



SHIRE OF MOUNT MAGNET

AGENDA

TOURISM ADVISORY COMMITTEE

NOTICE OF MEETING

Dear Elected Member,

The next Tourism Advisory Committee Meeting of Council of the Shire of Mount Magnet will be held on 16 September 2010 in the Council Chambers, Lot 163 Hepburn St, Mount Magnet commencing at 2.00 pm.

.....
David Burton
CHIEF EXECUTIVE OFFICER

Date: 10 September 2010

DISCLAIMER

No responsibility whatsoever is implied or accepted by the Shire of Mount Magnet for any act, omission, statement or intimation occurring during this meeting.

It is strongly advised that persons do not act on what is heard at this meeting and should only rely on written confirmation of Council's decision, which will be provided within fourteen (14) days of this meeting.

SHIRE OF MOUNT MAGNET
Agenda for Tourism Advisory Committee Meeting
in Council Chambers, Lot 163 Hepburn St, Mount Magnet
16 September 2010

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<p style="text-align: center;">SHIRE OF MOUNT MAGNET Agenda Tourism Advisory Committee Meeting 17 September 2010</p>

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3. **RESPONSE TO PREVIOUS PUBLIC QUESTIONS TAKEN ON NOTICE**
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5. **CONFIRMATION OF MINUTES OF PREVIOUS MEETING**
 - 5.1 **Minutes of Tourism Advisory Committee meeting held 15 July 2010**

<p style="text-align: center;">OFFICER RECOMMENDATION</p>
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Moved:

Seconded:

That the minutes of the Tourism Advisory Committee meeting as circulated be confirmed as at true and correct record of proceedings.

CARRIED/LOST

6. ANNOUNCEMENTS BY PRESIDING PERSON WITHOUT DISCUSSION

Shire of Mount Magnet – Tourism Advisory Committee

Thank you all for attending our September meeting today, unfortunately due to absence and illness our August meeting was cancelled.

With the “Golden Outback Festival” fast approaching on 2 & 3 October, we need to be mindful of our time frame for achieving the best possible outcome & success for this event. Since our last meeting it appears some activities have been changed and today we need to focus on what exactly is achievable.

- Prospecting demos. Do we have confirmation of who and any cost involved in this demo for participants.
- The Granites area should only be a Tourist destination with NO prospecting encouraged within this site.
- A program for Sat & Sun could be organised, allowing people ample time for attending each participating event ie:-
 - Art Competition & Exhibition (numbers registered to date)
 - Museum Tours
 - Bush tucker stall (near TIC)
 - Fashion Parade
 - Market Stalls - location
 - Children’s dressed bicycle parade
 - Band at Recreation Centre ?..

The TAC and members have previously assisted with FACET Conference last year and I’m sure are willing to assist with this festival also. Danelle may have ideas where our members could be required.

With the Tourist Centre report for this month could we please have stats on :-

- Visitor Survey forms
- Sale of Shire stock
- Sale of consignment stock
- Progress on tourist trail signage
- Details of advertising for this Festival to date

May I suggest that on the Shire website opening page, we delete the “Opening of the Bluey Osmond Airport” section and replace this with a poster and all relevant program information of this upcoming festival. As time is rapidly approaching my concerns are our message may not be getting out for the travellers who will be in Mount Magnet during these school holidays, to plan their stay and capture all we have on offer this year.

Thanks to all staff who are involved with this festival.

Cr Karen Williams
Chairperson
10th September 2010

7. PETITIONS / DEPUTATIONS / PRESENTATIONS / SUBMISSIONS

8. AGENDA ITEMS

8.1 TOURISM

8.1.1 Mount Magnet Festival

File:	CO-TOUR
Officer:	Danelle Fauntleroy – CDO
Amended By:	Nil
Disclosure of Interest:	Nil
Date:	12 August 2010

Application

Updated information for the Art Exhibition and Mount Magnet Festival.

Background

Council resolved at its 26 March 2010 meeting of Ordinary Council to have a Mount Magnet festival incorporating an art competition in October. The date was resolved to be 02 and 03 October 2010.

