

Minutes
Tourism Advisory Committee
5 March 2013

ITEM: 1 PRESENT AND APOLOGIES

Present: Ms Jennifer Menchin, Cllr Ross Higlett, Cllr Maree Statham, Mrs Margaret Edwards, Mrs Renee Difranco, Mrs Domino Cove, Mrs Barbara Bretherton.

Apologies: Mr Roger Bailey, Mrs Helen Riley, Mr Matthew Brewster

Officers: Ms Kellie Barrow, Mrs Ally Shelton

Declaration of Interests: Nil

ITEM: 2 ELECTION OF CHAIRPERSON

SUMMARY

Under the Council adopted Terms of Reference for the Tourism Advisory Committee one of the two member Councillors will be elected as the Chairperson of the Committee

COMMENTARY

Councillor Ross Higlett was elected Chairperson of the Committee

RECOMMENDATION TO COUNCIL

THAT Council:

Notes the election of Councillor Cllr Ross Higlett as Chairperson of the Tourism Advisory Committee.

MOVED: Cllr Maree Statham

SECONDED: Ms Jennifer Menchin

ITEM: 3 ELECTION OF DEPUTY CHAIRPERSON

SUMMARY

Under the Council adopted Terms of Reference for the Tourism Advisory Committee the Deputy Chair shall not be a Councillor or member of Council Staff

COMMENTARY

Mrs Barbara Bretherton was elected Deputy Chairperson of the Committee

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RECOMMENDATION TO COUNCIL

THAT Council:

Notes the election of Mrs Barbara Bretherton as Deputy Chairperson of the Tourism Advisory Committee.

MOVED: Cllr Maree Statham **SECONDED:** Cllr Ross Higlett

**ITEM: 4 ELECTION OF COMMITTEE MEMBER TO BLUE MOUNTAINS,
LITHGOW AND OBERON REGIONAL TOURISM BOARD**

SUMMARY

Amendments to the Blue Mountains, Lithgow and Oberon Regional Tourism Board (BMLOT) constitution now allows each Local Tourism Organisation (LTO) within the region have a seat on the BMLOT Board until 2014.

COMMENTARY

At the Annual General Meeting of Blue Mountains, Lithgow and Oberon Regional Tourism Board (BMLOT) changes were made to the BMLOT constitution to allow each Local Tourism Organisation (LTO) within the region have a seat on the BMLOT Board until 2014.

Currently Lithgow City Council has Cr Maree Statham as Council's delegate on the BMLOT with Cr Ross Higlett as the alternate delegate.

BMLOT Board meetings are held bi-monthly on the 3rd Thursday of the month, with the next meeting due to be held on Thursday 18 April 2013.

Council's Tourism Advisory Committee will now have to nominate who the LTO position will be filled by.

RECOMMENDATION TO COUNCIL

THAT Council:

Notes the election of Ms Kellie Barrow as Lithgow Tourism Advisory Committee representative on the BMLOT Board, with Mrs Renee Difranco alternative representative.

MOVED: Cllr Ross Higlett **SECONDED:** Ms Jennifer Menchin

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ITEM: 5 COMMITTEE TERMS OF REFERENCE

SUMMARY

The Terms of Reference for the Tourism Advisory Committee was adopted by Council its meeting of 5 November 2012

COMMENTARY

The adopted Terms of Reference sets out the key operational parameters of the Committee including delegations, term of the Committee, responsibilities, Councillor and Committee membership, and meeting practice.

A hard copy of the adopted Terms of Reference has been made available to all members of the Tourism Advisory Committee.

COMMITTEE ACTION

THAT the committee:

Notes the Terms of Reference for the Tourism Advisory Committee.

MOVED: Ms Jennifer Menchin **SECONDED:** Mrs Margaret Edwards

ITEM: 6 CODE OF CONDUCT

SUMMARY

The membership of all Committees of Council are required to be aware of, and abide by, Councils Code of Conduct.

COMMENTARY

Council provided Code of Conduct training for all Council Committee members at 4pm Wednesday 20 February and at 5pm Wednesday 27 February 2013 with both sessions held in Councils Chambers.

