



Minutes

Tourism Advisory Committee Meeting Wednesday 13th April 2016 5.00pm

Tourism Advisory Committee	
Item Number	Agenda
1	Welcome/present/ apologies
2	Confirmation of minutes
3	Business Arising from the previous minutes
4	Regional Tourism Organisation update
5	Unearth Central NSW Campaign
6	RV Friendly report
7	Update on current projects
8	Tourism Research Australia Statistics
9	Mayoral Ball
10	Lithgow Halloween 16
11	General Business
12	Next Meeting

ITEM 1: PRESENT AND APOLOGIES

PRESENT: Cllr Ross Higlett, Cllr Maree Statham, Mrs Juli-Ann Brozek, Mrs Helen Riley, Mr Greg Johnson, Mrs Renee DiFranco, Mr Steve Ring, Mrs Stacey Philips

APOLOGIES: Mrs Margaret Edwards and 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:

Mr Steve Ring
Mrs Renee Di Franco

The minutes were presented to the Council on 21st March 2016

ACTION

THAT the Committee notes the minutes of the meeting of 2nd February 2016 be taken as read and confirmed.

MOVED: Cllr Maree Statham

SECONDED: Mrs Renee DiFranco

ITEM 3: BUSINESS ARISING FROM THE PREVIOUS MINUTES

NIL

ITEM 4: REGIONAL TOURISM ORGANISATION UPDATE

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

Council staff were advised at the beginning of March by Destination NSW CEO Ms Sandra Chipchase that the RTO review would be available in 4 weeks. At the time of the meeting, the report had not been released.

ACTION

THAT the Committee note the discussion.

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

ITEM 5: UNEARTH CENTRAL NSW CAMPAIGN

Recently Lithgow City Council agreed to participate in Central NSW Unearth Central NSW Campaign.

The 2016 Central NSW Unearth Central Campaign is focusing on

The priority storylines for 2016 include:

1. Museums & Villages
2. Nature, including bird watching and open gardens.
3. Waterways, including canoeing, kayaking, fishing, camping, boating, dragon boating, water skiing
4. Cycling, Running activities
5. One of a Kind Experience

The campaigns include a PR Program, Social Media Activities and Expedia Media Partnerships.

The PR Campaign is being co-ordinate by Gabrielle Brewer Lifestyle & Tourism Public Relations.

Suggested press release ideas include:

- 'Romantic new ways to unearth Central NSW': Themed on new and/or updated product for couples from the last six months including accommodation, new tours and attractions. The media love 'new' and it can become a great hook to leverage other ideas for a story.
- 'One of a kind experiences in country NSW 2016': Celebrating the variety of cultural, quirky, food and wine, and other festival and event experiences that

are hosted across Central NSW throughout the year, where visitors can soak up the country atmosphere and mingle with the locals.

- 'Little towns with big heart, hidden gems in Central NSW': Legendary yum cha, inspiring artists, boutique hotels to rest your head – discover Central NSW through its historic villages and you'll be amazed what you unearth. From Rylstone and Kandos to Milthorpe and Sofala, these little places are packed with heart....
- 'Life along the riverways of Central NSW': Head inland and be surprised by the vast range of waterway and river experiences that provide a playground for recreational pursuits including water-skiing, kayaking, canoeing and fishing. Discover riverside country pubs for a long lunch, picnic under the Red-Gums and take a dip in natural swimming holes.
- 'Art-tripping across Central NSW' : Celebrate your inner artist on holiday in Central NSW at sculpture gardens, Mayfield Gardens, the John Olsen garden and regional galleries. Highlight art workshops, retreats, festival and events.
- 'Top 10 Unearthed Experiences in Central NSW': Did you know Central NSW is home to the world's second largest enclosed canyon?

Recently a press release was distributed about Romantic new ways to Unearth Central was distributed. The release included Lithgow operators being Lithgow Workies with new motel & ESK restaurant, Blue Mountains Sparadise and Capertee Valley Helicopters.

Copies of the articles were given to the committee.

ACTION

THAT the Committee note the discussion.

