



Agenda

Economic And Tourism Development Committee Meeting

Tuesday, 16 September 2025

Date:	Tuesday 16 September 2025
Time:	8:30am
Location:	Barry Lang Centre, Deepdale Drive, Pannawonica
Distribution Date:	Thursday 11 September 2025



Shire of Ashburton
Economic And Tourism Development Committee Meeting

Please be advised the Economic and Tourism Development Committee Meeting will be held at 8:30am on Tuesday 16 September 2025 at the Barry Lang Centre, Deepdale Drive, Pannawonica.

A handwritten signature in black ink, appearing to read 'Keith Woodward'.

Keith Woodward PSM
Chief Executive Officer
11 September 2025

Disclaimer

The recommendations contained in the agenda are subject to confirmation by Council. 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 [enter time](#).

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 and present.

2 Announcement Of Visitors

The Presiding Member welcomed members of the public to the gallery.

3 Attendance

3.1 Present

Elected Members:	Cr M Lynch Cr A Sullivan SP A Smith Cr L Rumble JP	Tom Price Ward Paraburdoo Ward Shire President Paraburdoo Ward
Employees:	K Woodward PSM J Sangster C McGurk D Kennedy G Harris S Allan A Johnston J Watson R Marlborough J Rouse	Chief Executive Officer Deputy Chief Executive Officer Director Community Development Director Corporate Services Director Infrastructure Services Manager Business and Economic Development Manager Media and Communications ICT Systems Officer Senior Governance Officer Governance Officer
Guests:	Enter names	
Members of Public:	There were enter number members of the public in attendance at the commencement of the meeting.	
Members of media:	There were enter number members of the media in attendance at the commencement of the meeting.	

3.2 Apologies

To be informed at the meeting.

3.3 Approved Leave Of Absence

4 Declaration By Members

4.1 Due Consideration By Elected Members To The Agenda

Elected Members will be requested to note 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 –

To be advised at the meeting.

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 June 2025

Officer Recommendation

That the Minutes of the Economic And Tourism Development Committee Meeting held 17 June 2025 (Item 5.1.1 Attachment 1) be confirmed as a true and accurate record.

6 Public Agenda Items

6.1 Economic Tourism & Development Committee Annual Update - 2025

File Reference	ED01
Applicant or Proponent(s)	Not Applicable
Author	S Allan, Manager Business & Economic Development
Authorising Officer	K Woodward PSM, Chief Executive Officer
Previous Meeting Reference	Ordinary Council Meeting 16 July 2024 - Item 11 AD.1 – (129/2024)
Disclosure(s) of interest	Author – Nil
	Authorising Officer – Nil
Attachments	<ol style="list-style-type: none">1. Shire of Ashburton Economic Development Strategy 2024 - 20282. 2024 - 2025 Completed Projects and Actions3. 2024 - 2025 Tourism Marketing and Promotion4. Projects Underway 2025 - 2026

Report Purpose

The purpose of this report is to provide an annual update to the Economic Tourism and Development Committee (the Committee), for actions completed in the 2024/2025 financial year which are aligned to the adopted Shire of Ashburton's Economic Development Strategy 2024 – 2028 (the Strategy).

The Committee is also requested to acknowledge the activities and actions of the previous financial year, and current projects in progress as consideration of future strategic planning and actions, as is the requirement to meet the Annual Priority Setting objective of the Economic Development Strategy's original vision, as to provide annual project focus for Shire officers and Committee.

Background

In July 2024 Council adopted the Shire of Ashburton Economic Development Strategy 2024 - 2028 (refer Attachment 1) as key evidence and a tool to help inform and support future strategic and advocacy initiatives.

The key economic development vision pillars identified by Council recognise the following:

- A Global Resources Powerhouse;
- A World-Class Tourist Destination;
- A Thriving Community; and
- A Great Place to Have a Small Business.

The Strategy's mission statement 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'.

