



Tourism Advisory Committee Meeting Tuesday 12 November 2013 5.00pm

Tourism Advisory Committee	
Item Number	Agenda
1	Welcome/present/ apologies
2	Confirmation of minutes
3	Business Arising from the previous minutes
4	Guest Speaker – Ms Sharon Riley
5	Membership fee structure
6	RV Friendly
7	Tourism Managers Report
8	General Business
9	Next meeting

ITEM: 1 PRESENT AND APOLOGIES

PRESENT: Cllr Ross Higlett, Cllr Maree Statham, Mrs Margaret Edwards, Mrs Helen Riley, Mrs Renee DiFranco, Mrs Domino Houlbrook-Cove, Mrs Barbara Bretherton, Mrs Juli-Ann Brozek

APOLOGIES: Ms Jennifer Menchin

GUEST: Ms Sharon Riley

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:

Cllr Ross Higlett
Mrs Domino Holbrook-Cove

The minutes are proposed to be presented to the Council on 25 November 2013

ACTION

THAT the Minutes of the meeting of 15 October 2013 be taken as read and confirmed.

MOVED: Mrs Margaret Edwards **SECONDED:** Mrs Renee DiFranco

ITEM: 3 BUSINESS ARISING FROM THE PREVIOUS MINUTES

Nil

ITEM: 4 GUEST SPEAKER – MS SHARON RILEY

At the committee meeting held on 15 October Mrs Helen Riley asked if Ms Sharon Riley could attend the next meeting as an invited guest speaker.

Ms Sharon Riley advised the committee of upcoming project the Mingaan Wiradjuri Aboriginal Corporation is working with BMLOT Tourism to promote aboriginal experiences in the Lithgow Area. The first project involved a publication on the aboriginal heritage in the Blue Mountains, Lithgow and Oberon Region. The second stage is implementing interpretive guided tours of Aboriginal sites

ACTION

THAT the committee notes the information provided by Ms Sharon Riley

MOVED: Mrs Margaret Edwards **SECONDED:** Mrs Renee DiFranco

ITEM: 5 MEMBERSHIP FEES FOR 2014/2015

SUMMARY

Currently the Lithgow Visitor Information Centre is membership based, with the current fee structure as follows:

Fees for financial year 2013/2014

Annual membership - \$115.50

Website Link to the Lithgow Tourism Website - \$59.00

Benefits for members includes

- Brochure distribution
- Accommodation and tour bookings (10% commission fee applies)
- Collaborative marketing activities
- Inclusion on website (fee applies)
- Generic marketing of the area
- Inclusion on appropriate in-house marketing collateral
- Directory listing in the Lithgow Visitors Guide should it be reprinted in the 2013-2014 year.

Staff have received feedback the fee structure is confusing for operators.

Fees for financial year 2014/2015

Annual membership - \$120.00

Website Link to the Lithgow Tourism Website - \$62.00

A discussion was held in regards to the following:

- Current Fee Structure
The membership fee remains as is, with the inclusions of the website link as a membership benefit. The website fee is to be replaced with Lithgow App advertising. This fee is additional extra. If an operator takes both options the fee should be set at \$175.00.
- Additional option for Non for Profit organisations
Council offer a 12 month free membership to the non-profit groups.
- Fees for BMLOT members outside the local government area.
Lithgow Council charges the same as neighboring councils at \$165.00

ACTION

THAT Committee notes the following changes to the fee structure.

MOVED: Mrs Barbara Bretherton **SECONDED:** Mrs Domino Houlbrook-Cove

ITEM: 6 RV FRIENDLY

SUMMARY

This report is to provide an update on proposed RV Friendly locations at Wallerawang and Portland.

Council staff has assessed a number of locations at both Wallerawang and Portland, with the preferred locations being Lake Wallace in Wallerawang and Kremer Park in Portland.

A meeting was held the development department to determine the appropriate development application requirements. We have been informed we will need no development applications as long as parking is limited to 72 hours.

Contact has been made with Caravan & Motorhome Club of Australia (CMCA) who is responsible for the accreditation for RV Friendly towns. CMCA have advised Council will be apply for the CMCA Campers dump point subsidy scheme. CMCA will then cover the costs of the actual dump point material on the conditions;

- Display a small plaque (supplied by CMCA) acknowledging the contribution of CMCA and KEA Campers
- Be a public facility free of charge and
- Be available for use at least during normal daylight hours every day.

The only additional cost that maybe incur is the dump point signage at the following costs:

Dump Point Signage Pricelist

600mm x 690mm galvanised steel roadside signs
\$125.00 ea or 2 for \$225.00

300mm x 500mm galvanised steel Dump Point sign
\$88.00 ea

Dump Point Sign Package

2 x 600mm x 690mm
and 1 x 300mm x 500mm

\$313.00

Pricing includes GST and Freight

The Tourism Manager is now liaising with the Operations Department to establish costs for staff to install the dump points.

ACTION

THAT Committee notes the update report on RV Friendly

MOVED: Clr Ross Higlett **SECONDED:** Mrs Helen Riley

ITEM 7: 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	3467
Oct	4545	4384	3373
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	12,342

Accommodation Commission Statistics

Month	Total Price for Accommodation	Total Commission	No. of Visitor Nights	Total no. of bookings for the month
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
Sep - 13	\$395.00	\$39.50	2	2
Oct - 13	\$600.00	\$60.00	4	2

Phone and Email Enquiries

Month	Phone	Email
Jul	3005	1050
Aug	2608	862
Sept	2845	752
Oct	3680	860
Nov		
Dec		
Jan		
Feb		
Mar		
Apr		
May		
June		
Total	12,138	3524

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	\$4,034.95
Oct	\$5500.10	\$5754.60	\$3,639.50
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	\$15,070.15

Website Stats

	Visits	Pg Views	New Visitors
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%
September	3545	9269	74.25%
October			

ACTION that the Committee notes the Tourism Managers Report

MOVED: Mrs Margaret Edwards **SECONDED:** Mrs Domino Houlbrook-Cove

ITEM 8: GENERAL BUSINESS

- The Tourism Manager presented the Committee with draft concept designs for the Billboards upon entry to Lithgow. The committee made recommendations of changes. Final artwork to be brought back to the committee.
- The Committee has also requested a media release is issued advising Lithgow is open for business.

ACTION that the Tourism Manager drafts a media release to be distributed to regional newspapers and a TV interview with WIN News be held on Wednesday 13 November.

MOVED: Mrs Margaret Edwards **SECONDED:** Mrs Domino Houlbrook-Cove

ITEM 9: NEXT MEETING:

Next Meeting: 5.00pm Tuesday 10th December 2013
Lithgow Visitor Information Centre.

There being no further business the meeting closed at 6.45pm