



# Minutes

## Tourism Advisory Committee Meeting Tuesday 16 June 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	Update on Delivery and Operational Plan
5	Update of Lithgow Economic Development Strategy
6	Implementation Plan for Operational Review
7	Update of Tourism Strategy – Key Actions
8	2015/2016 Key Actions
9	BMLOT
10	Tourism Managers Report
11	General Business
12	Next Meeting

**ITEM 1: PRESENT AND APOLOGIES**

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**PRESENT:** Clr Ross Higlett, Clr Maree Statham, Mr Steve Ring, Mr Greg Johnson, Mrs Renee DiFranco and Mrs Juli-Ann Brozek

**APOLOGIES:** Mrs Margaret Edwards, Mrs Barbara Bretherton, Mrs Helen Riley, Mrs Stacey Phillips

**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 Margaret Edwards  
Clr Ross Higlett

The minutes will be presented to the Council on 29 June 2015

**ACTION**

**THAT** the Committee notes the minutes of the meeting of 12 May 2015 be taken as read and confirmed.

**MOVED:** Clr Ross Higlett

**SECONDED:** Clr Maree Statham

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

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NIL

**ITEM 4: UPDATE - DELIVERY PROGRAM AND OPERATIONAL PLAN**

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**SUMMARY**

The Group Manager of Corporate and Community provided an update to the Committee in regards to the 2015-2016 Delivery and Operational Plan

## **COMMENTARY**

The Group Manager Corporate and Community spoke to the Committee in regards to the Delivery and Operational Plan 2015-2016 to outline the tourism related matters contained within the plan.

## **ACTION**

**THAT** the Committee notes the update on Council's 2015-2016 Delivery Program.

**MOVED:** Clr Maree Statham

**SECONDED:** Mrs Renee DiFranco

## **ITEM 5: UPDATE - LITHGOW ECONOMIC DEVELOPMENT STRATEGY**

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### **SUMMARY**

Council staff will speak to the consultant in regards to speaking with the Committee about updating the Economic Development Strategy.

### **COMMENTARY**

Council staff will speak to the consultant engaged to develop the Economic Development Strategy in regards to speaking with the Committee about updating the Economic Development Strategy.

The Committee will be provided with an update as to progress.

## **ACTION**

### **THAT**

- The Committee note the update on Lithgow Economic Development Committee.
- The Committee write to Council's Economic Development Officer thanking him for his work in promoting tourism in the Lithgow Area

**MOVED:** Mrs Renee DiFranco

**SECONDED:** Clr Maree Statham

## **ITEM 6: IMPLEMENTATION PLAN FOR THE OPERATIONAL REVIEW**

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### **SUMMARY**

At the Committee meeting on 12 May 2015 the Committee was presented with the implementation plan of the Visitor Information Centre Operational Review.

## **COMMENTARY**

At the Committee meeting on 12 May 2015 the Committee was presented with the draft implementation plan of the Visitor Information Centre Operational Review.

The Committee discussed the plan and options.

## **ACTION**

**THAT** the Committee endorses the Visitor Information Centre Operational Review implementation plan

**MOVED:** Mrs Renee DiFranco      **SECONDED:** Clr Maree Statham

## **ITEM 7:            UPDATE OF TOURISM STRATEGY – KEY ACTIONS**

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### **SUMMARY**

The Tourism Manager outlined the ongoing progress of the 3 key actions identified from the Destination Management Plan - Tourism Strategy.

### **COMMENTARY**

*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.

## **ACTION**

**THAT** the Committee notes the report update on key actions

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

## **ITEM 8:            2015-2016 KEY ACTIONS**

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### **SUMMARY**

The Committee were asked to determine 3 key actions from the Destination Management Plan - Tourism Strategy for implementation in 2015-2016.

## **COMMENTARY**

3 key actions from the Destination Management Plan - Tourism Strategy were discussed by the Committee for recommendation to implement in 2015- 2016.

At the Ordinary meeting of Council on 1 June Council resolved

- Development of the International Bird Trail in the Capertee Valley is referred to the Tourism Advisory Committee for consideration when identifying the key actions from the Destination Management Plan – A Tourism Strategy for implementation in 2015/16
- \$15,000 for the development of the Wallerawang Information Bay

The committee recommended the following actions to be completed:

1. Wallerawang Information Bay
2. Develop 2 to 3 signature 4WD touring routes throughout the LGA.
3. Encouraging Network and feedback within the Tourism Industry
4. Consult with Capertee Valley Alliance in regards to development of the International Bird Trail.

