



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

MINUTES

**Clem Thompson Sports Pavilion, Stadium
Road, Tom Price
23 April 2018
10.30 am**

**AGENDA - ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING
23 APRIL 2018**

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: 23/4/2018

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

Presiding Member: _____

Date: __/__/__

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.

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1. DECLARATION OF OPENING

The Chief Executive Officer declared the meeting open at 10.32 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 and present.

1.2 ELECTION OF CHAIRPERSON

The members of a committee are to elect a presiding member from amongst themselves in accordance with Schedule 2.3 of the Local Government Act 1995 (S5.12 Local Government Act 1995).

Cr White nominated Cr Lynch to the position of presiding member. Cr Lynch accepted the nomination.

There being no further nominations the Chief Executive Officer declared Cr Lynch to be elected as the Presiding Member of the Pilbara Regional Waste Management Facility Committee for the ensuing two (2) years to October 2019.

Cr Lynch assumed the chair as presiding member.

2. ATTENDANCE

2.1 PRESENT

Members:	Cr K White Cr L Rumble Cr D Diver Cr M Lynch Cr M Gallanagh Cr L Thomas	Onslow Ward Paraburdoo Ward Tom Price Ward Tom Price Ward (Presiding Member) Pannawonica Ward Tableland Ward
Staff:	Mr R Paull Mr B Hall Ms A Del Rio Ms J Smith Mrs M Lewis	Chief Executive Officer Acting Director Strategic and Community Development Manager Economic & Tourism Development Executive Officer CEO & Councillor Support Officer
Guests:	Cr Foster	Tom Price Ward
Staff in Attendance:	Dee Walkington Kevin Hannagan John Bingham Lee Reddell Sharmayne Halliday	
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.	

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2.1 APOLOGIES

There were no apologies.

2.2 APPROVED LEAVE OF ABSENCE

There were no Councillors on 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, Diver, Lynch, Gallanagh and Thomas noted that they had given due consideration to all matters contained in the Agenda presently before the meeting.

4.2 DECLARATIONS OF INTEREST

Councillors to Note

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

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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.

Declarations of Interest provided:

Item Number/ Name	Type of Interest	Nature/Extent of Interest
There were no interests declared.		

5. CONFIRMATION OF MINUTES OF PREVIOUS MEETING

**5.1 ASHBURTON TOURISM DEVELOPMENT COMMITTEE MEETING
HELD ON 24 MAY 2016 & 21 JUNE 2016**

Officers Recommendation and Committee Decision

MOVED: Cr L Rumble

SECONDED: Cr K White

That the Minutes of the Ashburton Tourism Development Committee Meeting held on 24 May 2016 and 21 June 2016, be confirmed as a true and accurate record.

CARRIED 5/1
Crs Lynch, Diver, White, Gallanagh, Rumble voted for the motion
Cr Thomas voted against the motion

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.

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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:

- 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).

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6.2 REFERENCE DOCUMENTS & KEY AGENCIES

<p>Shire of Ashburton 10 year Community Strategic Plan 2017 – 2027 (Living Life)</p> <p>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.</p> <p>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.</p>
<p>SoA Corporate Business Plan 2013</p> <p>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.</p> <p>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.</p>
<p>REC07 Tourism Policy 2014</p> <p>Current Shire of Ashburton Council Policy.</p> <p>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.</p> <p>The Shire will continue to work with State, regional and tourism industry stakeholders to promote local tourism opportunities.</p>
<p>SoA Tourism Destination Development Strategy 2011</p> <p>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.</p>
<p>SoA Economic Development Opportunities Study 2016</p> <p>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.</p>
<p>Pilbara Tourism Development Plan 2014 (PDC, PRC, Tourism WA)</p> <p>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).</p>
<p>Pilbara Regional Investment Blueprint 2015 (PRC)</p> <p>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:</p> <ul style="list-style-type: none"> • where we are • where we want to be (and why) • how we can get there.

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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.
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:
<ol style="list-style-type: none"> 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:
<ol style="list-style-type: none"> 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).