Comment

Brochures and posters have been completed and will be distributed to all visitors centres and local councils across WA this week. Posters will be put up around town this week and a copy of the brochure and poster will also be put onto the shire website. The brochure will also be letterbox dropped to all residents within the Shires of Mount Magnet, Cue, Yalgoo, Meekatharra and Sandstone.

There was difficulty in finding suitable photographs to advertise the festival, and Mount Magnet in general, and we will need to ensure that we get lots of good quality photos of the event. The Shire will be purchasing a new digital camera and I am also investigating the possibility of paying someone to take photos at the event.

The picture hanging system for Anzac Hall has arrived and the rails will be put up over the next couple of weeks. Entries for the competition close this Friday 17 September and we have received 5 entries so far as well as a number of telephone calls from interested artists. Wirnda Barna have not submitted their entries but expect to put in 8 or 9 entries from their artists. I will be emailing a reminder to all art centres and through the local government community development officers network this week with a copy of the application form.

A road closure application has been completed to close Naughton St between Hepburn and Laurie Sts between 9am and 4.30pm on Saturday 2 October. This will provide an area for the vintage bike display and other displays as well as a safe flow of pedestrians between the festival areas.

Australian country bush balladeer artist Buzzer and the local Wadjarri Boys will be playing at the oval on Saturday evening. We have one food stall and a drinks stall confirmed and are waiting on confirmation from the seniors group if they will be running a second food stall, otherwise this option will be offered to other community groups.

Invitations to the official opening on Friday evening will be sent this week and catering is being arranged. A short fashion parade featuring race wear and camel leather clothing from Camelman will be held at the opening with a second more public parade at the oval on Saturday.

Consultation

Nil

Statutory Environment

Nil

Policy Implications

Nil

Financial Implications

Nil

Strategic Implications

Nil

Voting Requirements

Simple Majority

OFFICER RECOMMENDATION

Moved:

Seconded:

That the Status Report for the Mount Magnet Festival and Art Exhibition be received.

CARRIED/LOST __/__

9. CONFIDENTIAL BUSINESS

10. NEW BUSINESS

11. NEXT MEETING

The next meeting to be held on 15 October 2010.

12. CLOSURE OF MEETING

13. CERTIFICATION BY CHAIRMAN

14. REPORTS

14.1 Tourism Information Officers' Report August 2010

VISITOR NUMBERS

- 571 Visitors to the centre from 07 August to 07 September
- Visitor numbers averaging 23.79 per day.

STOCK AND CONSIGNMENT SALES August 2010 Financial Report

	Total Sales	Commission	Consignment	Purchases	Stock Sales
TOTAL	\$ 981.20		\$ 387.80		\$ 593.40

SURVEY FORMS

- 9 have been collected and accompany this agenda.
- The forms are now being placed in the Crosswords Brochure which is resulting in more being filled out and returned.
- Outcomes of Survey Suggestions:
 - Disappointment that there is no camping at the Granites
 - Too much closed at the weekends
 - Accommodation facilities could be better maintained internally
 - Museum needs set hours of opening
 - Staff serving meals of a night could do with further training

SIGNAGE OF TOURIST TRAIL DRIVE

Finalising Tourism Interpretive Boards

SHIRE COMPENDIUM

The information for these is being worked on. Layout and information ideas are welcome.

SHIRE SLOGAN

Survey forms being developed for public comment.

TOURIST PARK NOTICE BOARD

Information and layout of the Tourist Park notice board: This is ongoing.

GENERAL FEEDBACK FROM TOURISTS / CUSTOMERS

- How tidy our town is
- How much Mount Magnet has changed
- Accolades keep coming in on the cleanliness and service at the Caravan Park.
- Compliments on the Information Centre displays and comprehensive information
- People enjoy the Tourist Trail Drive
- Tourists are desperate for local history
- Many enquiries for Mine Tours qne o4 5ou4w or local areas. Very interested in the mining landscape and want more information on it
- Many enquiries on the Outdoor Cinema session times

- Historical Walk lacks interpretation
- Hire car service enquiries from those with car troubles which take several days to fix, and from Departments such as Education Dept and various buses that have personnel coming to town for several days.
- Appreciation of the Museum tours: how enjoyable and informative they are
- Comments made on how professional and helpful the Dept of Mines and Petroleum is regarding prospecting information.

