



Shire of
Collie

MINUTES

**Tourism & Marketing Advisory
Committee**

held on

Thursday 3 December 2020

AGENDA

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1. OPENING/ATTENDANCE/APOLOGIES & LEAVE OF ABSENCE

The Chairperson opened the meeting at 9.37pm

Members

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

Guest

Bernard Whewell	Distinctly Tourism Management (left 11.50am)
Karen Castiglioni	Distinctly Tourism Management (left 11.50am)

2. DISCLOSURE OF FINANCIAL INTEREST

Nil

3. PETITIONS/ DEPUTATIONS/ PRESENTATIONS/ SUBMISSIONS

Nil

4. ITEMS BROUGHT FORWARD DUE TO INTEREST BY ATTENDING PERSONS

Bernard Whewell and Karen Castiglioni, Distinctly Tourism Management, attended to discuss the methodology and outcomes for the tourism destination marketing strategy, and aspirations for the strategy.

5. CONFIRMATION OF THE MINUTES OF THE PREVIOUS MEETING

Recommendation:

Moved: Cr Italiano

Seconded: Cr Scoffern

That the minutes of the Tourism and Marketing Advisory Committee meeting held 12 November 2020 be confirmed.

CARRIED 5/0

6. BUSINESS ARISING FROM THE PREVIOUS MINUTES

Nil

7. OFFICER REPORTS

Nil

8. MOTIONS FOR WHICH PRIOR NOTICE HAS BEEN GIVEN

Committee Recommendation:

Moved: Cr Smith

Seconded: Cr Scoffern

That Council invite the Collie Visitor Centre and the Collie River Valley Marketing to nominate a representative to join the Tourism and Marketing Advisory Committee.

CARRIED 5/0

With the development of the tourism marketing strategy now underway it is desirable to have ongoing engagement with and input from relevant stakeholders.

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.

Bernard Whewell from Distinctly Tourism Management (DTM) will be in attendance at this meeting to progress the strategy.

13. GENERAL BUSINESS

Nil

14. CLOSE AND NEXT MEETING

The meeting closed at 11.58am. The next meeting of the Tourism and Marketing Advisory Committee is yet to be confirmed.

TMAC	Minutes to Council
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