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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

The PRC are undertaking 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

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7. AGENDA ITEMS

7.1 DEVELOPMENT OF AN ECONOMIC AND TOURISM DEVELOPMENT STRATEGY

MINUTE: 338/2018

FILE REFERENCE:	ED01.01
AUTHOR'S NAME AND POSITION:	Anna Del Rio Manager Economic Development & Tourism
AUTHORISING OFFICER AND POSITION:	Anika Serer Director Strategic & Community Development
NAME OF APPLICANT/RESPONDENT:	Not Applicable
DATE REPORT WRITTEN:	26 March 2018
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 Committee is requested to seek Council's endorsement of a proposed scope for development of an Economic and Tourism Development Strategy by an appropriate consultant.

Background

The Shire's only strategy relevant to Tourism and Economic Development is the Tourism Destination Development Strategy (2011). This strategy contains a number of objectives and actions that have been achieved. Some of these are signage projects (information bays); re-vamping of the Tom Price Visitor Centre; the Economic Development Opportunities Study; creation of a tourism brand for posters & signage; and the appointment of an Economic & Tourism Development Officer (referred to as a Tourism Development Officer in the strategy).

The Shire has shown commitment to the development of tourism and local economy by appointing a Manager and allocating a tourism budget. It has become imperative that due to the Shire's heavy reliance on the mining and energy industries, the Shire needs to pursue other opportunities for economic development, which translates into the adoption of a sound strategic plan.

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Rationale – why a Strategy?

To strategically assist the Shire to pursue ways of diversifying its economy from the dominating mining and energy sectors, with a focus on tourism. Tourism has been identified as a strong contributor to the local economy.

The role of an Economic and Tourism Development Strategy (ETDS) is to drive the Shire's projects and activities around local economy and tourism.

ETDS Deliverables

It is intended that an ETDS will strengthen the capacity of the Shire's economy to:

- diversify from the mining and energy sectors
- increase employment, business and investment opportunities
- promote local business development and private investment
- enhance facilities that service both residents and visitors
- strengthen relationships and communication with stakeholders and communities
- make the most of the local resources and assets, including human capital
- make the Shire an attractive and desirable place to live and work

More particularly from a tourism perspective, it is expected that the Strategy focuses around:

- fostering increased tourism
- improving the region's brand awareness
- increasing tourism visitation and lengths of stay including through digital means
- promoting and marketing current and up-coming tourism projects and assets through brand awareness and digital media
- maximizing relationships with Australia's North West, Tourism WA and Destination WA
- proactively responding to and engaging in regional and state tourism campaigns
- servicing the needs of a variety of visitors (e.g. Grey Nomads, European Backpackers, the China market)
- facilitating and attracting tourism developments
- maximising nature based, adventure, industrial and heritage & arts tourism
- assisting the business community with linkages to regional, state and national tourism programs

The ETDS should provide a SMART based implementation plan (Specific, Measurable, Achievable, Timely, Realistic) with a localised approach that addresses the following aspects:

- Value adding opportunities deriving from the mining & energy sectors
- Alternative forms of employment
- Ways of stimulating local economy including: business and investment attraction methods
- Unlocking and maximising local human capital (including business development and professional development opportunities for FIFO families)
- Facilitate land use, planning and availability
- Foster business dynamisms and collaboration
- Supporting established businesses and creating a culture that encourages entrepreneurship
- Identify clear economic development projects (prioritised over a five year period with budget and resourcing requirements identified) that reflect the nine regional pillars (areas of opportunity) identified in the Pilbara Development Commission

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Regional Investment Blueprint.

The Strategy should acknowledge the different fabric, economic and tourism needs of each of the Shire's towns and that they may require different strategic directions.

