



SHIRE OF MOUNT MAGNET

AGENDA

TOURISM ADVISORY COMMITTEE MEETING OF COUNCIL

14 OCTOBER 2010

NOTICE OF MEETING

Dear Elected Member,

The next Tourism Advisory Committee Meeting of Council of the Shire of Mount Magnet will be held on 14 October 2010 in the Council Chambers, Lot 163 Hepburn St, Mount Magnet commencing at 2.00 pm.

.....
David Burton
CHIEF EXECUTIVE OFFICER

Date: 08 October 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
14 October 2010

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<p style="text-align: center;">SHIRE OF MOUNT MAGNET Agenda for Tourism Advisory Committee Meeting 14 October 2010</p>

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2. **RECORD OF ATTENDANCE / APOLOGIES / LEAVE OF ABSENCE**
3. **RESPONSE TO PREVIOUS PUBLIC QUESTIONS TAKEN ON NOTICE**
4. **PUBLIC QUESTION TIME**
5. **CONFIRMATION OF MINUTES OF PREVIOUS MEETING**

Minutes of Tourism Advisory Committee Meeting 17 September 2010

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

Seconded:

That the Minutes of the Tourism Advisory Committee Meeting held on 19 August 2010 be confirmed as a true and correct record of proceedings.

CARRIED/LOST

6. **ANNOUNCEMENTS BY PRESIDING PERSON WITHOUT DISCUSSION**

Welcome to this October meeting of the Tourism Advisory Committee.

I would like to take this opportunity in thanking the Shire of Mount Magnet for hosting the “Art Competition & Exhibition – Golden Outback theme”. Opening night on Friday 1st October was a most enjoyable evening by all who attended this event, as feedback on the evening. The quality of paintings entered was of a high standard as relayed by the judge, so we as a town should be extremely proud of this fact.

Congratulations firstly to all the winners, well done you should be encouraged to take your talent to the next level. Unfortunately in any competition some artists are not winners, however you should be thanked for all your time, costs and effort in entering this time and showing us your considerable talent. You all made this event a success.

Special mention of thanks to Barry Haase for opening the competition, he certainly enjoyed himself, a model in the making. Our judge for the most difficult task of choosing the winners, thanks.

Thank you to the volunteers, staff and residents who participated over the weekend in various activities.

For the statistics this month, could we please have breakdowns of all costs to the Shire, this will enable Council in their decision making process for future events.

Fri 1 st	Art Comp. - prize monies	costs	visitor numbers	sales
	Drinks			
	Food			
	Wait staff			
	Anzac hall decorations			
	Advertising			

Sat 2 nd	TIC	visitor numbers	sales	costs(inc wages)
	Art Exhib	“	“	“
	Market stalls			
	Music			
	Vic's bike display			
	Childrens bike parade			
	Gold prospecting			
	Museum & Rock display			

Sun 3 rd	TIC	visitor numbers	sales	costs (inc wages)
	Art Exhib	“	“	“
	Market stalls			
	Music			
	Food			
	Museum & Rock display			

Should any member have further input for this event, I would welcome their comments.

My main focus was for this particular event, however the usual stats from the TIC since last meeting are encouraged as usual.

Thank you

Cr Karen Williams
Chairperson
11th October 2010

7. PETITIONS / DEPUTATIONS / PRESENTATIONS / SUBMISSIONS

8. AGENDA ITEMS

8.1 MANAGEMENT AND POLICY

8.1.1 Desert Knowledge Conference – Alice Springs

File: CO-TOUR
Officer: David Burton - Chief Executive Officer
Amended By: Nil
Disclosure of Interest: Nil
Date: 08 October 2010

Application

To consider participation in the Outback Tourism Exchange Conference in Alice Springs

Background

We have been advised by Barbara Thompson of Desert Knowledge Australia Outback Business Networks of a Conference to be held in Alice Springs focusing on Pastoral Tourism and Indigenous Tourism.

Barbara has managed to secure accommodation and flights for three people to attend, two from this area and one from one of the other towns.

Comment

Being that Pastoral and Indigenous Tourism are something that we are trying to promote and something that was identified in the FACET as a target area, I believe it would be advantageous to send two people to this Conference to gain additional knowledge.

