



# SHIRE OF MOUNT MAGNET

## AGENDA

### PUBLIC MEETING OF COUNCIL

**17 November 2010**

#### NOTICE OF MEETING

There will be a Public Meeting of Council of the Shire of Mount Magnet to be held on Wednesday 17 November 2010 in the Council Chambers commencing at 7.00 pm.

.....  
**David Burton**  
**CHIEF EXECUTIVE OFFICER**

**Date:** 14 November 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 a Public Meeting of Council**  
**Council Chambers, Lot 163 Hepburn St, Mount Magnet**  
**17 November 2010**

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**SHIRE OF MOUNT MAGNET**  
**Agenda for a Public Meeting**  
**16 November 2010**

- 1      DECLARATION OF OPENING / ANNOUNCEMENT OF VISITORS**
- 2      RECORD OF ATTENDANCE / APOLOGIES**
- 3      AGENDA ITEMS**

## **3.1 MANAGEMENT AND POLICY**

### **3.1.1 Consideration of Tourism Office Location**

|                                |  |
|--------------------------------|--|
| <b>File:</b>                   | CP-MUS                                 |
| <b>Officer:</b>                | David Burton - Chief Executive Officer |
| <b>Amended By:</b>             | Nil                                    |
| <b>Disclosure of Interest:</b> | Nil                                    |
| <b>Date:</b>                   | 16 Nov 2010                            |

#### **Application**

To consider the possibility of shifting the operations of the Tourism Information Office from the current location in the business district, to the new Mining and Pastoral Museum

#### **Background**

The new museum facility construction is anticipated to be completed by mid January 2011. This will give the Shire and the Historical Society time to establish displays before the centre is opened and available for the 2011 tourist season starting in April.

As part of the new Museum, the Shire is investigating the possibility of shifting the Tourist Information Officer and the services from the current location to the Museum.

#### **Comment**

There are several items to consider when looking at the possibility of shifting the tourist services from the current location to the new facility of the museum. These need to be considered before an informed decision can be made.

#### ***Positives***

The Shire currently allocates approximately \$45,000 to the operations of the current Tourist Centre. With the two facilities open at the same time, this funding will be required for the operation of the Tourist Centre. If the two services are colocated the museum facility will only require one staff member to man the counter and also provide tourist information. This would reduce the requirement of the additional \$45,000 allocated to the budget for the operation of the Tourist Centre.

In a Visitor Servicing Study prepared by The Western Australian Tourism Commission, the costs of running a facility was considered and it was suggested to locate Visitor Information Centres with other interpretive centres, but indicated that there could be some major issues to be worked through. Being that the Shire would be operating the two functions, the issues are likely to be reduced

#### **Location and Design**

The design, location and accessibility of Visitor Centres have an impact on the number of visitors to the centre. There are advantages to Visitor Centres being located near attractions or colocated with interpretation materials. Those that provide distinct and innovative design have the opportunity to enhance the tourism experience and compel the visitor to stay longer and explore an area. A distinctive design welcomes visitors, assists their "sense of place" and encourages exploration.

There are major issues to be worked through in terms of the collocation of visitor servicing with interpretive centres. Aside from a few examples, collocation opportunities have not been taken up and interpretation and visitor servicing are often delivered from different locations.

(extract from Visitor Servicing Study – The Western Australian Tourism Commission, May 2004)

By locating the Tourist Centre with the Museum, the two services can compliment each other. Visitors just wanting tourist information may decide to look through the museum as well while they are in the facility. In return, visitors who wanted only to visit the museum may see some of the displays and promotional materials and decide to visit some of the locations. If they can access tourist information on other locations from the Museum, they may be more likely to visit them, than if they have to go to another location for the details.

The Museum is likely to need to provide details and information of other attractions in the area as people will want to know more and may want to explore more. If this information is available at the Museum and also the Tourist Information Centre, then we will have two locations offering a similar service.

The new Museum facility will also be a new building which will give the impression that tourism is important to us and encourage tourists to think there is more to see in Mount Magnet, rather than it just being a stop through.

### ***Negatives***

The current Tourist Centre is located in the business district of town. Therefore, the visitors of the centre are encouraged to the other businesses in town and look at the goods provided. By shifting the tourist services to the Museum, patronage to other businesses may be reduced.

Indications from FACET (Forum Advocating Cultural and Eco Tourism Inc) was that the current location of the tourist information service was the prime location as it was in the business district. The location allowed people to see what was available in town while visiting the centre.

