



Shire of
Collie

MINUTES

of the

**Tourism & Marketing Advisory
Committee**

held on

Wednesday 6 December 2023

Shire of Collie
Tourism & Marketing Advisory Committee
Minutes – 6 December 2023

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**Shire of Collie
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1. OPENING AND ELECTION OF PRESIDING MEMBER

The Director of Corporate Services, Nicole Wasmann, declared the meeting open at 9.06am and called for nominations for the position of Presiding Member. Cr Smith nominated herself for the role in writing. There being no further nominations, Cr Smith was declared elected.

Cr Smith took the chair.

2. ATTENDANCE/APOLOGIES & LEAVE OF ABSENCE

Members

Cr Michelle Smith	Councillor (Presiding Member)
Cr Elysia Harverson	Councillor
Cr Joe Italiano	Councillor
Simone Fraser	Collie River Valley Marketing (until 10:20am)
Tracey Clarke	Manager, Collie Visitor Centre
Tamsin Emmett	Community Development Officer
Nicole Wasmann	Director Corporate Services (CEO Nominee)

Shire Staff – Non Members

Melissa Souter-Robertson	Tourism and Marketing Coordinator
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Visitors

Nil.

Apologies

Dee O'Brien	South32
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3. DISCLOSURE OF FINANCIAL INTEREST

Nil

4. PETITIONS/DEPUTATIONS/PRESENTATIONS/SUBMISSIONS

Nil

5. CONFIRMATION OF THE MINUTES OF THE PREVIOUS MEETING

Committee Decision

Moved: Tamsin Emmett

Seconded: Cr Italiano

That the minutes of the Tourism and Marketing Advisory Committee meeting held 5 July 2023 be confirmed.

CARRIED: 7/0

For: Cr Smith, Cr Harverson, Cr Italiano, Ms Fraser, Ms Clarke, Ms Emmett, Ms Wasmann

Against: Nil

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6. BUSINESS ARISING FROM THE PREVIOUS MINUTES

The Service Level Agreement has been finalised.

7. OFFICER REPORTS

Nil.

8. MOTIONS FOR WHICH PRIOR NOTICE HAS BEEN GIVEN

Nil

9. GENERAL BUSINESS

9.1 Schedule of Meeting Dates for 2024

The following dates were agreed:

Tuesday 20 February 2024

Tuesday 21 May 2024

Tuesday 20 August 2024

Tuesday 19 November 2024

The commencement time for meetings will be 10am.

9.2 Lost and Found Report

Simone Fraser reported that this was the first year that Collie has been involved in the program.

Events were held at the Crown and Harris River Estate. Local tourism operators, Adventure Connections and Outback Horse Trails provided tours.

Festiv Arty was also promoted as part of the event.

Other Collie operators were interested however were not able to commit in 2023. More local operators will be required to make it worthwhile in the future. Other local initiatives could also be developed, such as trail running events.

Collie's involvement in 2023 was funded by Collie River Valley Marketing. If Collie is to be involved in the longer term, an alternative funding source will be required.

A post event report has been provided to the Shire.

9.3 Feast at the Quarry Report

A brief was provided on the Feast at the Quarry events.

The Feast at the Quarry Working Group will be meeting during December to plan the 2024 event.

The Committee acknowledged that the Feast at the Quarry was an outstanding event and indicated support for the continuation of the high end event, however members expressed concern about the impact on the Shire resources and the events sustainability.

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9.4 Collie Delivery Unit – Tourism Prospectus

Available from <https://www.wa.gov.au/government/publications/collie-tourism-prospectus>

Members asked for further information to be provided in relation to how the prospectus will be marketed.

9.5 Bunbury Geographe Tourism Partnership(BGTP)

The existing BGTP MOU is due to expire June next year.

The Committee agreed to invite a representative from Bunbury Geographe Tourism partnership to attend a future TMAC meeting to enable TMAC to consider the Shire's future involvement.

