



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

**PUBLIC MINUTES**

**Council Chambers, Onslow Shire Complex  
Second Avenue Onslow  
21 May 2019  
9.30 am**

**MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING  
21 MAY 2019**

**SHIRE OF ASHBURTON**

**ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING**

The Chief Executive Officer recommends the endorsement of these minutes at the next Ordinary Meeting of Council.

CEO:  \_\_\_\_\_

Date: 15.05.2019

These minutes were confirmed by Council as a true and correct record of proceedings of the Ashburton Tourism Development Committee Meeting held on 21 May 2019.

Presiding Member:  \_\_\_\_\_

Date: 15/8/19

**DISCLAIMER**

*The recommendations contained in the Agenda are subject to confirmation by the Committee and 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.*

**MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING  
21 MAY 2019**

<b>1.</b>	<b>DECLARATION OF OPENING.....</b>	<b>4</b>
1.1	ACKNOWLEDGEMENT OF COUNTRY .....	4
<b>2.</b>	<b>ATTENDANCE .....</b>	<b>4</b>
2.1	PRESENT.....	4
2.1	APOLOGIES.....	4
2.2	APPROVED LEAVE OF ABSENCE.....	4
<b>3.</b>	<b>ANNOUNCEMENT OF VISITORS.....</b>	<b>4</b>
<b>4.</b>	<b>DECLARATION BY EMBERS.....</b>	<b>4</b>
4.1	DUE CONSIDERATION BY COUNCILLORS TO THE AGENDA.....	4
4.2	DECLARATIONS OF INTEREST.....	4
<b>5.</b>	<b>CONFIRMATION OF MINUTES OF PREVIOUS MEETING .....</b>	<b>6</b>
5.1	ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING HELD ON 12 FEBRUARY 2019 .....	6
<b>6.</b>	<b>REFERENCE.....</b>	<b>6</b>
6.1	TERMS OF REFERENCE .....	6
6.2	REFERENCE DOCUMENTS & KEY AGENCIES .....	7
<b>7.</b>	<b>AGENDA ITEMS .....</b>	<b>11</b>
7.1	REEF TO RANGE PHOTO COMPETITION 2019/20.....	11
7.2	STAKEHOLDER FEEDBACK: DRAFT ECONOMIC AND TOURISM DEVELOPMENT STRATEGY.....	15
<b>8.</b>	<b>NEXT MEETING.....</b>	<b>18</b>
<b>9.</b>	<b>CLOSURE OF MEETING .....</b>	<b>18</b>

**MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING  
21 MAY 2019**

**1. DECLARATION OF OPENING**

The Presiding Member declared the meeting open at 9.30 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**

<b>Members:</b>	Cr M Lynch Cr K White Cr L Rumble Cr M Gallanagh Cr D Diver	Tom Price Ward (Presiding Member) Onslow Ward Paraburdoo Ward Pannawonica Ward Tom Price Ward
<b>Staff:</b>	Mr R Paull Mrs S Johnston Ms A Del Rio Ms J Smith Ms K Nicholson	Chief Executive Officer Acting Director Community Services Manager Economic Development and Tourism Executive Coordinator Executive and Governance Support Officer
<b>Guests:</b>		Cr Dias and Cr de Pledge
<b>Members of Public:</b>	There were no members of the public in attendance at the commencement of the meeting.	
<b>Members of Media:</b>	There were no members of the media in attendance at the commencement of the meeting.	

**2.1 APOLOGIES**

Cr L Thomas      Tableland Ward

**2.2 APPROVED LEAVE OF ABSENCE**

**3. ANNOUNCEMENT OF VISITORS**

There were no visitors in attendance

**4. DECLARATION BY MEMBERS**

**4.1 DUE CONSIDERATION BY COUNCILLORS TO THE AGENDA**

Councillors White, Rumble, Lynch, Gallanagh, and Diver are requested to acknowledge during the meeting that they have given due consideration to all matters contained in the Agenda.

**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:

**MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING  
21 MAY 2019**

- (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:
  - 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.



# MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 21 MAY 2019

## **MEETINGS**

### **Membership**

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

- 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.

**MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING  
21 MAY 2019**

**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 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.



**MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING  
21 MAY 2019**

**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.

**Tourism WA -**

[http://www.tourism.wa.gov.au/Pages/welcome\\_to\\_tourism\\_western\\_australia.aspx](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).

**MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING  
21 MAY 2019**

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).

**Pilbara Regional Council (disbanded)**

The PRC undertook the following in conjunction with the above projects.

1. Signage for the Warlu Way
2. A digital media strategy
  - o Digital Mobile Engagement
  - o Mobile App
3. The trails project
  - o Regional Tourism Trails
  - o Pilbara Trails Blueprint
    - Ian Blair Boardwalk & interpretation signage (Grant application)
  - o Unique Driver Rest Stops in the Pilbara
  - o RV Friendly Feasibility Study
  - o Regional Signage Strategy
  - o 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

**MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING  
21 MAY 2019**

**7. AGENDA ITEMS**

**Declaration of Interest**

***Prior to consideration of this Agenda Item.***

***Cr Diver declared an impartial interest.***

***See item 6.2 for details of the interest declared.***

**RECORDED ON REGISTER GV07**

**7.1 REEF TO RANGE PHOTO COMPETITION 2019/20**

**MINUTE:** 554/2019

<b>FILE REFERENCE:</b>	ED01.01
<b>AUTHOR'S NAME AND POSITION:</b>	Anna Del Rio Manager Economic Development and Tourism
<b>AUTHORISING OFFICER AND POSITION:</b>	Rob Paull Chief Executive Officer
<b>NAME OF APPLICANT/RESPONDENT:</b>	Not Applicable
<b>DATE REPORT WRITTEN:</b>	12 April 2019
<b>DISCLOSURE OF FINANCIAL INTEREST:</b>	The author and the authorising officer have no financial, proximity or impartiality interests in the proposal.
<b>PREVIOUS MEETING REFERENCE:</b>	Not Applicable

**Summary**

The Ashburton Tourism Development Committee (ATDC) is requested to recommend that Council endorse the *Reef to Range Photo Competition 2019/20* ('*Photo Competition*') to promote the Shire and allocate \$6,000 for the cash prizes.

**Background**

The aim of the *Photo Competition* is to collect a high calibre suite of photos that showcase the beauty and the characteristics of the Shire of Ashburton, and can then be used for our own promotional purposes.

In addition to the benefits associated with a high level of community engagement, the photo competition is an extremely cost effective way to gather an extensive tourism based image library.

The Shire is increasing its destination marketing activities through printed publications such as visitor guides and brochures, as well as digital platforms including Facebook, Instagram and websites. These activities require high quality images which help promote our towns, attractions and local businesses, as well as portray a true sense of place.

## MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 21 MAY 2019

A *Photo Competition* would also address the negative branding which is associated with the Pilbara (as per a recent research study conducted by Tourism WA about consumers' perspective of the Pilbara):

- Knowledge of the Pilbara region as a tourist destination is low and perceptions are often negative (including Karijini which has low visitor awareness);
- Visitors who have been to the region think of the Pilbara as 'red dirt', non-visitors think of it as 'mining';
- The Pilbara region lacks a clear identity, it is most known for 'mining';
- People are not motivated to visit the Pilbara for a holiday;
- Motivation for people who have visited is mostly work related;
- The Pilbara region is not perceived as a tourism destination in its own right; and
- Compared to other tourist regions of WA, the Pilbara held the least overall appeal as a destination for a holiday or short break.

An increased and varied image library will assist to overcome these perceptions, create a greater understanding of the sights and locations to be visited and brand the Pilbara as a proper holiday destination.

Similar projects are being carried out by other Visitor Centres across Australia with great success, and the Tom Price Visitor Centre (TPVC) staff have expressed a strong desire to run a photo competition on behalf of the Shire. Following the competition, the Shire will be able to use the gallery of tourism images in promotional material such as the holiday guide magazine, Shire Directory, website, printed brochures, destination marketing campaigns, as well as social media and other digital platforms.

### **Comment**

The *Photo Competition* aims to cover all geographical areas of the Shire, from inland to coastal. Photographs must be taken anywhere in the Shire of Ashburton, including Tom Price, Karijini and Millstream National Parks, Paraburdoo, Pannawonica, Onslow, Old Onslow and coastal of islands of the Shire.

To entice entry from a broad selection of photographers, tourists, local residents and a young audience, the competition is suggested to have three simple categories, without tightly defined themes.

