



Shire of
Collie

MINUTES

**Tourism & Marketing Advisory
Committee**

held on

Tuesday 11 August 2020

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1. ELECTION OF CHAIRPERSON

The Director Corporate Services opened the meeting at 9.30am.

Cr Smith was nominated for the position of Chairperson of the Committee and was elected unopposed.

2. OPENING/ATTENDANCE/APOLOGIES & LEAVE OF ABSENCE

Members Present:

Cr Joe Italiano	Councillor
Cr Leonie Scoffern	Councillor
Cr Michelle Smith	Councillor
Allison Fergie	Director Corporate Services

Apology:

David Blurton	Chief Executive Officer
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3. DISCLOSURE OF FINANCIAL INTEREST

Nil

4. PETITIONS/ DEPUTATIONS/ PRESENTATIONS/ SUBMISSIONS

Nil

5. ITEMS BROUGHT FORWARD DUE TO INTEREST BY ATTENDING PERSONS

Nil

6. CONFIRMATION OF THE MINUTES OF THE PREVIOUS MEETING

Nil

7. BUSINESS ARISING FROM THE PREVIOUS MINUTES

Nil

8. OFFICER REPORTS

Nil

9. MOTIONS FOR WHICH PRIOR NOTICE HAS BEEN GIVEN

Nil

10. QUESTIONS BY MEMBERS FOR WHICH DUE NOTICE HAS BEEN GIVEN

Nil

11. URGENT BUSINESS APPROVED BY PRESIDING MEMBER OR BY DECISION

Nil

12. ANNOUNCEMENTS BY PRESIDING MEMBER OR BY DECISION

Nil

13. STATUS REPORT ON COUNCIL RESOLUTIONS

At its meeting held 14 July 2020 Council resolved:

8484 - That Council by absolute majority;

A. Forms a Tourism and Marketing Advisory Committee with the aim of developing a tourism marketing strategy and subsequent marketing campaigns to build on tourism opportunities in Collie.

B. Reallocate the Director of Corporate Services from the Collie River Valley Marketing Committee to the new Council Tourism and Marketing Advisory Committee

C. Allocate an amount of \$30,000 to the 2020-21 Budget to engage a professional marketing expert.

8485 - That Council appoints the following members to the committee Cr Smith, Cr Scoffern and Cr Italiano and two staff members, being the Director of Corporate Services and the CEO or CEO's nominee.

Completed - the Committee has been formed as appointed and has commenced meetings; 2020/21 budget has been adopted with allocation as per motion 8484.

14. GENERAL BUSINESS

14.1 Terms of Reference

A DRAFT Terms of Reference for the Committee was provided for consideration.

To inform the discussion, the following documents were also provided to the Committee:

- Esperance Visitor Centre Management Committee Terms of Reference
- City of Fremantle Destination Marketing Working Group Terms of Reference
- St Helens Destination Action Plan 2019-2021
- Rockingham-Tourist-Destination-Strategy-2019-2024-Council-Adopted-May-2019
- Beverley Tourism Plan

Committee Recommendation:

Moved: Cr Scoffern

Seconded: Cr Italiano

That Council endorse the Terms of Reference as presented at Attachment 1 for the Tourism and Marketing Advisory Committee.

CARRIED 4/0

14.2 Signage

The former Townscape Committee had discussed the installation of billboard signage at the junction of Ferguson Road and Coalfields Highway – an update on progress is requested for the next meeting.

14.3 Wellington National Park camping data

Data from a survey of campers at Wellington National Park is summarized in the infographic at Attachment 2. The information shows the numbers that travelled into Collie while camping and the reasons for their trip.

The TMAC to develop information sheets for display/distribution at campsites in Wellington National Park and elsewhere, and to investigate the potential for noticeboard or display/distribution systems to get information to campers.

14.4 Summary of actions for the next meeting

- Officer's report for number plate logo; to include comment from Collie Visitor Centre (Cr Scoffern), Collie River Valley Marketing (Cr Stanley), Collie Chamber of Commerce and Industry (Cr Harverson).
- A Draft RFQ for development of a destination marketing strategy to be considered at the next meeting of the Committee.
- Information to be developed for campers at Wellington Dam, Stockton, Lake Kewari in collaboration with the Visitor Centre. Investigate alternative methods of display and distribution.

15. CLOSE AND NEXT MEETING

The Chairperson closed the meeting at 10.33am.

The next meeting of the Tourism and Marketing Advisory Committee is proposed to be held on **Tuesday 1 September 2020 at 9.30am in Council Chambers.**

2020 Meeting Dates	
TMAC	Minutes to Council
11 August 2020	25 August 2020
1 September	15 September 2020
22 September 2020	6 October 2020
12 October 2020	27 October 2020
3 November 2020	17 November 2020
1 December 2020	15 December 2020

16. ATTACHMENTS

16.1 Draft Terms of Reference.

16.2 Infographic – Wellington National Park camper survey.

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

Presiding Member

Date



Terms of Reference

Tourism and Marketing Advisory Committee

1. NAME

The name of the Committee shall be Tourism and Marketing Advisory Committee, appointed as an Advisory Committee of Council, in accordance with provisions of Section 5.8 of the Local Government Act 1995.

2. AIMS AND OBJECTIVES

It is the aim of the Tourism & Marketing Committee:

- 2.1 To provide advice to the Full Council on tourism and marketing related matters which contribute to the good governance of the Council.
- 2.2 To work in partnership with stakeholders, agencies, community groups and organisations to develop and promote marketing and tourism.