Councils Code of Conduct is available to all members of the Tourism Advisory Committee on Councils website

http://www.council.lithgow.com/policies/Model_Code_of_Conduct_June_2008.pdf

COMMITTEE ACTION

THAT the committee:

Notes the Councils Code of Conduct

MOVED: Mrs Margaret Edwards **SECONDED:** Mrs Barbara Bretherton

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ITEM: 7 DRAFT TOURISM STRATEGY/DESTINATION MANAGEMENT PLAN

SUMMARY

This report tables the draft Tourism Strategy/Destination Management Plan and recommends that it be placed on exhibition for public comment

COMMENTARY

In 2007 the Council adopted its Strategic Plan 2007. This followed extensive consultation with the community and it identified the need to undertake further strategic planning initiatives that would better inform future planning for the Lithgow Local Government Area. These initiatives included preparing such plans as a Social Plan, Cultural Plan, Economic Development Strategy, Land Use Strategy, new Local Environmental Plan, Water and Sewerage Business Plans and a Tourism Strategy.

As of 2009, all Councils in NSW were required to adopt an integrated approach to planning with this articulated through a Community Strategic Plan. The Community Strategic Plan integrates social, environmental and economic issues within an improved governance and performance management framework. The Tourism Strategy/ Destination Management Plan will inform the Community Strategic Plan and subsequent delivery programs.

In late 2012, the Visitor Economy Industry Action Plan was released by the NSW Government Trade and Investments. The action plan highlights as a Year 1 deliverable, a Destination Management Planning System for NSW, requiring plans to be developed for tourism precincts involving government, the industry and the community. These plans will be a requirement to secure future funding from the State Government.

The purpose of the Tourism Strategy/Destination Management Plan is to provide Lithgow City Council, government agencies, tourism organisations, the tourism industry and associated businesses, with a comprehensive framework to guide the development of tourism within the Lithgow LGA. In particular, the Plan focuses on:

- Product and market development opportunities and how they can be realised.
- Determining the tourism infrastructure, facilities and services needed to meet the existing and likely future needs and expectations of visitors to the LGA.
- Gaps in supply of products and infrastructure.

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- The implications for land use planning

This document was prepared by Lithgow City Council as a Tourism Strategy/ Destination Management Plan for the Lithgow Local Government Area with the assistance of Jenny Rand and Associates.

The strategy was developed with the input from a range of stakeholders including the Council's Tourism Advisory Committee, Economic Development Committee, business groups and associations, event organisers, local Aboriginal Community, Destination NSW, Blue Mountains, Lithgow and Oberon Regional Tourism, National Parks and Wildlife Services, Forest NSW, Trade and Investment, Tourism Managers from surrounding LGA's , Touring Routes Committees, community representatives, Council staff and individual businesses

A series of five workshops for key stakeholders were held throughout the LGA including Lithgow, Hartley, Rydal, Portland and Capertee Valley. Participants included tourism operators, local businesses, event co-coordinators, National Parks representatives and community representatives.

The Tourism Strategy is divided into four parts:

Part 1 - Overview: Provides an introduction to Lithgow City Local Government Area, an overview of the tourist attractions, facilities and services available within the LGA, identifies key stakeholders responsible for the provision of tourism products and infrastructure and summarises the planning framework at National, State, Regional and Local level that has implications for tourism planning.

Part 2 - Visitation & Visitor Markets: Provides an overview of the economic significance of the tourism sector Australia-wide, the level and characteristics of visitation to the Blue Mountains, Lithgow and Oberon Tourism Region and to Lithgow City and surrounding LGAs, a breakdown of the mix of visitors to the different localities within the Lithgow LGA, information on changes in the marketplace as a result of attitudinal and generational change, and the impacts of changes in technology on the way travellers source information and book travel.

Part 3 - Tourism Sector Analysis: This section of the Tourism Strategy audits and assesses the presentation and product and infrastructure base of the localities (towns, villages, rural areas and highway corridors) within the LGA, the attractions and activities available and potentially available for visitors, the performance and potential of the events sector to grow visitation, the accommodation available, and the suitability of the services and infrastructure available to support tourism. Issues and constraints impacting on tourism and opportunities for product diversification, improvement and growth are identified and discussed. The information provided in Part 3, is presented by both locality and sector. The locality information (Chapter 8) provides an assessment of the tourism development potential of the key localities within the LGA and provides

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Council and the individual communities with a blue-print for moving forward.

Part 4 - Tourism Development Strategy (Destination Management Plan): Part 4 provides the Strategic Planning Framework, including the vision and directions for coordinating tourism development in the City, and the strategies and actions to develop and manage the destination and facilitate growth.

