



Minutes

Tourism Advisory Committee Meeting Tuesday 17 February 2015 4.30pm

Tourism Advisory Committee	
Item Number	Agenda
1	Welcome/present/ apologies
2	Confirmation of minutes
3	Business Arising from the previous minutes
4	Billboard and Town Entry update
5	BMLOT Report
6	Roaring 20's Glamour and Gowns Ball
7	Key Actions from Tourism Strategy
8	Tourism Managers Report
9	General Business
10	Next Meeting



ITEM: 1 PRESENT AND APOLOGIES

PRESENT: Mr Steve Ring, Clr Maree Statham, Mrs Renee DiFranco, Mrs Helen Riley, Mrs Juli-Ann Brozek

APOLOGIES: Clr Ross Higlett, Mrs Margaret Edwards, Mrs Barbara Bretherton

OFFICERS: Ms Kellie Barrow

DECLARATION OF INTERESTS: Nil

ITEM: 2 CONFIRMATION OF MINUTES FROM THE PREVIOUS MEETING

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

Clr Ross Higlett
Mrs Helen Riley

The minutes were presented to the Council on 9 February 2015

ACTION

THAT the Committee notes the minutes of the meeting of 3 December 2014 be taken as read and confirmed.

MOVED: Mrs Helen Riley **SECONDED:** Mr Steve Ring

ITEM: 3 BUSINESS ARISING FROM THE PREVIOUS MINUTES

A meeting was held with Wallerawang Progress Association and a location plan for information bay signage will need to be developed.

ACTION

THAT the Committee notes Council staff to provide Wallerawang Progress Association with a location plan of information signage at Lake Wallace.

MOVED: Mr Steve Ring **SECONDED:** Mrs Helen Riley

ITEM: 4 TOWN ENTRY SIGNAGE AND BILLBOARD UPDATE

SUMMARY

This report provides an update on Town Entry signage and billboards.

COMMENTARY

The Billboards located at River Lett Hill Hartley and Mt Lambie were installed on Friday 30th January. Photos of the new billboards were posted on the tourism facebook page and have received good comments and feedback.

Town entry signage concept designs have recently been completed. The 3 different concept designs were uploaded to Facebook on Tuesday 10 February for comment by the general public.

The Committee were provided with information on comments and the number of likes post on the Lithgow Tourism facebook page. With 93% of the public voting in favour of concept 1 design.

The Committee was presented with a breakdown of costing of each concept of town entry signage. The breakdown of costing included 2 options. Option 1 was town entry signage only. Option 2 included costs of Local Government Area entry signage and town entry signage.

The committee recommended Council staff to seek quotations for Concept 1 and Option 2 signage numbers.

Option 2 included:

Major size signs for – LGA Entry signage – Dargan, Hartley, Meadow Flat and Capertee and Lithgow Town Entry.

Minor size signs for Wallerawang, Portland, Capertee, Capertee Valley and Cullen Bullen.

Council staff will obtain quotations for the signs. The Committee decided that should the signs go over budget allocation Council staff that possibly either Capertee Valley, Cullen Bullen or Capertee signs be deferred until stage 2.

RECOMMENDATION

THAT Council notes the new billboards have been installed and endorse Concept 1 for the town entry signage.

MOVED: Mrs Helen Riley

SECONDED: Mrs Renee DiFranco

ITEM: 5 BMLOT REPORT

SUMMARY

At the Tourism Advisory Committee meeting held on 2 December 2014 the Committee recommended to hold over this item until the BMLOT AGM was held on 16 December 2014.

COMMENTARY

The BMLOT Annual General Meeting was held on 16 December 2014. Since this meeting, Councillors and staff have met with the Chairman of BMLOT to discuss BMLOT and Council's contribution to the organization. Council staff will provided an update to the Committee.

The Committee agreed to hold over this item until the next Committee meeting to see if any changes had been made

COMMITTEE ACTION

Committee notes the agreement with BMLOT.

