



Minutes

Tourism Advisory Committee Meeting Tuesday 2nd February 2016 4.30pm

Tourism Advisory Committee	
Item Number	Agenda
1	Welcome/present/ apologies
2	Confirmation of minutes
3	Business Arising from the previous minutes
4	Lithgow Halloween 16
5	Regional Tourism Organisation update
6	VIC Membership fees
7	Regional Marketing
8	Update on current projects
9	Tourism Managers Report
10	General Business
11	Next Meeting

ITEM 1: PRESENT AND APOLOGIES

PRESENT: Cllr Maree Statham, Mr Greg Johnston, Mrs Helen Riley, Mr Steve Ring, Mrs Barbara Bretherton, Mrs Renee DiFranco, Mrs Margaret Edwards and Mrs Juli-Ann Brozek

APOLOGIES: Cllr Ross Higlett, Mrs Stacey Phillips

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:

Mrs Margaret Edwards
Mr Steve Ring

The minutes were presented to the Council on 14th December 2015

ACTION

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

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

ITEM 3: BUSINESS ARISING FROM THE PREVIOUS MINUTES

NIL

ITEM4: LITHGOW HALLOWEEN 16

This report provides the committee with an update on Council decision and plans for Lithgow Halloween 2016.

At the previous committee meeting held in November 2015 the committee recommendation to Council was that:

1. The Chair of the Committee write to all sponsors and supporters thanking them for their commitment to the event.
2. Council consider committing \$120,000 in the 2016/2017 budget.
3. The Chair of the Committee write to Zig Zag Brewery and congratulate the Brewery on hosting a successful ball.

At the Council meeting 14 December Council resolved

15-329 RESOLVED

THAT:

1. Council note the minutes of the Tourism Advisory Committee held on the 12 November 2015.
2. The Chair of the Committee writes to all sponsors and supporters thanking them for their commitment to the event.
3. Council consider committing \$120,000 in the 2016/2017 budget for the 2016 Halloween Event.
4. The Chair of the Committee write to Zig Zag Brewery and congratulate the Brewery on hosting a successful ball.

The committee discussed the planning for Halloween 16. The items discussed included:

- Debrief with the businesses.
- Invite all potential sponsors to a function.
- Committee members canvassing local businesses asking for financial contribution for Lithgow Halloween 16.
- Council staff present project plans, outcomes and benefits to the community, marketing plan, preliminary budget
- Recommend to Council to commit \$90,000 in the 2016/2017 budget.

RECOMMENDATION

THAT Council commits \$90,000 in the 2016/2017 budget to allow Council staff to source potential sponsors and start event planning.

MOVED: Mrs Margaret Edwards

SECONDED: Mr Steve Ring

ITEM 5: REGIONAL TOURISM ORGANISATION UPDATE

This report provides the committee with an update to the current status of Regional Tourism Organisation.

The following update was provided by Destination NSW on 18th December 2015:

“NSW Minister for Trade, Tourism and Major Events and Minister for Sport Stuart Ayres earlier this year tasked the Tourism Sub-committee of the Destination NSW Board with evaluating the current Regional Tourism Organisation (RTO) model. The Review Committee is headed up by prominent businessman David Baffsky AO.

There are two phases to the Review with the first focused on the structure of RTOs and due at the end of this year. The next phase is to be completed in the first quarter of 2016 and includes:

- Comprehensive mapping of NSW of existing product and opportunity
- Opportunities to significantly increase Regional NSW’s share of domestic and international markets, with an emphasis on China
- Funding options for Regional NSW with an emphasis on skills, product and marketing.

The NSW Government aims to implement any accepted recommendations for the start of the new financial year, 1 July 2016. The Sub-committee has advised that stakeholder participation and the submission of materials for their consideration has been very pleasing. In addition, the Sub-committee believes the Review is a unique time and opportunity to significantly increase sustainable employment in Regional NSW with a particular emphasis on youth and indigenous employment – all priorities of Government.”

The Tourism Manager provided a verbal update as to discussions with Blue Mountains City Council and Central NSW Tourism.

The Committee is to be updated on any progress

ACTION

THAT Committee notes the information provided by Council staff regarding the Regional Tourism update, and awaits the report from Destination NSW on Regional Tourism Organisations.