Procurement Process

- A Request for Quote (RFQ) outlining the desired deliverables above has been drafted
- The RFQ will be available on Tenderlink for 3 weeks
- Submissions will be reviewed by Manager of Economic Development and Tourism, Director of Strategic and Community Development in consultation with the Chief Executive Officer
- Consultant will be awarded depending on responses to criteria (Experience 30%, Capacity 20%, Fees & Charges 50%)

Project Stages & Suggested Engagement Process for Consultant

- Deadline: It is intended to present the Economic Development Strategy to the Council for adoption no later than the **20 November 2018** Ordinary meeting of Council.
- The Consultant will be required to travel to and within the Shire (Tom Price, Onslow, Paraburdoo and Pannawonica) for consultation workshops and presentations to Council. The consultant will be given an extensive list of stakeholders for consultation.
- Stages/activities below are indicative only and may be altered depending on Shire staff availability, elected member briefing dates and community consultation dates.

STAGE	ACTIONS	WHEN
	Award RFQ to successful Consultant	Week beginning 21 May
1 Research	Project initiation Provide links to previous reports, documentation, strategic plans, stakeholder list and additional information.	Week beginning 21 May
	Shire staff consultation Gather data and feedback through consultation with Shire of Ashburton personnel and other key stakeholders to understand the economic situation, the Shire and its community needs. Also discuss document layout. <i>Via phone/email</i>	Week beginning 28 May
2 Planning process consultation	Site Visit 1 <ul style="list-style-type: none"> • Based on the Consultant's findings, develop a detailed strategic planning process model complete with key milestones and timelines. Consult with Shire staff. • Conduct strategic planning orientation workshop for The Shire Council, Senior Managers and other employee groups. <i>Location: Tom Price</i>	Week of 16th July 18th July Council meeting (for presentation at Council)
3 Stakeholder consultation	Site Visit 2 Conduct a comprehensive public consultation process that includes residents, businesses and other community service based groups/agencies; identifying and defining key needs held by the community with respect to the Shire's outcomes Number of workshops to be defined. One per town at a minimum. <i>Location: Tom Price, Paraburdoo, Onslow</i>	Mid August 2018

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4 Draft ETDS	ETDS and Implementation/Action Plan Drafts Provide drafts of the Economic Development Strategy that is based on the information gathered so far for The Shire's review and approval. Work on edits following Shire staff and Tourism Committee review (October) council review	October 2018
5 Final ETDS	Final ETDS and Implementation/Action Plan Provide final versions of the EDTS to Shire	Week beginning 1 st November

Stakeholders

Strategic partners and stakeholders include, but are not limited to the following;

- Shire of Ashburton Councillors and relevant officers
- Industry stakeholders (mining, energy, construction, tourism, pastoral)
- Various Community & Service Groups
- Government Agencies
- Chambers of Commerce
- Business owners

Comment

Current situation

The tourism strategy developed in 2011 has now either been largely delivered, or no longer relevant to the changing economic climate in the Shire. It is noted that a tourism workshop was held by Committee members in July 2016 however outcomes unfortunately were not captured in detail. The proposal to develop a new economic development strategy, including tourism as a significant pillar, will enable Councillors and the community to be engaged in the future direction and priorities for the Shire of Ashburton. It will also enable the Shire to confirm its position on broader policies and regional, state and federal initiatives as well as plan future activities for the Tom Price Visitor Information Centre.

Consultation

Chief Executive Officer
Director Strategic & Community Development
Economic & Land Development Manager

Statutory Environment

There are no statutory impediments.

Financial Implications

The expected cost for the consultant and development of the strategy is \$40,000 which is included in the 2017/18 budget.

There are no known meaningful financial implications relative to this matter in excess of officer time and minor administrative costs.

