



# Tourism Advisory Committee Meeting Tuesday 15 October 2013 4.30pm

Name of Committee	
Item Number	Agenda
1	Welcome/present/ apologies
2	Confirmation of minutes
3	Business Arising from the previous minutes
4	RV Friendly
5	Update on tourism businesses
6	Mayoral Ball – Roaring 20's
7	BMLOT update
8	Membership fee structure
9	Tourism Managers Report
10	General Business
11	Next meeting

**ITEM: 1 PRESENT AND APOLOGIES**

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

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

Mrs Barbara Bretherton  
Clr Ross Higlett

The minutes are proposed to be presented to the Council on 30 September 2013

**ACTION**

**THAT Committee notes** the minutes of the meeting of 17 September 2013 be taken as read and confirmed.

**MOVED:** Mrs Domino Houlbrook-Cove **SECONDED:** Mrs Renee DiFranco

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

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Nil

**ITEM: 4 RV FRIENDLY**

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**SUMMARY**

This reports 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 Lake Wallace being the preferred location for Wallerawang and Kremer Park at Portland the preferred location.

A meeting will be scheduled with the development department to determine the appropriate Development Application requirements.

## **ACTION**

**THAT Committee notes** the update report on RV Friendly

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

## **ITEM: 5        UPDATE ON TOURISM BUSINESSES**

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### **SUMMARY**

This report provides an update on some changes to businesses with the local government area.

- Staff has recently been advised the Old Wallerawang Station Wallerawang will be closing down. The owner will be relocating to Lithgow
- The new lease on the Hartley Valley Teahouse at Hartley has been finalised and new management will be hoping to reopen at the end of November.

## **ACTION**

**THAT Committee notes** update on tourism businesses.

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

## **ITEM: 6        MAYORAL BALL – ROARING 20'S FESTIVAL**

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### **SUMMARY**

Quotations are being received for the Mayoral Ball (Roaring 20's). A breakdown of all the costing was presented at the meeting.

Discussions have been held with the Museums Network Group as they would like to be part of the Roaring 20's festival.

The group is still finalising details. Ideas and suggestions that have come from the group are as follows

- A Roaring 20's afternoon tea at Eskbank House on Sunday 16 February. With the group having information on each location available. Participants will dress in Roaring 20's costume. Invitations will be sent out to the car clubs inviting them to attend.
- Each museum will feature "Lithgow in the 20's" at each location. Showcasing each of the museums in the 1920's.

- The group is looking at offering a \$20 "Passport" to the car clubs.

## **ACTION**

**THAT Committee notes** establishes a working party to co-ordinate the ball

The Sub Committee be made up of

- Clr Maree Statham
- Mrs Ally Shelton
- Ms Kellie Barrow
- Mrs Renee DiFranco
- Mr Matthew Brewster
- Clr Ross Higlett

It was suggested that Mrs Ally Shelton attend future meetings until the conclusion of the Mayoral Ball.

Revised quotes need to be received from suppliers and the sub committee will meet.

**MOVED:** Mrs Barbara Bretherton      **SECONDED:** Clr Ross Higlett

## **ITEM: 7      BMLot UPDATE**

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### **SUMMARY**

Council was advised on 27 September that the CEO of Blue Mountains, Lithgow and Oberon Tourism Mr James Shearer has resigned from the position. Chairman Randall Walker will be acting in the role in the meantime.

Chairman Randall Walker has advised they will not be re-advertising the position in the near future.

## **ACTION**

**THAT Committee notes** the report

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

## **ITEM: 8      MEMBERSHIP FEES FOR 2014/2015**

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### **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

Staff has received feedback the fee structure not confusing for operators.

A discussion to be held in regards to the following:

- Current Fee Structure
- Additional option for Non for Profit organizations
- Fees for BMLOT members outside the local government area.

**ACTION**

**THAT Committee** will bring recommendations back to the next meeting.

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

**ITEM 9:                    TOURISM MANAGERS REPORT**

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**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	
Nov	3647	3347	
Dec	4017	3780	
Jan	4361	3786	
Feb	3217	2068	
Mar	3679	4133	
Apr	5597	4912	
May	3228	2702	
June	2712	2818	
<b>Total Visitation</b>	<b>46297</b>	<b>41,903</b>	<b>8,969</b>

**Accommodation Commission Statistics**

Month	Total Price for Accommodation	Total Commission	No. of Visitor Nights	Total no. of bookings for the month
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
Sep – 13	\$395.00	\$39.50	2	2

### Phone and Email Enquiries

Month	Phone	Email
Jul	3005	1050
Aug	2608	862
Sept	2845	752
Oct		
Nov		
Dec		
Jan		
Feb		
Mar		
Apr		
May		
June		
<b>Total</b>	<b>8,458</b>	<b>2,664</b>

### 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	
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	
<b>Total</b>	<b>\$55,330.85</b>	<b>\$54,353.70</b>	<b>\$11,430.65</b>

### Website Stats

	Visits	Pg Views	New Visitors
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%
September	3545	9269	74.25%

**ACTION**

**THAT Committee notes** the Tourism Managers Report

**MOVED:** Mrs Domino Houlbrook-Cove      **SECONDED:** Clr Maree Statham

**ITEM 10:                    GENERAL BUSINESS**

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- o Mrs Helen Riley requested the committee extend an invitation to Ms Sharon Riley to attend the next meeting regarding an Aboriginal experience grant.

**ACTION**

**THAT Committee notes** an invitation will be sent to Ms Sharon Riley to attend the next meeting as a guest.

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

**ITEM 11:      NEXT MEETING:**

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**Next Meeting:** 5.00pm Tuesday 12<sup>th</sup> November 2013  
Lithgow Visitor Information Centre.

**There being no further business the meeting closed at 7.00pm**