chamber of Commerce's with applications uploaded via the Shire's website.

### **Consultation**

Onslow Chamber of Commerce and Industry (OCCI).

Pilbara Inland Chamber of Commerce and Industry (PICCI).

### **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	3.1 Coordinated delivery of economic services and projects for the community
Strategy	1 Develop and maintain key economic services partnerships, both internally and externally, to support Council's vision.

**Council Policy**

[Council Policies » Shire of Ashburton](#)

**Council Policy – Community Donations, Grants and Funding**

The Shire is committed to a vision of being a welcoming, sustainable, and socially active district, offering a variety of opportunities to community.

Direction and guidance will be taken from the Community Donation, Grants and Funding policy in the development and delivery of a Shire of Ashburton Small Business Grants Program.

**Council Policy – Fraud and Corruption**

The prevention and detection of fraud and corruption is a collective responsibility of all persons engaged, or closely associated, with the Shire in any capacity.

This policy applies to all elected members, committee members, candidates, working group members, employees, agency staff, volunteers, third parties - such as a consultants, contractors, and suppliers and the community.

**Council Policy – Tourism Support and Promotion**

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.

Financial - Support tourism initiatives which build the Pilbara tourism potential.

**Financial Implications**Current Financial Year

Nil

Future Financial Year(s)

Financial support for the Small Business Grant Program will require a budget allocation of \$50,000 (Excl. GST) for the 2025/2026 financial year.

Consideration to future financial year budgets will be dependent on the success and need for an Ashburton Small Business Grant Program.

**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
<b>Reputation (social/community)</b>	Council requested in December 2023 for a Small Business Grants program initiative to be investigated in collaboration with the respective Ashburton Chamber of Commerce's. Not supporting this initiative provides opportunity of risk within the local and business community as a view of non-support from Council for small business growth and diversification in the area.	Possible (3)	Moderate (3)	Moderate (5-9)	Support the proposed Shire of Ashburton Small Business Grant Objectives, Eligibility Criteria and Guidelines or a variation of these recommendations, for further development and delivery.

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 the Economic Tourism and Development Committee recommends that Council:

1. Supports the Shire of Ashburton 2025 - 2026 Small Business Grant program to be delivered in collaboration with the Onslow Chamber of Commerce and Industry and the Pilbara Inland Chamber of Commerce and Industry.
2. Endorses the objectives, eligibility criteria and guidelines of the Shire of Ashburton 2025 - 2026 Small Business Grant program, as detailed in Attachment 2.
3. Lists for consideration an amount of \$50,000 in the 2025/2026 Annual Budget for this program.

**Committee Decision**

**Moved** Cr L Rumble JP

**Seconded** Cr M Lynch

**That the Economic Tourism and Development Committee recommends that Council:**

1. **Supports the Shire of Ashburton 2025 - 2026 Small Business Grant program to be delivered in collaboration with the Onslow Chamber of Commerce and Industry and the Pilbara Inland Chamber of Commerce and Industry.**
2. **Endorses the objectives, eligibility criteria and guidelines of the Shire of Ashburton 2025 - 2026 Small Business Grant program, as detailed in Attachment 2.**
3. **Lists for consideration an amount of \$50,000 in the 2025/2026 Annual Budget for this program.**

**For:** M Lynch and L Rumble JP

**Against:** Nil

**Carried 2/0**

At 8:41 am, SP Audra Smith returned to the meeting.

*Cr L Rumble JP disclosed an impartiality interest in Item 6.4 (detailed in Item 4.2).*

#### 6.4 2025 Outback Air Race - Onslow

<b>File Reference</b>	ED24081
<b>Applicant or Proponent(s)</b>	Not Applicable
<b>Author</b>	S Allan, Manager Business & Economic Development
<b>Authorising Officer</b>	Dr G Hunt PSM, Chief Executive Officer (Temporary)
<b>Previous Meeting Reference</b>	Nil
<b>Disclosure(s) of interest</b>	Author – Nil
	Authorising Officer – Nil
<b>Attachments</b>	Nil

## Report Purpose

The purpose of this report is to present information regarding the Outback Air Race 2025 together with a request from the event organisers for the Shire to fund a function to acknowledge the fundraising efforts of the participants.