Strategic Implications

Shire of Ashburton Strategic Community Plan 2017-2027 Living Life
Goal 2 - Economic Prosperity
Objective 1 - Strong Local Economies
Objective 2 - Enduring partnerships with industry and government

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Strategic Direction - Develop a Shire Economic Development Strategy that includes engagement with industry and government to support local economic development initiatives
Objective 3 – Well-managed tourism

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

Policy FIN12 – Purchasing Policy
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 development of an Economic and Tourism Development Strategy that the Ashburton Tourism Development Committee recommend to Council, that Council:

- 1. Endorse the proposed scope for development of an Economic and Tourism Development Strategy by an appropriate consultant.**

CARRIED 5/1

**Crs White, Rumble, Diver, Lynch, and Gallanagh voted for the motion
Cr Thomas voted against the motion**

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7.2 CAMPING ARRANGEMENTS AT THREE MILE POOL, MINDEROO STATION

MINUTE: 339/2018

FILE REFERENCE:	RC01 RV32
AUTHOR'S NAME AND POSITION:	Anna Del Rio Manager Economic Development & Tourism
AUTHORISING OFFICER AND POSITION:	Anika Serer Director Strategic & Community Development
NAME OF APPLICANT/RESPONDENT:	Not applicable
DATE REPORT WRITTEN:	9 April 2018
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 Tourism Development Committee is requested to seek Council's support for camping arrangements at Three Mile Pool, Minderoo Station along with in principle endorsement for the introduction of a \$10 camping fee per vehicle per night in the 2018/19 Fees & Charges schedule.

Background

Three Mile Pool (Ashburton River) is a popular natural camping site located land under the care and control of Minderoo Station (near Onslow). There are no facilities, bins or toilets; the only facilities (RV dump point and toilet) are located nearby in Old Onslow.

Camping occurs through the winter season (approximately May to October), up to 60 vehicles have been sighted at Three Mile Pool. It is assumed via anecdotal feedback and online reviews (Wikicamps, TripAdvisor) that the majority of camp users are 'regulars' who stay long term and return on an annual basis. The long-term campers have a positive effect on the town's economy through their regular purchase of food, fuel and amenities. Anecdotal feedback also indicates that the local chemist shop relies on the tourism sector to sustain itself and a large number of customers are tourists camping at Three Mile Pool.

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On an annual basis the Shire requests approval from Minderoo Station to grant permits to tourists to camp there. The approval has always been granted on the provision that the site is maintained neat and clean and there is no nuisance imposed by the campers.

The current arrangement sees campers requiring a permit if they wish to stay for longer than three days, the maximum stay is three months. Only fully self-contained vehicles are allowed to camp for longer than three days. Campers are issued a permit by the Shire (available at the Onslow administration building). The permit also states the rules (i.e. collect your own rubbish, no fires, be aware of wandering cattle). There are out-dated signs on site which indicate a \$5 fee to be paid but this is not reflected in any records and no fees have been collected for years (i.e. camping has been free).

The Shire's ranger attends the area on a weekly basis during tourist season (May to October), and offers to take rubbish to the tip for campers on these trips. The campers are also known to take turns in taking rubbish to the tip.

Three Mile Pool is a 'camping Mecca' for tourists and it is the only formal free camping site in the Shire of Ashburton. There have been very minimal issues associated with people camping at the location, and no formal complaints received from Minderoo Station.

Current Costs and resourcing

The RV dump point at Old Onslow gets emptied between May and November, approximately five times per year and costs between \$1,100 and \$1,200 each time. During the 2016/17 financial year emptying the Dump Point cost \$5,707.

The cleaners go out during peak times and replenish the toilet paper occasionally. The camping area is patrolled by a ranger three times a week during peak season.

Comment

Current situation

The Community and Strategic Development Department was about to 're-vamp' the application and permit system by introducing new signs at the site outlining the rules and approved camping area, with an outdoor brochure holder containing information and instructing campers to attend the Onslow Shire reception to obtain a permit.

The rangers would then be kept up to date on a weekly basis with a spreadsheet of the campers' details maintained by reception staff.

The Shire has again formally written to the Pastoral Leaseholder of Minderoo Station seeking approval to allow camping at Three Mile Pool. The leaseholder has not responded in writing however a representative has verbally advised Shire staff as follows:

- They wish for the camping to be sustainable for both Shire and Minderoo.
- The campers are having a greater effect on the station's operations due to rubbish and excrement.
- The camping area is expanding each year and they wish to see signs that indicate where camping areas begin and end.
- They wish for the Shire to erect a fence to limit access of campers to Minderoo Station.
- They are happy with the new proposed permit/brochure system.
- They wish to introduce a \$10 camping fee per vehicle per night and for the funds to go towards the management of the site (erection of new signs, rubbish collection) and/or a local community cause.

