



Shire of  
**Collie**

**MINUTES**

**Tourism & Marketing Advisory  
Committee**

held on

**Thursday 12 November 2020**

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

Members

Cr Michelle Smith	Chairperson
Cr Joe Italiano	Councillor
Tamsin Emmett	Community Development Officer
Allison Fergie	Director Corporate Services

Guest

Tamara Morton	Collie Motorplex
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Apologies

Cr Leonie Scoffern	Councillor
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**2. DISCLOSURE OF FINANCIAL INTEREST**

Nil

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

Tamara Morton provided an update on activities at the Collie Motorplex.

- Since taking on the position Tamara has focussed on improving information about events and advertising, including a full page spread on the BEER in the Collie Bulletin and posts to the Collie Community Noticeboard FB page. A marketing strategy has been developed and the website is being revised. Regional advertising is also undertaken. The BEER event is a Collie Motorplex event and corporate sponsorship opportunities will be available.
- Website is important and will soon be updated. Weekly advertising in the Collie Bulletin would be more effective rather than monthly.
- Michelle Smith offered to provide information to Tamara about junior motorbike hire for children that could be available at the Motorplex events.
- A Show and Shine could be held in town – the Committee could work with the Motorplex to identify an occasion where this might be appropriate and assist with this. Community Expo for February 2021 a possibility – Tamara Morton to work with Tamsin Emmett towards this.
- Cr Italiano suggested that a profile of riders/drivers could be provided to the CRV Bulletin together with a photo from past events to promote the coming weekend event.
- Cr Smith suggested a reunion day with memorabilia on display – Cr Smith could assist if required. Cr Smith also offered to have Membership forms available to distribute through her business.
- Tamsin Emmett suggested taking advantage of people looking for volunteer opportunities - perhaps promote through the Act, Belong, Commit program and at the Community Expo.

**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 Michelle Smith**

That the minutes of the Tourism and Marketing Advisory Committee meeting held 15 October 2020 be confirmed.

CARRIED 4/0

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

Nil

**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**

At its meeting held 27 October 2020 Council resolved:

8593 – That Council appoint Distinctly Tourism Management to develop a tourism destination marketing strategy for \$28,500 (Excl. GST) for the Shire of Collie.

All respondents to the RFQ have been advised of Council decision, and Distinctly Tourism Management (DTM) have been invited to meet with the Committee. A date for the meeting is to be finalised, however DTM have been asked to advise of their availability on Thursday 19 November, Thursday 26 November or Thursday 3 December for an inception meeting with the Committee.

**Shire of Collie**  
**Tourism & Marketing Advisory Committee**  
**Minutes – 12 November 2020**

**13. GENERAL BUSINESS**

**13.1 Initial meeting with Distinctly Tourism Management (DTM)**

Meeting with DTM to be at the TMAC meeting on 3 December 2020.

The following list of Stakeholder to be provided to DTM

Collie Visitor Centre, Collie River Valley Marketing, Australia's South West, Collie Chamber of Commerce & Industry, Motorplex, Collie Community Broadcasting Association, Just Transitions, Collie Festival Committee. Sporting and community groups to be engaged through a publicly advertised community forum (Community Development Officer will be able to assist with issuing of invitations).

**14. CLOSE AND NEXT MEETING**

The next meeting of the Tourism and Marketing Advisory Committee will be at 9.30am on Thursday 3 December 2020.

<b>2020 Meeting Dates</b>	
<b>TMAC</b>	<b>Minutes to Council</b>
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