A copy of the existing MOU and progress report were provided to members.

9.6 Dwellingup Famil Outcomes

Local tourism stakeholders attended a famil in Dwellingup in September. Members commented on the value of the famil, their appreciation to the Shire of Murray for hosting the event and their willingness to share information, the potential to encourage more visitors inland and the linkage between Dwellingup and Collie, and the learning opportunities for Collie.

Advocating for more increased signage to encourage people to travel inland to Collie when visiting the south west was discussed.

It was suggested that this could be a matter highlighted as a priority to the State Government and potentially included in the Shire's advocacy list for the next State election.

9.7 Visitor Centre Update

The blast in the replica mine has been reset to increase the frequency of blasts. It is hoped that this will encourage more visitors.

A workshop was held regarding the expansion of the Visitor Centre. Funds have been allocated. Electronic interaction and an outside eating area were highlighted.

Potential items that could be stocked for sale targeting hikers and promotion of local branding was discussed. Regular changes and refreshing displays and promotions was also raised.

Access to ablutions outside of Visitor Centre opening hours was discussed. It was noted that ablutions previously located in the parking area had been removed a number of years ago and that the decision to remove has been supported by the Visitor Centre at that time.

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9.8 Collie River Valley Marketing (CRVM) Update

An advertisement has been placed in the Australia's South West (ASW) Holiday Planner and the Your South West Map and Guide. The advertisement was circulated to members and shown at the meeting.

Collie River Valley Marketing is currently not receiving any Shire funding. How to fund future marketing of Collie needs consideration.

10:20am – Simone Fraser left the meeting.

9.9 Other General Business

The Tourism and Marketing Coordinator was interviewed for the Just Transition Podcast. <https://colliejusttransition.podbean.com/>

The Park Run continues to attract regular visitors.

FestivArty is trying to attract a committee to ensure the future of the festival.

10. CLOSE AND NEXT MEETING

The presiding member thanked everyone for their attendance and declared the meeting closed at 10.25 pm.

The next meeting will be held on Tuesday 24 February 2024.

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

Presiding Member

Date

11. ATTACHMENTS

Status Report

Shire of Collie - Tourism & Marketing Advisory Committee

Status Report as at 6 December 2023

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> <p>1. The designation of the following sites as overnight parking (24 hours) for the self-contained RVs only</p> <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); <p>2. Review charging and permit arrangements and report to the Committee; and</p> <p>3. Request staff investigate provision of long-term parking for self-contained vehicles to meet the essential criteria for designation as an RV Friendly Town™.</p>	<p>See also 14.3 from November meeting below.</p> <p>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> <p>Camping at Wallsend Ground was available during April 2023, however it was not used.</p> <p>The Tourism and Marketing Coordinator will provide a report to the Committee at a future meeting.</p>

Meeting	Item	<u>Committee Recommendation/Discussion</u>	Current Status
24 Nov 2021	14.4	Collie Show to incorporate a Caravan and Camping/Trails show concurrently with the Agricultural show could be investigated	The Collie Agricultural Society invited the Shire to be part of a Vision Committee with major sponsors of the Show.
30 Mar 2023	13.3	Website and Logo Branding	Visitor Centre and Tourism and Marketing Coordinator continuing to progress.
5 Jul 2023	7.1	That Council support in principle the terms of the draft Service Level Agreement between the Shire of Collie and the Visitor Centre and authorise the Chief Executive Officer to finalise the agreement in consultation with the Collie River Valley Visitor Centre.	Service Level Agreement finalised.
6 Dec 2023	9.5	Bunbury Geographe Tourism Partnership executive to be invited to attend a future meeting of the Committee to discuss the future of the program and the Shire's involvement.	
6 Dec 2023	9.6	Advocate for improved signage encouraging visitation to Collie from major south west routes. Elected members to raise.	
6 Dec 2023	9.8	Consideration of future marketing funds. To be considered at future meeting.	