



# Minutes

## Tourism Advisory Committee Meeting

### Tuesday 14 October 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	Code of Conduct Training
5	Billboard Update
6	Adventure Playground Proposal
7	VIC Implementation Plan
8	BMLOT Proposal to Lithgow Museums Network Group
9	VIC Refurbishment
10	Roaring 20's Ball
11	Wolgan Valley Rail Trail
12	Tourism Managers Report
13	General Business
14	Next Meeting

**ITEM 1 PRESENT AND APOLOGIES**

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**PRESENT:** Clr Ross Higlett, Clr Maree Statham, Ms Cassie Baker, Mrs Domino Houlbrook-Cove, Mrs Margaret Edwards, Mrs Barbara Bretherton, Mrs Juli-Ann Brozek, Mr Steve Ring, Mrs Renee DiFranco

**APOLOGIES:** Mrs Helen Riley

**OFFICERS:** Ms Kellie Barrow

**ITEM 2 CONFIRMATION OF MINUTES FROM THE PREVIOUS MEETING**

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

Ms Cassandra Baker  
Mrs Barbara Bretherton

The minutes were presented to the Council on 8 September 2014

**ACTION**

**THAT** the Committee notes the minutes of the meeting of 19 August 2014 be taken as read and confirmed.

**MOVED:** Mrs Margaret Edwards      **SECONDED:** Ms Cassie Baker

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

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NIL

**ITEM 4 CODE OF CONDUCT TRAINING**

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**SUMMARY**

Lithgow City Council is currently sorting Code of Conduct training for all Council Committee Members.

## COMMENTARY

In 2012 Code of Conduct Training was provided for all Committee. The training will involve your role as a Committee member and Council's expectations as a Committee member. The dates and time are yet to be announced and will be forwarded to Committee Members as soon as they become available. The training will be compulsory for all committee members whom have not attended the training in 2012.

## ACTION

**THAT** the committee note the upcoming training.

**MOVED:** Mr Steve Ring      **SECONDED:** Mrs Barbara Bretherton

## ITEM 5      BILLBOARD UPDATE

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### SUMMARY

The final images for the Billboards at River Lett Hill Hartley and Mt Lambie have been determined.

### COMMENTARY

At the Committee meeting in August the Committee endorsed a Billboard competition to be launched for the public to determine the final two images. The competition was launched on the Tourism Facebook page on 12 September 2014. A media release was issued to local media on the same day.

Voting was compiled via 3 areas including Facebook, website and a voting form was available at Council administration building, the Libraries and the Visitor Information Centre.

When the Billboard competition was launched on the Facebook page it had a reach of 2,680 people.

The completion closed on the 3<sup>rd</sup> October 2014. The final voting is as follows

	Total
Blast Furnace	426
Capertee Valley	156
Lake Lyell	172
Hassan's Walls	132

## ACTION

**THAT** the committee notes that the final two images selected for the Billboards are Blast Furnace Park and Lake Lyell.

**MOVED:** Ms Cassie Baker      **SECONDED:** Mrs Renee DiFranco

## **ITEM 6 ADVENTURE PLAYGROUND PROPOSAL**

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### **SUMMARY**

A report on the proposed Adventure Playground in the Lithgow LGA was presented to committee.

### **COMMENTARY**

The Group Manager Corporate and Community provided information at the meeting in regards to the proposed locations of the Adventure Playground for the Lithgow Area. The Committee discussed the locations of Endeavour Park and Blast Furnace Park precinct.

The discussions included the tourism benefits of each location, as well as the economic benefits of the locations.

The committee unanimously supported the proposed Blast Furnace Park precinct.

### **RECOMMENDATION**

**THAT** the Committee preference for Blast Furnace Park as the proposed location for the Adventure Playground in Lithgow be recommended to Council.

