



# Minutes

Tourism Advisory Committee  
 Meeting  
 Tuesday 18 August 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	Visitor Information Centre Upgrade
5	Lithgow Halloween 15
6	Consumer Shows
7	Tourism Managers Report
8	General Business
9	Next Meeting

**ITEM: 1 PRESENT AND APOLOGIES**

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**PRESENT:** Clr Ross Higlett, Clr Maree Statham, Mrs Renee DiFranco, Mrs Barbara Bretherton, Mrs Helen Riley, Mrs Juli-Ann Brozek

**APOLOGIES:** Mrs Margaret Edwards, Mrs Stacey Phillips, Mr Steve Ring, Mr Greg Johnson

**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 Renee DiFranco  
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 16 June 2015 be taken as read and confirmed.

**MOVED:** Mrs Renee DiFranco **SECONDED:** Clr Ross Higlett

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

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Nil

**ITEM 4: VISITOR INFORMATION CENTRE UPGRADE**

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**SUMMARY**

Council's staff presented the Committee with Conceptual designs for the Visitor Information Centre upgrade.

**COMMENTARY**

Council's staff presented the Committee with Conceptual designs for the Visitor Information Centre upgrade. The conceptual designs were provided by AUS Visual Merchandise.

## **ACTION**

**THAT** the Committee notes the update on the upgrade of the Lithgow Visitor Information Centre and endorses the concept design.

**MOVED:** Clr Maree Statham    **SECONDED:** Clr Ross Higlett

## **ITEM 5:        LITHGOW HALLOWEEN 15**

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### **SUMMARY**

Council provided the Committee with an update in regards to the Lithgow Halloween 15 Festivities

### **COMMENTARY**

Council staff advised the Committee with the following points in regards to Lithgow Halloween 15 planning

- **Overview** – The Committee were provided with a brief history about the event. Planning for the 2015 commenced in November 2014.
- **Plans** – Current plans for Halloween 15 is a full Main St Closure. With each section of Main Street broken into precincts offering different experiences
  - Bridge Street to Eskbank St – Family Friendly
  - Eskbank Street to Cook Street Plaza – Flavours
  - Cook Street Plaza – Dining with the dead
  - Cook Street Plaza to Sandford Ave – Funky area
  - Sandford Ave to Grey Street – Fangtastic

Two stages will be part of the event with the Energy Australia stage located in Eskbank St between Barry Cosier and Busy Corner Takeaway. The second stage will be across Main Street near the National Australia Bank.
- **Sponsors** – The Committee was advised Council was successful in obtaining sponsorship from 4 local companies including Centennial Coal, Treeview Estates, Energy Australia and McDonalds Family Restaurant Lithgow.
- **Workshops** – Council has held two workshops recently with a third workshop to be held next week. The first workshop was speaking to the business about

the plans for the 2015 Lithgow Halloween event. The workshop was highly successful and attended by 30 business representatives.

The second workshop was “Maximising business opportunities for Halloween” again the workshop was well received by local businesses with 24 people attending.

The next workshop to be held will be Visual Merchandising Workshop to be held on Wednesday 26 August.

- **Marketing** – Initial marketing material was distributed at Country NSW Expo. Council staff is now planning final marketing material. Marketing of the event will be focusing on Sydney and Central West region.
- **Traffic Management Plans** – Council staff engaged a private company to develop the Traffic Management Plan for the event. The Traffic Management Plan has been completed in conjunction with NSW Police. The Traffic Management plan will be presented to Lithgow City Council TALC committee on Thursday 20 August. Council ensured additional event parking was included within the Traffic Management Plan. Within the event planning Council staff will be ensuring all emergency services will have the appropriate access available.
- **Working with Children checks** – Council staff will be ensuring all staff and volunteers assisting with the event will have the appropriate working with children checks completed.
- **Provision of Candy** – Council has advised the local businesses they will be responsible for distributing the candy and confectionary and that it must be wrapped.
- **Sale and Consumption of alcohol** – Lithgow Main Street is an alcohol free area. The event is a Family Friendly event.

