



**SHIRE OF ASHBURTON
ASHBURTON TOURISM DEVELOPMENT
COMMITTEE MEETING**

PUBLIC MINUTES

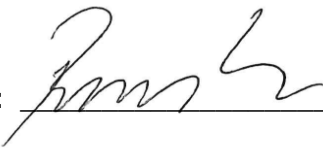
**Ashburton Hall, Ashburton Avenue,
Paraburdoo
12 February 2019
9.30 am**

**MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING
12 FEBRUARY 2019**

SHIRE OF ASHBURTON

ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING

The Chief Executive Officer recommends the endorsement of these minutes at the next Ashburton Tourism Development Committee Meeting.

CEO:  _____

Date: 12.02.2019

These minutes were confirmed by the Committee as a true and correct record of proceedings of the Ashburton Tourism Development Committee Meeting held on 12.02.2019

Presiding Member: _____

Date: _____

DISCLAIMER

The recommendations contained in the Agenda are subject to confirmation by the Committee and/or endorsement by the Council. The Shire of Ashburton warns that anyone who has any application lodged with Council must obtain and should only rely on written confirmation of the outcomes of the application following the Council meeting, and any conditions attaching to the decision made by the Council in respect of the application. No responsibility whatsoever is implied or accepted by the Shire of Ashburton for any act, omission or statement or intimation occurring during a Council meeting.

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1. DECLARATION OF OPENING

The Presiding Member declared the meeting open at 9.32 am.

1.1 ACKNOWLEDGEMENT OF COUNTRY

As representatives of the Shire of Ashburton Council, we respectfully acknowledge the local Indigenous people, the traditional custodians of this land where we are meeting upon today and pay our respects to them and all their elders both past, present and future.

2. ATTENDANCE

2.1 PRESENT

Members:	Cr M Lynch Cr K White Cr L Rumble Cr M Gallanagh Cr L Thomas	Tom Price Ward (Presiding Member) Onslow Ward Paraburdoo Ward Pannawonica Ward Tableland Ward
Staff:	Mr R Paull Mrs S Johnston Mr B Cameron Mr J Bingham Mr I Hamilton Ms A Del Rio Ms C Bryce Ms J Smith Mrs M Lewis Ms K Nicholson	Chief Executive Officer Acting Director Community Services Director Property and Development Services Director Corporate Services Director Infrastructure Services Manager Economic Development and Tourism Manager Building and Facilities Maintenance Executive Coordinator Council Support Officer Executive & Governance Support Officer
Guests:	Cr P Foster Cr R de Pledge Cr D Dias	Tom Price Ward Ashburton Ward Asburton Ward
Members of Public:	There were no members of the public in attendance at the commencement of the meeting.	
Members of Media:	There were no members of the media in attendance at the commencement of the meeting.	

2.1 APOLOGIES

Cr D Diver Tom Price Ward

2.2 APPROVED LEAVE OF ABSENCE

3. ANNOUNCEMENT OF VISITORS

4. DECLARATION BY MEMBERS

4.1 DUE CONSIDERATION BY COUNCILLORS TO THE AGENDA

Councillors Lynch, White, Rumble, Gallanagh and Thomas noted that they had given due consideration to all matters contained in the Agenda presently before the meeting.

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4.2 DECLARATIONS OF INTEREST

Councillors to Note

A member who has an Impartiality, Proximity or Financial Interest in any matter to be discussed at a Council or Committee Meeting, that will be attended by the member, must disclose the nature of the interest:

- (a) In a written notice given to the Chief Executive Officer before the Meeting or;
- (b) At the Meeting, immediately before the matter is discussed.

A member, who makes a disclosure in respect to an interest, must not:

- (a) Preside at the part of the Meeting, relating to the matter or;
- (b) Participate in, or be present during any discussion or decision-making procedure relative to the matter, unless to the extent that the disclosing member is allowed to do so under Section 5.68 or Section 5.69 of the *Local Government Act 1995*.

