



Tourism Advisory Committee Meeting Tuesday 17 June 2014 4.30pm

Tourism Advisory Committee	
Item Number	Agenda
1	Welcome/present/ apologies
2	Confirmation of minutes
3	Business Arising from the previous minutes
4	Concept designs for the Billboards
5	Country NSW Expo
6	Promotion on Portland and the Regional Village Markets
7	Tourism Managers Report
8	General Business
9	Next meeting



ITEM: 1 PRESENT AND APOLOGIES

PRESENT: Clr Ross Higlett, Mrs Helen Riley, Ms Cassandra Baker, Mrs Renee DiFranco, Mrs Barbara Bretherton, Mr Steve Ring, Mrs Juli-Ann Brozek, Mrs Margaret Edwards, Mrs Domino Houlbrook-Cove

APOLOGIES: Clr Maree Statham

OFFICERS: Ms Kellie Barrow

ITEM: 2 CONFIRMATION OF MINUTES FROM THE PREVIOUS MEETING

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

Mrs Renee DiFranco
Mrs Margaret Edwards

The minutes were presented to the Council on 12 May 2014

ACTION

THAT the Committee notes the minutes of the meeting of 29 April 2014 be taken as read and confirmed.

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

ITEM: 3 BUSINESS ARISING FROM THE PREVIOUS MINUTES

Nil

ITEM: 4 CONCEPT DESIGNS FOR BILLBOARDS ON GREAT WESTERN HIGHWAY

SUMMARY

The Tourism Manager presented concept designs for the billboards located on the Great Western Highway at Yetholme and River Lett Hill.

COMMENTARY

At the Committee Meeting held in November 2013 concept designs were presented to the committee for the updating of the Billboards located on the Great Western Highway at River Lett Hill and Yetholme. Staff has been waiting for the launch of the Lithgow Area App, to allow us to include information in regards to downloading the Lithgow App.

The Tourism Manager presented the concept designs along with additional images that may be included.

ACTION

THAT Council staff run a photo competition for members of the public to enter images which could be used on the Billboard.

MOVED: Ms Cassandra Baker **SECONDED:** Mrs Domino Houlbrook-Cove

ITEM: 5 COUNTRY NSW EXPO

SUMMARY

Lithgow City Council has been approached by Country NSW expo to obtain a stand at the 2014 Country NSW Expo to be held on 2 & 3 August 2014 at Sydney Olympic Park.

COMMENTARY

Council staff has been in discussion with Oberon Council to look at a joint marketing approach and sharing a stand at the Country NSW Expo.

Oberon Council has attended the Country Expo for a number of years. Oberon have found this Expo of great success

This year the County NSW Expo has been titled a complete destinational expo”

The Country NSW Expo is an opportunity to talk face-to-face with attendees who are considering living outside Sydney:

- The enhanced \$7,000 Relocation Allowance is now open to renters
- The new \$10,000 Skilled Allowance is another incentive to make the move
- The booming Sydney housing market is continuing to reduce housing affordability
- Country NSW expo is an opportunity to showcase and promote in Australia's biggest market place
- A shared stand means a shared and reduced cost, plus the opportunity to collaborate to achieve the most for your region, product, or service.

A 3x3 metre stand costs \$4,455. This will be split between Lithgow and Oberon Council. Council's Economic Development Officer as allocating funding within the Economic Development Budget to cover the costs of the stand.

RECOMMENDATION

THAT Council participates in the Country NSW Expo in collaboration with Oberon Council. Council staff develops a strategy to assess the return on the investment from attending the County NSW Expo.

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

ITEM: 6 PROMOTION OF PORTLAND AND REGIONAL VILLAGE MARKETS

SUMMARY

Committee member Barbara Bretherton asked the committee for any assistance in ways to promote the Portland Area and the Lithgow Regional Village Markets

COMMENTARY

The Committee discussed ways to assist in promoting Portland and the Lithgow Regional Village Markets. Suggestions included a social media campaign. Mrs Bretherton to also talk to Councils Economic Development Officer as to whether any funding is available for promotions.

ACTION

THAT Committee notes the report

MOVED: Mrs Renee DiFranco **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	2751
Dec	4017	3780	3293
Jan	4361	3786	3877
Feb	3217	2068	3594
Mar	3679	4133	3235
Apr	5597	4912	3504
May	3228	2702	2859
June	2712	2818	
Total Visitation	46297	41,903	35,455

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	\$650.00	\$65.00	2	4

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	3912	642
June		
Total	38,625	9,296

Lithgow App downloads

Month	I phone	Android
Mar	83	24
Apr	92	62
May	35	15
June		
Total	210	101

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	\$3,571.30
June	\$3465.15	\$5,073.55	
Total	\$55,330.85	\$54,353.70	\$54,373.30

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	4282	10,677	75.5 %
May	3047	7909	78.8%
June			

ACTION

That Committee notes the Tourism Managers Report

MOVED: Mrs Margaret Edwards **SECONDED:** Cllr Ross Higlett

ITEM 8: GENERAL BUSINESS

- Mrs Domino Houlbrook-Cove advised the Committee this year Carols in the Caves at Jenolan Caves scheduled to be held in December is cancelled.

ITEM 9: NEXT MEETING:

Next Meeting: 4.30pm Tuesday 19th August 2014
Lithgow Visitor Information Centre.

There being no further business the meeting closed at 5.50pm