Costs of attending the Conference are minimal as accommodation and airfares are covered by Desert Knowledge Australia. The representative will need to either get to Geraldton to meet up with Barbara or get to Perth to fly to the Conference. Other expenses may be incurred for meals.

I have spoken with several people about attending the Conference, some can attend, others unfortunately can not make the conference. I also have a few other people to speak to.

Cr Karen Williams	TAC	can attend
Tarnyia Scott	TAC	cannot attend
Anne Pilkington	Business	cannot attend
Monica Watson	TIC Officer	can attend
Marlene (Wogarno)	Business	
Mary Ford	Business	

I would like to get some people involved in Pastoral Tourism to attend as I believe they can bring additional information back for others. I would also like for Council to consider covering the other expenses for the representatives.

Consultation

Nil

Statutory Environment

Nil

Policy Implications

Nil

Financial Implications

Funds are available in the budget for Conferences

Strategic Implications

Attendance to this Conference will enable the attendees to gain additional insight and information which may assist in the promotion of tourism for Mount Magnet

Voting Requirements

Simple Majority

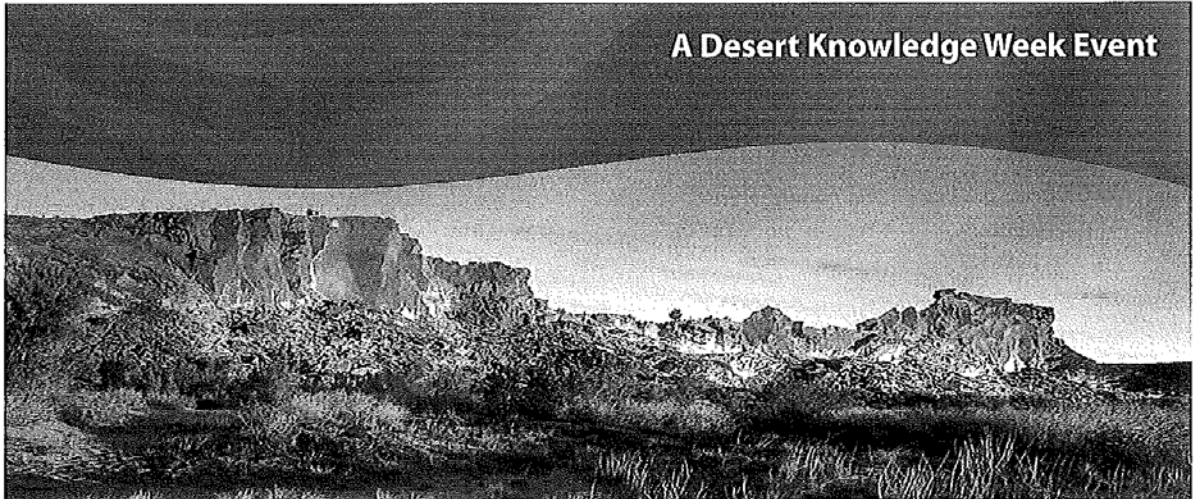
OFFICER RECOMMENDATION

Moved:

Seconded:

That Mount Magnet be represented at the (Our Outback Tourism Exchange) Desert Knowledge Conference by Cr Williams and _____ and that Council cover reasonable costs for meals and travel to Geraldton or Perth for the flights.

CARRIED/LOST __/__



A Desert Knowledge Week Event

Our Outback Tourism Exchange in conjunction with Outback on Tour

Tuesday 9 to Thursday 11 November 2010
Alice Springs, Northern Territory



The Our Outback Tourism Partnership invites you to participate in the Our Outback Tourism Exchange.

The exchange is an opportunity to develop cross regional business relationships, experience industry development initiatives and to share knowledge between tourism businesses from across the Outback.

The Our Outback Tourism Exchange will benefit your business by:

- Assisting cross regional relationships and introducing you to potential packaging initiatives
- Providing you with an insight into the Northern Territory tourism industry
- Providing you with learning and development opportunities
- Giving you the opportunity to explore business networks within the diverse Outback regions
- Growing business opportunities and cross regional promotion
- Generating media exposure for your product.

