

ITEM: 1 PRESENT AND APOLOGIES

PRESENT: Clr Ross Higlett, Clr Maree Statham, Mrs Margaret Edwards, Mrs Helen Riley, Mrs Barbara Bretherton, Mrs Renee DiFranco, Mrs Domino Houlbrook-Cove, Mrs Ally Shelton

APOLOGIES: Ms Jennifer Menchin

OFFICERS: Ms Kellie Barrow, Mr Matt Brewster

DECLARATION OF INTERESTS: Nil

ITEM: 2 CONFIRMATION OF MINUTES FROM THE PREVIOUS MEETING

The minutes were endorsed by two members of the Committee being:

Mrs Renee DiFranco
Clr Ross Higlett

The minutes are proposed to be presented to the Council on 9 September 2013

ACTION

THAT the Minutes of the meeting of 13 August 2013 be taken as read and confirmed.

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

ITEM: 3 BUSINESS ARISING FROM THE PREVIOUS MINUTES

Privatisation of VIC report to committee

Kellie Barrow, Manager of Tourism left the meeting prior to discussion of this item.

The committee were asked for any additional comments on the information that had been distributed to them at the prior meeting. Discussion on the layout of the centre and possible options occurred. An inspection of the downstairs area of the VIC was conducted.

The Committee confirmed their support of Council's continued operation of the Visitor Centre and develop ideas to increase sales/commissions in VIC as proposed by members who responded to the survey.

RECOMMENDATION

THAT

1. Council do not support the proposed privatization of the Lithgow Visitor Information Centre
2. The committee support and develop ideas to increase sales/commissions in the VIC as proposed by members

MOVED: Clr Ross Higlett

SECONDED: Mrs Barbara Bretherton

Following completion of discussion on this topic, the Tourism Manager was invited to return to the meeting.

ITEM: 4 TOWN ENTRANCE SIGNAGE

SUMMARY

At the Committee meeting held on 2 July 2013 the committee requested concept designs for the town entrance signage be developed and brought back to the Committee.

The two concept designs were drafted and presented at the Committee.

The Committee agreed to endorse concept 2. Quotes are obtained on the concept design.

ACTION

THAT Committee notes that concept 2 be endorsed Quotes are obtained on the concept design.

MOVED: Clr Maree Statham

SECONDED: Clr Ross Higlett

ITEM: 5 HALLOWEEN AND LITHGLO

SUMMARY

Council's Economic Development Officer provided the Committee with an update on the initial Halloween shop local campaign and plans for 2013 Lithglo.

Halloween Shop local campaign will take place Thursday 31 October 2013.

- o The program will include the following:
- o Main Street Shop front Window Displays
- o Retail Special offers and promotions by local businesses
- o Trick or treat trail for children and parents
- o Themed light projections on buildings and public spaces
- o Live street and pub venue entertainment
- o Special Halloween cuisine – cafes, restaurants and pubs
- o Halloween scarecrow workshop

Portland Development Association are planning the same activities in the Portland area.

Lithglo will take place on Thursday 12, Friday 13 and Saturday 14 December 2013. Each night will have a different theme and focus. Thursday 12 December will be a focus on the Main Street. Friday 12 December will have a Black Friday theme and finishing with the traditional Christmas theme on the Saturday night.

ACTION

THAT Committee notes plans for Halloween shop local campaign and plans for 2013 Lithglo.

MOVED: Mrs Domino Houlbrook-Cove

SECONDED: Clr Ross Higlett

ITEM: 6 UPCOMING EVENTS

SUMMARY

Council's event coordinator is currently assisting event organizers with the following events to be staged in the Lithgow area over the next few months.

The RedAss Downhill State Championship

Saturday 28 and Sunday 29 September 2013

The RedAss Downhill State Championship is coming to Lithgow. As the biggest downhill mountain bike event in NSW it will attract high-profile athletes from all over the state who will race for the prestigious State Championship titles. 200 riders

The NSW State open Sprint Kart Championship

Friday 4 to Sunday 6 October 2013

The 53 running of the NSW Sprint kart championship first held in 1961.

The track at Lithgow over the years has hosted more NSW championships than any other venues in NSW. The last NSW championship at Lithgow in 2005 attracted over 300 entries from all over Australia and NZ

Mountain Torque

Saturday 19 October 2013

Mountain Torque is a motorcycle safety event presented by the Motorcycle Council of NSW, Lithgow City Council and Blue Mountains City Council as part of Motorcycle Awareness Week.

Portland Spring Fair

Saturday 26 October 2013

Portland will celebrate the arrival of Spring with their annual Spring Fair. The fair will include live music, wheelbarrow races, market stalls and lots of activities for the whole family. Visit Portland and celebrate spring with a traditional Country Fair.

Back to Hartley – Annual Produce Markets and Family Fair

Sunday 27 October 2013

A variety of arts, crafts and produce from our region, plants, entertainment, vintage cars and bikes, live music, a selection of food and drinks including Devonshire teas and a sausage

sizzle, sheep shearing, or even try your hand at archery, Lithgow Folk Club and reptile show-
pat a python.

