



SHIRE OF MOUNT MAGNET

AGENDA

TOURISM ADVISORY COMMITTEE

10 FEBRUARY 2011



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TOURISM ADVISORY COMMITTEE MEETING

10 FEBRUARY 2011

NOTICE OF MEETING

Dear Committee Member,

The next Tourism Advisory Committee Meeting of the Shire of Mount Magnet will be held on 10 February 2011 in the Council Chambers commencing at 2 pm.

.....
David Burton
CHIEF EXECUTIVE OFFICER

Date: 07 February 2011

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 the Tourism Advisory Committee Meeting
In Council Chambers, Lot 163 Hepburn St, Mount Magnet
10 February 2011 at 2.00pm

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<p style="text-align: center;">SHIRE OF MOUNT MAGNET Agenda Tourism Advisory Committee Meeting 10 February 2011</p>
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- 1 DECLARATION OF OPENING / ANNOUNCEMENT OF VISITORS**
- 2 RECORD OF ATTENDANCE / APOLOGIES**
- 3 RESPONSE TO PREVIOUS PUBLIC QUESTIONS TAKEN ON NOTICE**
- 4 PUBLIC QUESTION TIME**
- 5 CONFIRMATION OF MINUTES OF PREVIOUS MEETING**

5.1 Minutes of the Tourism Advisory Committee meeting held 09 December 2010

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

Seconded:

That the minutes of the Tourism Advisory Committee held on 09 December 2010 as circulated be confirmed as a true and correct record of proceedings.

CARRIED/LOST

- 6 ANNOUNCEMENTS BY PRESIDING PERSON WITHOUT DISCUSSION**

Welcome everyone to our first meeting for 2011, and what is shaping up to be an exciting & challenging year ahead.

As we all know the Shire – Mining & Pastoral Museum is nearing completion & will eventually house the Tourist Information services. The building has been designed with the TI services being the first room on entry with their displays/sales for visitors, then leading into the Museum displays inside/outside. The finished work will be a facility for all to be proud of, engaging visitors and locals in our past history of Mining & Pastoral throughout our area. We are extremely fortunate to have such dedicated people from the Historical Society who over many years have collected, restored and accepted donations of items for this unique display now for all to enjoy. A big thank you to all those volunteer workers, your 'blood's worth bottling'.

Now to step back a little, signage on the Tourist Trail needs urgent attention at certain sites, some signs missing/wrongly numbered.

The notice board in Federation Park has been vandalised again, this could need a rethink on design & suitability at the present location.

Our Mount Magnet tourist brochure is now outdated & out of stock. A suggestion is to wait until the Museum opens, then have new photos taken for future use example is; post cards, advertising, booklets, souvenirs etc. During my research I have met up with Lara Jensen at the Museum and visited various other sites, exchanging ideas together has proved informative. Lara is a professional local photographer known to many people.

Thank you

Cr Karen Williams
Chairperson - 2.2.2011

7 PETITIONS / DEPUTATIONS / PRESENTATIONS / SUBMISSIONS

8 AGENDA ITEMS

8.1 MANAGEMENT AND POLICY

8.1.1 Promotional Photographs / Graphics

Applicant:	TAC
File:	CO-TOUR
Disclosure of Interest:	Nil
Officer:	David Burton–Chief Executive Officer
Amended By:	Nil
Date:	4 th February 2011

Summary:

To consider the use of a professional photographer to obtain photographs for promotional material and a graphic designer for the Shire logo to include a “Hub of the Murchison” slogan.

Attachments:

Nil

Background:

Last year Council resolved to use the slogan “Hub of the Murchison” as part of the branding for Mount Magnet and for it to be included in all promotional material, etc. As we are about to look at reprinting a lot of our promotional materials, it is reasonable to look at having the graphics completed by a professional in order for the slogan to be included in all materials and for Shire use.