Locals are now supporting the Information Centre with visits for merchandise and are bringing family and friends in to see the olden day displays and rock collection.

LOCAL ABORIGINAL ART

There is a lot of interest being shown for the Wirnda Barna paintings on display in the Information Centre.

GEOLOGY AND MINING

Great interest continues in the rock collection and prospecting

EMAILS

Emails for accommodation and travel information are increasing as the season progresses as are enquiries about wildflowers.

QUOTES AND ORDERS

Currently being done on merchandise for the new budget. We welcome suggestions on new product ideas.

Monica Watson, Elva Ritchie, Ronella Kelly
Tourist Information Officers

VISITOR SERVICING	Responsible Officer	10-11	11-12	12-13	Current	Notes
Objective 1a. To develop the Mount Magnet brand and promotional materials that ensure expectations match tourism experience.						
Action 1a.1. Update and maintain visitor information on the Shire of Mount Magnet Website eg. access; attractions; activities; accommodation; and amenities, Indigenous Arts Centre, Wirnda Barna.	Shire Tourism Officer					Website information being monitored and updated.
Action 1a.2. Review list of Conference Delegate suggested Slogans and Brand promotional paraphernalia. (Refer Appendix IV).	Shire Tourism Officer					Suggestions for slogan to be considered. Some may be able to be used for marketing campaigns.
Action 1a.3. Establish website links with Australia's Golden Outback, Tourism WA and other strategic local, State, interstate and international networks.	Shire Tourism Officer / TWA					Current investigations to include links to AGO, TWA and other strategic local, state, interstate and international networks.
Action 1a.4. Visitor Centre to collect visitor survey information about where tourists come from, where they are going and how they are travelling. (see also 1d 6.) Surveys to be distributed by Visitor Centre and local business outlets.	Shire Tourism Officer					Survey forms being issued and collected
Action 1a.5. Visitor Centre staff to visit all accommodation establishments to gather promotional information for familiarisation purposes.	Shire Tourism Officer / TAC					Information being gathered
Objective 1b. To Establish partnerships with key stakeholders to build on networking opportunities to grow Mount Magnet's tourism industry.						
Action 1b.1. Partner with Australia's Golden Outback, Mid West Development Commission & relevant Shires to promote Miner's Pathway and regional/local tourism products.	Shire Tourism Officer / AGO / MWDC					tourism radio???? Wirnda Bana designs on merchandise
Action 1b.2. Work with Mid West Development Commission to progress development of the Murchison Passport initiative.	MWDC, Murchison Shires, Shire of Mount Magnet					Raised with MWDC and MEG, pursuing information from all areas.
Action 1b.3. Investigate a sister-city relationship with an appropriate regional town. Eg. Margaret River was discussed by Conference Delegates.	Shire of Mount Magnet					
Objective 1c. Ensure Accommodation in Town Reaches Visitor Expectations.						
Action 1c.1. Organise RAC to do an analysis of available accommodation and Station Stays in the region.	RAC					Feb March 2011
Action 1c.2. Organise for Caroline Vincin, Product Development Manager AGO, TWA to identify accommodation gaps and provide an overview of accommodation in the town to Shire and Visitor Centre whilst undertaking the TWA business blitz.	Shire Tourism Officer / TWA					Feb March 2011
Action 1c.3. Organise and insert Compendiums into all accommodation outlets in Mount Magnet, promoting services and attractions Eg eating areas and establishments, opening hours of banks, shops etc.	Shire Tourism Officer					Jul-aug work in progress