3. MEMBERSHIP

- 3.1 Council, by Absolute Majority, shall appoint a committee for a two year term, such committee to be appointed at the first full council meeting following biennial Council elections.
- 3.2 In accordance with provisions of Section 5.9 of the Local Government Act 1995, resolves that the Committee is to comprise of Councillors and Officers.
- 3.3 In accordance with the provisions of Section 5.10(1)(a) of the Local Government Act 1995 resolves that the Committee shall have as its members:
 - No fewer than three (3) Councillors;
 - The CEO or his delegate; and
 - The Director of Corporate Services.
- 3.4 Each member of the committee shall be eligible for re-appointment.

4. MANAGEMENT

- 4.1 The formation and conduct of the Committee shall be in accordance with the requirements of the Local Government Act 1995 and any other statutory requirements.
- 4.2 The members of the Committee shall elect a Chairperson from amongst themselves.
- 4.3 A Council Officer, not necessarily a committee member, shall be appointed by the Council CEO to prepare agendas and minutes on behalf of the Committee. Minutes shall be circulated to all Committee members not later than seven (7) days after each meeting.
- 4.4 The Committee shall meet regularly at intervals sufficient to administer the affairs of the Committee. Preferably, there shall be not less than four (4) meetings per year.
- 4.5 The quorum for a meeting of the Committee shall be at least 50% of the members of the committee
- 4.6 The Committee is an Advisory Committee and as such, all decisions of the committee shall be presented as recommendations to Council for consideration.
- 4.7 Minutes of each Committee meeting shall be presented to Council in an outcome based framework.
- 4.8 The Council may adopt, amend, reject or refer back to the Committee any issues arising from the minutes.
- 4.9 The Committee shall not direct Council Staff.
- 4.10 The Committee will not have the authority or power to commit the Shire of Collie or any association, organisation, group or individual to expenditure without Council endorsement.
- 4.11 Members shall act in the best interests of the Committee.




5. Delegation

- 5.1 It is recognised that the Committee is an advisory body to Council operating for the benefit of the community within these Terms of Reference. In the context of these Terms of Reference, the Committee shall be free to plan and promote the aforementioned aims and objectives as best as it sees fit.
- 5.2 The Council, in accordance with the Local Government Act, shall delegate the powers and privileges outlined within these Terms of Reference to the Advisory Committee.

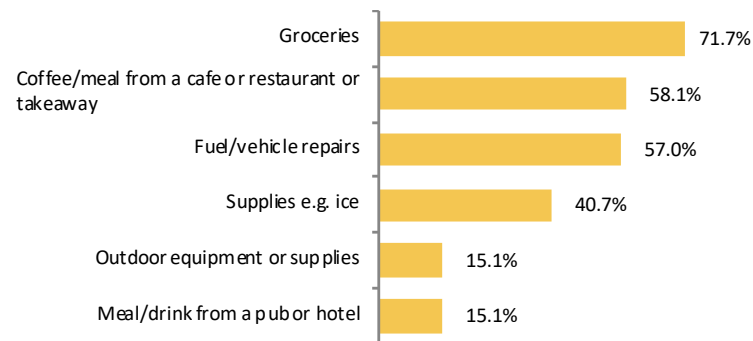
Adopted:2020

Wellington National Park Campers and their Collie Experience

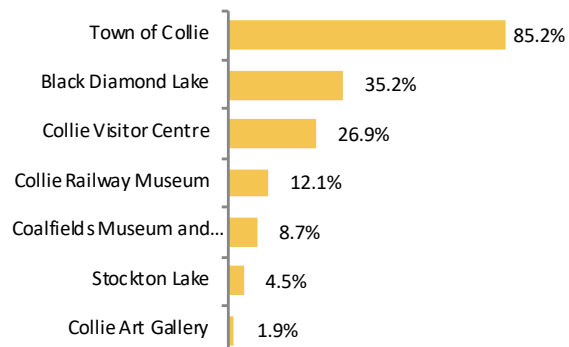
Visit to Collie

-  **55.3%** of respondents visited Collie (n=489)
-  **95.8%** of those who visited Collie made purchases while they were there (n=259)
-  **1.5** average number of visits to Collie while camping at WNP (n=255)






What did you buy in Collie? (of those who visited Collie n=258)



Where did you visit while in Collie? (of those who visited Collie n=211)



Camping at Wellington National Park

-  **85.7%** average satisfaction with camping experience (n=489)
-  **30.1%** first-time visitors to WNP (n=485)
-  **52.5%** visiting at least once a year, of which, almost a quarter visit 2 to 5 times per year (n=485)
-  **2.6 nights** average length of stay at WNP (range 1 to 18 nights) (n=484)
-  **83.1%** left from and returned home (n=489)








Great facilities and camping. Great place for activities or just to relax in nature. Not far from Perth. One of our favourite parks.
– WNP visitor



Wellington National Park (Amanda Smith, DBCA)

Camper profile

-  **94.3%** Western Australians, mostly from Perth Metro (74.6%) (n=476)
-  **4.3** average group size (n=483)
-  **45.5%** with children – 31.0% were school aged children (n=484)
-  Most travelled with a **partner 28.2%** or **family 28.0%** (n=483)
-  **50.4%** aged between 35 to 54 and mostly male (52.7%) (n=482)