



Shire of
Collie

MINUTES

of the

**Tourism & Marketing Advisory
Committee**

held on

Thursday 11 February 2021

SHIRE OF COLLIE

Shire of Collie
Tourism & Marketing Advisory Committee
Minutes – 11 February 2021

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1. OPENING/ATTENDANCE/APOLOGIES & LEAVE OF ABSENCE

The Chairperson opened the meeting at 9.35am.

Members

Cr Michelle Smith	Chairperson
Cr Joe Italiano	Councillor
Cr Leonie Scoffern	Councillor
Tamsin Emmett	Community Development Officer
Allison Fergie	Director Corporate Services
Simone Fraser	Collie River Valley Marketing
Janine Page	Manager, Collie Visitor Centre

Guest

Bernard Whewell	Distinctly Tourism Management (by Zoom)
Karen Castiglioni	Distinctly Tourism Management (by Zoom)
Stuart Devenish	Chief Executive Officer (left 10.30am)
Michele Gannaway	Collie River Valley Marketing (left 10.55am)

2. DISCLOSURE OF FINANCIAL INTEREST

Nil

3. PETITIONS/ DEPUTATIONS/ PRESENTATIONS/ SUBMISSIONS

Bernard Whewell and Karen Castiglioni, Distinctly Tourism Management, presented an update on their progress on the Shire of Collie tourism destination marketing strategy. (See *Project Roadmap at 15.1*)

The community workshop is scheduled for Wednesday 17 March. Proposal is to have two sessions – morning session from 10-11.30am and an evening session from 6.30-8pm. Venue availability to be confirmed prior to advertising the workshops.

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 Italiano

That the minutes of the Tourism and Marketing Advisory Committee meeting held 3 December 2020 be confirmed.

CARRIED 7/0

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.

The tourism destination marketing strategy is proceeding as outlined in the attached Project Roadmap.

At its meeting held 15 December 2020 Council resolved:

8633 – 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.

The Collie Visitor Centre representative will be Janine Page (Manager) while the Collie River Valley Marketing Group representative will be Simone Fraser (Secretary).

13. GENERAL BUSINESS

13.1 Visitor Centre Upgrade Projects

The Collie Visitor Centre has received funding for an upgrade to the replica underground mine and for a building upgrade. (See *media release at 15.2*) A Project Control Group has been formed; the tender for the upgrade to the underground mine has been advertised and site visits have taken place.

The upgrade to the underground mine is anticipated to be completed by June 2021 and the building phase approximately 12-18 months.

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13.2 RAC Magazine

The March RAC magazine has a trails article that has dated information about Collie trails. The Visitor Centre Manager is in contact with the magazine regarding an article in progress and will provide this feedback; CRVM will also follow up.

13.3 Our Story

The Collie Our Story Positioning Statement was discussed with various opinions expressed. Need to find out if this is the only statement about Collie, or one of a series.

13.4 Lake Kepwari

Lots of positive feedback, with some issues expressed around provision of shade (revegetated areas need time to grow) and the cancellation policy (to be revisited).

13.5 Scenic Drive

Request for No Camping signs at either end of Scenic Drive; letter to be written to DBCA.

13.6 CRVM Update

Collaboration meeting between groups will be rescheduled.

13.7 Movie Series and Parkrun

Very positive feedback around the recent Summer Movie Series. Parkrun consistently attracting visitors to Collie (more information around numbers and visitation to be provided at the next meeting).

13.8 Museum Update

Museum numbers have doubled over the summer compared to several years ago: January 2021 Total visitors: 516 (includes 274 from Perth metro area)

Daily average comparisons:

Average daily attendance 2021:	16.64
Average daily attendance 2020:	10.92
Average daily attendance 2019:	9.87

14. CLOSE AND NEXT MEETING

The next meeting of the Tourism and Marketing Advisory Committee will be held in Council Chambers at 9.30am on Thursday 18 March 2021.

TMAC Meeting Dates
18 March 2021 (Thursday)
15 April 2021 (Thursday)
Further dates TBA

