



Shire of
Collie

MINUTES

of the

**Tourism & Marketing Advisory
Committee**

held on

Wednesday 23 November 2023

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1. OPENING/ATTENDANCE/APOLOGIES & LEAVE OF ABSENCE

The Chairperson declared the meeting open at 1.32pm.

Members

Cr Michelle Smith	Councillor/Chairperson
Cr Elysia Harverson	Councillor
Cr Joe Italiano	Councillor
Tamsin Emmett	Community Development Officer (from 1:47pm)
Nicole Wasmann	Director Corporate Services
Simone Fraser	Collie River Valley Marketing
Janine Page	Manager, Collie Visitor Centre
Dee O'Brien	South32
Cr Sarah Stanley	Shire President (to 2.55pm)

Apologies

Cr Leonie Scoffern	Councillor
Stuart Devenish	Chief Executive Officer

Visitors

Kathy Miller – Collabs Scientific Services (to 2.55pm)
Brianna Delaporte - Ahoy Management (via Zoom 2:20pm to 2:50pm)
Erin Molloy – Ahoy Management (via Zoom 2:20pm to 2:50pm)

2. DISCLOSURE OF FINANCIAL INTEREST

Nil

3. PETITIONS/ DEPUTATIONS/ PRESENTATIONS/ SUBMISSIONS

3.1 Kathy Miller – Consultant to CRMC - itineraries and online presence

Kathy Miller presented to the meeting on consultative work undertaken for Collie River Valley Marketing (CRVM) including 12 draft itineraries and a review of Collie's online tourism presence.

3.2 Brianna Delaporte and Erin Molloy – Ahoy Management – Lost and Found Festival

Brianna Delaporte and Erin Molloy joined the meeting via Zoom to present the prospect of Collie joining Lost and Found in 2023. Lost and Found is a four-day festival showcasing food, wine, craft beer and live music across Bunbury and the Ferguson Valley

2.55pm Cr Sarah Stanley and Kathy Miller left the meeting.

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

Nil

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

Recommendation:

Moved: Simone Fraser

Seconded: Janine Page

That the minutes of the Tourism and Marketing Advisory Committee meeting held 28 July 2022 be confirmed.

CARRIED 8/0

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**

The status report was reviewed.

The meeting agreed to the investigation of Wallsend Grounds as a potential for an additional RV Short Stay.

13. **GENERAL BUSINESS**

13.1 Collie River Valley Marketing Group Update – Simone
Representatives of CRVM attended the WA Strategic Trails Blueprint event in Dunsborough.
CRVM is partnering with DBCA in advertising in the Australia's South West Planner.
CRVM notes that Search Engine Optimisation (SEO) for tourism in Collie is identifying insightful gaps.
Management of Black Diamond remains a concern, especially with new signage on the highway which will attract more visitors, and CRVM are planning to meet with Jodie Hanns MLA, to discuss further.

13.2 Collie River Valley Visitors Centre Update – Janine
The Replica Mine is to be opened in mid December in time for the school holidays.
The web site project is underway.

Visitor numbers are down in comparison to last year, however they are still more than pre covid periods.

13.3 Tourism and Marketing Coordinator Engagement

It was noted that the Shire has not recruited an employee from initial advertising.

Nicole Wasmann advised that following further discussion with South32 it is proposed to readvertise the position seeking either an employee or a consultant to implement the Tourism and Marketing Strategy. Both the Shire and South32 agree, that for the most impact, a highly competent experienced person (or persons) is needed for the role.

It is intended that the new advertising will invite expressions of interest from consulting businesses and potential employees. The initial package will be redeveloped over the next fortnight in consultation with South32 prior to readvertising.

13.4 Bibbulmun Track Foundation – 25th Anniversary – E2E walk – July to September 2023

The Bibbulmun Track Foundation is an incorporated, not-for-profit organisation established to provide support for the management, maintenance and marketing of the Bibbulmun Track. They are seeking the support of the local community to help with celebrations in Collie when they arrive in early August 2023.

