



Shire of  
**Collie**

**MINUTES**

of the

**Tourism & Marketing Advisory  
Committee**

held on

**Thursday 28 July 2022**

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## **1. OPENING/ATTENDANCE/APOLOGIES & LEAVE OF ABSENCE**

The Chairperson declared the meeting open at 2pm.

### Members

Cr Michelle Smith	Councillor/Chairperson
Cr Elysia Harverson	Councillor (from 2.25pm)
Cr Joe Italiano	Councillor (from 2pm to 2.45pm)
Cr Leonie Scoffern	Councillor
Tamsin Emmett	Community Development Officer
Nicole Wasmann	Director Corporate Services
Simone Fraser	Collie River Valley Marketing
Janine Page	Manager, Collie Visitor Centre
Dee O'Brien	South32

### Officers

Stuart Devenish	Chief Executive Officer
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## **2. DISCLOSURE OF FINANCIAL INTEREST**

Nil

## **3. PETITIONS/ DEPUTATIONS/ PRESENTATIONS/ SUBMISSIONS**

Nil

## **4. ITEMS BROUGHT FORWARD DUE TO INTEREST BY ATTENDING PERSONS**

Nil

## **5. CONFIRMATION OF THE MINUTES OF THE PREVIOUS MEETING**

### **Recommendation:**

**Moved:** Simone Fraser

**Seconded:** Tamsin Emmett

*That the minutes of the Tourism and Marketing Advisory Committee meeting held 24 November 2021 be confirmed.*

**CARRIED 8/0**

## **6. BUSINESS ARISING FROM THE PREVIOUS MINUTES**

The status report, included at Appendix 1, was reviewed.

## **7. OFFICER REPORTS**

Nil

## **8. MOTIONS FOR WHICH PRIOR NOTICE HAS BEEN GIVEN**

Nil

## **9. QUESTIONS BY MEMBERS FOR WHICH DUE NOTICE HAS BEEN GIVEN**

Nil

## **10. URGENT BUSINESS APPROVED BY PRESIDING MEMBER OR BY DECISION**

Nil

## **11. ANNOUNCEMENTS BY PRESIDING MEMBER OR BY DECISION**

Nil

## **12. STATUS REPORT ON COUNCIL RESOLUTIONS**

The status report, included at Appendix 1, was reviewed.

## **13. GENERAL BUSINESS**

The chairperson requested the meeting bring forward Item 13.4 to enable Cr Italiano to participate in discussion. Due to a prior engagement, Cr Italiano needed to leave the meeting at 2.45pm.

**Moved: Cr Scoffern      Seconded: Simone Fraser**

**That item 13.4 be brought forward.**

**CARRIED 8/0**

### **13.4 Tourism and Marketing Coordinator Employment Package**

The committee reviewed the draft employment package with the following points noted:

- Use of other photos;
- Minor changes to general Collie information content;
- Include reference to CRVM and Collie Chamber of Commerce in stakeholders;
- Remove option for contractor (noting that if the Shire was unable to attract a person for the role as an employee in the first instance, that this could be reconsidered); and
- Inclusion of "Marketing Collie as a centre for business investment" as a key duty in the position description.

2.25pm Cr Harveson entered the meeting

**Moved: Cr Harveson      Seconded: Simone Fraser**

**That the committee endorse the employment package noting changes discussed.**

**CARRIED 9/0**

2:45pm Cr Italiano left the meeting.

### **13.1 Collie River Valley Marketing (CRVM) Group Update – Simone Fraser**

Tourism Packages: The CRVM Group has engaged an external consultant to create target market specific tourism packages. This will enable bookable packages to become available or showcase experiences on offer in Collie, supporting products to be visible to visitors and making the process of finding products easy. It will include tourism experiences and business that may not consider themselves as a tourism business however they offer services to visitors i.e. beautician. This aligns with the strategy 4.3 and 6.1 of the tourism strategy. The consultant will be presenting findings in early August.

SEO Audit: Assuring that Collie can be found on google search.  
A Search Engine Optimisation audit is also being undertaken by the consultant. People visiting Collie rely on 'googling' Collie to identify the tourism experiences, businesses and services available, preferably in the first two pages.

This audit will include a review of webpages including Australia's South West, BunGeo, Collie Valley and other tourism pages.

Australian Traveller: Simone has met with Lee Anne Pow, Editorial Director at Australian Traveller. An article on Collie is proposed for the spread in December 22.