The Museum is located at one end of the town. For visitors travelling north, it will be the first thing that they see and can gather information about the town. For visitors travelling south, it will be the last stop before leaving town. Visitors stopping at the Museum will have to 'turn around' to come back into town for the services.

### ***Summary***

As stated earlier, there are positives and negatives for the shifting of services. This is why Council has sought the advice from the public to ensure that all concerns are taken into account before making this important decision.

Currently we have two submissions to be included. These are from Mr Geoff Pilkington as Chairperson of Tourist Information Centre Inc and also from Mr Russell Lockyer. These have been attached for consideration.

Any other ideas both positive and negative are welcomed to be a part of the discussion.

### **Consultation**

Mount Magnet Tourist Information Centre Inc.

### **Statutory Environment**

Nil

### **Policy Implications**

Nil

**Financial Implications**

The outcomes of the discussion will have a financial impact on Council. If the two locates are continued, there will be an increase in the cost for the operations of the two centres. By locating the services together, Council may be able to save approximately \$45,000 per annum.

**Strategic Implications**

There are both positives and negatives for the argument of shifting the Tourism Officer to the Museum. These need to be considered along with the strategic implications.

**Voting Requirements**

Simple Majority

|                               |
|-------------------------------|
| <b>OFFICER RECOMMENDATION</b> |
|-------------------------------|

**Moved:**

**Seconded:**

**That the Shire of Mount Magnet notes the comments of the public and considers this when making a decision on the future location of the Tourist Information Office and service.**

**CARRIED/LOST \_\_/\_\_**

# Kirkalocka.

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1 November 2010

MR DAVID BURTON  
CEO SHIRE OF MT MAGNET  
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MT MAGNET WA 6638

|            |      |     |
|------------|------|-----|
| RECEIVED   | CEO  | WM  |
| S. 11.10   | DCEO | SRO |
| FILE REF   | SFO  | CP  |
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Dear David and Councillors

## Re : Location of Tourist Information Centre

Thank you for the opportunity to comment on the Shire's intention to move the TIC into the building currently under construction at the Museum site.

When the MOU between the Shire & the TIC was signed, it was the result of protracted negotiations that were instigated by the Shire's reluctance to financially assist the TIC members in their efforts to provide an appropriate promotion of the district's tourist facilities and attractions.

To the Shire's credit, the Shire - funded operation of the Information Centre has blossomed and become a major attraction in itself, thanks to the professionalism and enthusiasm of the staff.

The conditions in the MOU relating to the location of the TIC and the long term use of the building, were imposed in an effort to ensure that the service to visitors was to be an **improvement** on that provided by TIC members.

I wish the Shire well with the construction and continued development of the museum and the curation and proper display of the artefacts, however I do not believe the shift to the museum site should be rushed into, so as to save a few staff wages, as this would be to the detriment of the successful achievements of the TIC in its present location.

2.

The shift should not happen until the completion of the overall \$2.4 million plan that was presented to the community, which included gardens and walkways around landscaped display areas. It was this plan that I acknowledged could be an **improvement** to the current location, if done tastefully.

I do not support rushing the shift until the museum plan is completed to be a tourist attraction and not a collection of sheds inside a high security fence.

Yours faithfully

A handwritten signature in black ink, appearing to read 'G Pilkington', written in a cursive style.

Geoff Pilkington



**From:** Russell Lockyer - Swagman Roadhouse [mailto:[russell@swagmanroadhouse.com.au](mailto:russell@swagmanroadhouse.com.au)]  
**Sent:** Wednesday, 17 November 2010 10:35 AM  
**To:** David Burton  
**Subject:** Museum

Hi David,

As I am unable to attend the meeting tonight I would like to put a few points forward in support of one location at the museum.

It is essential that this be treated as a business and economics dictate that,  
> there be only one shire staffed location  
> promotion at one location  
> operational costs, water electricity, one location  
> volunteers one location

I think the reasons for staying at the same location of being central is fine but people will soon get used to it at the museum after all its not North Paynes Find. And exercise is good for all including seniors like myself. There are very few TIS that are in shopping precinct.

The town has one chance to get this right. We have to accept that there is no volunteer base left and I doubt it will ever return, without the shires support it will never survive.

Regards,

Russell Lockyer  
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**4 CLOSURE OF MEETING**

**5 CERTIFICATION BY CHAIRMAN**