



Minutes

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

ITEM 1: PRESENT AND APOLOGIES

PRESENT: Clr Maree Statham, Clr Ross Higlett, Mrs Juli-Ann Brozek, Mrs Margaret Edwards, Mr Steve Ring, Mrs Barbara Bretherton, Mrs Helen Riley, Mrs Stacey Phillips

APOLOGIES: Mrs Renee DiFranco, Mr Greg Johnson

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:

Mr Steve Ring
Mrs Renee DiFranco

The minutes were presented to the Council on 23 March 2015

ACTION

THAT the Committee notes the minutes of the meeting of 17 February 2015 be taken as read and confirmed.

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

ITEM 3: BUSINESS ARISING FROM THE PREVIOUS MINUTES

An update was given on the Recreational Vehicle (RV) Friendly Accreditation.

ACTION

THAT the Committee notes that Wallerawang and Portland received RV Friendly Accreditation.

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

ITEM 4: TERMS OF REFERENCE

SUMMARY

The Committee is reminded of Lithgow City Council's Terms of Reference.

COMMENTARY

It has been requested the Committee notes Council's Terms of Reference for the Committee.

ACTION

THAT the Committee notes the Terms of Reference

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

ITEM 5: UPDATE - DELIVERY PROGRAM AND OPERATIONAL PLAN

SUMMARY

The Group Manager of Corporate and Community will update the Committee in regards to the 2015-2016 Draft Operational Plan.

COMMENTARY

An address will be made to the Committee in regards to the Draft Operational Plan 2015-2016 by the Group Manager Corporate and Community to outline the tourism related matters contained within the plan.

ACTION

THAT the Committee notes the update on Council's 2015-2016 Draft Operational Plan and that a media release be drafted in regards to the benefits of Halloween to the Lithgow Community.

MOVED: Cllr Maree Statham **SECONDED:** Mrs Margaret Edwards

ITEM 6: UPDATE - LITHGOW ECONOMIC DEVELOPMENT STRATEGY

SUMMARY

The Group Manager of Corporate and Community will address the Committee in regards to the update of Lithgow Economic Development Strategy.

COMMENTARY

The Group Manager Corporate and Community spoke to the Committee about the plan to update the Economic Development Strategy. The Committee has requested Council's Economic Development Officer and Consultant attend a future meeting with the Committee to discuss the strategy.

ACTION

THAT the Committee notes Council's Economic Development Officer and consultant engaged for the updating of the Lithgow Economic Development Strategy attend a future meeting with the Committee.

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

ITEM 7: IMPLEMENTATION PLAN FOR THE OPERATIONAL REVIEW

SUMMARY

The Tourism Manager presented the committee with the Implementation Plan of the Visitor Information Centre Operational Review.

COMMENTARY

The Tourism Manager presented the Committee with the draft Implementation Plan of the Operational Review of Lithgow Visitor Information Centre. The Committee has requested the item come back to the next Committee meeting to allow the Committee to review the document and bring back suggestions.

ACTION

THAT the Committee notes the draft implementation plan and the plan be brought back to the next Committee meeting.

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

ITEM 8: UPDATE OF TOURISM STRATEGY – KEY ACTIONS

SUMMARY

The Tourism Manager outlined the ongoing progress of the three key actions identified in the Tourism Strategy for 2014/2015.

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 – Information has been received from Central Tablelands Mountain Bike Club about available routes in the Lithgow LGA.

ACTION

THAT the Committee notes the update on key actions for the 2014/15 Tourism Strategy Implementation.

MOVED: Mrs Barbara Bretherton **SECONDED:** Mrs Margaret Edwards

ITEM 9: 2015-2016 KEY ACTIONS

SUMMARY

The Committee was asked to determine three Key Actions of the Tourism Strategy for implementation in 2015-2016.

COMMENTARY

The Committee was asked to determine three Key Actions of the Tourism Strategy for implementation in 2015-2016. The Committee requested this item come back to the next Committee meeting.

ACTION

THAT the Committee notes that the selection of three actions from the Tourism Strategy for implementation in 2015-16 has been deferred until the next TAC meeting.

MOVED: Mrs Margaret Edwards **SECONDED:** Mrs Barbara Bretherton

ITEM 10: 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	2798

Mar	3679	4133	3235	3456
Apr	5597	4912	3504	4458
May	3228	2702	2859	
June	2712	2818	2824	
Total Visitation	46297	41,903	38,279	33,286

Accommodation Commission Statistics

Month	Total Price for Accommodation	Total Commission	No. of Visitor Nights	Total no. of bookings for the month
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	\$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

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
Total	53,230	11,532

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
Total	425	220

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	
June	\$3465.15	\$5,073.55	\$2512.10	
Total	\$55,330.85	\$54,353.70	\$54,373.30	\$52,784.56

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%
TOTALS			

ACTION

THAT the Committee notes the Tourism Managers Report

MOVED: Clr Maree Statham

SECONDED: Mrs Margaret Edwards

ITEM11: GENERAL BUSINESS

Mr Steve Ring updated the committee about an Tourism Industry Forum he is currently organising, the Committee is welcome to assist and be involved

ITEM 12: NEXT MEETING:

Next Meeting: Tuesday 16th June 2015 at 4.30pm
Lithgow Visitor Information Centre.

There being no further business the meeting closed at 6.30pm