MOVED: Mr Steve Ring **SECONDED:** Clr Maree Statham

ITEM 6: RV FRIENDLY REPORT

Freedom Camping Australia has recently completed a national survey in regards to free camping.

Freedom Camping Australia has just completed a national survey of the above travellers, and having interviewed people in 195 locations across Australia, have now published the results of the survey.

The survey shows that the average free camper

- spends about \$175 each week with local shops & take-away along the main street & around the town, and
- spends about \$130 each week at the well-known supermarkets in the town

- they stay at paid accommodation from 1/4 to 3/4 of each week, where this paid accommodation can be a traditional commercial operator or the town's recreation reserve, or they might use a 'free' location somewhere close to town and as they travel
- they bring a total of from \$700 to \$800 per week to your shire or district

While this is the average, our survey showed that a few free-campers were spending over \$2000 per week in some regions when 3rd-party tours were brought into the equation

Many councils & shires already make freedom-campers welcome, and we thank you for doing so

- Shires and towns that welcome freedom campers are already reaping considerable benefits from having these travellers camping in or close to town
- Shires who do not make freedom campers welcome lose much of the custom from these campers as they by-pass unwelcoming towns.

ACTION

THAT the Committee note the economic benefit of the Lake Wallace and Kremer Park.

MOVED: Mr Steve Ring **SECONDED:** Mrs Stacey Philips

ITEM 7: UPDATE ON CURRENT PROJECTS

This report provides an update on the current project tourism staff are currently working on.

Projects tourism staff have been working on include the following

Central NSW – Unearth Campaign

Tourism staff are working with Central NSW to be part of Unearth Central NSW campaign. Including the public relations campaign and part of the Central NSW pad maps. The maps will have 3000 pads printed with 500 maps per pad.

Town Entry Signage

Tourism staff have been working with Councils Development Department and RMS for all the approvals for the town entry signage.

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 on 5 April, preliminary concept designs have been discussed with the Committee. Final information, designs etc will be presented to the Progress association on 10 May.

ACTION

THAT the Committee note the projects the tourism staff have been working on.

MOVED: Mrs Helen Riley

SECONDED: Mrs Renee DiFranco

ITEM 8: TOURISM RESEARCH AUSTRALIA STATISTICS UPDATE

Tourism Research Australia recently released the latest tourism statistics for the Lithgow Local Government Area and the Blue Mountains, Lithgow and Oberon Region

Lithgow LGA profile

	2007	2014
Domestic Overnight		
Domestic Day visits	123,000	136,000
Domestic Overnight Visitors	294,000	329,000
Average stay – nights	3.4	2
Aver spend/night	\$125	\$194
Total expenditure	\$27 million	\$48 million
Domestic Day Trip		
Trips	181,000	317,000
Aver spend	\$94	\$83
Total Expenditure	\$12 million	\$28 million
International Overnight		
Visits	Not published	3,000
Nights		14,000
Total Expenditure		\$1 million

Blue Mountains profile

	2007	2014
Domestic Overnight		
Domestic Day visits	459,000	1,746,000
Domestic Overnight Visitors	1,067,000	545,000
Average stay – nights	3.9	2
Aver spend/night	\$127	\$159

Total expenditure	\$161 million	\$210 million
Domestic Day Trip		
Trips	1,391,000	1,746,000
Aver spend	\$80	\$84
Total Expenditure	\$111m	\$155 million
International Overnight		
Visits	60,000	76,000
Nights	244,000	350,000
Total Expenditure	\$25m	\$35m

The Committee discussed the benefits of having data like this from Tourism Research Australia.

ACTION

THAT the Committee notes the Tourism Research Australia latest tourism statics.

MOVED: Mr Steve Ring **SECONDED:** Mrs Stacey Philips

ITEM 9: MAYORAL BALL

A request from a committee member to have the Mayoral Ball included on the agenda.

The Committee discussed the possibility of hosting a Christmas in July Ball. The Committee agreed to having discussions with the Lithgow Workies and the Chamber of Commerce hosting the ball at the new showroom.