Nine (9) action areas were identified to ensure the future success of the Strategy:

- Annual Priority Setting
- Advocacy
- Land Use Planning
- Infrastructure Planning
- Company Engagement
- Development Leadership
- Investment Attraction
- Small Business Support
- Regional Promotion

This report aims to provide an update to Committee and Council of the actions of the Strategy that have been completed, are underway and to present a future focus for 2025-2026, to align with the expected outcomes of the Strategy.

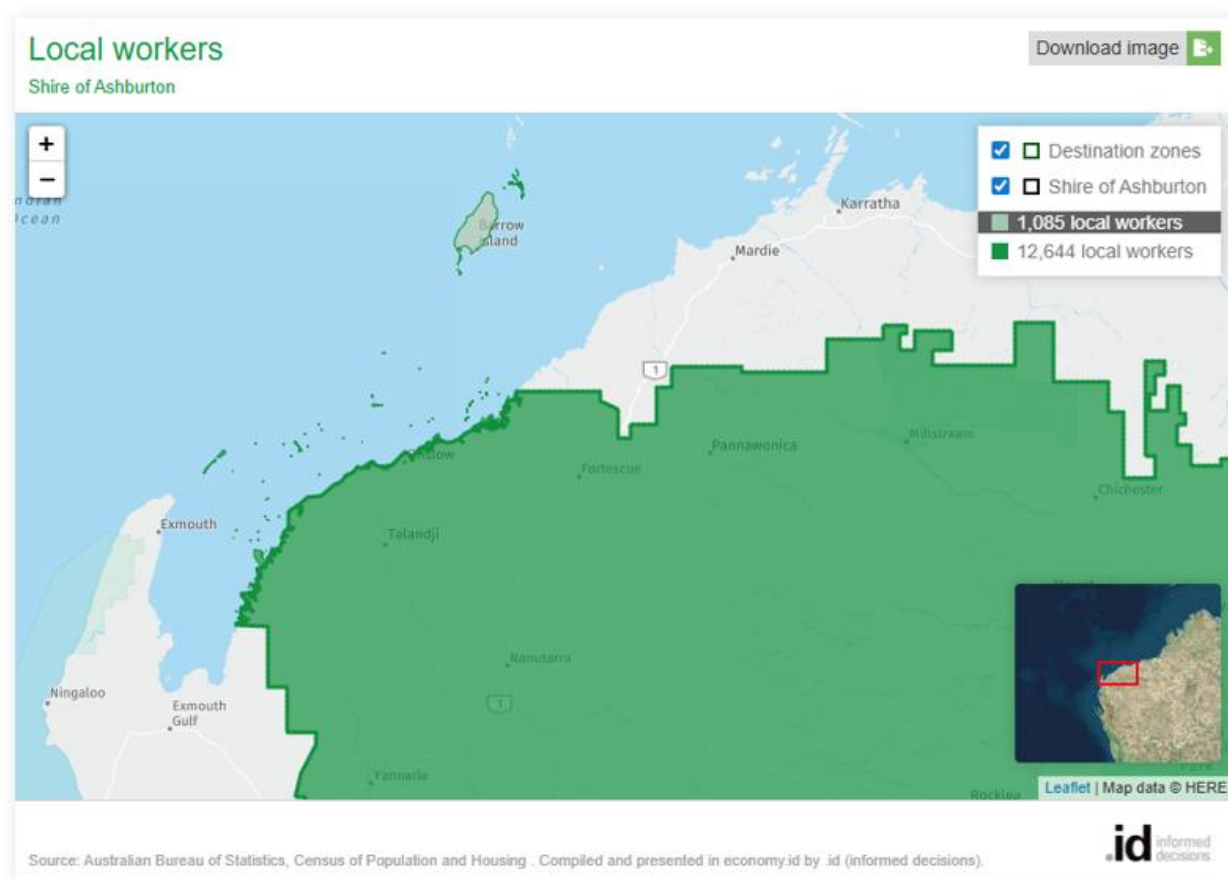
Comments

The Shire of Ashburton's (Shire) financial position is strong with our economy driven by major mining and resource operations. The recently adopted 2025/2026 budget aligns with the Shire's Strategic Community Plan 2022–2032, which envisions the Shire as a welcoming, sustainable and socially active district.