As part of the reprint of the promotional materials, it is also suggested that a professional photographer be used to obtain pictures of sites and facilities to be included in the promotional materials. Currently, the photographs used have been taken by residents and amateur photographers. While these have been of a fair standard, it may be an ideal time to seek new photographs of a better quality.

Comment:

The current budget has an allocation of \$32,500 for promotional material and advertising. Being that it is now the start of the tourist season, this will be spent rapidly.

In order to obtain a Shire Logo with the slogan “Hub of the Murchison” it is suggested that a graphic designer be used to incorporate the current logo and the slogan. This will then be able to be used by the Shire on promotional materials and Shire stationery.

As part of the reprint of the promotional materials, it is suggested that we use a local photographer, Lara Jensen, to obtain suitable photographs of the facilities in town and also the sights included in the tourist trail. These should be done at a high resolution to allow the pictures to be used on promotional materials and also of a quality that can be blown up and used on the display boards at the Museum to entice visitors of the museum to the various other sites around the Shire. An amount of \$5,000 is suggested for this.

A list of suggested sites for photographs will be discussed at the meeting.

Consultation:

Nil

Statutory Environment:

Nil

Policy Implications:

Nil

Financial Implications:

Expenditure for this project is likely to be more than allocated in the current budget. The additional expenditure will need to be considered in the budget review.

Strategic Implications:

The logo incorporating the slogan will be able to be used on all Shire materials. The professional photographs will be able to show our attractions in a positive way to visitors and entice them to the locations.

Voting Requirements:

Simple Majority

OFFICER RECOMMENDATION

Moved:

Seconded:

That:

- 1. the Chief Executive Officer arrange for a professional graphic designer to update the Shire Logo to incorporate the slogan “Hub of the Murchison”; and**
- 2. A consideration of engaging Lara Jensen to supply photographs, to the value of \$5,000, of facilities and sites in The Shire of Mount Magnet for use with promotional materials be made in the forthcoming budget review.**

CARRIED/LOST __/__

8.1.2 Accommodation Workshop

Applicant:	TAC
File:	CO-TOUR
Disclosure of Interest:	Nil
Officer:	Monica Watson-Tourism Development and Promotions Officer
Amended By:	Nil
Date:	7 th February 2011

Summary:

Consideration of an Accreditation Workshop for accommodation businesses in Mount Magnet to improve services to tourism.

Attachments:

Letter from Tourism Council WA
Australian Tourism Accreditation Program (WA) Fact Sheet
Holiday Rental Best Practice Standards

Background:

Action 1c.1 of the FACET Report recommended that we organise RAC to do an analysis of available accommodation and station stays in the region

Comment:

In the FACET report it was recommended that we organise RAC to do an analysis of available accommodation and station stays in the region. The concern with this is that RAC may appear to be more judgemental on businesses which could have a negative impact.

An alternative to this would be to engage the Tourism Council of WA in a free workshop with all interested businesses on accommodation best practice. The Tourism Council does offer this service which can also provides information on the accreditation program which could be beneficial to the businesses as well.

The option of the Tourism Council assistance will not come across as scoring the businesses and therefore be more acceptable to local operators. Details of the program are attached.

Consultation:

Tourism Council of WA

Statutory Environment:

Nil

Policy Implications:

Nil

Financial Implications:

Nil

Strategic Implications:

The workshop will be seen as working with businesses rather than scoring them and may be a more practical solution.

Voting Requirements:

Simple Majority

OFFICER RECOMMENDATION

Moved:

Seconded:

That the Chief Executive Officer engage the services of Tourism Council WA for a workshop for local accommodation providers.