Details of the end-to-end walk to celebrate the 25 years of the track are:

- 25th Anniversary Walk – end to end July to September 2023.
- A small group of bushwalkers will complete the official end-to-end walk and will be joined by groups on multi-day sections. Daywalkers will also join.
- In each town along the track, they are hoping to celebrate with the community to:
 - Recognise the contribution of local communities in building and maintaining the track;
 - Showcase local tourism; and
 - Encourage the next generation of young bushwalkers to connect with the track.
- Options to assist with the celebration could be:
 - walking party joined by school groups, or parades into or out of town;
 - gathering of local people – aboriginal, schools, hikers, dignitaries;
 - local radio broadcast; and
 - brief speeches.

The Committee discussed the request for the Collie community to assist by hosting celebrations during the end-to-end walk. There was support to organise an event, perhaps at an indoor venue given the time of year. Shire staff and Visitors Centre staff agreed to liaise further with other community members about the potential for a group of people to join the E2E bushwalkers as they arrive in and leave Collie and suitable arrangements for an event.

13.5 Destination TV Program – Opportunity

The potential to be involved in season 14 of the Destination TV Program, to be premiered in February 2023, was discussed.

It was agreed that given two other programs are currently producing segments on Collie, to wait for a future season.

13.6 Drive - Industrial Heritage Trail

As presented to meeting:

Developed in conjunction with the Mine Workers Association, this could compliment the Rail to River Heritage Trail and Collie Mural Trail (and also in terms of the map, plaques, website and integration into the Collie Wambenger App).

A trail that guides people from Alanson (Black Diamond Lake and the original coal discovery site) to the old railway networks and trails, the roundhouse, the Visitors Centre and underground mine experience, rail heritage precinct, Collie Mine Workers Institute, Wallsend Mine, Lyalls Mill, trails out to Collie-Cardiff and Collie-Burn townsites and mine sites, Stockton Lake, Stockton Mine, Lake Kepwari, dragline, Collie-Darkan rail-trail, and the open-cut coal mines etc.

The main components for establishing such a trail would be:

- 1. The Association, Museum and local history collection identifying points of interest;*
- 2. Map this out as a logical trail;*
- 3. Undertake simple research on each site;*
- 4. Engage a consultant (similar to the one that did both of the two other Collie town trails) to prepare a supporting report, design the map and organise the QR Codes and plaques; and*
- 5. Source funding and the support of the Retired Mineworkers Assoc and Coalfields Museum and Historical Research Centre to input time, research, photographs and expertise as an in-kind contribution.*

There was strong support from committee members for the proposal. Discussion was held regarding the cost of printing brochures and online access. Low-cost printing options and online access would be considered as part of the project.

13.7 South32 Hello Summer Concert Update

A Shire update was provided.

13.8 Population Sign

A request has been received to consider including the population on entrances to Collie. Committee members indicated support for the request.

13.9 Christmas Decorations

A discussion about Christmas decorations was held noting:

- Christmas banners will replace Kaya Collie banners after the concert.
- CCI to be asked to encourage retail businesses to decorate.
- A Christmas Tree was requested.
- Reuse of the lanterns where possible.
- Interest in acquiring more decorations for future years.