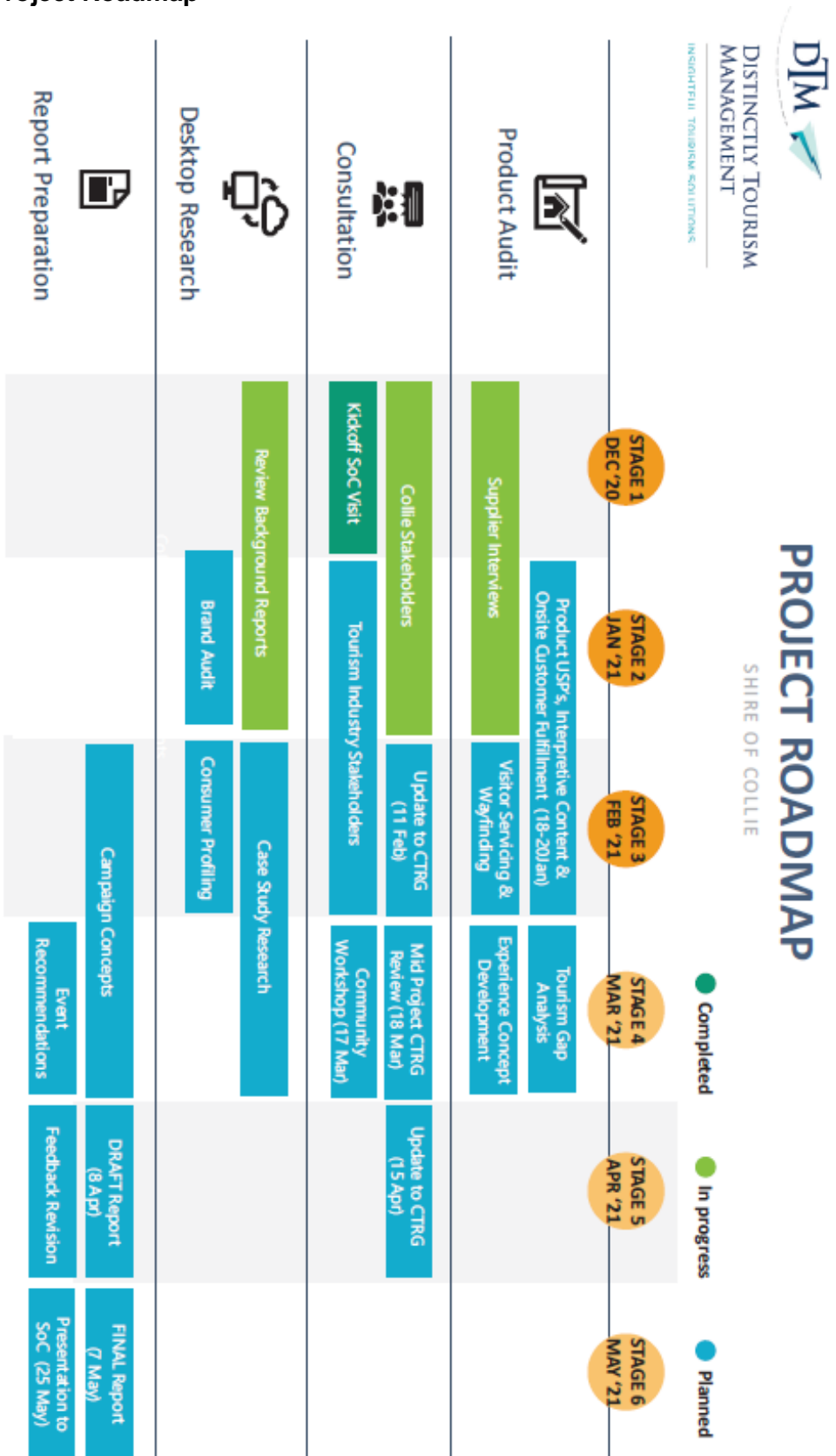
15. ATTACHMENTS

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

Presiding Member

Date

15.1 Project Roadmap



15.2 Media Release – Collie Visitor Centre upgrades

Upgrades to Collie's underground tourist attraction and expanded visitor servicing facilities

Tuesday, 26 January 2021

Upgrades to the Replica Underground Coal Mine

- Expansion of the Collie Visitor Centre building to include additional facilities for adventure tourist market and increase revenue streams
- Project to cater to increasing demand as Collie becomes WA's newest must-see tourist destination

The Collie Visitor Centre will undergo a revamp to cater for the growing number of tourists as the region emerges as an attractive tourist destination.

The McGowan Government will invest \$899,000 from the Collie Industry Attraction and Development Fund to go towards the Replica Mine Upgrade and Visitor Centre Expansion project in Collie.

This upgrade includes a redevelopment of the Replica Underground Coal Mine experience that allows visitors to fully immerse themselves in what could be described as some of Western Australia's most difficult and dangerous working conditions.

The upgrade will create a sought-after heritage experience, combining modern multimedia projections with traditional museum displays, with a key element to be witnessing an underground mine blast, through visual projections and sound.

This will integrate with the virtual reality experience which was funded by the Collie Futures Small Grants Program which launched today at the centre, allowing visitors to experience operating a digger through goggles.

These upgrades will combine to bring past and present mining techniques to life for visitors, in line with Collie's Just Transition plan outcome to celebrate and showcase Collie's history.

The Collie Visitor Centre building will also be expanded and will include additional facilities to cater for the adventure tourism market.

The McGowan Government has committed more than \$22 million of funding into tourism attractions in Collie through the Collie Futures Fund. These projects will enable the visitor centre to increase its revenue streams while it caters to the growing demand.

Up to 12 local jobs are expected to be created during construction as well as flow on effects to other local businesses. Upon completion, an additional two jobs within the Collie Visitor Centre will also be created, with potential for two traineeships in the longer term.

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Comments attributed to Regional Development Minister Alannah MacTiernan:

"The underground mine attraction is quite unique and has received increasing visitor numbers since Collie's tourism attractions - including old favourites and new destinations - have gained popularity.

"This upgraded attraction includes more digital elements to help tell Collie's history in a modern format to engage new audiences.

"The expanded visitor centre will also become a hub for tourists coming into Collie for adventure tourism with additional facilities to assist exploring Collie's trails and waterways."

Comments attributed to Collie-Preston MLA Mick Murray:

"Collie's popularity is on the rise, with the visitor centre experiencing increased demand so I look forward to the centre offering increased facilities to match.

"The upgrades to the replica underground mine and expansion of the building to include other facilities will enable the centre to increase its revenue streams to move into a more sustainable business model while it caters to the extra visitor numbers.

"This will put more money back into Collie, not to mention the additional jobs created during construction and for the ongoing operation."