The Shire is a major economic driver for the Pilbara region and Western Australia. In 2024 the Ashburton districts Gross Regional Product (GRP) contribution was an estimated \$41.3 billion, 9.29% of the State's Gross Sale Product (GSP), and a National Gross Domestic Product contribution of \$38.6 Billion or 1.9%.

Key Statistics

GRP \$41.30 billion <small>NIEIR 2024</small>	Population 8,179 <small>ABS ERP 2024</small>	Local jobs 17,968 <small>NIEIR 2024</small>
Largest industry (by employment) Mining <small>NIEIR 2024</small>	Local businesses 203 <small>ABS 2024</small>	Employed Residents 4,312 <small>NIEIR 2024</small>



(Source: *Economy.id*)

Ashburton tourism visitor overview, statistics and update.

Visitation to Australia's North West (ANW) has yet to return to pre-2019 levels (COVID). 2023 saw a peak in visitation across WA, but figures to December 2024 show a slight decline as outbound tourism continues to grow. Visitor spend, however, has exceeded 2019 levels partially because of cost-of-living increases.



The ANW market is predominantly intrastate based (81%), with a slight increase on 2019 levels of 78%. There was a slight decline in the interstate market from 18% in 2019 to 16% in 2024. The international market has still to recover to 2019 levels of 4% and is currently sitting around 3%. The purpose of travel varies by market. Intrastate visitors are heavily skewed towards business travel, directly related to the region's fly-in fly-out (FIFO) resources sector.

The Shire's visitation figures to December 2024 in relation to ANW, show that the region attracts 3% of ANW's overnight visitors, 19% of ANW's visitor nights and 14% of ANW's expenditure. (Source: *Tourism WA*).

Data supplied by the Department of Biodiversity, Conservation and Attractions (DBCA) show that Karijini National Park welcomes (on average) more than 600,000 visitors per season. Visitor numbers are expected to increase due to the completion road sealing projects within the National Park which facilitates a larger drive market to access the park (hire vehicles and non-4WD).

The Shire owned, managed and operated Tom Price Visitor Centre welcomed over 56,000 visitors in 2024/2025, a 9.4% increase from the previous financial year (51,480). The financial commitment by the Shire for the Tom Price Visitor Centre in 2024/2025 was \$783,500.

The Onslow Visitor Centre (OVC) in the past two years has seen a reduction in visitation numbers from ~12,000 in 2021 to ~8,000 in 2024. This 33% reduction is attributed to OVC having to reduce operating hours due to staff and volunteer availability. In May 2025 Council approved an amendment to the Shire and Onslow Tourism & Progress Association funding agreement with an increase of \$60,000 per annum for the remaining three financial years of the agreement (additional to the previous \$80,000), to support the ongoing operations of the Onslow Visitor Centre and Goods Shed Museum. The financial commitment by the Shire towards the Onslow Visitor Centre in 2024/2025 was \$175,000.

Shire of Ashburton Economic Development - Strategic Projects

Throughout the 2024/2025 financial year the Shire contributed more than \$2 million dollars towards projects that are directly related to the Strategy.