CARRIED/LOST __/__



tourismcouncil
the voice of tourism western australia
1968 Act

21st January 2011

David Burton
Chief Executive Officer
Shire of Mount Magnet
PO Box 62
MOUNT MAGNET WA 6638

RECEIVED	CEO	WM
27.01.11	DCEO	SAD
FILE REF	SFO	CP
CD-TOUR	FA	SP
	PA	LIB
	CSO	RAN
RECORDS NO	CDO	TIO
ICR111 286	EHO	

Dear David

RE HOLIDAY HOME RENTAL INDUSTRY BEST PRACTICE

Tourism Council WA (TCWA), the peak tourism industry body in Western Australia, represents the interest of over 3000 tourism businesses. Over many years TCWA has heard from members of the tourism industry, local governments and unhappy tourists expressing concern over a myriad of issues that stem from the lack of governance and policy on the operation of Holiday Home Rentals throughout Western Australia.

Tourism Council WA, acknowledges the importance of this growing sector in the tourism mix however strongly believes that the lack of controls and standards could result in damage to the reputation of the tourism industry in our state. The lack of regulation can result in bad experiences in product delivery for tourists, the problems of uncontrollable antisocial behaviour for local residents, and headaches for local councils with the continuation of complaints from rate payers.

TCWA deliver a nationally recognised quality assurance accreditation program throughout WA called the **Australian Tourism Accreditation Program (ATAP)**. This program is aimed at raising the standards of tourism businesses and ensuring the delivery of quality products and services. The program includes the requirement for businesses to meet industry standards, have documented procedures and policies and a process for dealing with consumer/customer feedback and complaints. All businesses that achieve accreditation receive onsite verification visits and must renew their accreditation status annually.

After extensive industry consultation with our state tourism organisation, Tourism WA, a number of sector organisations and local governments, TCWA has drafted a specific set of best practice standards for the Holiday Home Rentals sector which will become part of the ATAP Program. We strongly believe that all Holiday Home Rentals should meet the tourism accreditation industry sector standards as a minimum requirement for operating.

TCWA ask that you are aware of the Holiday Home Rental Best Practice Standards and when considering your policy on holiday home rentals you consider linking tourism accreditation and the sector standards into your requirements for approval or licensing.



1 Resort Drive Burswood WA 6100 | PO Box 91 Burswood WA 6100 | Tel: (08) 9416 0700 | Fax: (08) 9472 0111
Email: tcwa@tourismcouncilwa.com.au | Web: www.tourismcouncilwa.com.au | Tourism Council Western Australia Ltd ABN 69 095 581 776

TCWA's Position on Holiday Home Rentals;

- Support the WA Planning Commission Planning Bulletin 99 – Holiday Homes Guidelines;
- Holiday Homes need to be licensed, or receive approval for operation, through their Local Government Authority (LGA)
- LGA licensing and approval should require Holiday Homes to meet Tourism Accreditation and the Holiday Home Rental Best Practice Standards. Including;
 - Signed Code of Conduct
 - Fire and Emergency Response Plans
 - Policy for Dealing with Complaints
 - Regular Inspections

A copy of the Holiday Home Rental Best Practice Standard can be found in the Accreditation Section on the Tourism Council WA website (www.tourismcouncilwa.com.au). If you would like to provide comment or further input into these requirements please do not hesitate to contact us. They have been created by industry for industry and will be regularly reviewed and updated to remain relevant to all stakeholders. For your information TCWA also have industry standards for Holiday Accommodation Managers that are utilised in conjunction with the ATAP.

Should you have any queries on the above information please do not hesitate to contact me on 9416 0700.

Yours sincerely



Graham Moss
Chief Executive Officer

AUSTRALIAN TOURISM ACCREDITATION PROGRAM (WA) FACT SHEET

FREQUENTLY ASKED QUESTIONS



Q: How much will it cost me?

A: The cost depends upon the number of full time equivalent (FTE) employees of the business. Prices start at \$259 (incl. GST) per annum for 1-3 FTE, up to \$1596 for 100+ FTE. It is an annual fee which is payable pro-rata on a financial year basis.

Q: How long will it take me to complete?

A: This really depends upon how much of the information you already have! Becoming accredited involves documenting your systems of management and procedures. This basically means putting in writing how you run your business! You may find that you already have many of the requirements in place, or that it may just be a matter of getting it down on paper!