Objective 1d. Ensure Amenities in Town Match Visitor Expectations.						
Action 1d.1. Conduct audit and installation of appropriate signage eg. Toilets, Eateries, Information, Internet Access, Attractions. Liaise with Tourism WA in regards to tourism signage within the Region.	Shire of Mount Magnet / TWA					Tourist Trail being looked into for additional signage to assist directions. Numbered sites to be clearly signed and new ones to be prepared for safe tourist visitation and the Mount Magnet Crossroads Brochure to be updated in completion of the above. Federation Park Information Board to be updated and maintained by Tourism Officer.
Action 1d.2. Security bars on properties around township to be replaced by a more aesthetic, whilst secure, measure. Investigate Mullewa example.	Shire of Mount Magnet, Shire of Mullewa					CCTV in town, will speak with business owners
Action 1d.3. Encourage awareness of customer focus across all retail businesses by partnering with organisations and opportunities such as FACET Workshops, TWA Business Blitz etc.	TAC, Tourism Officer, TWZ, FACET					Information passed through with collection of data for information boards - ongoing.
Action 1d.4. Ensure all retail businesses have access to visitor promotion materials.	Tourism Centre					Packages to be prepared. Some places have information already.
Action 1d.5. Investigate possibility of Visitor Centre to remain open for 12 months.	Shire of Mount Magnet					
Action 1d.6. Visitor Centre to collect visitor feedback about their experience in Mount Magnet and provide both positive and negative feedback to local businesses in town. (The Visitor Centre currently has a Visitor Centre Survey Tool provided by the Sustainable Tourism Cooperative Research Centre, Contact: Dr Diane Lee, Murdoch University, 9360 2616)	Tourism Centre					
Objective 1e. Outback Hospitality and Station Stays to be the hallmark product of the Australia's Golden Outback.						
Action 1e.1. Investigate the status of tenure of Stations in the Mount Magnet Region. Rod Quartermain DEC (9334 0562), Kelly Gillen & Sue Hancock, DEC Geraldton (9921 5955).	Shire of Mount Magnet, DEC					
Action 1e.2. Investigate creating partnerships with a view of becoming a Landbank/Naturebank project. Contact: TWA Regional Manager for the AGO (9262 1700).	Shire of Mount Magnet					
Action 1e.3. After consultation with accommodation providers and key station owners, promote 'outback hospitality' opportunities that include station stays. Carrying capacity of each accommodation unit should be included in the promotion.	Tourism Officer, TAC, Accommodation Providers, TWA, Tourism Centre					will start with compendiums being passed out.
Objective 1f. Develop Attractions and Experiences that reflect Mount Magnet's own unique story aimed at increasing Visitors to the town.						
Action 1f.1. Shire and Historical Society to develop an Interpretation Plan to complement Museum infrastructure.	Shire of Mount Magnet, Historical Society					will be started soon to be installed with opening of new building.
Action 1f.2. Develop a brand for Mount Magnet to be applied across all promotional material, based on the five unique aspects of Mount Magnet Tourism. (Refer Appendix IV)	Tourism Officer, TAC, Indigenous Elders, Historical Society, MWDC, AGO					
• Heritage/History						
• Natural Features/Landscape (Geotourism)						
• Aboriginal Art & Cultural Tourism						
• Outback Experience (Authenticity, Astronomy)						
• Local Stories (Local Community)						

