



Shire of
Collie

MINUTES

**Tourism & Marketing Advisory
Committee**

held on

Thursday 18 March 2021

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Shire of Collie
Tourism & Marketing Advisory Committee
Minutes – 18 March 2021

1. OPENING/ATTENDANCE/APOLOGIES & LEAVE OF ABSENCE

The Chairperson opened the meeting at 9.35AM

Members Present

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 (LEFT 11AM)
Janine Page	Manager, Collie Visitor Centre

Guests

Bernard Whewell	Distinctly Tourism Management (LEFT 11.05)
Karen Castiglioni	Distinctly Tourism Management

2. DISCLOSURE OF FINANCIAL INTEREST

Nil

3. PETITIONS/ DEPUTATIONS/ PRESENTATIONS/ SUBMISSIONS

Moved: Cr Italiano

Seconded: Cr Scoffern

That the Committee Suspend Standing Orders.

CARRIED: 7/0

Bernard Whewell and Karen Castiglioni, Distinctly Tourism Management, gave a presentation on their findings and progress to date on the Shire of Collie tourism destination marketing strategy. (See *Project Roadmap at 15.1*)

Moved: Cr Italiano

Seconded: Cr Scoffern

That the Committee Resume Standing Orders.

CARRIED: 7/0

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: Simone Fraser

That the minutes of the Tourism and Marketing Advisory Committee meeting held 11 February 2021 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.

The DRAFT Report is scheduled to be presented to the TMAC at the meeting to be held on Thursday 15 April. However, with a change of Council meeting dates the timing of the Final Report presentation to Councillors will need to be amended.

The suggested revised timeline is:

- Update to TMAC: 15 April 2021 (no change)
- Councillor Workshop: 6.30pm 27-29 April 2021 (any of these dates – TBC)
- DRAFT Report prepared: 4 May 2021
(Councillor forum – staff to present information and seek guidance on reporting to Council)
- Receipt of report and any recommendations: OCM 11 May 2021

The suggested revised timeline will allow Councillors more time to read the DRAFT report and the opportunity to provide feedback and comment prior to the report coming to Council at the OCM on 11 May 2021 the process.

13. GENERAL BUSINESS

13.1 Tourism Data

The process of collecting data from various tourism operators has shown that there is a need for a consistent data collection methodology, and this would be timely in order to establish a baseline and increases to visitation to the Shire.

Recommendations around data collection to be contained within the strategy document.

13.2 Top Tourist Town Nomination

Collie was nominated for the 2021 GWN7 Top Tourism Town Awards and has been selected as a finalist in the Top Tourism Town category.

Public voting is now open online at www.toptouristtown.com.au. The public vote will be combined with the scores from a panel of industry judges to decide which destinations receive the titles of Top Tourism Town and Small Tourism Town. Those towns will go on to represent WA in a national competition.

The WA winners will be announced at the 2021 WA Regional Tourism Conference Dinner in Geraldton on Tuesday, May 4. Finalists receive logo recognition and public voting promotion.

14. CLOSE AND NEXT MEETING

Meeting closed at 11.14am.

The next meeting of the Tourism and Marketing Advisory Committee will be held in Council Chambers at 9.30am on Thursday 15 April 2021.

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

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

Presiding Member

Date

PROJECT ROADMAP

SHIRE OF COLLIE

● Completed ● In progress ● Planned

	STAGE 1 DEC '20	STAGE 2 JAN '21	STAGE 3 FEB '21	STAGE 4 MAR '21	STAGE 5 APR '21	STAGE 6 MAY '21
Product Audit 	Supplier Interviews	Product USP's, Interpretive Content & Onsite Customer Fulfillment (18-20Jan)	Visitor Servicing & Wayfinding	Tourism Gap Analysis Experience Concept Development		
	Collie Stakeholders	Update to TMAC (11 Feb)	Mid Project TMAC Review (18 Mar)	Update to TMAC (15 Apr)		
Consultation 	Kickoff Soc Visit	Tourism Industry Stakeholders	Community Workshop (17 Mar)			
	Review Background Reports	Case Study Research				
Desktop Research 	Brand Audit	Consumer Profiling				
		Campaign Concepts				
Report Preparation 			Event Recommendations	Budgets	Feedback & Revision	DRAFT Report (4 May) Presentation to Soc (11 May)

15. ATTACHMENTS

15.1 Project Roadmap – updated

15.2 Visitor Numbers 2021

Coalfields Museum

FEBRUARY FIGURES

The February visitor numbers are:

Local: 34, South West: 54, Perth: 89, State: 10, Interstate: 10.

Total 197

The average number of visitors per day was 10.94 (35% increase on February 2020).

This compares with the number of visitors in February 2020 of 146 for an average of 6.63 per day.

OCTOBER TO FEBRUARY COMPARISONS

For the five months from October 2020 to February 2021 CMHRC had 1447 visitors over the 117 days it was open.

This is an average of 12.38 visitors per day (26% increase on 10/2019 – 2/2020 visitors per day).

For the equivalent period last year (October 2019 to February 2020) CMHRC had 1200 visitors over 122 days averaging 9.8 visitors per day.

For Labour Day (one day), numbers were:	2019 = 23
	2020 = 71
	2021 = 92

Collie Art Gallery

Jan 2021 to date 781 people for 2 different exhibitions (47% increase on Jan-Mar 2019 to date).

Dec 2019 to March 2020, a total of 1651 people

(The tallies for late 2019/early 2020 are higher due to the Collie Art Prize held around this time last year.)

Jan-March 2019 a total of 686 people

The Labour Day long weekend contributed to the numbers with a total of 67 people on that Saturday, a phenomenal record.

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Parkrun

Collie River trail parkrun has been held 53 times since its start in August 2019. Since then 588 participants have completed 2,377 parkruns covering a total distance of 11,885 km, including 511 new Personal Bests. A total of 67 individuals have volunteered 477 times.

It is hard to estimate the visitor numbers but if we take an average parkrun – this example is from 23/01/21- we can see that we had 16 first timers from 45 participants, this indicates 16 people running in Collie for the first time, not the first time they have parkrun, so we can assume 90% were visitors to Collie. Many of our visitors stay overnight either before and/or after parkrun.

Collie Visitor Centre

Visitor Numbers through the Centre:

	2020	2021	% Increase
December:	808	1,486	84
January:	1,116	2,206	98
February:	796	1,276	60
Labour Day Weekend:	231	493	113