## **ACTION**

**THAT** the Committee recommends the following actions for 2015/2016 are as follows

1. Wallerawang Information Bay
2. Develop 2 to 3 signature 4WD touring routes throughout the LGA.
3. Encouraging Network and feedback within the Tourism Industry.
4. Consult with Capertee Valley Alliance in regards to development of the International Bird Trail

**MOVED:** Mr Steve Ring

**SECONDED:** Cllr Maree Statham

## **ITEM 9: BMLOT**

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### **SUMMARY**

This report provides an update on BMLOT and a resolution of Blue Mountains City Council.

### **COMMENTARY**

Lithgow City Council has been a member of Blue Mountains, Lithgow and Oberon Regional tourism since 1998.

Prior to 2010 Blue Mountains City Council (BMCC) held the secretariat contract for BMLOT, under the guidance of the BMLOT Board. This entailed BMCC having full

financial control, BMCC also paid all the staff including CEO and Marketing Staff. Staff worked under the BMLOT Board.

In 2010 the BMLOT Board decided to withdraw from the secretariat contract with BMCC and move towards a skill based board and contracting work to Marketing, PR and CEO role.

During 2015 several meetings of the BMLOT Board have been held with a number of concerns raised including governance, financial sustainability, State Government Funding and lack of performance by the Board.

In April a meeting was held with Destination NSW, Blue Mountains City Council, Oberon Council and Lithgow City Council.

At the Blue Mountains City Council meeting on 19 May 2015 Blue Mountains Council resolved the following

### **RECOMMENDATIONS:**

1. The Council notes this report and the advice from Blue Mountains Tourism Limited, trading as Blue Mountains Lithgow and Oberon Tourism (BMLOT), that their Board have 'agreed to accept the offer from Destination NSW to work with them to ensure the best possible closure of BMLOT';
2. The Council resolves to write off BMLOT's debt to the Council of \$4,431.50;
3. The Council, in accordance with clause 10.1(a) of the BMLOT constitution, and in accordance with clauses 4.3 and 4.4 of the funding agreement of 17 May 2012, give written notice resigning the Council's membership of BMLOT and advising the cessation of the Council's annual funding for BMLOT;
4. The Council writes to Lithgow and Oberon Councils to inform them of the Council's proposed cessation of membership and funding of BMLOT;
5. The Council welcomes and supports Destination NSW's tourism forum on development of a sustainable model for regional tourism and marketing for the Blue Mountains, which will be held in June 2015 and that the Council advises Destination NSW that it will be an active participant; and
6. The Council retains the proposed 2015-2016 allocation for regional tourism and marketing in Council's draft budget, until the Council has reviewed the outcomes of the Destination NSW forum and options for sustainable models for regional tourism are presented and considered.

The Committee will discuss the above items recommended to Blue Mountains City Council. Council staff would recommend items 3, 5 and 6 be recommended to Lithgow City Council.

### **RECOMMENDATION**

#### **THAT Council**

1. In accordance with clause 10.1(a) of the BMLOT constitution gives written notice resigning the Council's membership of BMLOT and advising the cessation of the Council's annual funding for BMLOT.
2. Welcomes and supports Destination NSW's tourism forum on development of a sustainable model for regional tourism and marketing for the Blue Mountains, Lithgow and Oberon, which will be held in

June/July 2015 and that the Council advises Destination NSW that it will be an active participant

- Retains the proposed 2015-2016 allocation for regional tourism and marketing in Council's budget, until the Council has reviewed the outcomes of the Destination NSW forum and options for sustainable models for regional tourism are presented and considered.

**MOVED:** Mr Steve Ring

**SECONDED:** Cllr Maree Statham

## ITEM 10: 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	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	2798
Mar	3679	4133	3235	3456
Apr	5597	4912	3504	4458
May	3228	2702	2859	2860
June	2712	2818	2824	997
<b>Total Visitation</b>	<b>46297</b>	<b>41,903</b>	<b>38,279</b>	<b>37,143</b>

As of 10 June 2015

#### Accommodation Commission Statistics

Month	Total Price for Accommodation	Total Commission	No. of Visitor Nights	Total no. of bookings for the month
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	\$130.00	\$13.00	1	1
Jan - 15	\$270.00	\$27.00	1	1
Feb - 15	0	0	0	0
Mar -15	\$510.00	\$51.00	4	4
Apr - 15	\$810.00	\$81.00	6	4
May - 15	0	0	0	0
June 15	0	0	0	0