INDUSTRY PROFITABILITY						
Objective 2a. To encourage longer stop-overs through cross promotion of Mount Magnet visitor services and attractions.						
Action 2a.1. Develop and promote an Outback Hospitality Trail.	TAC, Station Owners, AGO TWA, MWDC					information being collated.
Action 2a.2. With a focus on Mount Magnet Mining Heritage develop and improve interpretation of sites along existing trails and in gold prospecting areas, and develop a promotional strategy for increased visitation.	Mines Office, Shire of Moutn Magnet, Tourism Officer, TWA, AGO					
Objective 2b. To facilitate the development of regional tourism product in order to strengthen the number and quality of local jobs created and supported by tourism.						
Action 2b.1. Inclusion of a Tourism Portfolio within the regional Shire CEO meetings, in order to recognise the economic and social profile of tourism to the region and to maximise visitor spend in the Region.	Shire of Mount Magnet Ceo, Murchison Shires, TWA, AGO					Ceo to raise with Murchison Executive Group meeting 5th July
Action 2b.2. Assist the local Indigenous people to develop partnerships with the station owners to develop complementary products. Eg. Indigenous people doing story telling and bush tucker bbq.	TAC, TWA, Indigenous Elders					
Action 2b.3. Support the development of regional Indigenous Tourism Product and investigate opportunities by working with industry stakeholders, such as Wirnda Barna Arts Centre and WAITOC.	Tourism Officer, Manager Wirnda Barna, MWDC, TWA, WAITOC, Indigenous Elders					working with Wirnda Barna for opportunities.
Action 2b.4. Ensure that the Wirnda Barna Arts Centre is located on all visitor maps, highlighted as an attraction and as an outlet for the purchase of authentic Indigenous items.	Shire of Mount Magnet, Manager Wirnda Barna, MWDC					new map designs being looked at
Objective 2c. To build on recent success and experiences gained from the 2009 FACET Regional Tourism Conference (100+ delegates) and bid to host further regional events and conferences.						
Action 2c.1. In consultation with the community, bid to be the host town for Tidy Towns Competition.	Shire of Mount Magnet					Support to be sought from surrounding businesses.
Action 2c.2. In consultation with the community, bid to be the host town for Visitor Centre Conference.	Shire of Mount Magnet					information may not be collected in time from local businesses. This may be pushed back to 2011. Information gathering / sponsorship to start now.
Action 2c.3. Investigate the appointment of an internal person or employment of a tourism graduate to drive the project (2c.1. & 2c.2.). A similar case is exemplified by the township of Narambeen working with Edith Cowan University.	Shire of Mount Magnet, ECU, Curtin University, Murdoch University					to look at for 2011

COMMUNITY INVOLVEMENT						
Objective 3a. Community to support and recognise the value of the Tourism Advisory Committee.						
Action 3a.1. Provide a regular editorial on tourism activities in the Shire and surrounds, as part of the local communication and visitor awareness strategy, in the Mount Magnet Leader, Meekatharra Dust, Bush Telegraph, Dry Blower, Midwest Times, Geraldton Guardian.	Shire of Mount Magnet					Snippets and reminders to be inserted in the Leader and Council Newsletter. Larger articles to be sought for Geraldton Guardian and Mid West Times.
Action 3a.2. Use the results from the 2009 Mount Magnet Community Study (Appendix III) to identify community aspirations in terms of tourism. Further input from Indigenous communities may be gained from focus groups or small meetings.	Tourism Officer					
Action 3a.3. Appoint a Media Person within the Tourism Advisory Committee.	TAC					
Objective 3b. To encourage tourism development of Drive Trails, Museum, Mining Heritage, Aboriginal Cultural Heritage and Architectural Heritage. (As documented in the Mount Magnet Community Study. (See Appendix III))						
Action 3b.1. Produce a CD for local operators to use and sell to visitors to promote Miners Pathway.	AGO					
Action 3b.2. Produce a CD of tourist trails for all Shires in the region to sell to visitors to promote Mount Magnet, with the option of working with other Shires to produce a regional CD. (See also Action 1b.1. and Action 2a.1.)	TAC, Murchison Shires, TWA, AGO					
Objective 3c. To collaborate with Aboriginal communities to develop Indigenous tourism experiences.						
Action 3c.1. Collaborate with the Wirnda Barna Arts Centre to document stories and develop an Aboriginal tourism product, including joint Aboriginal and European stories. (consider Old Wilpena Station, Flinders Range as a model).	Shire of Mount Magnet, TAC, Manager Wirnda Barna, Indigenous Elders, MWDC, DEC, TWA					
Action 3c.2. Develop and introduce signage of Indigenous sites. Eg. Granites.	MWDC, Badamia Land Aboriginal Corporation, Shire of Mount Magnet, TWA, WA Museums.					
ENVIRONMENTAL PROTECTION						
Objective 4a. To Promote the unique landscape and natural environment of Mount Magnet, with a focus on the 'Authentic Outback Experience'.						
Action 4a.1. Maintain accurate visitor information on Shire Website.	Tourism Officer, TAC					officer monitoring website information
Objective 4b. To provide and maintain 'green' zones for visitors and the local community.						
Action 4b.1. Provide picnicking spots with shade and other amenities to encourage visitors to stop in town. eg. Visitor Centre shady picnic area.	Shire of Mount Magnet					Foster / Federation Park upgrade.