



# Tourism Advisory Committee Meeting Tuesday 29 April 2014 5.30pm

Tourism Advisory Committee	
Item Number	Agenda
1	Welcome/present/ apologies
2	Confirmation of minutes
3	Business Arising from the previous minutes
4	Korean Bikes
5	EOI for the Committee
6	Update on RV Friendly
7	Tourism Managers Report
8	General Business
9	Next meeting

**ITEM: 1 PRESENT AND APOLOGIES**

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**PRESENT:** Clr Maree Statham, Mrs Barbara Bretherton, Mrs Helen Riley, Mrs Juli-Ann Brozek, Mrs Margaret Edwards, Mrs Renee Difranco

**APOLOGIES:** Mrs Domino Houlbrook-Cove, Clr Ross Higlett

**OFFICERS:** 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 two members of the Committee being:

Mrs Barbara Bretherton  
Clr Ross Higlett

The minutes were presented to the Council on 3 March 2014

**ACTION**

**THAT** the Minutes of the meeting of 18 February 2014 be taken as read and confirmed.

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

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

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Nil

**ITEM: 4 KOREAN BIKES**

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**SUMMARY**

The Tourism Advisory Committee considers options for use of the remaining six bicycles donated to Lithgow City Council by the Korean Business Centre in December 2013.

**COMMENTARY**

The Korean Business Centre (KOTRA Sydney) donated ten bicycles to Council in December 2013 and Council donated four bicycles in January to attendees at the Australia Day events in Lithgow, Portland and Wallerawang.

The Community Development Committee recommended that a trial be put in place to make the bicycles available for half and full-day use community use at the Visitor Information Centre on provision of photo ID and a gold coin donation. If the trial is successful, consideration should be given to expanding the service to other locations in Main Street.

The Tourism Manager has investigated other venues that hire out bikes. Other private operators charge between \$20-\$30 per day for hire. This cost allows for the bikes to undergo regular maintenance checks. It also allows for the purchase of additional parts, helmets etc.

### **ACTION**

**THAT** Council trial the bicycles to be hired through the Visitor Information Centre at a daily rate of \$25 per day per bike and \$75 per family of four.

**MOVED:** Mrs Helen Riley

**SECONDED:** Mrs Barbara Bretherton

**ITEM: 5      EXPRESSIONS OF INTEREST FOR TOURISM ADVISORY COMMITTEE**

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### **SUMMARY**

Council has received resignation from the Committee membership of a Tourism Operator position

### **COMMENTARY**

Advertising for replacement a Committee member was undertaken through the Lithgow Mercury and emails to the Visitor Information Centre membership database with a closing date of 8 March 2014

The applications have been reviewed by the panel and a further recommendation to Council for the endorsement of the position.

### **RECOMMENDATION**

**THAT Committee** notes the report.

**MOVED:** Mrs Renee Difranco

**SECONDED:** Mrs Helen Riley

**ITEM: 6      RV FRIENDLY UPDATE**

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### **SUMMARY**

This report is to provide an update on RV Friendly project. Submissions were made to Caravan, Motor home Club of Australia (CMCA) to apply for a subsidy for dump points to be installed at Lake Wallace Wallerawang and Kramer Park Portland.

CMCA approved the subsidy for Portland Ezy dump point. Council is currently awaiting the arrival of the dump point.

Council has now purchased and receipted the delivery of a dump point for Wallerawang.

The Applications to seek RV Friendly for Lithgow, Wallerawang and Portland have been completed and awaiting the dump points to be installed to send the applications.

## ACTION

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

**MOVED:** Mrs Helen Riley

**SECONDED:** Mrs Margaret Edwards

## ITEM 7: 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	3373
Nov	3647	3347	2751
Dec	4017	3780	3293
Jan	4361	3786	3877
Feb	3217	2068	3594
Mar	3679	4133	3235
Apr	5597	4912	3504
May	3228	2702	
June	2712	2818	
<b>Total Visitation</b>	<b>46297</b>	<b>41,903</b>	<b>32,596</b>

Statistics correct as of 24 April

#### Accommodation Commission Statistics

Month	Total Price for Accommodation	Total Commission	No. of Visitor Nights	Total no. of bookings for the month
Jul - 13	\$100.00	\$10.00	1	1
Aug - 13	\$290.00	\$29.00	2	2
Sep - 13	\$1,765.00	\$176.50	2	2
Oct - 13	\$600.00	\$60.00	4	2
Nov -13	\$240.00	\$24.00	1	1
Dec -13	\$594.00	\$59.40	4	4

Jan - 14	\$144.00	\$14.40	1	1
Feb -14	\$0.00	\$0.00	0	0
Mar - 14	\$390.00	\$39.00	3	3
Apr -14	\$1445.00	\$144.50	10	8
May -14				

Statistics correct as of 21 April

### Phone and Email Enquiries

Month	Phone	Email
Jul	3005	1050
Aug	2608	862
Sept	2845	752
Oct	3680	860
Nov	2950	902
Dec	3214	789
Jan	4103	762
Feb	3987	802
Mar	3728	893
Apr	4593	982
May		
June		
<b>Total</b>	<b>34,713</b>	<b>8,654</b>

### Lithgow App downloads

Month	I phone	Android
Mar	83	24
Apr	92	62
May		
June		
<b>Total</b>	<b>175</b>	<b>86</b>

Statistics correct as of 21 April

### 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	\$3,851.70
Dec	\$4720.70	\$4703.55	\$6,081.30
Jan	\$4538.90	\$4511.30	\$10,663.15
Feb	\$5880.85	\$3331.00	\$9,422.20
Mar	\$2943.00	\$3883.40	\$2,972.50
Apr	\$6969.35	\$4942.80	\$2,741.00
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>\$50,082.00</b>

Statistics correct as of 21 April

### Website Stats

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

September	3545	9269	74.25%
October	3153	7812	77.39%
November	2387	5776	75.45%
December	2999	6953	77.99%
January	3480	8800	77.21%
February	2529	5945	76.89%
March	3190	8154	76.65%
April			
May			
June			

**ACTION** that the Committee notes the Tourism Managers Report

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

**ITEM 8:                      GENERAL BUSINESS**

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Clr Maree Statham showed the committee a quilt that had been made by a local artist. The quilt was of Hassans Walls Lookout area.

The Committee recommended Council purchase the quilt.

**ACTION**

**THAT** Council purchases the quilt and displays it within the Council building

**MOVED:**      Mrs Helen Riley                      **SECONDED:** Mrs Barbara Bretherton

**ITEM 9:      NEXT MEETING:**

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**Next Meeting:** 4.30pm Tuesday 17<sup>th</sup> June 2014  
Lithgow Visitor Information Centre.

**There being no further business the meeting closed at 6.30pm**