RECOMMENDATION TO COUNCIL

THAT Council:

1. Approve the Draft Tourism Strategy/Destination Management Plan for public exhibition for a period of 28 days and seek public comment.
2. Note that the outcomes of the public exhibition period including comments from the public will be the subject of a further report to Council.

MOVED: Mrs Domino Cove

SECONDED: Mrs Renee Difranco

ITEM: 8 TASAC - TOURIST DRIVES 1 & 2

SUMMARY

Lithgow City Council has received correspondence from the Tourist Attraction Signposting Assessment Committee (TASAC) in regards to Tourist Drive 1 & 2

COMMENTARY

In 1991 the RTA and Tourism NSW (as they were known then) installed tourist drives throughout NSW. At the time that the tourist drives were installed councils agreed to be responsible for the maintenance of all tourist drive signs and for the provision of promotional material. Whilst the situation may have changed since the audit in many cases the signposting has deteriorated rather than improved.

In most cases, existing signs for the tourist drives on both RMS and Council roads are so old that they are unserviceable. The RMS are currently upgrading signs on the State Road network and is prepared to incorporate markers for the Tourist Drives on state roads at no costs to Council, if it can be demonstrated that tourist drives are being supported by appropriate signage on local road and promotional material.

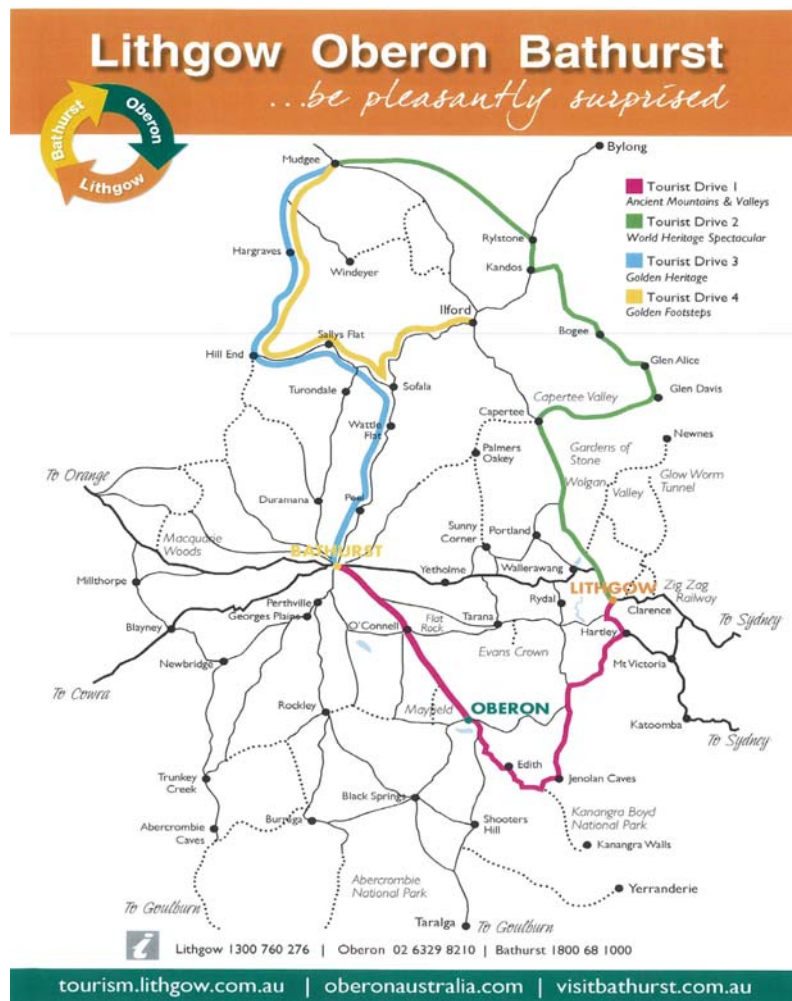
TASAC has asked if Lithgow City Council wishes to retain the tourist drive signage to provide the following in relation to Lithgow Local Government Area

- Information about the location and condition of existing tourist drive signage on local roads

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- A written commitment to maintain signposting on existing drives
- Copies of the promotional material relating to the tourist drive
- Information about where the visitors can obtain the promotional material

The Tourist Drives are as follow with Tourist Drive 1 in pink and Tourist Drive 2 in green.