Below is a summary of the recommended competition categories and prizes for the *Photo Competition*:

- **Inland Pilbara**

**Adult (18 years old and over):**

**Youth (17 years old and under):**

**Prize: \$1,000**

**Prize: \$500**

Description: We're looking for those 'uniquely Pilbara' shots, showcasing what makes the inland Pilbara so majestic, subjects can include wildlife, gorges, road trips, ranges, night skies, landscapes, events held inland, food & drinks.

## MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 21 MAY 2019

- **Coastal Pilbara**

**Adult (18 years old and over):**

**Youth (17 years old and under):**

**Prize: \$1,000**

**Prize: \$500**

Description: Seeking images of the coastal and marine locations and subjects of the Pilbara. These may include wildlife, marine life, ocean, beaches, and islands, boating and fishing activities, road trips, and night skies, events held along the coast, food & drinks.

- **Overall Competition Winner**

Prize: \$3,000 (**open to both Adult and Youth groups**)

Description: The judging panel will select three photos, excluding category winners, from all photos submitted. These will be posted on several Facebook pages, and the photo with the most combined likes will be deemed the winner.

In order for the proposed *Photo Competition* to achieve the widest possible reach support from Australia's North West (ANW), the Pilbara Tourism Association (PTA) and the Department of Biodiversity, Conservation & Attractions has been sought. These stakeholders have all expressed their enthusiasm towards the project and will assist in promoting the competition, sharing content and also in judging. In addition to providing greater reach, and in turn a larger suite of photographic material, this support also adds to the credibility and professionalism of the campaign.

Including ANW and PTA on this project further develops the positive relationships for collaboration for future campaigns.

It is proposed that the *Photo Competition* will run from end of May 2019 until end of January 2020, with winners anticipated to be announced late-February and early March 2020.

Please refer to **ATTACHMENT 7.1** for the full Photo Competition (draft) Terms & Conditions.

### **Consultation**

Executive Management Team  
Manager Media & Communications  
Tom Price Visitor Centre  
Australia's North West  
Pilbara Tourism Alliance  
Department of Biodiversity Conservation and Attractions

### **Statutory Environment**

There are no known statutory impediments for this matter.

### **Financial Implications**

The competition will cost \$6,000 and be allocated from existing funds from Job no. CS020 - Projects and Consultancy. No variation to the 2018/19 Budget is required.

### **Strategic Implications**

Shire of Ashburton Strategic Community Plan 2017-2027 Living Life  
Goal 2 - Economic Prosperity  
Objective 3 – Well-managed tourism

**MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING  
21 MAY 2019**

Tom Price Visitor Centre Business Plan

Priority Tasks: Destination Marketing

Create regionally engaging content for social posts and website

Collate image library and procure images for iconic regional experiences

**Risk Management**

Adoption of 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'

**Policy Implications**

REC07 - Tourism Policy

**Voting Requirement**

Simple Majority Required

**Officers Recommendation and Committee Decision**

**MOVED: Cr L Rumble**

**SECONDED: Cr D Diver**

That with respect to the Reef to Range Photo Competition 2019/20, the Ashburton Tourism Development Committee recommend Council:

1. **Endorse the concept and actions associated with undertaking the Reef to Range Photo Competition 2019/20;**
2. **Endorse the categories, judging processes and Terms and Conditions of the Reef to Range Photo Competition 2019/20 (ATTACHMENT 7.1);**
3. **Allocate \$6,000 for prizes associated with the Reef to Range Photo Competition 2019/20 from existing funds from the 2018/19 Budget; and**
4. **Nominate the following members of the Ashburton Tourism Development Committee participate in the Reef to Range Photo Competition 2019/20 judging panel:**
  - \* **Cr D Diver**
  - \* **Cr M Gallanagh**
  - \* **Cr L Rumble**
  - \* **Cr M Lynch**

**CARRIED 5/0**

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

**MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING  
21 MAY 2019**

**7.2 STAKEHOLDER FEEDBACK: DRAFT ECONOMIC AND TOURISM DEVELOPMENT STRATEGY**

**MINUTE:** 555/2019

<b>FILE REFERENCE:</b>	ED01.01
<b>AUTHOR'S NAME AND POSITION:</b>	Anna Del Rio Manager Economic Development & Tourism
<b>AUTHORISING OFFICER AND POSITION:</b>	Rob Paull Chief Executive Officer
<b>NAME OF APPLICANT/RESPONDENT:</b>	Not Applicable
<b>DATE REPORT WRITTEN:</b>	2 May 2019
<b>DISCLOSURE OF FINANCIAL INTEREST:</b>	The author and the authorising officer have no financial, proximity or impartiality interests in the proposal.
<b>PREVIOUS MEETING REFERENCE:</b>	Not Applicable

**Summary**

The Ashburton Tourism Development Committee (ATDC) is requested to recommend that Council note the submissions from stakeholders received in relation to the draft *Economic and Tourism Development Strategy (the Strategy)* and adopt the changes to the Strategy as recommended.

