

**Minutes**  
**Tourism Advisory Committee**  
4 June 2013

**ITEM: 1      PRESENT AND APOLOGIES**

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**Present:**      Cllr Ross Higlett, Mrs Domino Holbrook-Cove, Mrs Margaret Edwards, Mrs Renee DiFranco, Mrs Helen Riley, Mrs Ally Shelton (representing Mr Roger Bailey), Cllr Maree Statham, Mrs Barbara Bretherton

**Apologies:**    Ms Jennifer Menchin, Mr Roger Bailey

**Officers:**      Mr Matthew Brewster, Ms Kellie Barrow

**Declaration of Interests:** Nil

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

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The minutes were endorsed by Mrs Renee DiFranco, Mrs Helen Riley and Mrs Margaret Edwards.

The minutes were presented to the Council on Monday 27 May 2013.

**COMMITTEE ACTION**

**THAT** the committee:

Notes the minutes of the meeting of Tuesday 14 April 2013 be taken as read and confirmed.

**MOVED:**      Cllr Ross Higlett      **SECONDED:** Mrs Domino Holbrook-Cove

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

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- LED Sign – Council endorsed the purchase of the LED Sign to be displayed at the front of the Visitors Centre. The company advised we can expect a 5-8 week for delivery. We have been advised we will need to submit a Development Application to allow us to install the sign. The sign will not be purchased until we have received approval for the development application.

**COMMITTEE ACTION**

**THAT**

1. Ms Kellie Barrow to obtain quotes for a smaller size sign that is double sided.
2. On site meeting be held with the Development Department in regards to the best options for position the sign

**MOVED:**      Cllr Maree Statham      **SECONDED:** Mrs Renee DiFranco

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- Survey for customer satisfaction and opinion on privatisation has been distributed to operators. So far only 18 responses have been received. Committee is asked to encourage members to complete the survey.

**ITEM: 4      TOURISM STRATEGY / DESTINATION MANAGEMENT PLAN**

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**SUMMARY**

At the Council meeting on Monday 27<sup>th</sup> May, Council endorsed the Tourism Strategy/Destination Management Plan. The Committee is now asked to prioritise the actions for the plan

**COMMENTARY**

At the Council meeting on Monday 27<sup>th</sup> May, Council endorsed the Tourism Strategy/Destination Management Plan. The committee was asked to prioritise the actions within the strategy and identify seven key actions that can be implemented within the budget constraints for 13/14 year.

At the Council meeting of 27<sup>th</sup> May 2013, Mr Bruce Upton from the Capertee Valley Alliance expressed concerns that the Capertee Valley Tourism Strategy and the creative brief for the Capertee Valley Alliance logo were omitted as an attachment to their submission reported to Council.. These documents were included as an attachment to this report for noting by Committee.

The Committee determined 6-7 key actions to implement in 2013/2014 financial year as being

1. Signage Audit (Action 4.12)
2. Gateway Entry Signage (including billboards) (Action 2.1, 4.13)
3. Portland Cement Works (Action 3.13.2)
4. Encourage networking and feedback (5.4)
5. Improve Communication with operators (Action 1.3.5)
6. Re-activate the Furnace, Fire and Forge Trail (Action 3.3.2)
7. Cluster Attractions and assets within the LGA to form themed trails (Action 3.51)

**COMMITTEE ACTION**

**THAT**

1. The Tourism Advisory Committee prioritise up to seven key actions for the upcoming financial year.
2. Note the Capertee Vallley Tourism Strategy and Creative brief for Capertee Valley Alliance logo.
3. A letter be sent Capertee Valley Alliance in regards to the Capertee Valley Tourism Strategy
4. A letter be sent to DebWeb requesting the information on the areas be kept up to date.
5. Ms Kellie Barrow to speak to Mr iain Stewart in regards to the community workers possibly being used to clean up Bungleboori Camp Area.

**MOVED:**      Clr Ross Higlett

**SECONDED:** Mrs Domino Holbrook-Cove

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**ITEM: 5      2013/2014 MEMBERSHIP PROSEPECTUS**

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**SUMMARY**

This reports provides the committee with the draft 2013/2014 membership prospectus for Lithgow Tourism

**COMMENTARY**

Attached is the draft Membership prospectus for 2013/2014

The fees are set our in Council Fees and Charges, with an annual membership fee of \$115.50 and a website link from [www.tourism.lithgow.com](http://www.tourism.lithgow.com) to the operators website at a fee of \$59.00 for the year.

If an operator in a full paying member of BMLOT (Blue Mountains, Lithgow and Oberon Regional Tourism) they automatically received free membership to Lithgow Tourism.

As of 3<sup>rd</sup> June this year we currently have 64 members.