The Committee is requested to support a funding allocation for a 'Meet and Greet' event in Onslow in September 2025.

## Background

The Outback Air Race is an aviation time trial through the remote Australian Outback and has raised close to \$4 million in funds for the Royal Flying Doctor Service (RFDS) since 1996.

The Outback Air Race commences from Yulara (Northern Territory) on 23 August 2025. A 2-night stopover in Onslow is scheduled for 3-4 September 2025,

Onslow is one of ten locations across the Northern Territory and Western Australia as a rest stop for the participants. Refer to the below map for the complete race route.



The Outback Air Race | A race around Australia supporting the RFDS

## Comments

It is anticipated that there will be more than 100 participants flying into Onslow Airport on Wednesday 3 September. Participants are of varying professions and walks of life and their visitation provides an opportunity for positive exposure of Onslow and the Ashburton region.

Organisers have approached the Shire for consideration of an evening event on Thursday 4 September prior to their departure to Exmouth the following day.

A proposed 'Meet and Greet' event will provide an opportunity for the Shire to champion the dedication of the RFDS for our region, support the participants, and acknowledge our own local emergency services and volunteers.

### Overview of the 'Meet and Greet' event

If supported by Council it is proposed that the 'Meet and Greet' event would be held at the ANZAC Memorial Park with light catering and refreshments at sunset.

Invitees to the event would include Outback Air Race participants, local emergency services volunteers, local business community representatives, Shire delegates and officers.

The total anticipated costs for 100 participants and guests is \$5,000 (excl. GST).

Funding would be allocated from the 2025/2026 Advocacy and Investment Attraction operational budget.

## Consultation

Manager Airport Services

Outback Air Race 2025 Destination Coordinator (Onslow) – Linton Rumble JP

## 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	3.1 Coordinated delivery of economic services and projects for the community
Strategy	1 Develop and maintain key economic services partnerships, both internally and externally, to support Council's vision.

## Council Policy

[Council Policies » Shire of Ashburton](#)

### Tourism Support and Promotion

Endeavour to assist community groups or tourist organisations conduct events which have the potential to develop tourism in the area.

**Financial Implications**Current Financial Year

Nil

Future Financial Year(s)

A maximum allocation of \$5,000 (excl. GST) from account ED24078 - Advocacy and Investment Attraction, 2025/2026 financial year operational budget. Additional budget funding is not being requested.

**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
<b>Reputation (social/community)</b>	Lack of support or acknowledgment for a large group visiting as part of a reputable fundraiser.	Possible (3)	Minor (2)	Low (1-4)	Committee and Council support of funds being allocated to this event.

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 the Economic and Tourism Development Committee recommends that Council:

1. Supports a Shire funded 'Meet and Greet' event on Thursday 4 September 2025 to support the Outback Air Race 2025; and
2. Allocates \$5,000.00 (excl. GST) from the Advocacy and Investment Attraction Account ED24078 in the 2025/2026 operational budget.

**Committee Decision****Moved** Cr L Rumble JP**Seconded** SP A Smith**That the Economic and Tourism Development Committee recommends that Council:**

- 1. Supports a Shire funded 'Meet and Greet' event on Thursday 4 September 2025 to support the Outback Air Race 2025; and**
- 2. Allocates \$5,000.00 (excl. GST) from the Advocacy and Investment Attraction Account ED24078 in the 2025/2026 operational budget.**

**For:** M Lynch, A Smith and L Rumble JP**Against:** Nil**Carried 3/0**



## **7 Confidential Agenda Items**

Nil

## **8 Next Meeting**

The next Economic and Tourism Development Committee Meeting will be held at 9:00am on Tuesday 16 September 2025 at Barry Lang Centre, Deepdale Drive, Pannawonica.

## **9 Closure Of Meeting**

There being no further business, the Presiding Member closed the meeting at 8:44am.