ACTION

THAT the Committee notes the hosting of a Christmas in July Ball

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

ITEM 10: LITHGOW HALLOWEEN 16

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

At the Committee meeting held 2 February 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

At the Council meeting of 21 March 2016 Council resolved

16 – 62 RESOLVED

THAT:

1. Note the minutes of the Tourism Advisory Committee held on the 2 February 2016.
2. Commits \$90,000 in the 2016/2017 budget for Halloween 2016 to allow Council staff to source potential sponsors and start event planning.
3. Includes a tourism membership fee for not for profit groups, being \$0, as part of the Fees and Charges for 2016/2017.

On Tuesday 1 March a Business debrief was held in the Council chambers. Approximately 20 business operators attended.

Update on other progress

Sponsorship

Sponsorship packages were distributed to last year's sponsors being McDonalds, Energy Australia, Centennial Coal and Treeview Estates.

McDonalds, Energy Australia and Centennial Coal have signed as \$10,000 each sponsors.

Sponsorship evening function to be organized for May/June, the Mayor is to confirm with Council staff her availability. The Committee has offered to assist with organising the event.

The Mayor and Mr Steve Ring have offered to meet with the Liquor Accord group to discuss possible sponsorship.

Expressions of interest from local schools and groups.

- Letters for Expressions of interest have been sent to all the schools within the LGA,
- Letters for Expressions of interest all P&F Associations within the LGA,
- Letters for Expressions of interest local theatre and musical groups throughout the LGA.
- Letters for Expressions of interest have been sent to all the dance schools within the LGA.

- Event Coordinator has attended Youth Council meetings
- Discussions have been held with both High School and TAFE as to student involvement in Lithgow Halloween 16.

Project planning

Project Plan with Key Milestones and Budget to be tabled at the next committee meeting.

Marketing Plan

A preliminary marketing plan is being developed and will be submitted to the next TAC committee meeting.

ACTION

THAT the Committee notes the progress of the Lithgow Halloween Festival

MOVED: Mr Steve Ring **SECONDED:** Clr Maree Statham

ITEM 11: GENERAL BUSINESS

NIL

ITEM 12: NEXT MEETING:

Next Meeting: 5.00pm 8th June 2016
Committee Room at Lithgow City Council.

There being no further business the meeting closed at 6.45pm



**LITHGOW CITY COUNCIL
TOURISM ADVISORY COMMITTEE
Terms of Reference**

Committee Name

Tourism Advisory Committee (Committee)

Establishment

The Committee is established under section 355 of the Local Government Act 1993 which states:

*A function of a council may, subject to this Chapter, be exercised:
(b) by a committee of the council*

Resolutions

Resolution to establish the Committee: The Council has had a Tourism Committee since the early 1980s.

Resolution to adopt the Terms of Reference: Minute 09-140 Ordinary Council Meeting 30 March 2009.

Amendment to Terms of Reference: Minute 09-381 Ordinary Council Meeting 14 September 2009.

Amendment to Terms of Reference: Minute 11-126 Ordinary Council Meeting 28 March 2011

Amendment to Terms of Reference: Minute 12-409 Ordinary Council Meeting 5 November 2012

Delegations

The Committee has no delegations from the Council.

Financial Arrangements

Unless expressly resolved by Council the Committee has no powers to commit nor expend any Council funds.

Term of the Committee

The Committee is an ongoing Committee of the Council.

The Council reserves the right to dissolve the Committee at any time by a resolution of the Council.

Committee's Responsibilities

The principal responsibilities of the Committee are to:

- Provide input that assists Council in determining the long term tourism development needs for the Lithgow City Council area.
- Provide input that assists with the development of a Tourism Development Plan for the Lithgow City Council area.
- Provide input that assists with the identification of new tourism businesses and product and growth opportunities for existing tourism businesses.
- Consider potential social, environmental and economic impacts of anticipated tourism growth.
- Provide advice on and input into marketing and promotion of tourism in the Lithgow LGA
- In conjunction with the Council identify, seek out and advocate for tourism development opportunities for the area.
- Work with interest groups to protect and develop the disused Newnes Junction to Wolgan Valley railway corridor as a walking and cycle trail.
- Advise Council on the development and implementation of an annual program of events, promotions and celebrations across the Lithgow region, including Christmas, Easter, Celebrate Lithgow, Lithgow Flash Gift -and other notable events

Councillor Membership

In September each year, the Council shall nominate 2 Councillors to the Committee.