**Background**

At the Ordinary Meeting of March 2019, Council resolved as follows:

*“That with respect to the draft Strategy for Stakeholder Feedback, that Council:*

- 1. Receive the Economic and Tourism Development Strategy (ATTACHMENT 11.3) and accepted as a ‘draft’; and*
- 2. Request the Chief Executive Officer share the draft Economic and Tourism Development Strategy with relevant stakeholders inviting further feedback for a period of not less than 21 days; and*
- 3. Request the Chief Executive Officer at the earliest opportunity to refer the draft Economic and Tourism Development Strategy via the Ashburton Tourism Development Committee with any comments from stakeholders.”*

**Comment**

The draft *Strategy* was shared with all stakeholders who were part of the consultation phase and 12 submissions were received from the following stakeholders:

- Australia’s North West
- Department of Biodiversity, Conservations & Attractions
- Gumala Enterprises
- Yinhawangka Aboriginal Corporation
- Lestok Tours

## MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING 21 MAY 2019

- Nintirri
- Onslow Chamber of Commerce
- Ocean View Caravan Park
- Pilbara Development Commission
- Tourism Western Australia
- West Oz Active Adventures
- Yindjibarndi Aboriginal Corporation

The submissions received are a combination of both positive and negative feedback, including clear suggestions to add and/or edit particular sections of the Strategy. Full details of the submissions are provided in **ATTACHMENT 7.2B**.

It is recommended that once all stakeholder suggested changes are reviewed and where relevant, incorporated in the *Strategy*, the document will be reviewed and which may result in the *Strategy* having a different format.

### **Consultation**

Executive Management Team

### **Statutory Environment**

There are no known statutory impediments for this matter.

### **Financial Implications**

There are no financial implications for the 2018/19 Budget. The cost for the development of the Strategy was approximately \$43,000 and provisioned in the budget.

### **Strategic Implications**

Shire of Ashburton Strategic Community Plan 2017-2027 Living Life  
Goal 2 - Economic Prosperity  
Objective 3 – Well-managed tourism

The development of a strategy is specifically highlighted in Goal 2 as follows:

*“Develop a Shire Economic Development Strategy that includes engagement with industry and government to support local economic development initiatives”.*

Under Objective 03, “Well-managed tourism” specifically refers to the following:

*“Work with the tourism industry, key stakeholders and agencies to collaboratively develop a regional Tourism Strategy that promotes the unique Pilbara offering of distinctive landscapes, seascapes and communities”.*

### **Risk Management**

Adoption of 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’

### **Policy Implications**

REC07 - Tourism Policy

### **Voting Requirement**

Simple Majority Required



**MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING  
21 MAY 2019**

**Officers Recommendation**

That with respect to the draft *Economic and Tourism Development Strategy*, the Ashburton Tourism Development Committee recommend Council:

1. Note the submissions as provided in **ATTACHMENT 7.2B**;
2. Adopt the changes to the *Economic and Tourism Strategy* as recommended in **ATTACHMENT 7.2B**; and
3. Request the Chief Executive Officer to make the necessary formatting changes to the document for it to feature a clearer and more impactful strategy component.

**Committee Decision**

**MOVED: Cr L Rumble**

**SECONDED: Cr D Diver**

That with respect to the draft *Economic and Tourism Development Strategy*, the Ashburton Tourism Development Committee recommend Council:

1. **Note the submissions as provided in ATTACHMENT 7.2B;**
2. **Adopt the changes to the Economic and Tourism Development Strategy as recommended in ATTACHMENT 7.2B; and**
3. **Request the Chief Executive Officer to make the necessary formatting changes to the document for it to feature a clearer and more impactful strategy component and be referred back to the Committee for final approval.**

**CARRIED 5/0**

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

**Reason for change of recommendation:** Committee concluded to reflect the importance of the Economic and Tourism Development Strategy to the Shire, the final draft (with the modifications as addressed in the Report) should be approved by the Committee.

**MINUTES - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING  
21 MAY 2019**

**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 9.55 am.