



Shire of  
**Collie**

**MINUTES**

**Tourism & Marketing Advisory  
Committee**

held on

**Thursday 20 May 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
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

Staff

Stuart Devenish	Chief Executive Officer
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**2. DISCLOSURE OF FINANCIAL INTEREST**

Nil

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

Nil

**4. ITEMS BROUGHT FORWARD DUE TO INTEREST BY ATTENDING PERSONS**

Nil

**5. CONFIRMATION OF THE MINUTES OF THE PREVIOUS MEETING**

**Recommendation:**

**Moved: Janine Page**

**Seconded: Tamsin Emmett**

That the minutes of the Tourism and Marketing Advisory Committee meeting held 15 April 2021 be confirmed.

**CARRIED 7/0**

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

Nil

## 7. OFFICER REPORTS

### 7.1 Tourism Marketing Strategy

<b>Reporting Department:</b>	Corporate Services
<b>Reporting Officer:</b>	Allison Fergie – Director Corporate Services
<b>Accountable Manager:</b>	Allison Fergie – Director Corporate Services
<b>Legislation:</b>	<i>Local Government Act 1995</i>
<b>File Numbers:</b>	GOV/136
<b>Appendices:</b>	Yes – Appendices 1-3
<b>Voting Requirement</b>	Simple Majority

#### **Report Purpose:**

For the Committee to consider endorsement of the Collie Tourism Marketing Strategy (the Strategy) and consider the actions and strategies contained within the report for recommendation to Council.

#### **Recommendation:**

**Moved: Cr Scoffern**

**Seconded: Cr Italiano**

That the Committee suspend Standing Orders.

**CARRIED 7/0**

The Committee discussed the governance and recommendations contained within the report and the next steps to take.

#### **Recommendation:**

**Moved: Cr Italiano**

**Seconded: Cr Scoffern**

That the Committee resume Standing Orders.

**CARRIED 7/0**

Officers Recommendation:

*That Council:*

1. *Receive the Collie Tourism Marketing Strategy (the Strategy) prepared by Distinctly Tourism Management as presented at Appendix 1.*
2. *Acknowledge:*
  - a) *recommendations are provided across a large number of issues, with implications for a wide range of stakeholders;*
  - b) *implementation of new initiatives must be undertaken in a collaborative manner with stakeholders and those directly involved in the tourism industry; and*

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*c) the Shire of Collie is a stakeholder within the tourism industry as a whole and performs a role that is complementary to other stakeholders involved in the sector.*

*3. Having regard for 2. above, request the Tourism Marketing and Advisory Committee give consideration to a suitable governance structure that can effectively coordinate tourism outcomes by developing a structure that will identify:*

*a) the various entities and interests in relation to tourism;*

*b) the appropriate roles that each entity/interest holds in relation to tourism;*

*c) identify suitable working arrangements that will allow each entity to operate from its most valuable area of skills, expertise and capacity to contribute to progressing the Strategy.*

*4. Request that the Tourism Marketing and Advisory Committee meeting have Shire Officers liaise with the following stakeholders with a view to identifying the information outlined in 3. above in order to inform the preparation of a recommended governance structure to progress the Strategy:*

*a) (stakeholders to be nominated by the Committee)*

*b)*

*c)*

**Committee Recommendation:**

**Moved: Simone Fraser**

**Seconded: Cr Italiano**

That Council:

1. Receive for implementation the Collie Tourism Marketing Strategy (the Strategy) prepared by Distinctly Tourism Management as presented at Appendix 1.

2. Having regard for collaboration with stakeholders request the Tourism Marketing and Advisory Committee request staff to develop a plan that can effectively coordinate tourism outcomes by identifying:

a) the roles that each key stakeholder holds in relation to tourism;

b) suitable working arrangements or understanding that will allow each entity to operate from its most valuable area of skills, expertise and capacity to contribute to progressing the Strategy.