Please note – a local business catering for the Long Lunch will be liaising with the local liquor licensing officer and Liquor accord to be able to serve wine as part of the Long Lunch. This area will be for paying guests only and will be cordoned off to the general public.

- **Event Control** – As mentioned in the section above, there has been continual liaison with Lithgow Police in regards to Lithgow Halloween 15. A private security company has also been engaged to assist with asset protection and crowd control.
- Entertainment –
  - Local entertainment will providing entertainment throughout the day.
  - Long Lunch will be at 12pm
  - Local Fashion outlets Fashion Parade will be at 2pm

- 4pm will be the Trick or Treat
- Official welcome and entertainment will start. Evening entertainment will be spread between to the two stages to assist managing the crowd control.

## **ACTION**

**THAT** the Committee notes the update on plans Lithgow Halloween 15

**MOVED:** Mrs Renee DiFranco **SECONDED:** Mrs Barbara Bretherton

## **ITEM 6: CONSUMER SHOWS**

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### **SUMMARY**

This report provides the Committee with an update of Consumer Show Council staff have planned to attend.

### **COMMENTARY**

#### *Country NSW Expo 1-2 August 2015*

Recently Council representatives attended the Country NSW Expo held at Sydney Olympic Park. Final numbers of attendees at the Show is not yet available. Council representatives fielded questions in regards to moving to the Lithgow area, investing in the area and jobs within the local government area. Sunday numbers were higher than the Saturday visitors.

Council staff would recommend that if Council were to attend next year that a real estate agent and job network representatives be available.

#### *Penrith Caravan, Camping and 4WD Show – 11,12,13 September 2015*

Council representatives will be attending the Penrith Caravan Camping and 4WD show. The show will be held at Penrith Panthers Exhibition Centre. At the show staff will be promoting Lithgow Region, and upcoming events in the region.

#### *Canberra Times Home, Leisure, 4WD, Caravan and Camping Show - 23,25,25 October 2015.*

Council representatives will be attending the Canberra Times Home, Leisure, 4WD, Caravan and Camping Show. The show will be held at Canberra Exhibition Centre. At the show staff will be promoting Lithgow Region and upcoming events in the region

## **ACTION**

**THAT** the Committee notes the upcoming Consumer shows

**MOVED:** Mrs Helen Riley **SECONDED:** Mrs Barbara Bretherton

## ITEM 7: 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	2015/16
Jul	3991	3331	2998	2800	3077
Aug	3283	2821	2504	2622	846
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	2830	
<b>Total</b>	<b>46297</b>	<b>41,903</b>	<b>38,279</b>	<b>38,976</b>	<b>3,923</b>

As of 12 August 2015

#### Accommodation Commission Statistics

Month	Total Price for Accommodation	Total Commission	No. of Visitor Nights	Total no. of bookings for the month
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
July - 15	\$120.00	\$12.00	1	1

### Phone and Email Enquiries

Month	Phone	Email
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	4250	962
July	4407	962
August	4213	886
<b>Total</b>	<b>61,492</b>	<b>13,617</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	2015/2016
Jul	\$3613.95	\$4378.65	\$3,641.15	\$3,330.45	\$4571.00
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	\$4364.50	
<b>Total</b>	<b>\$55,330.85</b>	<b>\$54,353.70</b>	<b>\$54,373.30</b>	<b>\$62,413.26</b>	<b>\$4,571.00</b>

### Website Stats

	Visits	Pg Views	New Visitors
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	3637	8000	75.61%
June	4289	9717	75.92%
July	4043	9622	75.91%
<b>TOTALS</b>			

**ACTION** that the Committee notes the Tourism Managers Report

**MOVED:** Cllr Maree Statham

**SECONDED:** Mrs Helen Riley

**ITEM 8: GENERAL BUSINESS**

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**ITEM 9: NEXT MEETING:**

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**Next Meeting:** Tuesday 20 October 2015 at 4.30pm  
Lithgow Visitor Information Centre.

**There being no further business the meeting closed at 5.45pm**