NOTES ON DECLARING INTERESTS (FOR YOUR GUIDANCE)

The following notes are a basic guide for Councillors when they are considering whether they have an interest in a matter.

These notes are included in each agenda for the time being so that Councillors may refresh their memory.

1. A Financial Interest requiring disclosure occurs when a Council decision might advantageously or detrimentally affect the Councillor or a person closely associated with the Councillor and is capable of being measure in money terms. There are exceptions in the *Local Government Act 1995* but they should not be relied on without advice, unless the situation is very clear.
2. If a Councillor is a member of an Association (which is a Body Corporate) with not less than 10 members i.e. sporting, social, religious and the Councillor is not a holder of office of profit or a guarantor, and has not leased land to or from the club, i.e., if the Councillor is an ordinary member of the Association, the Councillor has a common and not a financial interest in any matter to that Association.
3. If an interest is shared in common with a significant number of electors or ratepayers, then the obligation to disclose that interest does not arise. Each case needs to be considered.
4. If in doubt declare.
5. As stated in (b) above, if written notice disclosing the interest has not been given to the Chief Executive Officer before the meeting, then it **MUST** be given when the matter arises in the Agenda, and immediately before the matter is discussed.
6. Ordinarily the disclosing Councillor must leave the meeting room before discussion commences. The **only** exceptions are:

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- 6.1 Where the Councillor discloses the **extent** of the interest, and Council carries a motion under s.5.68(1)(b)(ii) or the *Local Government Act*; or
- 6.2 Where the Minister allows the Councillor to participate under s.5.69(3) of the *Local Government Act*, with or without conditions.

Declarations of Interest provided:

Item Number/ Name	Type of Interest	Nature/Extent of Interest
There were no Declarations of Interest provided for this meeting.		

5. CONFIRMATION OF MINUTES OF PREVIOUS MEETING

**5.1 ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING
HELD ON 20 NOVEMBER 2018**

Officers Recommendation

<p>Committee Decision</p> <p>MOVED: Cr Rumble SECONDED: Cr WHITE</p> <p>That the Unconfirmed Minutes of the Ashburton Tourism Development Committee Meeting held on 20 November 2018 (ATTACHMENT 5.1) be confirmed as a true and accurate record.</p> <p style="text-align: right;">CARRIED 5/0</p> <p>Councillors Lynch, White, Rumble, Thomas and Gallanagh voted for the motion</p>

6. REFERENCE

6.1 TERMS OF REFERENCE

OBJECTIVES

To identify and develop strategies to promote tourism so there is a positive impact at a regional level.

To advise Council/Councillors on suggested actions the Council should consider to address relevant issues raised with and by the Committee.

ROLES AND RESPONSIBILITIES

With consistency to the REC07 Tourism Policy, advise and recommend to Council/Councillors on the above identified needs, issues and interests of tourism and the most appropriate strategies to address them.

MEETINGS

Membership

Membership of the Shire of Ashburton Tourism Development Committee will be:

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- Six Elected Members of the Shire of Ashburton (one from each Shire Ward)
- One member shall be elected Chairperson one member shall be elected Deputy Chairperson;
- Other interested individuals may attend meetings as guests/observers, with the prior approval of the Chairperson.

Authority

The Committee has no delegated authority and the Shire President is to be the Shire's Spokesperson on issues under the Committee's consideration (irrespective of Committee Membership) unless otherwise authorised by the Shire President. Committee's recommendations will be presented to the next month's Ordinary Meeting of Council (as Committee Minutes).

Budget and Organisational Support

- A dedicated Budget allocation outlining the levels and parameters of support for the activities of the Ashburton Tourism Development Committee is to be decided by Council;
- A relevant Shire employee will attend meetings to provide administrative support including:
 - Preparation and provision of committee agendas and minutes; and
 - Preparation of committee meeting venue, as required.

Term

The term of membership for committee members is to coincide with biennial Local Government Councillor Elections and Council's biennial Council Meeting following (where Committee appointments are made).

Frequency

Meetings are to be held as required (wherever practical, they should correspond with Shire of Ashburton's Ordinary Council Meeting dates and locations).