\$100 (GST inc)

Cost includes:

- Dinner at Ooraminna Homestead
- All touring options
- Lunch on Wednesday
- Attendance at workshops
- Networking dinner at the Desert Knowledge Precinct

Accommodation and airfare subsidies available through Outback Business Networks.

Interested parties should submit an expression of interest through their local Network Development Officer.

Expressions of interest close Wednesday 6 October

To find out more call your local Network Development Officer or 1800 603 866



www.desertknowledge.com.au/OBN

Our Outback Tourism Exchange Program

Tuesday 9 November	Dinner at Ooraminna Station Homestead Enjoy a dinner under the stars to kick off your visit to Central Australia. Immerse yourself in the colourful and spectacular view as the sun sets over the Ooraminna Ranges. Meet tourism operators from many diverse outback regions of Australia. Get to know one another over dinner before participating in activities and events in Central Australia over the coming days.			
Wednesday 10 November 9.00am to 2.00pm	Alice Springs Town Tour Visit the attractions of the town also of Alice Springs and enjoy lunch at one of the many attractions.	Pastoral/Homestay Farm Pastoral, homestay and B&B operators are invited to visit a successful Central Australian pastoral tourism venture. This is an opportunity to meet the owner operators, see how it has been developed and network with other operators. Lunch is included.	Indigenous Tourism Family Experience a detailed insight into a successful indigenous tourism product. Tourism NT Destination Development staff will accompany participants on this tour. Lunch is included.	
Wednesday 10 November 3.00pm to 5.00pm	Going Green Staff from Tourism NT will conduct an information session on green tourism. Find out how going green will benefit your business.	VIC Cross Regional Workshop Tourism Central Australia welcomes Visitor Information Centre staff from outback regions. Take a tour of the centre and participate in a workshop brought to you by Tourism Central Australia.	Individual Consultations This time can be used for one on one meetings between individual businesses. Individual meetings are at your own arrangements.	Outback Way Collaborative Marketing Workshop Is your business located somewhere along Australia's longest 'shortcut' the Outback Way? Meet other businesses along the Outback Way at a collaborative marketing workshop led by the Barbeek of Australia's Golden Outback.
Wednesday 10 November 5.30pm to 6.30pm	Industry Networking Session Participants in a focused industry networking and discuss on sessions facilitated by a member of the Outback Tourism Partnership.			
Wednesday 10 November 6.30pm	Networking Dinner With the 72 hectare Desert Knowledge Precinct and its enjoy a barbecue dinner where you will have the opportunity to mingle with tourism colleagues that have participated in the events of the day. A number of concurrent programs are being held this week and over dinner you will hear about the diverse range of programs delivered by Desert Knowledge Australia.			
Thursday 11 November 9.00am to 12.00pm	Visit to Alice Springs Desert Park All participants of Outback on Tour and the Tourism Exchange are invited to enjoy a relaxing morning at the park.			

8.1.2 Mount Magnet Art Exhibition and Festival

File:	CO-TOUR
Officer:	David Burton - Chief Executive Officer
Amended By:	Nil
Disclosure of Interest:	Nil
Date:	11 October 2010

Application

To consider information from the Arts Exhibition and Festival.

Background

The Mount Magnet Arts Exhibition and Festival were held over the weekend of the 1st to 3rd October.

Comment

The Art Exhibition was quite well attended for the opening night. There were approximately 60 people attending the opening.

The art exhibition included over 40 paintings of various styles with most categories being included in the exhibition.

Unfortunately the replay of the Grand Final for AFL made Saturday afternoon very quiet for the festival. There were a few mishaps with tents being blown away as well.

The Development Officer will provide details of the events along with financial costings.

This event was talked about being either an annual or bi-annual event. This is something that will need to be considered soon. If the event is going to be annual, then we will need to start working on the details for the Art Exhibition almost straight away to allow time for the artists to complete the works.