2024 – 2025 Completed Projects and Actions (cost \$1,800,187)

- Multi Modal Transport Network Study
- Local Government Bank of Australia feasibility study
- Ashburton Mountain Bike Trails Concept Plans
- Shop Ashburton – Buy Local Campaign
- Signature Event funding - Karijini Experience
- Small Business Friendly Local Government Alliance Membership
- Funding Support for the Onslow Tourism and Progress Association and the Onslow Visitor Centre.
- Tom Price Visitor Centre
- Development of Partnerships/Advocacy
- Trade Show Attendance

(Refer to Attachment 2 for an overview of costs associated)

2024 – 2025 Strategic Tourism marketing and promotion (Cost \$234,518)

- Visit Ashburton Destination Books
- Destination book warehousing, distribution and display at Perth Airport T1 and T2 terminals
- State tourism focused map advertising
- Regional Tourism Organisation Destination Book/Holiday Planner Advertising
- Editorial Sponsored Advertising
- TV Advertising (7Plus – Summer of Cricket)

- TV - 4WD and Adventure Show (series), to be aired September 2025
- Photo and Film content development
- Visit Ashburton Website and App updates
- Commissioned Art Piece by Emma Blyth for 100 Years of Onslow

(Refer to Attachment 3 for an overview of costs associated)

Projects Underway

Shire projects directly linked to the Strategy which are currently under way and planned for completion in the 2025/2026 Financial Year include:

- Onslow Town Centre transformation – Main Street Stage 1
- Onslow Ocean View Caravan Park Stage 3 Extension
- Minna Oval
- Small Business Grant Program
- Strategic Tourism Communications and Marketing Plan

(Refer to Attachment 4 for an overview of costs associated)

Annual Priority Setting

As part of the Annual Priority Setting objective of the Strategy, focus on future actions, projects and outcomes for 2025/2026 requires Committee support, direction and recommendation to Council. Updates and recommended future actions directly from the Strategy identified by the Manager of Business and Economic Development are outlined below:

(9.1 & 9.2) Lead 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:

Project Update:

- In December 2024 Council agreed to develop a 2025 – 2030 Strategic Tourism Communications and Marketing Plan. Throughout 2025 consultants have been conducting familiarisations of the Ashburton region, held workshops in Onslow and Tom Price with delegated members, local businesses, community representatives and key Shire staff, executed extensive desktop analysis and data collation and phone and online surveys with those stakeholders unable to make the workshops. The plan is near completion and expected to be presented to Committee and Council for endorsement November 2025. (cost \$78,947).
- Launch of varied TV marketing and promotion will commence from 30 August 2025 and includes Visit Ashburton 7Plus TV advertising as part of the AFL finals series with metropolitan and regional inclusion (cost \$15,000).
- Launch of the 4WD and Adventure Show (filmed in April and May 2025) and will run over 7 episodes from August 30 to 25 October 2025. Hosts Ronny Dahl and Mark LeCras focus on Ashburton's Reef to Range brand messaging; this footage will be used further via social media and digital channels. (cost \$40,000).

- The preferred supplier for the Tourism Signage project as per Committee and Council decision in December 2024 has been awarded and is in design phase with a briefing of the design concepts to provided to the Committee in November 2025 for then Main Roads WA approval, project completion and installation is expected by March 2026. (cost \$83,589).

Identified future focus:

(9.1 and 9.2): Future focus for 2025-2026 is intended to be on the completion, endorsement by Committee and Council and commencement in the implementation of the 2025 – 2030 Strategic Tourism Communication and Marketing Strategy.

(6.2) Unlock the barriers to developing new tourism product – Ashburton Mountain Bike Trails:

Project Update:

- Consultants Common Ground conducted extensive area familiarisation and research in April 2025 as to inform the Tom Price and Paraburdoo Mountain Bike Trails Concepts. Collaborative engagement continues with internal and external stakeholders, with a workshop scheduled in Paraburdoo on November 19, 2025, with consultants Common Ground, for the Paraburdoo Mountain Bike Trails Concept plan.

Identified future focus:

(6.2): Future focus for 2025/2026 Resolving land areas, tenures and utilities obstacles as to enable the continuation of the Paraburdoo Mountain Bike Trail network project. Actions include further traditional owner, business and community engagement via collaborative workshops, onsite and online meetings, a public engagement survey, and community information sessions.