As of 10 June 2015

### Phone and Email Enquiries

Month	Phone	Email
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
February	4003	839
March	3916	915
April	4491	947
May	3897	899
June		
<b>Total</b>	<b>57,127</b>	<b>12,431</b>

### Lithgow App downloads

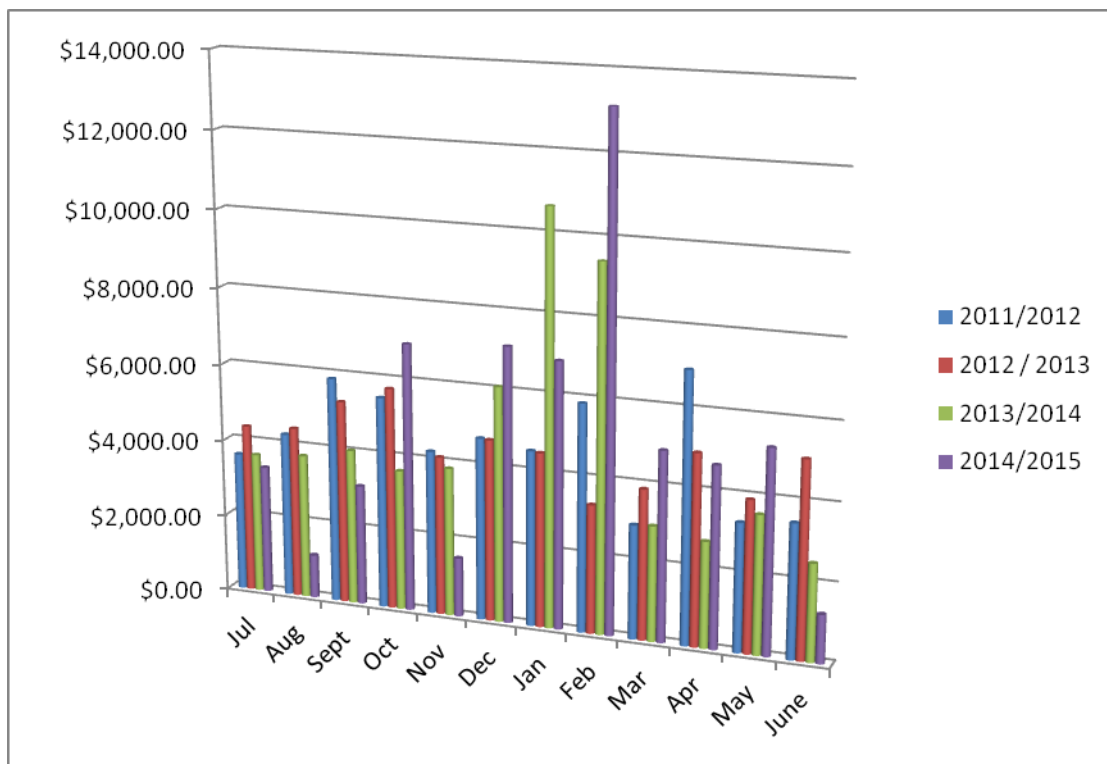
Month	I phone	Android
Mar	83	24
Apr	92	62
May	35	15
June	53	22
July	22	13
August	19	13
September	23	11
October	7	5
November	12	5
December	12	7
January	14	15
February	20	14
March	18	5
April	15	9
May	11	8
June	0	5
<b>Total</b>	<b>436</b>	<b>233</b>

As of 10 June 2015

### 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	\$13,126.20
Mar	\$2943.00	\$3883.40	\$2,972.50	\$4,911.50
Apr	\$6969.35	\$4942.80	\$2,741.00	\$4,685.00
May	\$3319.75	\$3919.30	\$3,571.30	\$5,264.20
June	\$3465.15	\$5,073.55	\$2512.10	\$1,258.00
<b>Total</b>	<b>\$55,330.85</b>	<b>\$54,353.70</b>	<b>\$54,373.30</b>	<b>\$59,306.76</b>



### Website Stats

	Visits	Pg Views	New Visitors
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%
February	2890	6634	79.86%
March	4128	9752	80.01%
April	3823	9265	79.94%
May			
June			
<b>TOTALS</b>			

**ACTION**

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

**MOVED:** Mrs Renee DiFranco

**SECONDED:** Clr Maree Statham

**ITEM11: GENERAL BUSINESS**

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NIL

**ITEM 12: NEXT MEETING:**

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**Next Meeting:** Tuesday 18 August 2015 at 4.30pm  
Lithgow Visitor Information Centre.

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