Meetings have taken place between adjoining Council's including Oberon, Bathurst and Mid Western Regional Councils. A joint marketing collaboration has taken place to encompass all the drives throughout the 4 Local Government Areas. The Marketing Collateral is a detailed booklet on Tourist Drives 1 thru to 4, with the 4 drives being developed as a circuit drive.

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All the adjoining Council's have given verbal confirmation to TASAC advising they would like to keep and maintain the drives. With Oberon Council already giving written confirmation.

RECOMMENDATION TO COUNCIL

THAT Council:

Provide a written commitment to maintain signposting on existing Tourist Drive 1 and Tourist Drive 2 to TASAC

MOVED: Mrs Margaret Edwards **SECONDED:** Mrs Barbara Bretherton

ITEM: 9 UPCOMING PROJECTS

SUMMARY

The Committee is to be briefed on a number of upcoming projects to actioned and implemented.

COMMENTARY

Council staff is currently working on the following projects:

- Design & installation of tourist trail signage for Wallerawang, Portland Lithgow and Capertee.
- Next Edition of the Lithgow Visitors Guide
- Development of a Lithgow App to market and promote business and tourism services across the Lithgow LGA – working with Economic Development Officer

COMMITTEE ACTION

THAT the committee:

Notes the intention of the Committee to oversee the actioning and implementation of the following priority projects:

MOVED: Mrs Margaret Edwards **SECONDED:** Ms Jennifer Menchin

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ITEM: 10 TOURISM MANAGER'S REPORT

SUMMARY

Update on operations at the Lithgow Visitor Information Centre

COMMENTARY

Visitation Statistics

Month	2010/11	2011/12	2012/13
Jul	3667	3991	3331
Aug	3782	3283	2821
Sept	4094	4020	3821
Oct	4346	4545	4384
Nov	3713	3647	3347
Dec	4004	4017	3780
Jan	4701	4361	3786
Feb	3784	3217	2068
Mar	4475	3679	
Apr	6084	5597	
May	3515	3228	
June	3209	2712	
Total Visitation	49348	46297	27338

Stats correct as of 25 Feb 2013

Accommodation Commission Statistics

Month	Total Price for Accommodation	Total Commission	No. of Visitor Nights	Total no. of bookings for the month
Jul-12	\$600.00	\$60.00	6	2
Aug-12	\$420.00	\$42.00	4	4
Sep -12	\$160.00	\$16.00	2	1
Oct - 12	\$770.00	\$77.00	6	6
Nov -12	\$1880.00	\$188.00	14	7
Dec -12	\$130.00	\$13.00	1	1
Jan - 13	\$295.00	\$29.50	2	2
Feb - 13				
Mar - 13				
Apr - 13				
May - 13				
Jun - 13				

Stats correct as of 25 Feb 2013

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Phone and Email Enquiries

Month	Phone	Email
Jul	2411	1001
Aug	2977	896
Sept	3154	1123
Oct	3097	1307
Nov	2848	911
Dec	3291	1079
Jan	3175	1115
Feb		
Mar		
Apr		
May		
June		
Total	20953	7432

Stats correct as of 25 Jan 2013

Retail Sales

Month	2011/2012	2012 / 2013
Jul	\$3613.95	\$4378.65
Aug	\$4273.40	\$4452.10
Sept	\$5863.15	\$5283.55
Oct	\$5500.10	\$5754.60
Nov	\$4242.55	\$4119.90
Dec	\$4720.70	\$4703.55
Jan	\$4538.90	\$4511.30
Feb	\$5880.85	\$3331.00
Mar	\$2943.00	
Apr	\$6969.35	
May	\$3319.75	
June	\$3465.15	
Total	\$55,330.85	\$36,534.65

Stats correct as of 25 Feb 2013

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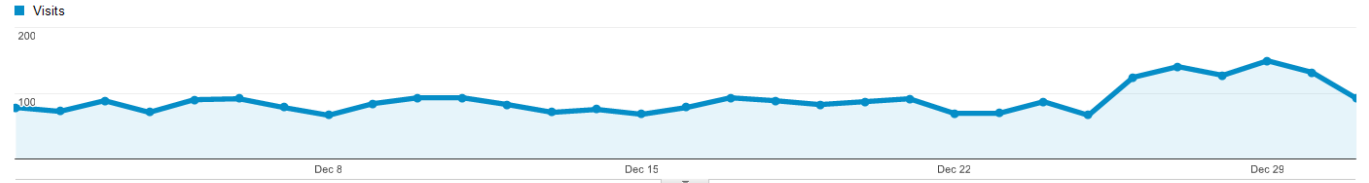
Website Stats December 2012