Portland Wallnuts Weekend

Friday 25 to Sunday 27 October

Watch traditional signwriters and muralists in action, replicating well-loved advertisements of yesteryear's groceries and household products, as well as hand-painted and air-brushed super-sized copies of vintage photographs and movie posters, on the walls in the village of Portland.

Halloween night walk

Thursday 31 October 2013

Lithgow main shopping strip will come alive this Halloween with trick or treat, zombie walk, entertainment, plus a spectacular light and projection show.

Celebrate Lithgow 2013

Sunday 17-Sunday 24 November

Lithgow Flash® Carnival

Saturday 30 November 2013

The Lithgow Flash® Gift is a professional athletics carnival and will see athletes invited from all over Australia. The feature race of the day will be the Centennial Coal Lithgow Flash® Gift for women, this event attracts some of the fastest sprinters in Australia.

Lithgow Triathlon

Sunday 1 December 2013

Lithglo 2013

12,13 and 14 December 2013

ACTION

THAT the committee notes upcoming events in the Lithgow area

MOVED: Mrs Renee DiFranco **SECONDED:** Mrs Helen Riley

ITEM: 7 BILLBOARD AT CAPERTEE

SUMMARY

At the tourism advisory committee meeting held on 13 August 2013 the committee agreed to investigate taking over the lease of a billboard located south of Capertee.

Since this committee meeting Council staff has been approached by a number of local businesses who have expressed an interest in the billboard.

Council staff have reviewed the conditions of consent for the original consent of the DA and it was given on the basis that the sign was used for the promotion of the Capertee Valley.

The committee agrees that Council should maintain the lease of the billboard to promote the Capertee and Capertee Valley area.

ACTION

THAT the committee continue to investigate taking the over the 20 year lease for the Billboard located at Ben Bullen

MOVED: Mrs Renee DiFranco

SECONDED: Mrs Barbara Bretherton

ITEM: 8 ROARING 20'S FESTIVAL – LITHGOW COMPONENT

SUMMARY

Blue Mountains, Lithgow and Oberon regional tourism have approached Lithgow City Council in regards to having an event on the weekend of 15 February 2014 to be part of the Roaring 20's festival.

As discussed previously the Committee would like to host a Roaring 20's Ball.

A breakdown of costing was discussed at the meeting. Council staff to obtain quotes and budget to be presented to the next meeting.

Discussions have been held with the Lithgow Museums Network Group and the group is willing to work together to plan an itinerary for a Sunday event.

ACTION

THAT the committee notes budget to be presented to the next Committee meeting

MOVED: Mrs Renee DiFranco

SECONDED: Mrs Helen Riley

ITEM 9: TOURISM MANAGERS REPORT

SUMMARY

Update on operations at the Lithgow Visitor Information Centre

COMMENTARY

Visitation Statistics

Month	2011/12	2012/13	2013/14
Jul	3991	3331	2998
Aug	3283	2821	2504
Sept	4020	3821	
Oct	4545	4384	
Nov	3647	3347	
Dec	4017	3780	
Jan	4361	3786	
Feb	3217	2068	
Mar	3679	4133	
Apr	5597	4912	
May	3228	2702	
June	2712	2818	
Total Visitation	46297	41,903	5502

Accommodation Commission Statistics

Month	Total Price for Accommodation	Total Commission	No. of Visitor Nights	Total no. of bookings for the month
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	\$540.00	\$54.00	3	2
Jul - 13	\$100.00	\$10.00	1	1
Aug - 13	\$290.00	\$29.00	2	2

Phone and Email Enquiries

Month	Phone	Email
Jul	3005	1050
Aug	2608	862
Sept		
Oct		
Nov		
Dec		
Jan		
Feb		
Mar		
Apr		
May		
June		
Total	5613	1912

Retail Sales

Month	2011/2012	2012 / 2013	2013/2014
Jul	\$3613.95	\$4378.65	\$3,641.15
Aug	\$4273.40	\$4452.10	\$3,754.55
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	\$5,073.55	
Total	\$55,330.85	\$54,353.70	\$7,395.70

Website Stats

	Visits	Pg Views	New Visitors
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	3570	8893	74.5%
July	3655	8990	73.7%
August	3475	8631	75.9%

Staff Product Famils

Staff Famils were conducted to the following:

- St Helens
- Ambermere Rose
- State Mine Heritage Park and Railway

Filming in the Lithgow District

- Major fashion label completed a photo shoot for upcoming catalogue at Rydal, Hartley and Lake Lyell.
- A car company produced a TV Commercial to be shown in the UK to coincide with the British Lions Tour of Australia
- Documentary on for Foxtel History Channel
- Currently working with 3 other potential filming permits within the area.

ACTION that the Committee notes the Tourism Managers Report

MOVED: Mrs Margaret Edwards **SECONDED:** Clr Maree Statham

ITEM 10: GENERAL BUSINESS

Nil

ITEM 11: NEXT MEETING:

Next Meeting: 4.30pm Tuesday 15 October 2013
Lithgow Visitor Information Centre

There being no further business the meeting closed at 6.45pm