The Mayor by virtue of holding the office of Mayor, is appointed as a member of all committees established by Council. The appointment of the Mayor as a member of any committee established by the Council need not be taken into account when determining a Quorum for a meeting of the Committee. (Council policy 9.2)

Committee Membership

The Committee will be comprised of the following representation:

- Two Councillors (Chairperson and Deputy Chairperson)
 - Lithgow City Council General Manager or his nominee
 - Council's Representative on Blue Mountains, Lithgow and Oberon Tourism Board
 - National Parks and Wildlife Service
 - Six community representatives
 - All members of the Tourism Advisory Committee are to have a broad tourism knowledge and/or skills including in the areas of: financial awareness; marketing and promotions; knowledge of the local product; knowledge of broader product; knowledge of tourism market sectors; and work in/or have worked in a tourism or related business.
 - Lithgow State Mine Rail Railway group (also known as Eskbank Rail Heritage Centre).
- ◆ ~~DELTA Energy Australia~~
- ◆ ~~Lithgow Business Association-Lithgow Region Chamber of Commerce~~

Council officers (non-voting)

- Group Manager Community and Strategy
 - Tourism Manager
- ◆ ~~Economic Development Officer~~

Other industry representatives may be called upon as and when required.

Committee Member Responsibilities

- Observation and compliance with Council's Code of Conduct.
- Observation and compliance with Council's OHS system objectives and instructions.

Appointment

All members of the Committee will be appointed by a resolution of the Council.

A member ceases to be a member of a Committee if the member (other than the Mayor)

- (a) Has been absent from 3 consecutive meetings of the committee without having given reasons acceptable to the committee for the members absences; or
- (b) Has been absent from at least half of the meetings of the Committee held during the immediately proceeding year without having given to the Committee acceptable reasons for the member's absence.

Term of Office of Committee Representatives

The Committee shall be formed following invitation to join the Committee. The term of office shall be for two years unless otherwise resolved by the Council.

Executive Officer

The Tourism Manager shall be the Executive Officer to the Committee.

The Executive Officer shall:

- provide executive support to the Committee
- be responsible for preparing the agenda and minutes of Committee meetings
- be responsible for preparing a report to the Council containing the minutes and, providing staff comment on the recommendations made by the Committee to the Council
- provide to the Committee the outcome and resolutions of the Council regarding each recommendation.

MEETING PRACTICE

Code of Meeting Practice

The meeting procedures outlined in Council's Code of Meeting Practice shall guide the meeting procedures of the Committee unless otherwise outlined below.

Office Holders

The Chair (The Mayor or a Councillor appointed by the Council) shall call for nominations for the position of Deputy Chair at the first meeting after the Committee is established.

The Chair and Deputy Chair shall be appointed for a period of 1 year.

The Deputy Chair will not be a Councillor or member of staff.

Frequency of Meetings

Meetings shall be held bi-monthly on a day and at a time to be determined by the Committee. On the last meeting of each year, the Committee will agree upon the meeting schedule for the following year.

Meeting Protocol

- An agenda will be prepared and distributed 3 working days before each meeting, together with the minutes of the previous meeting.
- A quorum of members is required at all meetings and shall be 50% plus one of all voting members.

Minutes and Reports to Council

- Minutes of meetings will be kept of all meetings and will be reported to the Council.
- Minutes of the Committee meetings may be ratified by email. Minutes must be ratified by at least three (3) members of the committee who were in attendance at the meeting.
- The Minutes of the meeting will be submitted to the Council as soon as possible after the minutes have been ratified.
- The ratified Minutes of the meeting shall be presented to the next meeting of the Committee.

| .