Images: CRVM has funded the acquisition of a number of images of Collie. Images maybe used by business and the Shire of Collie and CRVM supports the use of these images on the Shire of Collie website and for Shire publicity. The images include the murals, Throssell Street, local businesses, and other aspects of Collie that make our town a desirable place to visit, live and invest

Indigenous Acknowledgement: A request for consideration for welcome to country and indigenous acknowledgement on signage and websites.

## **13.2 Collie River Valley Visitors Centre Update – Janine**

### School Holidays

Visitation in the July school holidays was slightly less than 2021, however still higher than past years. In July 2021 the Visitors Centre had 1087 visitors and in July 2022 the Visitors Centre 930 visitors.

Feedback received in the holidays included:

- Positive feedback for the town;
- Potholes at Stockton – reported to DBCA; and
- Disappointment that people could not access Railway Station.

### Food Vans

Attracting food vans on weekends and public holidays when other food businesses are closed was raised.

### Tourism Conference

Two staff attended the recent Tourism Conference. Unfortunately, Collie was not chosen to host the awards in 2023, however they would apply again in future years.

### Our Town TV Series

The Collie Visitors Centre is supporting "Our Town" TV Series visit to Collie. Sponsorship had been received for the majority of costs and the Visitors Centre has agreed to pay the final contribution if they are unable to find another sponsor.

### Replica Mine

The mine closed on 18 July for renovations. In June 2021 the mine had 149 visitors and in June 2022 there were 209.

Shower Usage

Noted an increase of 20% from last year.

**13.3 'Greening' of townsite**

A copy of the Shire parks and gardens projects was presented.

**13.5 RV Friendly Town Registration**

The proposed RV Parking plan was presented and discussed. Shire to further progress requirements for registration as an RV Friendly Town.

**13.6 Collie Aerodrome**

The Shire's CEO, Stuart Devenish, provided an update on the research being undertaken to develop and increase the use of the Collie Air Strip including recreational visitors. Potential opportunities for transit and visitation packages was discussed.

**14. CLOSE AND NEXT MEETING**

The chairperson thanked everyone for their attendance and declared the meeting closed at 3.57pm

The date of the next meeting of the Tourism and Marketing Advisory Committee is to be determined.

I certify that these minutes were confirmed at a meeting of the Tourism and Marketing Advisory Committee

\_\_\_\_\_

Presiding Member

\_\_\_\_\_

Date

**15. ATTACHMENTS**

Status Report as at 27 July 2022

Status Report (As presented with Agenda 27 July 2022)

Meeting	Item	Committee Recommendation	Current Status
2-Aug -21	7.3	<p>That the Committee recommend that Council support in principle the following:</p> <ol style="list-style-type: none"> <li>1. The designation of the following sites as overnight parking (24 hours) for the self-contained RVs only <ul style="list-style-type: none"> <li>• Medic Street</li> <li>• Forrest Street running track</li> <li>• Long bay parking at the Collie Visitor Centre (weekends, school holidays and public holidays);</li> </ul> </li> <li>2. Review charging and permit arrangements and report to the Committee; and</li> <li>3. Request staff investigate provision of long-term parking for self-contained vehicles to meet the essential criteria for designation as an RV Friendly Town™.</li> </ol>	An updated map will be presented at the meeting. See also 14.3 from November meeting below.
24-Nov-21	8.1	That the Committee recommend that Council resolve to adopt the amended Terms of Reference for the Tourism and Marketing Advisory Committee.	The recommendation of the Committee to Council to adopt amended Terms of Reference was adopted by Council at its meeting on 14 December 2021. A copy of the current terms of reference is included as Appendix 15.2.
	8.2	<p>That the Committee recommend that Council resolve to:</p> <ol style="list-style-type: none"> <li>1. develop a position description for a Tourism and Marketing Coordinator position in collaboration with the Collie Visitor Centre for a fixed term appointment in order to progress the actions of the Collie Tourism Marketing Strategy and other tourism initiatives;</li> <li>2. incorporate terms in the Service Level Agreement with the Collie Visitor Centre that reflect the role of the Visitor Centre in the management and oversight of a Tourism and Marketing Coordinator;</li> <li>3. investigate opportunities for funding assistance for the position of Tourism and Marketing Coordinator;</li> <li>4. authorise the commencement of the recruitment process for a Tourism and Marketing Coordinator; and</li> <li>5. consider the necessary budget amendment at the mid-year budget review for the purpose of the appointment.</li> </ol>	Funding received from South 32. Draft employment package prepared and is circulated with the agenda.