Q: Once I complete my application what happens?

A: Once your online application has been submitted we will conduct what we call a 'desk-top audit' of the application to ensure all required information has been submitted. If we require more information we will contact you to request it. Once we have all the necessary information we will award you Accredited Business status and will send you your accreditation certificates and logos. We will then visit you within the first year of you becoming accredited.

Q: Why should I become accredited?

A: As well as providing your business with essential business planning tools and resources, as an accredited business you are also entitled to receive a number of discounts, which can often more than cover the cost of the annual accreditation fee! This can include discounts on your insurance premiums, membership fees to Visitor Centres and the WA Tourism Network (through Tourism WA). Your accreditation fee also gives you Bronze Membership of Tourism Council WA and entitles you to all associated benefits! You will also have the benefit of aligning your business with a recognised national brand!

"The accreditation process gave us the opportunity to learn about the business in great detail. It initiated the implementation process of a range of procedures and protocols critical to running the business successfully. We highly recommend that all tourism businesses gain accreditation through Tourism Council WA, as it not only shows potential customers your commitment to quality, but also assists you in developing excellent operational processes." **Elmar's in the Valley**

"By completing the accreditation procedures we realised that we had the basis of an excellent Managers File which has enabled us to have time away from Rosewood Guesthouse in the knowledge that our relief managers have a comprehensive and up to date guide for all our procedures. We have extended the information to include digital photos of breakfast set up, room preparation, recipes and more so it is a very relevant business tool to have."

It has now become really easy to amend information as it is all on file and therefore updating is no longer a chore. It is an excellent way to ensure that your business is defined. Make it relevant and it will work for you too!" **Rosewood Guesthouse**

Some examples of the **SAVINGS** on **Insurance Premiums** available through Tourism Council WA partner MGIB include:

Caravan Parks:	Have saved up to \$2,000.
Short Stay Accommodation:	Have saved up to \$2,500.
Tour Operators	Have saved up to \$600 on their Public Liability Insurance
Wild Life Park & Zoos:	Have saved up to \$700 on their Public Liability Insurance

These savings are as a direct result of being an accredited business! And many more savings are available through TCWA's preferred suppliers!

Are you aware of Tourism Western Australia's Accreditation Policy which states that businesses wanting to participate in various cooperative marketing activities, including membership of the WA Tourism Network, will need to be accredited by 2010! For more information visit
http://www.tourism.wa.gov.au/Growing_Your_Business/Pages/Accreditation.aspx

HOLIDAY HOME RENTAL BEST PRACTICE STANDARDS

Holiday Home Rentals seeking tourism accreditation must complete the required sections of the Australian Tourism Accreditation Program in addition to the Holiday Home Rental Best Practice Standards.

DEFINITIONS

Holiday Home (standard) means a single house (excluding ancillary accommodation), which might also be used for short stay accommodation for no more than six people (but does not include a bed and breakfast, guesthouse, chalet and short stay accommodation unit).

Holiday Home (large) means premises conforming to the definition of holiday home (standard) with the exception that the premises provide short stay accommodation for more than six people but not more than 12 at any one time.

Short Stay means that no person is to stay for more than three months in any 12 month period.

Landowner/manager means the owner of the premises for short stay purposes.

Short Stay Accommodation constitutes premises ordinarily used for stays of no more than three consecutive months at a time in any 12 month period.

HOLIDAY HOME RENTAL BEST PRACTICE STANDARDS

The following are key requirements for accreditation of a Holiday Home Rental, in addition to the requirements set out in the Australian Tourism Accreditation Program;

MANAGEMENT

In the absence of the owner, a temporary Manager/Caretaker must be made available within 30 minutes of the property, 24 hours a day.

