



Shire of
Collie

MINUTES

**Tourism & Marketing Advisory
Committee**

held on

Thursday 15 April 2021

Shire of Collie
Tourism & Marketing Advisory Committee
Minutes – 15 April 2021

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1. OPENING/ATTENDANCE/APOLOGIES & LEAVE OF ABSENCE

The Chairperson opened the meeting at 9.30am.

Members

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

Apologies

Cr Leonie Scoffern	Councillor
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Guest (by Zoom)

Karen Castiglioni	Distinctly Tourism Management
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2. DISCLOSURE OF FINANCIAL INTEREST

Nil

3. PETITIONS/ DEPUTATIONS/ PRESENTATIONS/ SUBMISSIONS

Karen Castiglioni, Distinctly Tourism Management, gave a presentation via Zoom to provide an update on progress to date on the Shire of Collie tourism destination marketing strategy.

The Committee provided feedback on the concepts and messaging developed to date.

4. ITEMS BROUGHT FORWARD DUE TO INTEREST BY ATTENDING PERSONS

Nil

5. CONFIRMATION OF THE MINUTES OF THE PREVIOUS MEETING

Recommendation:

Moved: Cr Smith

Seconded: Tamsin Emmett

That the minutes of the Tourism and Marketing Advisory Committee meeting held 18 March 2021 be confirmed.

CARRIED 6/0

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.

Progress on the DRAFT Report was presented to the TMAC at the meeting held on Thursday 15 April and will be presented at a Councillor forum on 27 April 2021.

(See Project Roadmap at 15.1)

13. GENERAL BUSINESS

Nil

14. CLOSE AND NEXT MEETING

The Chairperson closed the meeting at 11.10am.

The next meeting of the Tourism and Marketing Advisory Committee will be held in Council Chambers is to be advised.

TMAC Dates
Presentation to Councillor forum 27 April 2021
Report to Council 11 May 2021
Further dates TBA

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15. ATTACHMENTS

15.1 Project Roadmap

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