<b>Meeting</b>	<b>Item</b>	<b>General Business</b>	<b>Current Status</b>
	14.1	Expression of Interest for Collie to be the Host Town for the 2023 WA Regional Tourism Conference has been submitted to Tourism WA	The Shire was advised that the application was unsuccessful
	14.2	RED grant application for funding for contractor to develop social media plan, digital and print assets, and innovative resources.	Notification received in January that the application was not successful.
	14.3	RV Friendly Bays - map has been developed indicated the sizing of required bays in the identified areas. Additional long bay parking is required in the PCYC carpark as there are a large number of caravans using that parking area	<p>The Shire of Collie has conducted a car parking survey in the vicinity of the Collie Town Centre and commercial/mixed use precincts along Throssell Street with the view of developing a strategy that will ensure adequate and suitable parking and associated facilities is provided both now and into the future. In addition to car and commercial vehicle parking, it is anticipated that the study will identify another associated issues including, but not limited to:</p> <ul style="list-style-type: none"> <li>• Long stay parking</li> <li>• Taxi parking</li> <li>• Long vehicle parking (RVs, trailers, caravans etc.)</li> <li>• Coach and tuck parking</li> <li>• Dump sites</li> </ul> <p>The parking conflicts and limitation for caravans at the PCYC is understood by Shire officers.</p>
	14.4	Collie Show to incorporate a Caravan and Camping/Trails show concurrently with the Agricultural show could be investigated	Defer for further consideration after Tourism and Marketing Coordinator employed and reviewed potential options.
	14.5	Throssell Street Façade Upgrades - heritage facades in Throssell Street need to be promoted, possible through development of a walk trail/ brochure and interpretive signage	Rail to River Heritage Trail includes six plaques. Will be launched around September. Information available on the Wambenger Trails App. Brochures will be made available after the launch. Electronic copy of the brochure available from Nicole on request (10MB).



## **Shire Parks and Gardens Report**

**This winter we have landscaped:**

- Eastern side of tourist bay gardens
- Throssell St pool bank
- Preparation work for verge in front of future KFC site

**During winter we move into more of a project based schedule rather than regular maintenance due to dormancy and slow growth etc, meaning we can spend more blocked time and complete jobs at certain areas that we wouldn't normally be a high priority or have time for in the warmer months. Some of these works could include remulching of gardens, refurbishing of park benches, footpaths, gazebos etc, the areas we had planned for this winter include**

- Central Park
- Soldiers Park
- Skate Park
- Cemetery
- Welcome to town signs
- Tourist Bay
- Lions Park
- If time allows priority outer parks

**Still in the works for landscaping/planting this winter are**

- Roche Park gardens 1 of 2 stages
- Shire office gardens
- Throssell St verge in front of McDonald's
- Visitors centre bank (removal of black wattle weed and planting of Australian native trees)
- Margaret Wilson centre garden (subject to time constraints)