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There is a common understanding and acceptance that not every vehicle will pay, and the Shire is unable to arrange daily inspections/checks with current resources.

Shire staff have discussed the installation of an honesty box and identified a number of related risks and issues (vandalism, logistics of collecting the money). It is easier and more feasible to continue the original arrangement which sees campers paying in person at an office.

The Onslow administration building could continue to issue permits and collect the fees however the office is shut during weekends. The Onslow Visitor Centre and Goods Shed Museum has been approached whether they could process the permits and payments (and as a community group also retain the income generated from camping fees, given their active involvement in tourism and preserving Onslow's history). The Onslow Visitor Centre Coordinator expressed that this request would need to be officially accepted at an Onslow Tourism and Progress Association committee meeting. However she has indicated that the Centre will most likely take on the administrative tasks associated with camping fees (permit and payment).

Should Council not agree to introduce a camping fee or address rubbish or erect a fence to limit access of campers to Minderoo Station, Minderoo Station will need to reconsider its position regarding allowing camping at Three Mile Pool to ensure there is not an unacceptable impact on pastoral activities. This would mean that the Shire's annual request to allow permission for camping at the site will be declined by Minderoo. In this regard, Minderoo would be responsible for any camping arrangements along with statutory approvals at Three Mile Pool.

The average cost at other Station Stays or Camping Sites across the region/state is between \$30 and \$40, these are all privately run. As a comparison, Cleaverville camp site (City of Karratha) is crown land and camping costs are \$15 per night per vehicle and vary for groups and length of stay.

Consultation

Executive
Director Community & Strategic Development
Environmental Health Officer
Facilities Officer - Onslow
Director Development & Regulatory Services
Director Corporate Services
Senior Ranger
Onslow Visitors Centre
Minderoo Station Representatives

Statutory Environment

Caravan Parks and Camping Grounds Act 1995
Caravan Parks and Camping Grounds Regulations 1997.

The *Regulations* specify that a licence for operation of a caravan park or camping ground isn't required if the local government is managing the site. This remains the case even if the park is located on private property or subject to a lease, providing the local government has obtained the permission of the tenure holder.

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Financial Implications

The design and print of 1000 brochures (camping rules, map and permit) costs approximately \$1,200.

It is expected that four signs (two containing rules, outdoor brochure holders and two signs outlining camping boundaries) would cost approximately \$8,000.

Annual maintenance & emptying of the RV Dump Point at Old Onslow is approximately \$5,500 per annum.

The Shire does not have capacity with existing staff resources to increase the number of visits to Three Mile Pool to police the camping area and permits.

Income generated from camping fees

Based on the following assumptions:

- A \$10 camping fee is charged per vehicle per night.
- An average of 30 vehicles are camped at Three Mile Pool over a three month period.
- Some campers won't pay fees.

It is estimated that an amount of \$27,000 or thereabouts will be generated per season.

It is suggested that this income is donated to the Onslow Visitor Centre/Good Shed Museum for the upkeep of the museum.

Strategic Implications

Shire of Ashburton Strategic Community Plan 2017-2027 Living Life

Goal 2 - Economic Prosperity

Objective 1 - Strong Local Economies

Objective 2 - Enduring partnerships with industry and government

Objective 3 – Well-managed tourism

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

Policy FIN12 – Purchasing Policy

REC07 - Tourism Policy

Voting Requirement

Absolute Majority Required

Officers Recommendation

That with respect to camping arrangements at Three Mile Pool, Minderoo Station the Ashburton Tourism Development Committee recommend to Council, that Council:

1. Adopt in principle a \$10 camping fee for Three Mile Pool (fee calculated per vehicle, per night) inclusive of GST;
2. Request Council to include in the 2018/19 Fees & Charges Schedule a \$10 camping fee for Three Mile Pool (fee calculated per vehicle, per night) inclusive of GST;

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3. Liaise with the Onslow Visitor Centre to process camping payments and permits with the intent that fees raised would be donated to the Onslow Visitor Centre;
4. Authorise the income received from the camping fees to be donated to the Onslow Visitor Centre for the purpose of maintaining the Good Shed Museum; and
5. Request the Chief Executive Officer to advise the Pastoral lease holder of Minderoo Station in relation to camping at Three Mile Pool (Ashburton River) that:
 - a) The Shire will not erect a fence to limit access of campers to Minderoo Station or introduce skip bins;
 - b) The Shire will improve signage (including defining camping areas, advising campers that toilet facilities are not available and to remove their rubbish) and establish a permit system;
 - c) The Shire will continue to carry out Ranger inspections three times per week during peak season;
 - d) Council has adopted an 'in principle' \$10 camping fee for Three Mile Pool (fee calculated per vehicle, per night) inclusive of GST;
 - e) Council is to include the \$10 camping fee for Three Mile Pool (fee calculated per vehicle, per night) inclusive of GST in the 2018/19 Fees & Charges Schedule;
 - f) The Council is prepared to allow the Onslow Visitor Centre to process camping payments and permits with the intent that fees raised are a donation to the Onslow Visitor Centre;
 - g) The Pastoral lease holder of Minderoo Station is requested to confirmation in writing the acceptance (or otherwise) of Council's decisions as per above.
 - h) Should the Pastoral lease holder of Minderoo Station not accept the arrangements as outlined that:
 - i. Council will consider this response as an objection to the camping arrangements at Three Mile Pool, Minderoo Station; and
 - ii. The lease holder is asked to advise how they intend to manage camping at Three Mile Pool (Ashburton River).

Committee Decision

MOVED: Cr D Diver

SECONDED: Cr L Rumble

That with respect to camping arrangements at Three Mile Pool, Minderoo Station the Ashburton Tourism Development Committee recommend to Council, that Council:

- 1. Adopt in principle a \$5 camping fee for Three Mile Pool (fee calculated per vehicle, per night) inclusive of GST;**
- 2. Request Council to include in the 2018/19 Fees & Charges Schedule a \$5 camping fee for Three Mile Pool (fee calculated per vehicle, per night) inclusive of GST;**
- 3. Liaise with the Onslow Visitor Centre to process camping payments and permits with the intent that fees raised would be donated to the Onslow Visitor Centre;**
- 4. Authorise the income received from the camping fees to be donated to the Onslow Visitor Centre for the purpose of maintaining the Good Shed Museum; and**

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5. Request the Chief Executive Officer to advise the Pastoral lease holder of Minderoo Station in relation to camping at Three Mile Pool (Ashburton River) that:
- a) The Shire will not erect a fence to limit access of campers to Minderoo Station or introduce skip bins;
 - b) The Shire will improve signage (including defining camping areas, advising campers that toilet facilities are not available and to remove their rubbish) and establish a permit system;
 - c) The Shire will continue to carry out Ranger inspections three times per week during peak season;
 - d) Council has adopted an 'in principle' \$5 camping fee for Three Mile Pool (fee calculated per vehicle, per night) inclusive of GST;
 - e) Council is to include the \$5 camping fee for Three Mile Pool (fee calculated per vehicle, per night) inclusive of GST in the 2018/19 Fees & Charges Schedule;
 - f) The Council is prepared to allow the Onslow Visitor Centre to process camping payments and permits with the intent that fees raised are a donation to the Onslow Visitor Centre;
 - g) In consultation with the Onslow Visitor Centre Council request the Shire to pursue a camp host at the site as a voluntary arrangement;
 - h) The Pastoral lease holder of Minderoo Station is requested to confirmation in writing the acceptance (or otherwise) of Council's decisions as per above.
 - i) Should the Pastoral lease holder of Minderoo Station not accept the arrangements as outlined that:
 - i. Council will consider this response as an objection to the camping arrangements at Three Mile Pool, Minderoo Station; and
 - ii. The lease holder is asked to advise how they intend to manage camping at Three Mile Pool (Ashburton River).

