



# SHIRE OF MOUNT MAGNET

## AGENDA

### TOURISM ADVISORY COMMITTEE MEETING OF COUNCIL

#### NOTICE OF MEETING

Dear Elected Member,

The next Tourism Advisory Committee Meeting of Council of the Shire of Mount Magnet will be held on 18 November 2010 in the Council Chambers, Lot 163 Hepburn St, Mount Magnet commencing at 2.00 pm.

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

*Date:* 15 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 Tourism Advisory Committee Meeting**  
**In Council Chambers, Lot 163 Hepburn St, Mount Magnet**  
**18 November 2010**

**TABLE OF CONTENTS**

<b>1.</b>	<b>DECLARATION OF OPENING / ANNOUNCEMENT OF VISITORS .....</b>	<b>3</b>
<b>2.</b>	<b>RECORD OF ATTENDANCE / APOLOGIES / LEAVE OF ABSENCE .....</b>	<b>3</b>
<b>3.</b>	<b>RESPONSE TO PREVIOUS PUBLIC QUESTIONS TAKEN ON NOTICE.....</b>	<b>3</b>
<b>4.</b>	<b>PUBLIC QUESTION TIME.....</b>	<b>3</b>
<b>5.</b>	<b>CONFIRMATION OF MINUTES OF PREVIOUS MEETING .....</b>	<b>3</b>
	<b>5.1 Minutes of Tourism Advisory Committee meeting held on 14 October 2010 .....</b>	<b>3</b>
<b>6.</b>	<b>ANNOUNCEMENTS BY PRESIDING PERSON WITHOUT DISCUSSION.....</b>	<b>3</b>
<b>7.</b>	<b>PETITIONS / DEPUTATIONS / PRESENTATIONS / SUBMISSIONS .....</b>	<b>3</b>
<b>8.</b>	<b>AGENDA ITEMS .....</b>	<b>3</b>
	<b>8.1 MANAGEMENT AND POLICY .....</b>	<b>4</b>
	<b>8.1.1 Mount Magnet Festival 2010 - Workshop .....</b>	<b>4</b>
<b>9.</b>	<b>CONFIDENTIAL BUSINESS .....</b>	<b>7</b>
<b>10.</b>	<b>NEW BUSINESS.....</b>	<b>7</b>
<b>11.</b>	<b>NEXT MEETING .....</b>	<b>7</b>
<b>12.</b>	<b>CLOSURE OF MEETING .....</b>	<b>7</b>
<b>13.</b>	<b>CERTIFICATION BY CHAIRMAN .....</b>	<b>7</b>
<b>14.</b>	<b>INFORMATION REPORTS.....</b>	<b>7</b>
	<b>14 INFORMATION REPORTS.....</b>	<b>8</b>
	<b>14.1 Final Report for Mount Magnet Tourist Information Centre for</b>	
	<b>October – November 2010.....</b>	<b>8</b>

**SHIRE OF MOUNT MAGNET**  
**Agenda Tourism Advisory Committee Meeting**  
**18 November 2010**

- 1. DECLARATION OF OPENING / ANNOUNCEMENT OF VISITORS**
- 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**

**5.1 Minutes of Tourism Advisory Committee meeting held on 14 October 2010**

**OFFICER RECOMMENDATION**

**Moved:**

**Seconded:**

**That the minutes of the Tourism Advisory Committee held on 14 October 2010 be confirmed as a true and correct record of proceedings.**

**CARRIED/LOST**

- 6. ANNOUNCEMENTS BY PRESIDING PERSON WITHOUT DISCUSSION**
- 7. PETITIONS / DEPUTATIONS / PRESENTATIONS / SUBMISSIONS**
- 8. AGENDA ITEMS**

## **8.1 MANAGEMENT AND POLICY**

### **8.1.1 Mount Magnet Festival 2010 - Workshop**

<b>File:</b>	CO-FEST
<b>Officer:</b>	Danelle Fauntleroy
<b>Amended by:</b>	Nil
<b>Disclosure of Interest:</b>	No Interest to Disclose
<b>Date:</b>	15 November 2010

#### **Application**

To consider the actions and items of the 2010 Mount Magnet Festival

#### **Background**

The Mount Magnet Festival was held on the 2<sup>nd</sup> and 3<sup>rd</sup> October 2010.

#### **Comment**

As Council is looking at the Festival being an annual event, it is essential to look at what events were held at the 2010 festival and assess what worked well, and where improvements may be able to improve the event for the future.

Since this was the first festival held for quite some time, there are several items that we can look at that may improve the festival or make it easier for those involved to ensure that future festivals are successful and can continue to grow the festival and raise awareness of Mount Magnet.