● % of visits: 100.00%

Overview

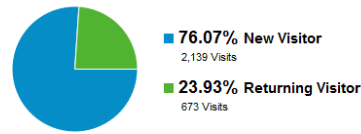
Visits vs. Select a metric

Hourly Day Week Month



2,252 people visited this site

- Visits: 2,812**
- Unique Visitors: 2,252**
- Pageviews: 7,764**
- Pages / Visit: 2.76**
- Avg. Visit Duration: 00:02:23**
- Bounce Rate: 46.02%**
- % New Visits: 76.00%**



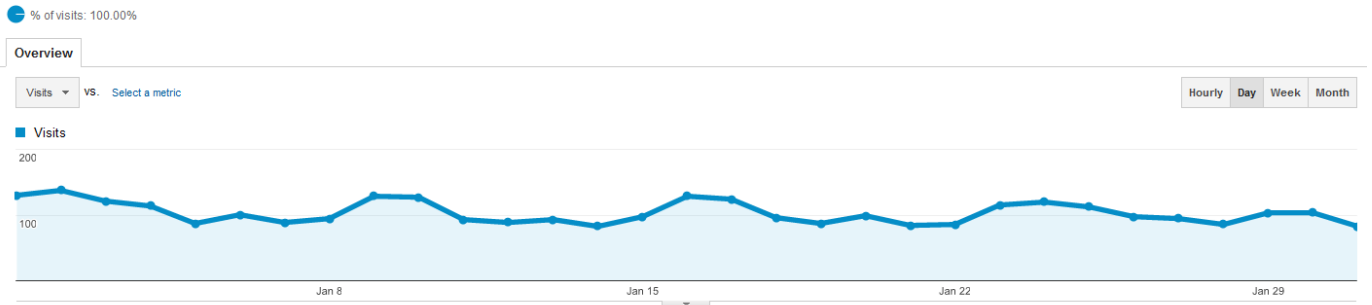
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<input type="checkbox"/>	3. visitnsw.com / referral	139		3.09	00:02:34	85.61%	30.22%
<input type="checkbox"/>	4. bing / organic	92		2.28	00:01:31	79.36%	55.43%
<input type="checkbox"/>	5. m.visitnsw.com / referral	55		2.24	00:02:09	50.91%	56.36%
<input type="checkbox"/>	6. yahoo / organic	49		2.06	00:01:05	85.71%	46.94%
<input type="checkbox"/>	7. lithgow.nsw.gov.au / referral	44		3.05	00:02:40	27.27%	68.18%
<input type="checkbox"/>	8. visitbluemountains.com.au / referral	43		2.60	00:01:11	93.02%	32.56%
<input type="checkbox"/>	9. google.com.au / referral	39		1.85	00:00:26	89.74%	58.97%
<input type="checkbox"/>	10. jenolancaves.org.au / referral	39		2.51	00:01:25	92.31%	46.15%

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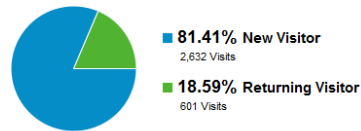
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January 2012

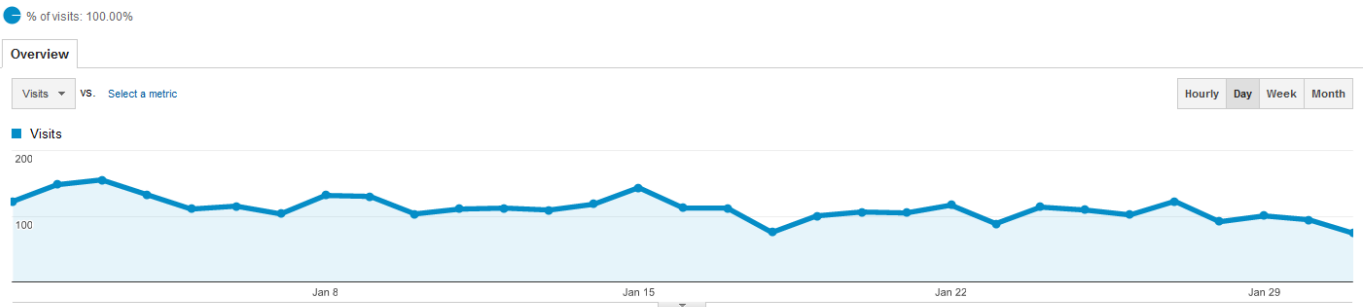


2,737 people visited this site

- Visits: 3,233
- Unique Visitors: 2,737
- Pageviews: 9,046
- Pages / Visit: 2.80
- Avg. Visit Duration: 00:02:10
- Bounce Rate: 47.32%
- % New Visits: 81.44%