6.2 REFERENCE DOCUMENTS & KEY AGENCIES

Shire of Ashburton 10 year Community Strategic Plan 2017 – 2027 (Living Life)

The Shire of Ashburton is committed to working with stakeholders to translate the activity in the region into tangible and sustainable gains for local towns and remote Aboriginal Communities. Living Life is the Shire of Ashburton's plan to achieve this. It captures the views of our diverse community, our vision for the future, our planning imperatives and provides direction for the next decade.

SoA Corporate Business Plan 2018 - 2022

The Corporate Business Plan shows the first four years of implementing Living Life, the Strategic Community Plan. The theme of the next four years is "community building – now and for the future". This reflects the challenges and opportunities facing the Shire over the medium term. In the context of both temporary and permanent growth associated particularly with the resources sector, it is critical to build a legacy for the future, while addressing today's pressing needs. The Corporate Business Plan has developed priorities

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in six theme areas. The Plan shows how these priorities will be progressed in the context of a comprehensive approach to service delivery and asset management.

REC07 Tourism Policy 2016

Current Shire of Ashburton Council Policy. The Shire recognises that tourism will continue to be a major employer and contributor to the economy within the Shire of Ashburton, and also that it needs to play an active role to facilitate the growth and development of tourism in Ashburton. The Shire will continue to work with State, regional and tourism industry stakeholders to promote local tourism opportunities.

SoA Tourism Destination Development Strategy 2011

The Strategy identifies key issues that should be addressed by the Shire in order to achieve its full potential as a vibrant visitor destination. The report is divided into three key areas of review namely; Visitor Servicing; Marketing and Destination Promotion; and Tourism Investment.

SoA Economic Development Opportunities Study 2016

RPS Group have undertaken a desktop analysis exercise informed by consultation with local businesses, government agencies and residents undertaken during the development of the Pilbara Regional Investment Blueprint.

Pilbara Tourism Development Plan 2014 (PDC, PRC, Tourism WA)

Through research, analysis and consultation, this project has identified a number of tourism product development priorities for the region over the short-term (i.e. 1-5 years) and long-term (i.e. 5-15 years).

Pilbara Regional Investment Blueprint 2015 (PRC)

The Blueprint is the outcome of extensive engagement and analytical understanding of the region. It has been prepared by the Pilbara Development Commission (the Commission) and it incorporates the efforts, skills and knowledge of local government, key state and federal government agencies and the nongovernment, community and non-profit sectors. The Blueprint has been structured through a logical process of understanding:

- where we are
- where we want to be (and why)
- how we can get there.

Pilbara Region Trails Blueprint Final Report

This report summarises the key features of all the existing and proposed trails in each of the 4 local governments and sets out a plan for the development of a “top priority” trail in each of the 4 local governments.

Pilbara Regional Signage Strategy (UN-ENDORSED DRAFT)

The Strategy supports a consistent tourism experience in the Pilbara. The intent of this Strategy is to provide a framework upon which all future direction on signage within the region can be coordinated. The Strategy forms part of a broader set of projects are designed to contribute to a broader regional destination marketing objective, all leveraging the PTPDP as the overarching strategic vision for the region.

DRAFT Local Government and Tourism Discussion Paper WALGA

This paper identifies the context of tourism for Local Government, its current roles and future roles determined by Local Government feedback, with the backdrop of evidence from the economy Commonwealth and State Government agencies, their strategies and activities as well as other stakeholders.

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Tourism WA -

http://www.tourism.wa.gov.au/Pages/welcome_to_tourism_western_australia.aspx

Tourism WA is the State Government agency responsible for promoting Western Australia as an extraordinary holiday destination. Its focus is on marketing the State; developing, attracting and promoting major sporting, cultural and business events; and supporting the development of significant tourism infrastructure and projects. A wide range of research, reports and statistics on tourism in Western Australia is available.