The events listed below are what was held for the festival and can be discussed by various people involved for future reference.

#### **Mount Magnet Festival – Areas For Discussion**

- Gold Prospecting Tours
- Museum Tours
- Rock Display
- Kids Bike Parade
- Vintage Bike Display
- Kids Activities at the Oval (Saturday)
- Saturday Evening Concert
- Wirnda Barna (General)
- Kids Art Activities at Wirnda Barna (Sunday)
- Market Stalls
- Art Display
- Sunday Morning Brunch in the Tourist Park

#### **Planned Activities which did not happen -**

- Road Safety Display
- Pidgeon Release
- Camel Rides
- Historic Buildings open to the public

#### **Future Ideas**

- Live Radio Broadcast
- Vintage Car Display

- Show ‘n Shine
- Cooking / Baking Competition
- Local Art / Craft Display – Quilts, Pottery etc
- Bush Poetry

## **Art Competition**

Prize Structure Suggestion –

Overall Winner (Acquisitive) .....	\$5,000
Drawing (incorporates pastels, drawings and mixed media) ..	\$500
Painting (incorporates oils, acrylics and watercolours) .....	\$500
Indigenous.....	\$500
Local Artist .....	\$500
Artist Under 18 Years .....	\$200
Peoples Choice.....	\$500
 Total Prize Money.....	 \$7,700

It is suggested that all entries will be entered into either the ‘Drawing’, ‘Painting’ or ‘Indigenous’ categories with additional tick boxes for ‘Local Artist’ and ‘Artist under 18 years’. All artworks that do not win a prize in any of the three categories who have ticked the local or under 18 categories will be in the running for these awards. All entries will be eligible for the Overall Acquisitive and Peoples Choice Awards. The Peoples Choice Award is the only award which can be won by an artwork that has already received another prize in the competition.

It has also been suggested that the entries be received earlier so that a catalogue with photographs of the artworks can be produced. Wirnda Barna will have storage room for the artworks so that they do not have to be stored in Anzac Hall or Shire Chambers and the printed program will assist with marketing the exhibition and provide extra value and incentive for sponsors.

## **Consultation**

Various people involved with the festival

## **Statutory Environment**

Nil

## **Policy Implications**

Nil

## **Financial Implications**

Future festival events will undoubtedly have costs attached to them. If we can reduce the cost to Council and the ratepayers while still holding a successful event, it will provide more benefits to the town.

## **Strategic Implications**

The Festival can be an important event for the promotion of Mount Magnet and by learning from the events held, improvements may be made to make the events more successful.

**Voting Requirements**  
Simple Majority

<b>OFFICER RECOMMENDATION</b>
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**Moved:**

**Seconded:**

**That the comments and suggestions for the 2010 Mount Magnet Festival be considered to assist with the development of future events.**

**CARRIED/LOST**

**9. CONFIDENTIAL BUSINESS**

**10. NEW BUSINESS**

**11. NEXT MEETING**

The next meeting to be held 9<sup>th</sup> December 2010

**12. CLOSURE OF MEETING**

**13. CERTIFICATION BY CHAIRMAN**

**14. INFORMATION REPORTS**

**14.1 Final Report for Mount Magnet Tourist Information Centre for October – November 2010**

**196** visitors to the centre from the 07 October to the 05 November

**Visitors:** numbers averaging 8.16 per day.

The Centre is now closed until the 1<sup>st</sup> of April 2011. It has been a very successful season with numbers on par with last year. There has also been really positive feed back from various sections of the Tourism Industry on how Mount Magnet is developing our tourism promotions and development. So thanks go to, all the Shire Staff (inside the office and out in the field), the TAC, all the local businesses, Elva and Ronella, and most of all, for the community. Well done!

**Stock and Consignment Sales:****OCTOBER 2010 FINANCE REPORT**

	TOTAL SALES	COMMISSION	CONSIGN"	PURCHASES	STOCK SALES
<b>TOTAL</b>	\$939.80		\$271.50		\$668.30

**Survey forms:** 1 survey form collected for this period (attached)

**Web Site:** Gemma has the ongoing job of updating the web site (of which she has made great headway). We welcome feedback on any information that may be incorrect or indeed missing.

**Compendiums:** Layouts are being looked at.

**“Drawn To Mount Magnet”:** Will hopefully be printed and in circulation before the new season.

**Information and layout of the Federation Tourist Park notice board:** will be an ongoing project. Perspex on Board has recently been damaged and is in the process of being fixed.

**Feed back from customers:**

How tidy our town is

How beautiful the street looks with all the flowers in bloom.

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.

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.

**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. New design layout is being looked at for heritage walk.

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

**Monica Watson**

**Tourism Development and Promotions Officer**