

**Minutes**  
**Tourism Advisory Committee**  
9 April 2013

**ITEM: 1      PRESENT AND APOLOGIES**

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**Present:**      Cllr Ross Higlett, Cllr Maree Statham, Mrs Domino Houlbrook-Cove, Mrs Margaret Edwards, Mrs Helen Riley, Mrs Renee Difranco

**Apologies:**    Ms Jenifer Menchin, Mrs Barbara Bretherton, Mr Roger Bailey

**Officers:**      Ms Kellie Barrow, Mrs Ally Shelton, Mr Matthew Brewster

**Declaration of Interests:** Nil

**ITEM: 2      CONFIRMATION OF MINUTES FROM THE PREVIOUS MEETING**

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The minutes were endorsed via email by three (3) members of the Committee being Mrs Barbara Bretherton, Mrs Margaret Edwards, Mrs Domino Cove.

The minutes were then presented to the Council on Monday 18 March 2013

**COMMITTEE ACTION**

**THAT** the committee:

Notes the minutes of the meeting of Tuesday 05 March 2013 be taken as read and confirmed.

**MOVED:**      Cllr Maree Statham

**SECONDED:** Mrs Domino Houlbrook-Cove

**ITEM: 3      BUSINESS ARISING FROM PREVIOUS MINUTES**

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Nil

**ITEM: 4      CONSUMER SHOWS**

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**SUMMARY**

Following a request from a Councillor Information session a report developed to identify the consumer shows Lithgow City Council attend

**COMMENTARY**

The attached table outlines the current Consumer shows Lithgow City Council attends

The shows include

- Newcastle Caravan, Camping and Holiday Expo – February

**Minutes**  
**Tourism Advisory Committee**  
9 April 2013

- NSW Caravan, Camping, RV and Holiday Supershow at Rosehill Racecourse- April
- South Coast Expo at Batemans Bay in November 2013
- Canberra Times Home, Leisure, Caravan, 4WD and Camping Show October 2013.

The last 18 months Lithgow City Council combined with Bathurst Council to reduce the costs and staff time attending the shows. The table below outlines the breakdown of consumer shows attended by Lithgow City Council and the cost to Council.

Show	Dates	Organised by	Total cost of stand	Cost of furniture	Cost of Accommodation	Staff Time / cost of wages	Visitors numbers at the show
Canberra	October	Royal National Canberra Agricultural Society	\$633.60	\$250.00	\$435.00	3 days Staff Wages \$840.00	23,000
Rosehill	April	Destination NSW	\$902.44	Included	Not applicable	4.5 days of a 9 days Staff Wages \$2,160.00	80,000+
Newcastle	February	Caravan & Camping Industry Association of NSW	\$546.00	\$273.45	\$240.00	1.5 days of a 3 day show Staff Wages \$560.00	25,000
South Coast	November	Caravan & Camping Industry Association of NSW	\$409.50	\$150.00)	\$150.00	3 days Staff Wages \$840.00	13,000
Total Costs for LCC			\$2,491.54	\$673.45	\$975	\$4,400.00  (costing based on one staff member attending)	

Council has allocated \$9,825.00 in the recurrent budget for Tradeshow (Consumer) expenses additional funds are required to subsidise any possible increases or possibility of additional shows arising.

**Minutes**  
**Tourism Advisory Committee**  
9 April 2013

Visitor Information Centre staff mail out a Collaborative Marketing Opportunity to members. This allows operators to be able to attend or send their marketing collateral to the consumer shows. Operators are charged a fee according to Council Fees and Charges. For the 2012/2013 financial year - 5 operators have opted to send brochures to consumer's shows at a cost of \$135 per show.

For 2013/14 we have currently only booked in to attend the Canberra Times Home, Leisure, Caravan, 4WD and Camping Show in October 2013.

The Committee were asked to review and prioritise attendance at the Consumer Shows and make a recommendation to Council.