A **Management Statement** is required which must include:

- A Code of Conduct for guests
- A copy of the booking confirmation form that includes the Code of Conduct and directional maps
- A Fire and Emergency Response Plan (see below)
- An explanation of how the property will be managed
- Who the local emergency contact will be

A **Code of Conduct** is to be clearly displayed inside the Holiday Home. It will include such matters as:

- No noise or other behavior that impacts on neighboring properties
- A responsible adult (over 18 years of age) to be on the premises at all times
- Maximum group size as per planning approval (ie up to 6 or 12 persons)

- Emergency contact details
- No lighting of fires except in fireplace (if applicable)
- Include 'delivery of a quality service'

FIRE & EMERGENCY RESPONSE PLANS

In all cases, an emergency response plan (i.e. fire escape route maps etc) is required to be clearly displayed in a conspicuous location within the dwelling, plus:

- In accordance with the Building Code of Australia, each bedroom must be fitted with a hard wired smoke detector.
- A fire extinguisher must be in a clearly visible location, regularly maintained and in proper working order.
- Outside barbeques are to be gas or electric.
- International symbols must be utilised on emergency evacuation plans.
- Local contact numbers must be prominently displayed including emergency contact numbers – Police/Ambulance/Hospital/Fire/SES
- Response plan must be displayed 1 metre from exit points.

PROPERTY CHECKLIST

- ☐ **CAR PARKING** – Adequate off street parking relevant to maximum guest capacity is provided.
- ☐ **FIRE SAFETY:**
 - **EXTINGUISHERS/BLANKET** – Must be easily accessible, clearly marked and certified as serviced with date and in current working order.
 - **SMOKE ALARM/S** – Installed in good, current working order and close to the cooking area.
 - **EMERGENCY RESPONSE PLAN** – Prominently displayed with Emergency Contact Numbers.
 - **FIRST AID KIT** – provided and fully replenished.
- ☐ **WATER** - Private Houses must be either connected to the Water Authority's reticulated water supply or be serviced by a rainwater tank of at least 20,000 gallons capacity.
- ☐ **GAS** - Must be available, in working order and have instructions for refill.
- ☐ **LIGHTING** - Adequate lighting throughout the house and at outside entrances all in working order.
- ☐ **WINDOW TREATMENTS** – Must be clean and provide sufficient privacy and protection from light. Fly screens must be regularly checked and maintained.

- **SECURITY** – Home must be totally lockable. All external doors must have locks or bolts.
- **HEATING/COOLING** – Must be provided to suit house size. Sufficient wood and/or gas must be provided for fires (and flues cleaned regularly). Heaters must be checked and in working order.
- **CARETAKER** – Must be made available within 30 minutes of the property, 24 hours a day. Phone number of Caretaker/Cleaner must be well displayed in the Home for any emergencies or requirements.
- **INSTRUCTIONS** – A full instruction list/manual for all equipment (i.e. changing gas bottles, lighting stove, hot water system, dishwasher, washing machine, dryer etc) must be well displayed.
- **FLOOR COVERINGS** – Must be regularly cleaned and well maintained at all times.
- **BEDROOMS** – High quality beds/mattresses with pristine mattress/pillow protectors. Sufficient pillows. Bed Linen supplied if applicable. Bedrooms should feature bedside lamps, alarm clock, clothes hanging space, clothes hangers, luggage storage available. Cots, cot mattresses must be provided for bookings with infants.
- **KITCHEN** - Sufficient crockery and cutlery to match the maximum number of people the Home can accommodate, including a wide range of kitchen appliances and cooking utensils. Kitchen should contain in good working order:
 - Clean oven, stovetop, refrigerator; unmarked bench-top and stainless steel sink. Exhaust Fan.
 - Sufficient cleaning products for example dishwashing liquid, general purpose cleaner etc.
 - Cupboards to be clean internally and externally (inspected regularly for insects, leakage etc.)
- **BATHROOM** - Tiled with clean, unmarked sink, shower screen/recess, bath, toilet, mirror etc. Bath mats provided to avoid slipping etc and towel rails. Extraction fan provided in good, working order.
- **LOUNGE / LIVING / DINING AREAS** - Sufficient clean seating to match the maximum number of people the Home can accommodate.
- **OUTDOOR AREA/GARDENS** - BBQ (with sufficient fuel, cooking utensils and exceptionally clean.) Outdoor seating. Gardens (retic working) must be maintained and lawns mowed regularly.