MOVED: Mr Steve Ring

SECONDED: Mrs Helen Riley

ITEM 6: GLAMOUR AND GOWNS BALL

SUMMARY

The Roaring 20's Glamour and Gowns Ball was held on Saturday 14 February.

COMMENTARY

The Roaring 20's Glamour and Gowns Ball has been determined as a success and a committee debrief will occur soon

COMMITTEE ACTION

Committee notes the report from the Roaring 20's Glamour and Gowns Ball.

MOVED: Mrs Helen Riley

SECONDED: Mr Steve Ring

ITEM 7: KEY ACTIONS FROM TOURISM STRATEGY

SUMMARY

This report updates the Committee on progress on the three key actions identified for tourism staff to work on during 2014/2015.

COMMENTARY

The 3 key actions and progress update are as follows:

Promotion of Events – Council staff are working on a guide entitled 'Managing your events'. Images and information of all event facilities have been sourced to form a guide that will showcase the resources available to event organizers on the Lithgow LGA.

Tourist Drives – Tourism staff are in the process of completing drafts of available tourist drives around the Lithgow LGA.

Mountain Bikes – This will be a focus over the next few weeks now that resources have become available. Information has been received from Central Tablelands Mountain Bike Club about available routes in the Lithgow LGA.

COMMITTEE ACTION

Committee notes the report update on key actions.

MOVED: Mrs Renne DiFranco

SECONDED: Mrs Helen Riley

ITEM 8: TOURISM MANAGERS REPORT

SUMMARY

Update on operations at the Lithgow Visitor Information Centre

COMMENTARY

Visitation Statistics

Month	2011/12	2012/13	2013/14	2014/15
Jul	3991	3331	2998	2800
Aug	3283	2821	2504	2622
Sept	4020	3821	3467	2905
Oct	4545	4384	3373	3859
Nov	3647	3347	2751	2951
Dec	4017	3780	3293	3466
Jan	4361	3786	3877	3971
Feb	3217	2068	3594	
Mar	3679	4133	3235	
Apr	5597	4912	3504	
May	3228	2702	2859	
June	2712	2818	2824	
Total Visitation	46297	41,903	38,279	22,574

Accommodation Commission Statistics

Month	Total Price for Accommodation	Total Commission	No. of Visitor Nights	Total no. of bookings for the month
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
Oct - 14	0	0	0	0
Nov - 14	0	0	0	0
Dec -14	0	0	0	0
Jan - 15	0	0	0	0

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
October	3927	915
November	3978	869
December	4138	912
January	4017	992
Total	70,940	16,503

Lithgow App downloads

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
October	7	5
November	12	5
December	12	7
January	14	15
Total	372	192

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	\$6,944.10
Nov	\$4242.55	\$4119.90	\$3,851.70	\$1,530.00
Dec	\$4720.70	\$4703.55	\$6,081.30	\$7,123.27
Jan	\$4538.90	\$4511.30	\$10,663.15	\$6,886.04
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	
Total	\$55,330.85	\$54,353.70	\$54,373.30	\$30,061.86

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	3185	7814	80.53%
July	3417	8122	75.07%
August	3006	7370	77.68%
September	3908	9469	77.99%
October	3216	7709	76%
November	3030	7064	77.79%
December	3178	7675	76.90%
January	3789	8963	78.99%

ACTION that the Committee notes the Tourism Managers Report

MOVED: Mr Steve Ring

SECONDED: Mrs Renee DiFranco

ITEM 9: GENERAL BUSINESS

NIL

ITEM 10: NEXT MEETING:

Next Meeting: 4.30pm Tuesday 21st April 2015
Lithgow Visitor Information Centre.

There being no further business the meeting closed at 5.30pm

Lithgow Town Entry CONCEPT 1



colour palette



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Lithgow Town Entry

CONCEPT 1 (Reverse. Driving out of town)



colour palette



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