**RECOMMENDATION TO COUNCIL**

**THAT** Council continues to support the programmed consumer's shows for 2013/2014.

**MOVED:** Mrs Domino Houlbrook-Cove                      **SECONDED:** Mrs Helen Riley

**ITEM: 5            RV FRIENDLY**

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**SUMMARY**

This report informs the committee on the criteria needed for the Lithgow area become RV Friendly.

**COMMENTARY**

One action out of the Draft Tourism Strategy/Destination Management Plan is that Lithgow look at becoming an RV Friendly destination.

4.3	Improve facilities and infrastructure for motorhomes caravanners and campers	4.3.1	<ul style="list-style-type: none"><li>- Provide a caravan dump point, preferably in Lithgow</li><li>- Provide and signpost a designated caravan / long rig parking space in Lithgow town centre</li><li>- Identify free / low cost camping sites in Wallerawang, Portland and Capertee</li><li>- Seek RV Friendly Accreditation</li></ul>	LCC
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Accreditation for a town to become RV Friendly is given by Campervan & Motorhome Club of Australia.

**Minutes**  
**Tourism Advisory Committee**  
9 April 2013

Their criteria are as follows:

**RV Friendly Town™**

Criteria to be considered when assessing a town as qualifying for the RV Friendly Town Scheme.

***Essential***

- Provision of appropriate parking within the town centre with access to a general shopping area with groceries & fresh produce.
- Provision of short term (24/48hour) parking for self-contained vehicles no more than 5kms from the Post Office or Post Office Agency.
- Access to potable water. (RV require 150-340 litres to fill tanks)
- Access to a free Dump Point, within the town precinct.
- Council to provide one person as contact.

***Desirable***

- Provision of long term parking for self-contained vehicles.
- Access to medical facilities or an applicable emergency service.
- Access to a pharmacy or a procedure to obtain pharmaceutical products.
- Visitor Information Centre (VIC) with appropriate parking facilities.
- VIC to provide a town map showing essential facilities such as short and long term parking areas, dump point and potable water.
- RV Friendly Town signs to be erected within the town precinct.

***CMCA will offer the Council:***

- 2 X 600 mm X 900 mm roadside 'RV Friendly Town' signs. These signs display the 'RV' sign and have the words 'Supported by' under it and then display the CMCA logo.
- Promotion of the Town on the Club website, in The Wanderer and The Wanderer's Mate, subject to certain terms and conditions.

Image of the signage



**Minutes**  
**Tourism Advisory Committee**  
9 April 2013

**RECOMMENDATION TO COUNCIL**

**THAT** Council support the proposal to seek RV Friendly accreditation for Wallerawang and Portland.

**MOVED:** Cllr Ross Higlett

**SECONDED:** Mrs Margaret Edwards

**ITEM: 6      UPDATE ON THE TOURISM STRATEGY/DESTINATION  
MANAGEMENT PLAN**

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**SUMMARY**

This report provides an update on the Draft Tourism Strategy/ Destination Management Plan.

**COMMENTARY**

At the Council meeting held on the 18 March 2013, Council adopted to place the Draft Tourism Strategy/Destination Management Plan on public exhibition. The Draft Tourism Strategy/Destination Management Plan has been on public exhibition since the 21 March 2013. To date two letters have been received from operators in regards to the document.

Staff have received a lot of feedback about the timing of the exhibition that it coincides with a busy period for operators, including being over Easter and upcoming school holiday period.

The Committee agreed to extend the exhibition period for a further 14 days to allow operators time to read and comment on the Draft Tourism Strategy/Destination Management Plan. The exhibition period will now close on Friday 10<sup>th</sup> May.

**RECOMMENDATION TO COUNCIL**

**THAT** Council:

Extends the public exhibition period for an additional 14 days to end on 10<sup>th</sup> May 2013.