MOVED: Mrs Helen Riley

SECONDED: Mrs Margaret Edwards

ITEM 6: VISITOR INFORMATION CENTRE MEMBERSHIP FEES

This report provides the committee with information regarding the Membership fee structure for the Visitor Information Centre for 2015/2016.

At a committee meeting in November 2013 the Committee made a recommendation to Council that an additional option to the membership fee structure of a Non for Profit membership for a 12 month period, being at no charge.

This was adopted by Lithgow City Council as part of Council's Fees and Charges at the Council Meeting of 2 June 2014.

At the end of the 2014/2015 the Non for Profit membership was not taken up by any potential member.

At the Council meeting on 1st June 2015, Council adopted the following fees and charges for the Lithgow Visitor Information Centre

Fee 15/16	GST	Amount
Advertising on App	Yes	\$62
Membership	Yes	\$124
Trade Show (Brochure only)	Yes	\$150
Trade Show Attendance	Yes	\$287

The committee held a discussion in regards to the non for profit fee be included in the 2016/2017 fees and charges.

RECOMMENDATION

THAT Council includes a tourism membership fee for not for profit groups for \$0 as part of the Fees and Charges for 2016/2017.

MOVED: Mrs Helen Riley **SECONDED:** Mrs Margaret Edwards

ITEM 7: REGIONAL MARKETING

In the 2015/2016 Operational Budget Council committed \$40,000 to marketing the Lithgow Area.

In the 2015/2016 Operational Budget Council committed \$40,000 to marketing the Lithgow Area. The \$40,000 is currently sitting within the Economic Development Budget.

Committee discussed possible options for the best way to spend the \$40,000. These options include

- TV Commercial featuring Lithgow proximity to Sydney, affordability, country lifestyle.

- Radio commercials in Western Sydney
- Engage Deep Hill Media
- Engage marketing company ie Leonards Advertising
- Look at producing You Tube clips.

ACTION

THAT Committee notes the discussion. Suggestions from the committee be sent to the Economic Development Committee for consideration.

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

ITEM 8: UPDATE ON CURRENT PROJECTS

This report provides an update on the current Tourism projects.

Tourism staff have been working on the following:

Daily Telegraph feature on Capertee Valley, Newnes and Glow Worm Tunnel

Following the success of the Daily Telegraph Best Weekend feature in October, the journalist requested a follow up visit to the Capertee Valley, Newnes and Glow Worm Tunnel.

A double page spread was featured in the Daily Telegraph on Saturday 12 December 2015.

Lithglo 15

Lithglo 2015 was held on Friday 11 and Saturday 12 December 2015.

The Friday and Saturday night Hoskins Uniting Church was arraying with colour as part of the Lithglo 15. Saturday the Uniting Church held the Carols at the church.

Saturday night the Lithglo Markets were held Queen Elizabeth Park. The Lithglo Markets were highly successful with approximately over 60 market stalls. The crowd attendance was high.

Council staff recommend a letter of thanks be sent to Cassie Harrison, Kellie Drogenberg and Kym Long from the Lithgow Village Markets for the work they did on Lithglo Markets

Town Entry Signage

Council applied for a grant through Community Building Partnership Grant through the NSW Government. Council staff were advised in late December we were unsuccessful. Staff has received revised quotes for the signs and currently discussing installation/gardening costs with Operations Department and seeking approvals by RMS.

VIC upgrade

Council staff has started to purchase props and furniture pieces. Major works will commence in May thru to July.

Wallerawang Information Bay

The Tourism Manager meet with the Wallerawang Progress Association in early December to discuss plans and will be attending the next Wallerawang Progress Meeting.

ACTION

THAT:

1. Committee notes the projects the tourism staff have been working on.
2. A letter of thanks is sent to Lithgow Village Markets congratulating them on their efforts for Lithglo Markets.