Costs associated will include travel, accommodation, workshop facilitation, artwork design and potential print costs. Any costs associated can be utilised from current allocated budget (ED24078 Economic development initiatives).

Identified new actions and projects for commencement:

(4.1) Review and expand the Onslow Towards a Visitor Economy document to encompass projects promoting liveability:

The Onslow Towards a Visitor Economy is expected to be revised and published at the commencement of the 2026/2027 financial year, work needs to commence in 2025/2026 to meet this action.

Costs associated will include workshop facilitation with local business and community, artwork design and print costs. Any costs associated can be utilised from current allocated budget (ED24078 Economic development initiatives).

(7.2 & 7.3) Develop a business in Ashburton Brand; and develop an investment/business opportunities prospectus:

Developed conjunction with the revision Onslow Towards a Visitor Economy all projects align and complement each other.

Costs associated will include workshop facilitation with local business and community, artwork design and print costs. Any costs associated can be utilised from current allocated budget (ED24078 Economic development initiatives).

Consultation

Chief Executive Officer (Temporary)
Director Community Development
Manager Media and Communications

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	4.1 Coordinated delivery of organisational leadership and performance excellence for the benefit of the community
Strategy	3 Provide professional leadership and advice to assist Council.

Council Policy[Council Policies » Shire of Ashburton](#)**Council Policy – Tourism Promotion and Attraction**

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.

Council Policy – Community Engagement

The Shire recognises that community engagement and the opportunity for communities to participate in planning for the future are vital in ensuring we meet our Strategic Community Plan objectives. Community engagement is not only good business practice but also important for good governance.

Council Policy – Communications and Media

To provide a professional, consistent, and cohesive approach to addressing media related issues within the district.

Financial ImplicationsCurrent Financial Year

Any project costs associated with the endorsement of the Strategic Tourism Communications and Marketing Plan for the current financial year budget, would be subject to approval by Committee and Council and would require a formal budget amendment.

Future Financial Year(s)

Any project costs associated in future financial year budgets are subject to support by the Committee and Council on the potential endorsement of the Strategic Tourism Communications and Marketing plan.

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)	Not meeting the Economic and Development Strategy 2024-2028 action requirement for Annual Priority Setting to enable future strategic planning.	Possible (3)	Minor (2)	Low (1-4)	Committee consider actions and approve or provide alternative actions that align with the Economic and Development Strategy 2024-2028

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 Tourism and Development Committee recommends that Council:

1. Accept the details and information provided in the 2024/2025 annual update which align with the Shire of Ashburton's Economic Development Strategy 2024 – 2028;
2. Acknowledges the activities and actions in progress for current projects, and supports the continuation and/or commencement of the strategic action items, as detailed below from currently budgeted funds:
 - a) **(Action items 9.1 & 9.2)** The completion with future consideration of endorsement by Committee and Council enabling the commencement in the implementation of the 2025 – 2030 Strategic Tourism Communication and Marketing Strategy;
 - b) **(Action item 6.2)** Paraburdoo Mountain Bike Trail Concept as to resolving land areas, tenures and utilities obstacles as to enable the continuation of the Paraburdoo Mountain Bike Trail network project;
 - c) **(Action item 4.1)** Review of the Onslow Towards a Visitor Economy document for completion by the end of financial year for launch in 2026/2027; and
 - d) **(Action items 7.2 & 7.3)** Develop a business in Ashburton Brand; and develop an investment/business opportunities prospectus.

7 New Business Of An Urgent Nature Introduced By Council Decision

8 Confidential Agenda Items

9 Next Meeting

The next Economic And Tourism Development Committee will be held at 8:30am on Tuesday 18 November 2025 at Ashburton Hall, Ashburton Avenue, Paraburdoo.

10 Closure Of Meeting

There being no further business, the Presiding Member closed the meeting at [enter time](#).