**MOVED:** Mr Steve Ring      **SECONDED:** Mrs Renee DiFranco

## **ITEM 7 VIC OPERATIONAL REVIEW IMPLEMENTATION PLAN**

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### **SUMMARY**

At the Council meeting on Monday 8<sup>th</sup> September 2014 resolved to endorse the Operational Review.

### **COMMENTARY**

This report is to advise the Committee that the Lithgow Visitor Information Centre Operational Review was endorsed by Council. The Tourism Manager is currently preparing an implementation plan for revenue opportunities. The plan will be brought back to the next Committee meeting.

### **ACTION**

**THAT** the Committee note the status of the review of the Lithgow Visitor Information Centre.

**MOVED:** Ms Cassie Baker      **SECONDED:** Mrs Barbara Bretherton

## **ITEM 8          BMLOT PROPOSAL TO LITHGOW MUSEUMS NETWORK GROUP**

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### **SUMMARY**

This item was held over from meeting on 19 August 2014. At a recent meeting of the Lithgow Museums Network Group, Chairman of the Blue Mountains, Lithgow and Oberon Regional Tourism Board Clr Daniel Myles attended recommending the Lithgow Museums Network investigate marketing to the schools to encourage schools to visit the area.

### **COMMENTARY**

At a recent meeting of the Lithgow Museums Network Group, Chairman of the Blue Mountains, Lithgow and Oberon Regional Tourism Board Clr Daniel Myles attended recommending the Lithgow Museums Network investigate marketing to the schools to encourage schools to visit the area

Lithgow Museums Network group discussed this further and require further assistance to review and support local museums prepare high quality lessons plans.

The Committee discussed the proposal and agreed for the Tourism Manager to discuss with the Lithgow Museums Network Group a proposal they would like BMLOT to support.

### **ACTION**

**THAT** the Tourism Manager go back the Lithgow Museums Network Group to work on a proposal they would like to see BMLOT support.

**MOVED:**

**SECONDED:**

## **ITEM 9          VISITOR INFORMATION CENTRE REFURBISHMENT**

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### **SUMMARY**

At the Committee meeting held on 19 August 2014 the Committee requested the upgrade of the interior at the Lithgow Visitor Information Centre be placed on the agenda for this meeting

### **COMMENTARY**

During the 2014-2015 budget discussion Council resolved to withdraw funding allocated in the 2014-2015 budget for a refurbishment of the Visitor Information Centre.

Discussions were held with Tourism Staff in regards to areas they feel can improve.

Areas staff recommended for upgrade are as follows:

1. Move Customer service desk from the west wall to the north wall of the VIC liberating display space.
2. New Carpet – Essential if desk is moved
3. New Shelving units
4. Enclose the 2 windows between electricity meter and television to create window display space with hinged doors to access
5. Create dividing wall (with door) in downstairs area to differentiate between meeting room and storage area, providing opportunities for more meetings and more use of the area and hidden storage.
6. Upgraded targeted lighting focusing on the displays and souvenirs.
7. Coffee Machine, Tables and Chairs for customers (including a colouring table for children).
8. West wall to be clad with hang sell panelling.
9. New drinks Fridge or take out contract with a supplier for a vending machine which would potentially save money on out of date drinks.

The Committee discussed options. The Committee agreed to have a “Working Bee” to look at all options.

#### **ACTION**

**THAT** the Committee has a working bee to discuss the options and look at cost effective ways to enhance the Visitor Information Centre

**MOVED:** Cllr Maree Statham      **SECONDED:** Mrs Barbara Bretherton

#### **ITEM 10      ROARING 20’S GLAMOUR AND GOWNS BALL**

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#### **SUMMARY**

BMLOT have approached Lithgow City Council in regards hosting the Roaring 20’s Glamour and Gowns Ball in 2015.