3. the Shire Officers liaise with the following key stakeholders with a view to identifying the information outlined in 2. above in order to inform the preparation of a recommended plan to progress the Strategy:

a) Collie Visitor Centre

b) Collie River Valley Marketing

c) BUNGEO/ Australia's South West

d) South West Development Commission

4. That a media release be prepared and released.

**CARRIED 7/0**

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**Background:**

At its meeting held 14 July 2020 Council resolved:

*8484 - That Council by absolute majority;*

*A. Forms a Tourism and Marketing Advisory Committee with the aim of developing a tourism marketing strategy and subsequent marketing campaigns to build on tourism opportunities in Collie.*

*B. Reallocate the Director of Corporate Services from the Collie River Valley Marketing Committee to the new Council Tourism and Marketing Advisory Committee*

*C. Allocate an amount of \$30,000 to the 2020-21 Budget to engage a professional marketing expert.*

The Tourism and Marketing Advisory Committee (TMAC) undertook the process of engaging the marketing consultants and 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.*

Since the appointment of Distinctly Tourism Management, the team have worked with the TMAC and undertaken stakeholder and community engagement leading to the development of the Strategy (Appendix 1).

The Strategy document was tabled at the meeting of Council held 11 May 2021 where the decision was:

*8728 - That the Tourism Destination Marketing Strategy;*

*1. Not be received tonight.*

*2. Be referred to TMAC for analysis.*

*3. Be distributed to relevant stakeholders as authorised by TMAC and Report back to Council.*

The Strategy has since been distributed to Collie River Valley Marketing Inc, the South West Development Commission, the Department of Premier and Cabinet and members of the TMAC.

To facilitate consideration of the Strategy the recommendations are summarised in Appendices 2 and 3.

Appendix 2: Recommendations relating to the Tourism Marketing Strategy

Appendix 3: Recommendations relating to the Destination Management Plan.

**Statutory and Policy Implications:**

Nil

**Budget Implications:**

Nil

**Communications Requirements:** (Policy No. CS 1.7)

Media release announcing endorsement of Strategy.

**Strategic Community Plan/Corporate Business Plan Implications:**

*Goal 2 Our Economy:* A strong diversified economic base driven by a range of business and employment opportunities.

*Outcome 2.3* A growing tourism industry

*Strategy 2.3.2* Support local and regional tourism destination management and marketing initiatives that provide local tourism growth.

**Relevant Precedent:**

Nil

**Comment:**

The Strategy is a comprehensive document which contains a large number of recommendations. To successfully implement the Strategy will require a solid governance structure and the intent of the Officer's Recommendation is to work towards the development of an appropriate structure.

**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 strategy was tabled at the meeting of Council held 11 May 2021 when the Council decision was:

*8728 - That the Tourism Destination Marketing Strategy;*

- 1. Not be received tonight.*
- 2. Be referred to TMAC for analysis.*
- 3. Be distributed to relevant stakeholders as authorised by TMAC and Report back to Council.*

The strategy has been distributed to Collie River Valley Marketing Inc, the Collie Visitor Centre, the South West Development Commission and the Department of Premier and Cabinet, and to members of the Committee.

**13. GENERAL BUSINESS**

**13.1 Forrest Street seating**

Discussion around installations in Forrest Street for seating with a view to activation of the area.

### **13.2 Motorplex**

Last week 150 cars were at the Motorplex; events could expand if facilities were improved. Motorplex could bring forward a Masterplan for the facility for consideration and support.

The Motorplex provides information from a participant point of view; needs to provide information from a spectator point of view for events to be promoted.

Motorplex could charge entrance money to upgrade facilities, and many of the events are for private clubs. Perception is that the events are not worth going to if there is no charge.

Marketing and signage is an ongoing issue, as is local community knowledge of events.

### **13.3 Overnight stopover caravan parking**

RV Friendly town status requires free or low cost overnight bays. Self sufficient caravans are looking for 24-hour stopover while passing through. Needs to be revisited. Agenda item to be brought to the next meeting of the Committee.

### **13.4 Bibbulmun Track walkers**

A lot of walkers at the moment who are loving the experience. They are spending money on experiences and transfers.

## **14 CLOSE AND NEXT MEETING**

The meeting closed at 11.02am

The date of the next meeting of the Tourism and Marketing Advisory Committee is to be advised.

## **15 ATTACHMENTS**

- 15.1 Appendix 1: Collie Tourism Marketing Strategy**
- 15.2 Appendix 2: Recommendations – Tourism Marketing Strategy**
- 15.3 Appendix 3: Recommendations – Destination Management Plan**

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

\_\_\_\_\_  
Presiding Member

\_\_\_\_\_  
Date