Australia's North West - <http://www.australiasnorthwest.com/>

Australia's North West Tourism is the peak tourism marketing body for the Kimberley and Pilbara regions of Western Australia. It is responsible for the promotion of the North West as a premier tourism destination in both domestic and international markets on behalf of its members. The activities of Australia's North West Tourism are undertaken with assistance and financial support from the tourism industry and [Tourism Western Australia](#).

Initiatives

Pilbara Development Commission / Tourism WA / Pilbara Regional Council

The Pilbara Tourism Product Development Plan Nov 2014 is the key guiding document for promoting regional tourism in the Pilbara for all agencies (including SoA and ANWT).

The three priority projects from that plan identified by the Steering Committee for implementation are:

1. Regional Tourism Trails.
2. Regional/ Destination Marketing: which is split into increased signage in the Pilbara, Digital/Mobile engagement and Targeted online marketing campaign.
3. A Diverse Range of Accommodation.

The Warlu Way falls across both the Regional Signage Strategy and the Pilbara Region Trails Masterplan.

Of these three priority areas PRC is the lead agency on:

1. Regional Tourism Trails (SoA identified its key project in this as upgrading the Ian Blair Boardwalk and new interpretive signage; this was also the subject of one of three recent PDC grant applications).
2. Regional/Destination Marketing: increased signage in the Pilbara and Digital/Mobile Engagement. SoA utilised the regional signage strategy in another of its PDC grant applications; for Info Bays and signage.

ANWT is the lead agency for the targeted online marketing campaign.

PDC is the lead agency on diverse range of accommodation.

Each group in the Steering Committee works collaboratively on these projects e.g. Tourism WA, PDC and PRC all work together on the Camping with Custodians initiative, as an example of diverse range of accommodation.

RV Friendly status is another example of the diverse range of accommodation priority (although it was endorsed by the PRC Council at a later date).

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Pilbara Regional Council (disbanded)
The PRC undertook the following in conjunction with the above projects.
<ul style="list-style-type: none"> 1. Signage for the Warlu Way 2. A digital media strategy <ul style="list-style-type: none"> ○ Digital Mobile Engagement ○ Mobile App 3. The trails project <ul style="list-style-type: none"> ○ Regional Tourism Trails ○ Pilbara Trails Blueprint <ul style="list-style-type: none"> ▪ Ian Blair Boardwalk & interpretation signage (Grant application) ○ Unique Driver Rest Stops in the Pilbara ○ RV Friendly Feasibility Study ○ Regional Signage Strategy ○ Regional Brand Signage
Visitor Centres Back Office Federation
Visitors Centre Website Management
Old Onslow Conservation Plan and Tourism
Welcome Wi-Fi (Roadside Rest Stops & Public Centres)
Regional Event Attraction
Destination Pilbara
Regional Investment Tour
Pilbara Mountain Bike Master Planning
East x West Forum
PRC / PDC Joint Projects
Tourism Capacity Building / Camping with Custodians
Provision of Wi-Fi at Karijini
Shire of Ashburton Projects
Information Bays – Grant
Shell Museum - Grant

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7. AGENDA ITEMS

7.1 ONSLOW WATER TANKS PUBLIC ART PROJECT

MINUTE: 493/2018

FILE REFERENCE:	ED01.01
AUTHOR'S NAME AND POSITION:	Anna Del Rio Manager Economic Development and Tourism
AUTHORISING OFFICER AND POSITION:	Rob Paull Chief Executive Officer
NAME OF APPLICANT/ RESPONDENT:	Not Applicable
DATE REPORT WRITTEN:	30 January 2019
DISCLOSURE OF FINANCIAL INTEREST:	The author and the authorising officer have no financial, proximity or impartiality interests in the proposal.
PREVIOUS MEETING REFERENCE:	Not Applicable

Summary

The report is presented to the Ashburton Tourism Development Committee to seek guidance in relation to the progression of a mural project for the Onslow Water Tanks and long term 'Water Tank Art Trail' from Onslow and the towns Tom Price and Paraburdoo.

With respect to the Onslow Water Tanks, the Water Corporation supports the project in principle and has provided the Shire with a \$50,000 contribution to the project. This report suggests what steps should be taken to commence the project.