CARRIED BY ABSOLUTE MAJORITY 6/0

Crs White, Rumble, Diver, Lynch, Gallanagh and Thomas voted for the motion

Reason for change:

\$5 is a more equitable fee and a camp host is sought to ensure adequate supervision.

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7.3 PROPOSED 2018 VISITOR GUIDE FOR THE SHIRE OF ASHBURTON

MINUTE: 340/2018

FILE REFERENCE:	ED01.01
AUTHOR'S NAME AND POSITION:	Anna Del Rio Manager Economic Development & Tourism
AUTHORISING OFFICER AND POSITION:	Anika Serer Director Strategic & Community Development
NAME OF APPLICANT/RESPONDENT:	Not Applicable
DATE REPORT WRITTEN:	13 April 2018
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

Committee is requested to seek Council's endorsement of the 2018 Visitor Guide to be published and distributed by the Shire of Ashburton.

Background

The Economic Development & Tourism Team, Media and Visitor Centre have been working with graphic designers and travel writers to develop a Visitor Guide for the Shire of Ashburton.

The intention of this guide is to generate more awareness of our beautiful region, draw more visitors and entice them to stay longer. The initiative has attracted about 20 local businesses to advertise in this guide (paid).

50,000 glossy copies will be printed and available at numerous Visitor Centres across the state, including our own centres and Shire offices. It will also be available online (Shire, Tom Price Visitor Centre and Australia's North West websites).

It is intended to finalise the publication, have it printed and delivered for the peak tourist season.

Council has been asked to provide feedback on the draft via EMACCESS. The most consistent feedback received is about making sure the Visitor Guide includes the interesting fact that the Shire is home to four of the highest climbable mountains in Western Australia (Mt Meharry, Mt Nameless, Mt Bruce and Mt Sheila). This feedback has been noted and forwarded to the

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editors. The 'final' draft 2018 Visitor Guide based on Councillor feedback is included as **ATTACHMENT 7.3**.

Comment

The Visitor Guide is in its very final stages and will be ready to print following the addition about the four mountains. It is suggested that the Committee endorses the changes requested and approves printing of the publication, with an expected print and distribution date of 16 May 2018.

Consultation

Chief Executive Officer
Director Strategic & Community Development
Coordinator Media & Communications

Statutory Environment

There are no statutory impediments.

Financial Implications

The expected cost for the development of this guide is \$40,000 which is included in the 2017/18 budget.

Tourism operators have purchased advertising in the planner, to the value of \$10,922.

Strategic Implications

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

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

That with respect to the proposed 2018 Visitor Guide the Ashburton Tourism Development Committee recommend to Council to approve the 2018 Visitor Guide for printing and distribution (ATTACHMENT 7.3).

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Committee Decision

MOVED: Cr D Diver

SECONDED: Cr K White

That with respect to the proposed 2018 Visitor Guide the Ashburton Tourism Development Committee recommend to Council to approve the 2018 Visitor Guide for printing and distribution (ATTACHMENT 7.3) with the following changes:

Page 4 clarify distances.

Page 25 reference to Kelly's pool needs to be shown on map.

Page 26 needs to be consistency with the colour of the roads across all maps.

Page 34 clarify correct photo of Pannawonica Hill.

Page 35 replace photograph of camp with a photograph of caravan park.

CARRIED 6/0

Crs White, Rumble, Diver, Lynch, Gallanagh and Thomas voted for the motion

Reason for Change:

To clarify the need for further consistency and accuracy of the document.

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8. NEXT MEETING

The next Ashburton Tourism Development Committee meeting will be held at a time to be determined.

9. CLOSURE OF MEETING

The Presiding Member closed the meeting at 11.14 am.