- ❑ **SPAS/SWIMMING POOLS** – Maintained, properly treated, clean condition and compliant with legal requirements.
- ❑ **BALCONY/STAIRS** - Must be regularly maintained to a safe standard.
- ❑ **GUTTERS** - Check gutters after winter to avoid fire at property over summer.
- ❑ **GARBAGE & RECYCLING** – Provide information on local council garbage and recycling collection days and appropriate disposal of waste materials in property bins provided.
- ❑ **TOURIST INFORMATION** – Provide information relevant to the needs of visitors – eg. Local visitor guides, local and regional maps, flyers from local restaurants etc.

FURTHER INFORMATION

Further information regarding your application for Holiday Home Rental Accreditation is available from the Accreditation Team at TCWA.

Telephone: 08 9416 0700

Email: mpenn@tourismcouncilwa.com.au

8.1.3 Mount Magnet Festival

File:	CO-TOUR
Officer:	Danelle Fauntleroy – Community Development Officer
Amended By:	Nil
Disclosure of Interest:	Nil
Date:	7 February 2011

Application:

To confirm a date for the 2011 Mount Magnet Festival

Background:

The inaugural 2010 Mount Magnet Festival was held over the weekend of 02 and 03 October in the middle of the school holidays. These dates coincided with several other events such as the Perth Royal Show, Geraldton Sunshine Festival and Landor Race Day which had a significant impact on both the number of attendees and the number of volunteers available to assist with the event.

Comment:

Ideally the Festival would need to be held in September, October or early November before it becomes too hot. This will still give enough time to obtain funding and properly promote the Festival and Art Exhibition.

Options for the Festival weekend include –

03 and 04 September – cooler weather and no other events in the region currently booked in at this time. This is not during school holidays or a public holiday weekend so most residents should be in town.

15 and 16 October – to coincide with the Mount Magnet Race Day. This is the last weekend of the school holidays with children returning to school on Tuesday 18. This date also means that the Mount Magnet Swimming Pool is open and allows for youth school holiday programs to lead into festival activities eg fashion parades, decorated bikes, community art projects etc. This would mean that our advertising of the Festival would occur in the lead up to and during school holidays and may increase visitation over the holidays in general.

29 and 30 October – Queens Birthday long weekend. No local race days on this weekend, however Wirnda Barna are intending to go to the Commonwealth Heads of Government Meeting in Perth over this weekend.

Consultation:

Nil

Statutory Environment:

Nil

Policy Implications:

Nil

Financial Implications:

Nil

Strategic Implications:

Nil

Voting Requirements:

Simple Majority

OFFICER RECOMMENDATION

Moved:

Seconded:

That the Mount Magnet Festival take place on the weekend of 15 and 16 October 2011.

CARRIED/LOST __/__

9 CONFIDENTIAL BUSINESS

10 NEW BUSINESS

11 NEXT MEETING

The next meeting to be held 17 March 2011

12 CLOSURE OF MEETING

13 CERTIFICATION BY CHAIRMAN

14. INFORMATION REPORTS

14.1 TOURISM OFFICERS REPORT

February 2011

Survey Forms

These will be discontinued for the present.

Advertising

The AGO Brochure for 2011 has arrived and copies will be available at the TAC meeting.

Compendium

Accommodation owners and managers have been contacted and all are interested in having compendiums in their accommodation sites. A layout will be presented at the TAC meeting.

Information and Layout of the Federation Tourist Park Notice Board

As you are probably aware the board was vandalised late last year. We are now in the process of organising the fixing and securing of this facility. Information will be replaced as soon as this is achieved.