**MOVED:** Mrs Margaret Edwards

**SECONDED:** Mrs Renee Difranco

**Minutes**  
**Tourism Advisory Committee**  
 9 April 2013

**ITEM: 7 TOURISM MANAGER'S REPORT**

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**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	4133
Apr	6084	5597	
May	3515	3228	
June	3209	2712	
<b>Total Visitation</b>	<b>49348</b>	<b>46297</b>	<b>31,471</b>

**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	\$310.00	\$31.00	2	1
Mar - 13	\$130.00	\$13.00	1	1
Apr - 13				
May - 13				
Jun - 13				

**Minutes**  
**Tourism Advisory Committee**  
 9 April 2013

**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	3420	1026
Mar	3089	992
Apr		
May		
June		
<b>Total</b>	<b>27,462</b>	<b>9450</b>

**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	\$3883.40
Apr	\$6969.35	
May	\$3319.75	
June	\$3465.15	
<b>Total</b>	<b>\$55,330.85</b>	<b>\$40,418.05</b>

**Website Stats**

	Visits	Pg Views	New Visitors
July	3092	9422	75.91%
Aug	2568	7136	74.03%
Sep	2986	8306	76.32%
Oct	3024	8627	74.74%
Nov	2661	7246	76.32%
Dec	2812	7764	76%
Jan	3504	10001	77.63%
Feb	2871	8124	75.24%
Mar	4046	10828	75.04%

**Minutes**  
**Tourism Advisory Committee**  
9 April 2013

**Staff Product Famils**

Staff Famils were conducted to the following:

- Eskbank House
- Jenolan Caves
- State Mine Heritage Park and Railway
- Small Arms Factory Museum
- Apartments on Padley Street
- Hyde Park
- Glow Worm Tunnel

**COMMITTEE ACTION**

**THAT** the committee:

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

**MOVED:** C/r Ross Higlett      **SECONDED:** Mrs Margaret Edwards

**ITEM: 8      GENERAL BUSINESS**

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- Mrs Ally Shelton - has been contacted by owners of Ambermere Rose, who would like to have an onsite meeting to look at possible developments of the site. Ms Kellie Barrow to coordinate an appointment and advise the committee.
- Ms Kellie Barrow – advised the committee of an article in Destination NSW newsletter listing Emirates resort and Wolgan Valley in the Top 100 Incredible travel secrets.
- Mrs Domino Houlbrook-Cove advised the Committee Vice President of IUCN is nominating that Jenolan Caves be on the priority list for consideration for hosting part of or pre/post famils for the 2014 conference to be held in Australia. There is a significant interest in the Jenolan Caves as well as Garden Of Stones National Park. Australian National Landscapes Conference will be having a full day at Jenolan Caves as part of their conference which is being hosted in the Blue Mountains.
- Ms Kellie Barrow advised Destination NSW have released the guidelines for Regional Visitor Economy Fund (RVEF) grants, with applications from \$50,000-\$500,000. The funding must be matched on a dollar for dollar basis. Council staff will be attending at workshop on Tuesday 16 April in regards to the funding.



**Minutes**  
**Tourism Advisory Committee**  
9 April 2013

- As requested by the Mayor in the previous meeting the committee were asked to bring back their ideas for how to promote and improve tourism in the Lithgow Area. Ideas brought forward were
  - Improving town entry and Main Street precinct
  - Need for an LED sign on the side of the Visitor Information Centre to be able to advertise event
  - Improvement on local pride and increase local awareness about the area.
  - Educational trail for schools to be developed
  - Improvement to public facilities at Lake Pillans including picnic tables and shade cloth.
  - Lithgow Tourism has a presence on social media
  - Educational trail with the inclusion of Secret Creek Café and Restaurant. Due to the international work with rehabilitation and save the creek program.
  - Development of an artisans trail and indigenous programs.
  - Plans for enhancing Lithglo

**COMMITTEE ACTION**

**THAT** the committee notes the discussion and supports the development of a facebook presence for Lithgow Tourism and a costing for the LED noticeboard to be brought back to the next Committee Meeting.

**MOVED:** Clr Ross Higlett      **SECONDED:** Mrs Domino Houlbrook-Cove

**Next Meeting of the Tourism Advisory Committee**  
**will be held on Tuesday 14<sup>th</sup> May 2013**  
**at 5pm at the**  
**Lithgow City Council Committee Room**