Consultation

Nil

Statutory Environment

Nil

Policy Implications

Nil

Financial Implications

Nil

Strategic Implications

Nil

Voting Requirements

Simple Majority

OFFICER RECOMMENDATION

Moved:

Seconded:

That the report on the festival be received and the Art Exhibition/Festival be continued as an Annual/Bi-Annual Event.

CARRIED/LOST __/__

8.1.3 Opening of Museum

File:	CO-TOUR
Officer:	David Burton - Chief Executive Officer
Amended By:	Nil
Disclosure of Interest:	Nil
Date:	08 October 2010

Application

To consider an event for the opening of the Mount Magnet Mining and Pastoral Museum.

Background

The Mount Magnet Mining and Pastoral Museum is currently under construction with the building anticipated to be completed in December 2010. This will allow a couple of months to arrange the display and have the centre ready to open for tourist season in April 2011.

Comment

Being that the Mining and Pastoral Museum will be one of the major attractions in town and that the facility will be a show piece for the town and something to be proud of, the opening of the centre is something that we can use to show off the town and the museum.

One suggestion that has been made by Councillor Brand is that we can have a “Back to Mount Magnet” event which includes the opening of the museum. Being that the Museum will contain memories for past residents of Mount Magnet, the event would be applicable for the opening.

This can be discussed with TAC and Council further, to develop the event and what we want to happen for the opening.

Consultation

Nil

Statutory Environment

Nil

Policy Implications

Nil

Financial Implications

Nil

Strategic Implications

Nil

Voting Requirements

Simple Majority

OFFICER RECOMMENDATION

Moved:

Seconded:

That Council consider a “Back to Mount Magnet” event to be held in conjunction with the opening of the Museum.

CARRIED/LOST __/__

9. NEW BUSINESS

10. NEXT MEETING

The next Tourism Advisory Committee Meeting to be held on 18 November 2010.

11. CLOSURE OF MEETING

12. CERTIFICATION BY CHAIRMAN

13. INFORMATION REPORTS

13.1 Tourism Information Centre Report September 2010

475 visitors to the centre from the 8th September to the 6th October

Visitors: numbers averaging 21.59 per day.

Stock and Consignment Sales:

SEPTEMBER 2010 FINANCE REPORT

	TOTAL SALES	COMMISSION	CONSIGN"	PURCHASES	STOCK SALES
TOTAL	869.45		290.20		579.25

Survey forms: no survey forms collected for this period

Advertising: Editorials for Mount Magnet and, adds for the Caravan Park and Tourist Information Centre, are currently being reviewed for the Amazing North and the AGO Brochures for 2011.

Signage For Tourist Trail Drive:

Compendiums: accommodation owners and managers have been contacted and all are interested in having compendiums in their accommodation sites. Layouts are being looked at.

Information and layout of the Federation Tourist Park notice board: will be an ongoing project.

Feed back from 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.

Inquiries regarding the Outdoor Cinema, people have asked if they can see the inside as it is unique.

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

Interest continuing with the rock collection and prospecting.

Letters of Welcome from the CEO and The Badimia : are currently being worked on. These are to be placed on the Information Board in Federation Park and in the Compendiums.

Crossroads Brochure: Town Places of Interest Map: currently looking at splitting it from The Heritage Walk, as the list is quite extensive. This will also be used on the Federation Park Board

Emails: for accommodation and travel information are increasing as the season progresses, as are inquiries on the wildflowers.

Quotes and orders: are currently being done on merchandise for the new budget. We welcome suggestions on new product ideas.

Great feedback from Margaret River:

----- Forwarded Message -----

From: "Pauline McLeod" <pauline@margaretriverbookshop.com.au>

To: gpoli@westnet.com.au

Sent: Monday, 13 September, 2010 5:53:52 PM GMT +08:00 Beijing / Chongqing / Hong Kong / Urumqi

Subject: from Pauline McLeod Margaret River

Dear Editor,

Margaret River main street shop owners are hearing fantastic reports about Mt Magnet from visitors as they head south this year. Excellent visitor centre with great staff! Best pies in WA! Wow... well done!!

Pauline McLeod

Margaret River BookShop

Main Street

Margaret River.

From the Tourist Information Officers

Monica Watson, Elva Ritchie and Ronella Kelly