



Shire of  
**Collie**

**MINUTES**

**Tourism & Marketing Advisory  
Committee**

held on

**Thursday 15 October 2020**

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

The Chairperson opened the meeting at 9.36am.

Members

Cr Michelle Smith	Chairperson
Cr Leonie Scoffern	Councillor
Tamsin Emmett	Community Development Officer
Allison Fergie	Director Corporate Services

Apology

Cr Joe Italiano	Councillor
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Guest

Phil Cox	Principal Regional Development Officer, SWDC
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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: Tamsin Emmett**

**Seconded: Cr Leonie Scoffern**

That the minutes of the Tourism and Marketing Advisory Committee meeting held 22 September 2020 be confirmed.

**CARRIED 4/0**

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

Nil

## 7. OFFICER REPORTS

### 7.1 Tourism Strategy

<b>Reporting Department:</b>	Corporate Services
<b>Reporting Officer:</b>	Allison Fergie – Acting Chief Executive Officer
<b>Accountable Manager:</b>	Allison Fergie – Acting Chief Executive Officer
<b>Legislation:</b>	Local Government Act 1995
<b>File Numbers:</b>	GOV/136
<b>Appendices:</b>	Yes
<b>Voting Requirement</b>	Simple Majority

#### **Report Purpose:**

For the Committee to consider recommending a consultant to develop a tourism destination marketing strategy for the Shire of Collie.

#### **Officers Recommendation/Committee Recommendation:**

**Moved: Cr Leonie Scoffern**

**Seconded: Tamsin Emmett**

That Council appoint Distinctly Tourism Marketing to develop a tourism destination marketing strategy for the Shire of Collie.

**CARRIED 4/0**

#### **Background:**

At its meeting held 14 July 2020 Council considered a notice of motion that provided the following background:

*The Collie Shire is at an integral stage in how we move forward as a community. The Shire of Collie should be the main driver in our town's future, and this includes how we market our town to enhance tourism and cement Collie as a supreme tourist town.*

*We need to engage an expert to come up with a professional marketing strategy, branding and campaign to really put Collie on the map as a top adventure/trails town.*

*While the CRVM has done great work in our community, and the group still has a role to play, there needs to be greater leadership from our Council on the marketing front, particularly when it comes to creating an overall strategy and branding etc for our community going forward.*

*Exciting things will be happening in the coming 12 months - Lake Kepwari will be open soon, \$10 million of new trails are getting built, the new murals etc.*

*That means now is the most important time to get a professional strategy created, so that in 12 month's time, we are ready to start marketing our town to the rest of the World.*

**Shire of Collie**  
**Tourism & Marketing Advisory Committee**  
**Minutes – 15 October 2020**

Council then 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.*

The Tourism and Marketing Advisory Committee prepared and advertised a request for quote for the development of a tourism marketing strategy and subsequent marketing campaigns.

Five responses to the request were received and have been assessed by a panel including two staff members, the Principal Regional Development Officer from the SWDC and the consultant delivering a tourism ready business advisory project in Collie.

The individual assessments will be collated into a spreadsheet for presentation at the meeting.

**Statutory and Policy Implications:**

Nil

**Budget Implications:**

Council has allocated an amount of \$30,000 in the 2020/21 annual budget for the strategy.

**Communications Requirements:** (Policy No. CS 1.7)

Once appointed, the consultant will work with all stakeholders to develop the strategy.

**Strategic Community Plan/Corporate Business Plan Implications:**

*Goal 2 Our Economy: A strong diversified economic base driven by a range of business and employment opportunities.*

Outcome 2.3 A growing tourism industry

Strategy 2.3.2 Support local and regional tourism destination management and marketing initiatives that provide local tourism growth.

**Relevant Precedent:**

Nil

**Comment:**

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**

Nil

**13. GENERAL BUSINESS**

**13.1 Volunteer South West Workshop**

The Coordinator of Volunteer South West offers a workshop/training that may be of interest to local organisations who manage venues that cater for tourism and engage with volunteers – the museum, art gallery, replica railway station, Goods Shed and Bill Weir Rolling Stock Shed. The cost of the Workshop/training is \$500 and could be covered by the budget for tourism events if considered worthwhile.

Information provided by Volunteer South West:

The training we would deliver is *3Rs in Volunteer Engagement*.

This workshop will explore volunteers' needs and motivation to be part of your organisation, by breaking down the 3Rs of Volunteer Engagement - RECRUITMENT, RETENTION AND RECOGNITION.

- Designing volunteer positions
- What works in getting more people involved in community organisations and activities
- Recruitment process
- Successful retention strategies.
- Preventing burn out
- How best to show your appreciation to your volunteers

This is an essential 3 hour workshop for community groups to find out how to incorporate the National Standards for Volunteer Involvement into developing or changing their volunteer recruitment and retention systems.

This training covers all sectors as volunteers are the same across the board - they give of their time and skills willingly for the common good without financial gain. We've found that if the pre-recruitment systems are in place, the chances of recruiting and retaining committed volunteers is more likely.

In principle agreement for a workshop to be supported in Collie, but applicable to a wider audience than tourism.

The Community Development Officer to source alternative funding for the workshop to be offered in Collie.

### 13.2 Motorplex BEER event – Budget Extreme Endurance Racing

Similar events attract large audiences in other places but not really promoted in Collie. The Community Development Officer puts events on the new notice board (including this event) and the event is on the Motorplex FB page but not shared to Collie Community Noticeboard FB page.

Motorplex representative(s) to be invited to next TMAC meeting.

### 13.3 Update on façade project and other projects.

Mr Phil Cox provided an update on SWDC projects.

### 13.4 Retail

Cr Smith noted that a number of retail shops are closing at 4pm daily – this is being looked at by IPS Business Advisory along with the presentation of shop fronts.

## 14. CLOSE AND NEXT MEETING

The Chairperson closed the meeting at 10.45am.

The next meeting of the Tourism and Marketing Advisory Committee will be at **9.30am on Thursday 12 November 2020.**

2020 Meeting Dates	
TMAC	Minutes to Council
12 November 2020 (Thursday)	17 November 2020
3 December 2020 (Thursday)	15 December 2020

## 15. ATTACHMENTS

Nil

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

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

\_\_\_\_\_  
Date