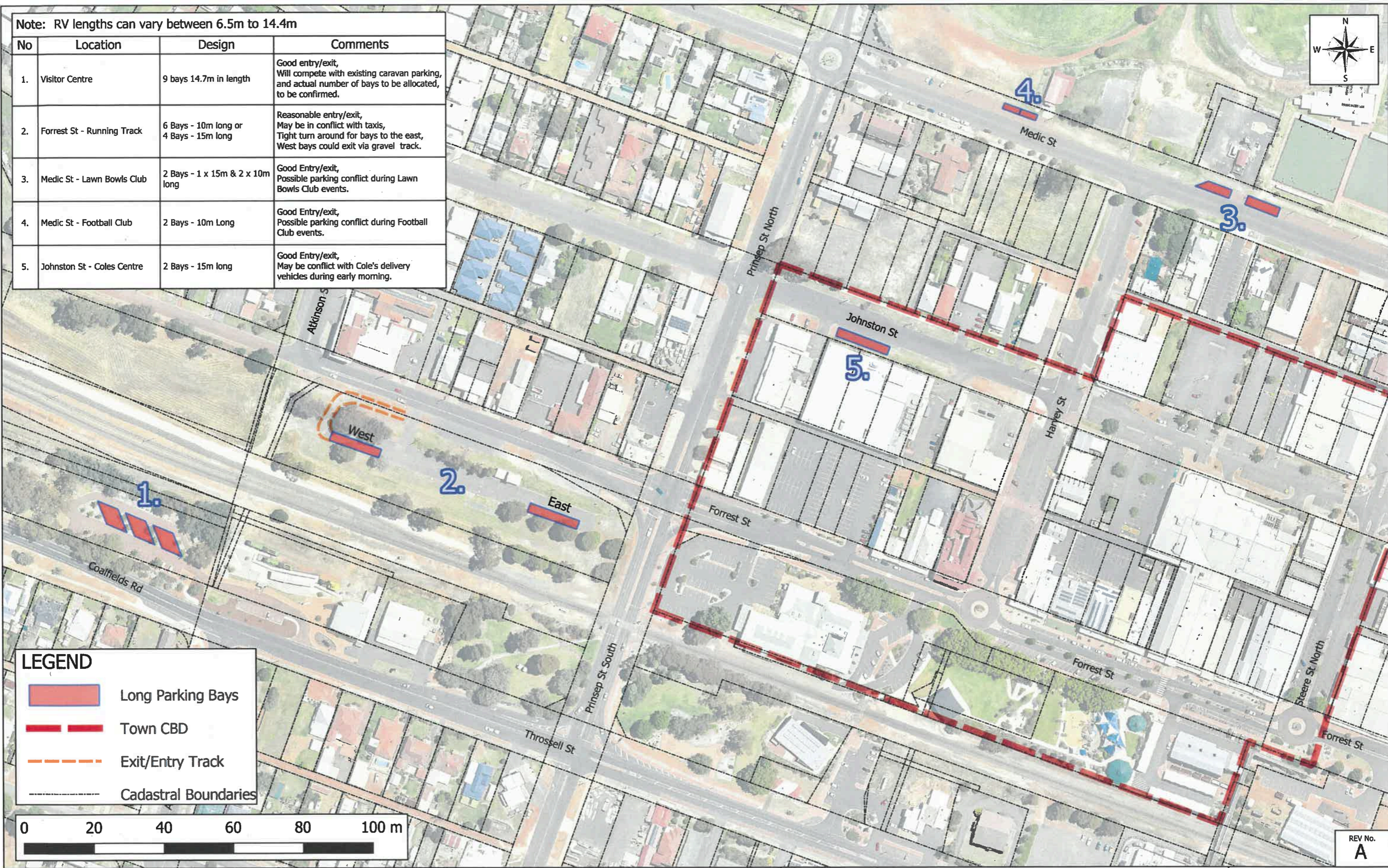
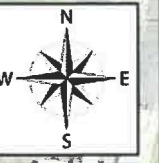
**Next year we are planning on landscaping/plantings at**

- Roche Park gardens second stage
- PCYC gardens
- Central Park gardens
- Johnston St verges to gardens
- Cemetery gardens
- Visitors bay gardens east side
- Post KFC building completion verge gardens
- Various trees on verges through CBD



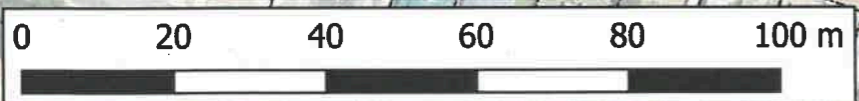
Note: RV lengths can vary between 6.5m to 14.4m

No	Location	Design	Comments
1.	Visitor Centre	9 bays 14.7m in length	Good entry/exit, Will compete with existing caravan parking, and actual number of bays to be allocated, to be confirmed.
2.	Forrest St - Running Track	6 Bays - 10m long or 4 Bays - 15m long	Reasonable entry/exit, May be in conflict with taxis, Tight turn around for bays to the east, West bays could exit via gravel track.
3.	Medic St - Lawn Bowls Club	2 Bays - 1 x 15m & 2 x 10m long	Good Entry/exit, Possible parking conflict during Lawn Bowls Club events.
4.	Medic St - Football Club	2 Bays - 10m Long	Good Entry/exit, Possible parking conflict during Football Club events.
5.	Johnston St - Coles Centre	2 Bays - 15m long	Good Entry/exit, May be conflict with Cole's delivery vehicles during early morning.



**LEGEND**

- Long Parking Bays
- Town CBD
- Exit/Entry Track
- Cadastral Boundaries



REVISION TABLE				
REV	DATE	DESCRIPTION	ENG	APP
A	28/07/2022	Installed extra long parking sites.		

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SURVEYED BY:

DRAWN BY: M.G. Sewell 28/07/2022

DATUM: AHD

COORD SYSTEM: MGA 50



TITLE:  
**PROPOSED LONG-BAY, OVER NIGHT PARKING SITES FOR RV'S ONLY, COLLIE**

CLIENT NAME: Shire of Collie

APPROVED BY: *[Signature]*

DRAWING No. COL 21 23.1

SHEET No. 1 of 1

SCALE: 1:2000

REV No. A

A3