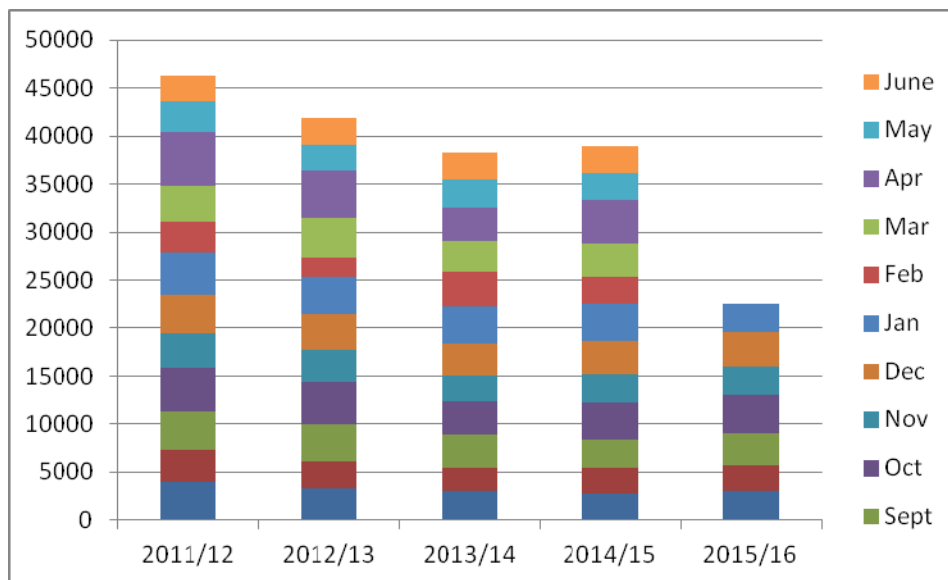
MOVED: Mrs Helen Riley

SECONDED: Mrs Margaret Edwards

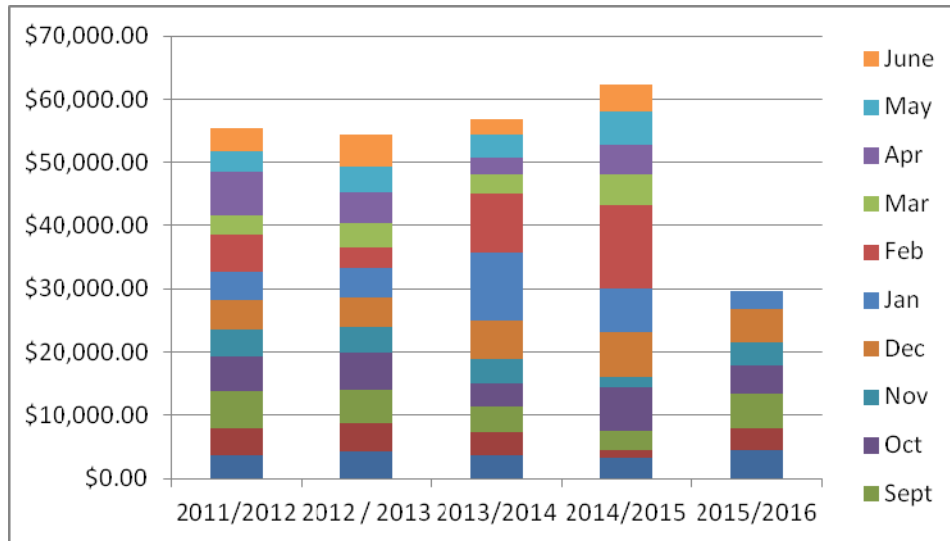
ITEM 9: TOURISM MANAGERS REPORT

Update on operations at the Lithgow Visitor Information Centre

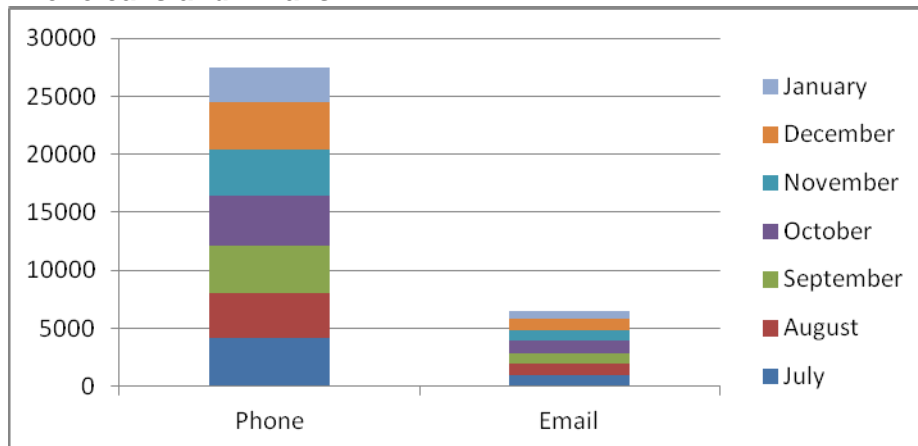
Visitation Statistics



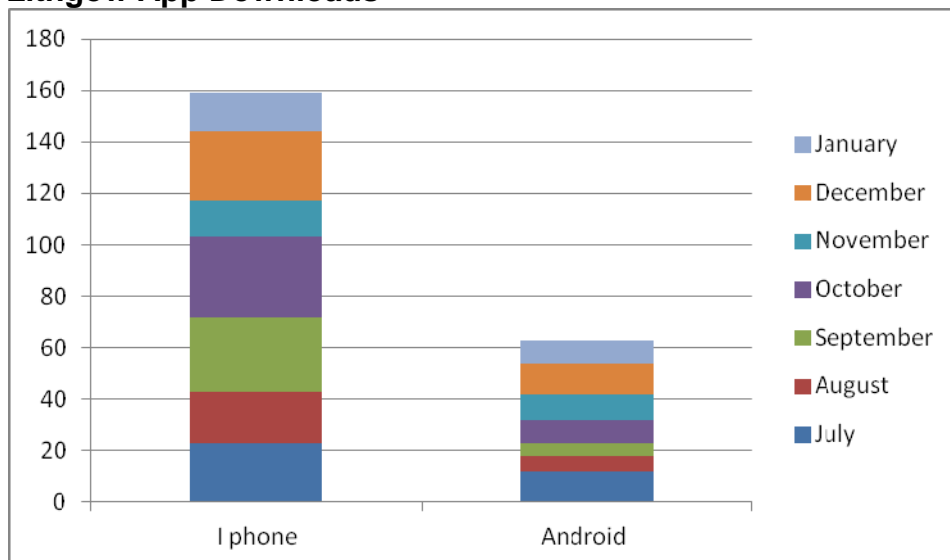
Retail Sales



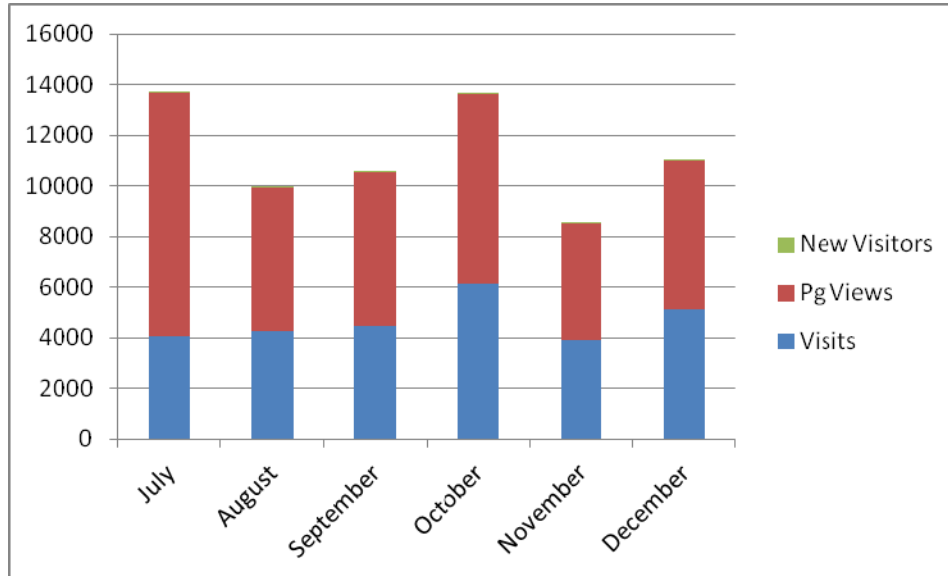
Phone calls and Emails



Lithgow App Downloads



Website



ACTION

THAT the Committee notes the Tourism Managers Report. The Committee request an update on membership and accommodation bookings be included in the next Notice Paper.

MOVED: Mr Greg Johnston

SECONDED: Mr Steve Ring

ITEM 10: GENERAL BUSINESS

Committee were asked to review the Committee's Terms of Reference.

ITEM 11: NEXT MEETING:

Next Meeting: 4.30pm 5th April 2016
Committee Room at Lithgow City Council.

There being no further business the meeting closed at 6.10pm