#### **COMMENTARY**

At the Council meeting of 27<sup>th</sup> September 2014, Council endorsed the Roaring 20’s Glamour and Gowns Ball to go ahead and planning is under way with the ball scheduled for 14<sup>th</sup> February 2015

#### **ACTION**

**THAT** the Committee note the update provided regarding Roaring 20’S Glamour and Gowns Ball.

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

## **ITEM 11      WOLGAN VALLEY RAIL TRAIL**

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### **SUMMARY**

A request from a Tourism Operator was sent to the Mayor in regards to the Wolgan Valley Rail Trail.

### **COMMENTARY**

For a number of years two local groups including Wolgan Valley Rail Trail Group and Friends of the Wolgan Valley Rail Trail having working to establish the Wolgan Valley Rail Trail.

The Wolgan Valley Rail Trail starts from the junction of Zig Zag Railway at the Newnes Plateau. The trail follows along the old railway line thru the Glow Worm Tunnel and down to Newnes.

In August the Tourism Manager attended a NSW Rail Trail Workshop in Sydney on behalf of Council and Wolgan Valley Rail Trail.

The workshop had presentations on Rail Trails that are already established in Australia, including a Rail Trail in the Goulburn area.

The Wolgan Valley Rail Trail Group is currently sorting a lease agreement with Crown Land and Forestry NSW. Once this is established the group will talk to National Parks and Wildlife Service in regards to a lease.

More information on the Wolgan Valley Rail Trail will be presented to the Committee as it comes to hand.

### **ACTION**

**THAT** the Committee will note the information received on the proposed Wolgan Valley Trail.

**MOVED:**      Mr Steve Ring      **SECONDED:** Mrs Margaret Edwards

## **ITEM 12      TOURISM MANAGERS REPORT**

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### **SUMMARY**

Update on operations at the Lithgow Visitor Information Centre

### **COMMENTARY**

#### **Visitation Statistics**

<b>Month</b>	<b>2011/12</b>	<b>2012/13</b>	<b>2013/14</b>	<b>2014/15</b>
Jul	3991	3331	2998	2800
Aug	3283	2821	2504	2622
Sept	4020	3821	3467	2905
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	2824	
<b>Total Visitation</b>	<b>46297</b>	<b>41,903</b>	<b>35,455</b>	<b>8,327</b>

#### 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
June -14	\$220.00	\$22.00	2	2
July -14	\$160.00	\$16.00	1	1
August 14	\$570.00	\$57.00	3	3
Sep - 14	\$745.00	\$74.50	6	3

#### 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	3891	783
July	4207	861
August	4106	981
September	4051	894
<b>Total</b>	<b>54,880</b>	<b>12,815</b>



Month	I phone	Android
Mar	83	24
Apr	92	62
May	35	15
June	53	22
July	22	13
August	19	13
September	23	11
<b>Total</b>	<b>285</b>	<b>136</b>

#### Retail Sales

Month	2011/2012	2012 / 2013	2013/2014	2014/2015
Jul	\$3613.95	\$4378.65	\$3,641.15	\$3,330.45
Aug	\$4273.40	\$4452.10	\$3,754.55	\$1,125.00
Sept	\$5863.15	\$5283.55	\$4,034.95	\$3,123.00
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	\$2512.10	
<b>Total</b>	<b>\$55,330.85</b>	<b>\$54,353.70</b>	<b>\$54,373.30</b>	<b>\$7,578.00</b>

#### 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			
July			
August			
September			

#### ACTION

**THAT** the Committee note the Tourism Managers Report

**MOVED:** Ms Cassie Baker      **SECONDED:** Mrs Margaret Edwards

**ITEM 13                      GENERAL BUSINESS**

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Committee received latest visitation statistics from Destination NSW.

**ACTION**

**THAT** The Committee will note the information received Destination NSW.

**MOVED:**        Mr Steve Ring                      **SECONDED:** Ms Cassie Baker

**ITEM 14        NEXT MEETING**

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4.30pm Tuesday 16<sup>th</sup> December 2014  
Lithgow Visitor Information Centre.

**There being no further business the meeting closed at 6.35pm**