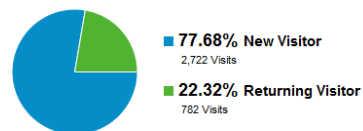


January 2013



2,861 people visited this site

- Visits: 3,504
- Unique Visitors: 2,861
- Pageviews: 10,001
- Pages / Visit: 2.85
- Avg. Visit Duration: 00:02:35
- Bounce Rate: 46.12%
- % New Visits: 77.63%



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<input type="checkbox"/>	Source / Medium	Visits	↓	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
<input type="checkbox"/>	1. google / organic	1,921		2.90	00:02:48	76.00%	46.02%
<input type="checkbox"/>	2. (direct) / (none)	738		2.58	00:02:04	76.83%	51.36%
<input type="checkbox"/>	3. visitnsw.com / referral	153		2.93	00:02:49	83.01%	26.14%
<input type="checkbox"/>	4. bing / organic	108		3.56	00:03:35	84.26%	42.59%
<input type="checkbox"/>	5. google.com.au / referral	56		2.21	00:01:39	94.64%	50.00%
<input type="checkbox"/>	6. yahoo / organic	54		2.59	00:01:49	85.19%	53.70%
<input type="checkbox"/>	7. m.visitnsw.com / referral	47		2.43	00:01:17	68.09%	48.94%
<input type="checkbox"/>	8. lithgow.nsw.gov.au / referral	41		3.66	00:04:01	51.22%	36.59%
<input type="checkbox"/>	9. lmmcc.com.au / referral	37		1.24	00:00:50	86.49%	83.78%
<input type="checkbox"/>	10. visitbluemountains.com.au / referral	36		3.75	00:02:51	91.67%	33.33%

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The Lithgow TV Commercial – “A break in Lithgow will bring you back together” ran from 10 January 2013- 15 February 2013

From December 12 to January 13 increase of 27% in visitors to site
Direct hits (not via referring website or search engine) - 43% increase

January 12 /January 13 comparison 4% increase
Direct hits (not via referring website or search engine) - 300% increase

COMMITTEE ACTION

THAT the committee:

Notes the update on staff operations from the Visitor Information Centre.

MOVED: Mrs Barbara Bretherton

SECONDED: Clr Ross Higlett

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ITEM: 11 GENERAL BUSINESS

- Mrs Domino Cove advised the Committee in the Draft Tourism Strategy/Destination Management Plan we should be looking at Sustainability in the Events sector. Domino recently participated in Events Sustainability Course in Sydney looking at the environmental, social and economic impact of events.
- Cllr Maree Statham welcomed the committee to attend a meeting with her on Monday at 4.30pm. The meeting will be with John James and Rick Evans. John James is discussing broadband issues and Rick Evans will be discussing Social Media.
- Mrs Domino Cove advised the committee of the 2013 Bicentenary Crossing Commutative coins are being sold thru BMLot for \$5 per coin. The coins need corporate sponsors to purchase for the school children. Ms Kellie Barrow to investigate.
- Mrs Ally Shelton advised Lithgow City Council has received \$20,000 for Cox Road Signage as part of the Bicentenary Crossing Celebrations. Work on the signage will begin shortly and installed in time for the Celebration in 2014
- Mrs Renee Difranco asked if the Committee could meet more on regular basis for the first few months. The Committee agreed to meet monthly for the first 6 months.

RECOMMENDATION TO COUNCIL

THAT Council:

1. notes the Committee will be meeting monthly for the next six months

MOVED: Mrs Renee Difranco **SECONDED:** Mrs Barbara Bretherton

Next Meeting of the Tourism Advisory Committee
will be held on Tuesday 9th April 2013
at 5pm at the
Lithgow City Council Committee Room