Background

In numerous cities across the world, 'Street art' has evolved into an acceptable and widespread desirable art form. What started as a subversive and radical act of creative vandalism is now popularised and adorned on buildings and landmarks worldwide as a creative intervention in the urban landscape.

In Australia, murals on active and decommissioned water tanks and silos are becoming more and more popular, they're representing a new national trend with constant new mural developments across the nation, proving to be an innovative way of re-activating spaces. Whether they are silos or water tanks, painting on large canvases has become a means revitalising towns as well as driving increased tourism and local economic development.

Some of the outcomes of mural projects throughout Australia have been and continue to bring socio-economic benefits to the towns in which they are located and revitalize the communities. The media also continues to report of the positive impacts, which include but not limited to:

- Economic rejuvenation for rural communities;
- Increased trade for local businesses;

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- Murals being tourist attractions and unique landmarks in their own right, causing traffic to stop where they would normally motorist would keep on driving, also generating a huge social media following;
- A boost for community spirit and pride; and
- Development of regional trails

The most recent and highly successful 'Silo Art Trail' is the *Public Silo Trail of WA* with murals on grain silos in Northam, Ravensthorpe, Merredin, Albany, Newdegate and Pingrup, and on public walls and transformer boxes throughout Katanning.

The City of Karratha is in the process of undertaking a similar venture on Water Corporation water tanks in Karratha. After following an expression of interest process which didn't result into a successful artist appointment the City is currently seeking curatorial assistance to lead the project entirely. Water Corporation and Town of Port Hedland are investigating the installation of lighting for the water tower in South Hedland. Given the regional involvement in creating public art projects, the intent is to maximise the momentum and develop an attraction for the Shire's main townships starting with Onslow as well as being part of a regional theme.

Over the last 12 months there have been numerous preliminary conversations between the Shire president, Shire staff and Water Corporation (owners of the Onslow water tanks) about progressing a public art project on the Onslow water tanks. As Committee will be aware, the President was instrumental in progressing the Water Corporation have providing the Shire with a funding contribution of \$50,000 to assist the project costs. Water Corporation representatives and have advised that they will require the Shire to prepare a 'plan' as to the public arts project on their tanks and for the expenditure of the \$50,000.

A draft and working project brief has been developed which summarises the Onslow Water Tank Project aims, location, project process, deliverables and timeline, suggested project working group, artist recruitment, community engagement, risk management and estimate budget (**ATTACHMENT 7.1A**). A public art trail (murals) has also been strategically identified as an outcome to pursue in the draft Economic & Tourism Development Strategy.

A contract exists between the Shire and Water Corporation which outlines the terms of the funding and its acquittal, maintenance requirements and responsibilities. The main aspects of the contract and the agreed aspects are:

- the public art projects is to be in the form of a mural
- the theme of the mural is to be around the topics of: water and/or local history and heritage
- the Shire is to spend the \$50,000 contribution by December 2019 and provide an Acquittal Report by 30 January 2020
- the Shire is responsible for the costs associated with preparing the site for the mural and the ongoing necessary maintenance costs
- the community is to be included in the project evolution
- consult with Police and Main Roads WA
- liaise with Water Corporation at throughout all stages of the project
- the establishment of a project group with key stakeholders
- the Shire is to keep detailed records of expenditure and provide these to Water Corporation

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Comment

The following provides the process to progress the mural project for the Onslow Water Tanks and long term 'Water Tank Art Trail'.

Seek quotes

For the following reasons, it is recommended that the Shire directly approaches several artists to secure quotes instead of going through an Expression of Interest process or publicising a Request for Quote on Walga/Tenderlink:

- Considering City of Karratha's unsatisfying experience with securing high caliber submissions
- The difficulty in recruiting highly talented mural artists especially due to the region's remoteness
- The limited reach of an EOI and/or WALGA/Tenderlink systems (many artists, especially internationally renowned artist don't have access to these platforms)
- Reduced time and effort put into other forms of artist recruitment.