**COMMITTEE ACTION**

**THAT** the committee accepts the membership prospectus.

**MOVED:**      Cllr Maree Statham

**SECONDED:** Mrs Helen Riley

**ITEM: 6      COSTING FOR THE LITHGOW VISITORS GUIDE AND LITHGOW APP**

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**SUMMARY**

The report below advises of the costings for the new Lithgow Visitors Guide and Lithgow App

**COMMENTARY**

In 2010 Council produced the first Lithgow Visitors Guide. 90,000 copies were produced and distributed. The Guide was sent in response to all general requests for information on the Lithgow area throughout NSW and Australia. It was distributed to all major Visitor Information Centres within NSW including Sydney Airport, The Rocks and Darling Harbour Visitor Information Centres and importantly in our neighbouring Visitor Information Centres. Approximately 10,000 –15,000 brochures will be distributed at consumer tourism and business trade shows annually including Caravan, Camping and 4WD shows and Consumer and Trade Expos. It was provided to event organisers and competitors such as VMX event. Lithgow City Council will have the guide downloadable and able to be viewed online. It will be available for distribution locally by those who participate in advertising in the Guide

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The table below outlines the costs of producing the second edition

<b>Expenses</b>	<b>Draft Estimate Costs</b>
Adkit (online booking system)	\$2,750.00
Artwork (56 pages)	\$12,556.50
Print (56 pages)	\$51,870.00
Freight	\$1,500.00
Distribution and postage	\$7,000.00
Contingency	\$2,000.00
<b>Total Expenses</b>	<b>\$77,676.50</b>

This year will be reproducing the guide 90,000 if a possible life span of 3 years. As an added bonus to anyone who advertises in the guide will also be included in a newly developed Lithgow App. This edition of the Guide we are going to increase by 4 pages to include 2 pages on the villages and valleys and 2 pages on our event venues.

Council staff are keeping the advertising to the 14 pages as in the first edition. To advertise in the guide operators must also be active members of Lithgow Tourism.

Costing for app include \$550 one off set up plus \$99 per month.

The table below out lines the cost to operators to advertise in the second visitors guide.

<b>Ad Size</b>	<b>2010 cost</b>	<b>2013 cost</b>
1/12 <sup>th</sup> of a page	\$400.00	\$440.00
1/6 <sup>th</sup> of a page	\$775.00	\$845.00
1/3 <sup>rd</sup> of a page	\$1,500.00	\$1,650.00
Half page	\$2,250.00	\$2,500.00
2/3 <sup>rd</sup> of a page	\$3,000.00	\$3,275.00
Full page	\$4,200.00	\$4,600.00
App Listing only		\$50.00

**COMMITTEE ACTION**

**THAT** the committee endorses the costing on a cost recovery basis.

**MOVED:** Mrs Margaret Edwards

**SECONDED:** Mrs Renee DiFranco

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**ITEM: 7      DRAFT WALLERAWANG/PORTLAND DISCOVERY TRAIL**

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**SUMMARY**

Development of a Wallerawang/Portland Discovery Trail

**COMMENTARY**

In 2012 Lithgow City Council received funding from Destination NSW to develop a tourism trail for Wallerawang/Portland to allow for signage to include the drive.

Consultation was held with the key stakeholders at Wallerawang and Portland to determine key attractions and “must” visits for the area. From this a trail was developed.

Once endorsed by the relevant stakeholders and the Committee the trail will be available at the Visitor Information Centre and on the tourism website.

From this signs similar to that at Bracey’s and Hassan Walls Lookout will be developed in key locations including:

- St Johns Church
- Wallerawang Shopping Precinct
- Lake Wallace
- Rotary Information Bay – Portland
- Portland Shopping Precinct
- Bottle Kilns
- Boral Site ( Williwa Street)
- Delta (subject to Deltas approval)

**COMMITTEE ACTION**

**THAT** the committee notes the discovery trail.

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

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

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**SUMMARY**

Update on operations at the Lithgow Visitor Information Centre

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**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	4912
May	3515	3228	2702
June	3209	2712	
<b>Total Visitation</b>	<b>49348</b>	<b>46297</b>	<b>31,471</b>

Stats correct as of 30 May 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	\$310.00	\$31.00	2	1
Mar - 13	\$130.00	\$13.00	1	1
Apr - 13	\$1910.00	\$191.00	12	9
May - 13	1565.00	156.50	9	8
Jun - 13				

Stats correct as of 30 May 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

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Jan	3175	1115
Feb	3420	1026
Mar	3089	992
Apr	2923	1056
May	3216	987
June		
<b>Total</b>	<b>33,601</b>	<b>11,493</b>

Stats correct as of 30 May 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	\$3883.40
Apr	\$6969.35	\$4942.80
May	\$3319.75	\$3919.30
June	\$3465.15	
<b>Total</b>	<b>\$55,330.85</b>	<b>\$49,280.15</b>

Stats correct as of 30 May 2013

**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%
Apr	3883	10473	77.77%
May	2941	7872	72.63%
June			

**COMMITTEE ACTION**

**THAT** the committee:

**MOVED:** Mrs Margaret Edwards

**SECONDED:** Mrs Renee DiFranco

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**ITEM: 8      GENERAL BUSINESS**

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Nil

**Next Meeting of the Tourism Advisory Committee  
will be held on Tuesday 25<sup>th</sup> May 2013  
at 5pm at the  
Lithgow City Council Committee Room**