14. CLOSE AND NEXT MEETING

The chairperson thanked everyone for their attendance and declared the meeting closed at 3.30pm

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

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

Presiding Member

Date

15. ATTACHMENTS

Status Report

Status Report Tabled at the Meeting

Meeting	Item	<u>Committee Recommendation</u>	Current Status
2-Aug -21	7.3	<p>That the Committee recommend that Council support in principle the following:</p> <ol style="list-style-type: none"> 1. The designation of the following sites as overnight parking (24 hours) for the self-contained RVs only <ul style="list-style-type: none"> • Medic Street • Forrest Street running track • Long bay parking at the Collie Visitor Centre (weekends, school holidays and public holidays); 2. Review charging and permit arrangements and report to the Committee; and 3. Request staff investigate provision of long-term parking for self-contained vehicles to meet the essential criteria for designation as an RV Friendly TownTM. 	<p>See also 14.3 from November meeting below. A parking strategy for the Collie town centre is to be developed. In the interim, staff will review options for charging and permit arrangements.</p>
24-Nov-21	8.2	<p>That the Committee recommend that Council resolve to: 1. develop a position description for a Tourism and Marketing Coordinator position in collaboration with the Collie Visitor Centre for a fixed term appointment in order to progress the actions of the Collie Tourism Marketing Strategy and other tourism initiatives; 2. incorporate terms in the Service Level Agreement with the Collie Visitor Centre that reflect the role of the Visitor Centre in the management and oversight of a Tourism and Marketing Coordinator; 3. investigate opportunities for funding assistance for the position of Tourism and Marketing Coordinator; 4. authorise the commencement of the recruitment process for a Tourism and Marketing Coordinator; and 5. consider the necessary budget amendment at the mid-year budget review for the purpose of the appointment.</p>	<p>Funding received from South32. Position advertised and no appointment made. To be further reviewed.</p>

Meeting	Item	General Business	Current Status
24 Nov 21	14.3	RV Friendly Bays - map has been developed indicated the sizing of required bays in the identified areas. Additional long bay parking is required in the PCYC carpark as there are a large number of caravans using that parking area	The Shire of Collie has conducted a car parking survey in the vicinity of the Collie Town Centre and commercial/mixed use precincts along Throssell Street with the view of developing a strategy that will ensure adequate and suitable parking and associated facilities is provided both now and into the future.
28 July 22	13.5	RV Friendly Town Registration	In addition to car and commercial vehicle parking, it is anticipated that the study will identify another associated issues including, but not limited to: <ul style="list-style-type: none"> • Long stay parking • Taxi parking • Long vehicle parking (RVs, trailers, caravans etc.) • Coach and tuck parking • Dump sites The parking conflicts and limitation for caravans at the PCYC is understood by Shire officers. <p><u>At the October 2022 Council Meeting, Council resolved:</u></p> <ol style="list-style-type: none"> 1. To receive the results of the Collie town centre car parking survey; 2. To instruct officers to commence work to scope out a Collie town centre car parking strategy and budget, in consultation with the Chamber of Commerce and Industry and local businesses; 3. To instruct officers to address short term parking maintenance (such as re-line marking of car parking bays on Throssell Street) and car parking compliance matters as raised in Appendix 13.6.B; and 4. To instruct officers to liaise with local businesses identified in detailed comments to the survey in respect to the maintenance standard of privately owned car parks. <p>Is a location at Wallsend Ground an option for further investigation for RV short stay – similar to Waroona Showgrounds - https://www.waroona.wa.gov.au/visit-waroonawhere-to-stay/caravan-rv-clubs.aspx</p>
24 Nov 2021	14.4	Collie Show to incorporate a Caravan and Camping/Trails show concurrently with the Agricultural show could be investigated	Defer for further consideration after Tourism and Marketing Coordinator employed and reviewed potential options. The Collie Agricultural Society has invited the Shire to be part of a Vision Committee with major sponsors of the Show.
Meeting	Item	General Business	Current Status
	14.5	Throssell Street Façade Upgrades - heritage facades in Throssell Street need to be promoted, possible through development of a walk trail/ brochure and interpretive signage	Rail to River Heritage Trail includes six plaques. Will be launched around September. Information available on the Wambenger Trails App. Brochures will be made available after the launch. Electronic copy of the brochure available from Nicole on request (10MB).
28 Jul 2022	13.4	Tourism and Marketing Coordinator	Recruitment not successful. Item to be considered separately at November meeting.