Research has been undertaken in regards to talented and renowned mural artists whom can be contacted in regards to the Onslow water tank mural project. Whilst researching consideration has been given to:

- Artists who can perform at a large scale
- Artists who have partaken similar projects in remote communities
- Provenance (limited or no regional artists found, the lists contains Australian and overseas artists)
- The style (ensuring applying a particular artist style would not appear 'odd' or inappropriate in Onslow)
- Most renowned mural artists in Australia and worldwide

A list of 15 artists whom (from research) are believed to be more than capable of painting the Onslow water tanks has been established (**ATTACHMENT 7.1B**) for consideration. The list features the artists' name, provenance, style, where they have worked and 2 images of their artwork for reference.

It is recommended that the Shire prepares a comprehensive project brief and approaches the artists included in the list to obtain quotes (from those who are reachable and interested). It is important that the artists conducts community consultation (facilitated by the Shire).

Once quotes have been received these will be reviewed with recommendations brought to a Tourism Development Committee meeting to further discuss. An ideal situation sees an artist to be engaged by February/March 2019 and for the works to commence in the upcoming 2019 winter season. However project timeframes will depend on the artist chosen and his/her availability.

Water tanks surface preparation

The Shire would need to undertake a Request for Quotation for a mural project which includes site preparation, consultation and community workshops, design drafts and project execution.

Estimated project costs

It is suggested the Shire should make the \$50,000 contribution from Water Corporation available to put towards all artists costs (accommodation, food, travel, workshops and materials). Water Corporation (as stated in the contract) have stated the need for the water tank surfaces to be prepared prior to painting. The Shire is also expected to cover this cost.

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Consultation

Executive Management Team
Manager - Customer & Stakeholder, North West Region (Water Corporation)

Statutory Environment

Complies with all statutory requirements.

Financial Implications

As part of the 2019-2020 budget bid process the Shire should consider funding any other aspects of the Onslow water tank mural project which is estimated to be around \$130K. This may also require corporate or sponsorship funding. The acquittal date for the \$50K provided by Water Corporation is December 2019.

Strategic Implications

Shire of Ashburton 10 Year Community Strategic Plan 2017-2027

Goal 1 Vibrant and Active Communities

Objective 01: Connected, caring and engaged communities

Objective 04: A rich cultural life

Goal 2 - Economic Prosperity

Objective 3 – Well-managed tourism

Goal 3 Unique Heritage and Environment

Objective 03: Celebration of history and heritage

Goal 4: Quality Services and Infrastructure

Objective 1 – Quality public infrastructure

Risk Management

This item has been evaluated against the Shire of Ashburton's Risk Management Policy CORP5 Risk Matrix. The perceived level of risk is considered to be "Low" as the outcomes of the report do not pose a risk to the Shire's operations.

Policy Implications

There are no known policy implications for this matter.

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Voting Requirement
Simple Majority Required

Committee Decision

MOVED: Cr L Rumble

SECONDED: Cr M Gallanagh

That with respect to the Onslow Water Tanks Public Art Project and the vision to develop and be part of a regional mural trail, the Tourism Development Committee recommends that Council:

1. Seek quotes from persons listed in ATTACHMENT 7.1B for a mural project which includes site preparation, consultation and community workshops, design drafts and project execution;
2. Request the Chief Executive Officer to pursue grant/commercial funding to support the mural project;
3. Request the President and Chief Executive Officer to approach Rio Tinto to investigate similar mural projects and contributions for their water tanks in Tom Price and Paraburdoo in order to achieve a 'Water Tank Art Trail' for the Shire; and
4. Request the Chief Executive Officer to pursue a 'Water Tank Art Trail' for relevant Pilbara and Gascoyne towns with similar 'public art' trail possibilities.

CARRIED 4/1

**Councillors Lynch, White, Rumble, and Gallanagh
voted for the motion**

Councillor Thomas voted against the motion

8. NEXT MEETING

The next Ashburton Tourism Development Committee meeting will be held at a time and date to be confirmed.

9. CLOSURE OF MEETING

The Presiding Member closed the meeting at 9.41 am.