Crossroads Brochure

The “Town Places of Interest Map” is being reviewed to split it from the “Heritage Walk” Map as the list is quite extensive. Due to this the Crossroads Brochure layout has changed and will be presented at this meeting for comment.

Monica Watson

Tourism Officer

14.2 COMMUNITY DEVELOPMENT OFFICER REPORT

February 2011

Mount Magnet Tourist Trail

The new Mount Magnet Tourist Trail direction and interpretive signage is being finalised and new quotes obtained for their production. Funding of \$8,000 was provided by Mid West Development Commission for 6 interpretive and 8 directional/turn off signs. The new signs will be coloured to tie in with the existing tourist trail signs in brown and white.

Mount Magnet Brochure

The Mount Magnet Brochure is being updated prior to a new print run for the 2011 season. Information about the museum will need to be updated and more information provided on the Wirnda Barna Arts Centre. Major annual events such as Australia Day, Anzac Day, Race Days and the Mount Magnet Festival can also be included in the brochure.

Mount Magnet Triathlon

The Mount Magnet Triathlon will take place on Sunday 27 March and we will begin promoting the event throughout the region over the next couple of weeks.

NAIDOC Day

The first public consultation meeting to discuss this year's NAIDOC celebration will take place at 10am on Thursday 10 February with the event to take place over the 08 and 09 of July.

Danelle Fauntleroy

Community Development Officer

	Responsible Officer	10-11	11-12	12-13	Current	Completed	Notes
VISITOR SERVICING							
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						"Hub of the Muchison" selected by Council
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						Current survey session completed, however this will be revisited and further surveys conducted.
Action 1a.5. Visitor Centre staff to visit all accommodation establishments to gather promotional information for familiarisation purposes.	Shire Tourism Officer / TAC						Ongoing
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						Ongoing project with Midwest Gascoyne Pathways
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 (Tourism Council WA)
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						March April 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						to be finalised

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. Ongoing
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						All places of relevance and have agreed to information supplied - ongoing
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) • Heritage/History • Natural Features/Landscape (Geotourism) • Aboriginal Art & Cultural Tourism • Outback Experience (Authenticity, Astronomy) • Local Stories (Local Community)	Tourism Officer, TAC, Indigenous Elders, Historical Society, MWDC, AGO						To be developed with Museum.

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						possible collaboration with new mining operators for additional sites.
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						ongoing
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.							
<p>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.</p>	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. Ongoing
<p>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.</p>	Tourism Officer						can be done in conjunction with BLAC
<p>Action 3a.3. Appoint a Media Person within the Tourism Advisory Committee.</p>	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))							
<p>Action 3b.1. Produce a CD for local operators to use and sell to visitors to promote Miners Pathway.</p>	AGO						
<p>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.)</p>	TAC, Murchison Shires, TWA, AGO						
Objective 3c. To collaborate with Aboriginal communities to develop Indigenous tourism experiences.							
<p>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).</p>	Shire of Mount Magnet, TAC, Manager Wirnda Barna, Indigenous Elders, MWDC, DEC, TWA						Possible assistance from BLAC
<p>Action 3c.2. Develop and introduce signage of Indigenous sites. Eg. Granites.</p>	MWDC, Badamia Land Aboriginal Corporation, Shire of Mount Magnet, TWA, WA Museums.						Possible assistance from BLAC
ENVIRONMENTAL PROTECTION							
Objective 4a. To Promote the unique landscape and natural environment of Mount Magnet, with a focus on the 'Authentic Outback Experience'.							
<p>Action 4a.1. Maintain accurate visitor information on Shire Website.</p>	Tourism Officer, TAC						ongoing
Objective 4b. To provide and maintain 'green' zones for visitors and the local community.							
<p>Action 4b.1. Provide picnicking spots with shade and other amenities to encourage visitors to stop in town. eg. Visitor Centre shady picnic area.</p>	Shire of Mount Magnet						Foster / Federation Park upgrade to be completed shortly