



# Agenda

Economic And Tourism Development Committee Meeting

Tuesday, 17 September 2024

Date:	Tuesday 17 September 2024
Time:	8:30am
Location:	Barry Lang Centre, Deepdale Drive, Pannawonica
Distribution Date:	Thursday 12 September 2024



**Shire of Ashburton**  
**Economic And Tourism Development Committee Meeting**

Please be advised Economic And Tourism Development Committee Meeting will be held at 9:00am on Tuesday 17 September 2024 at Barry Lang Centre, Deepdale Drive, Pannawonica.

A handwritten signature in black ink, appearing to read 'Kenn Donohoe', with a horizontal line underneath.

Kenn Donohoe  
Chief Executive Officer  
12 September 2024

**Disclaimer**

*The recommendations contained in the agenda are subject to confirmation by Council. The Shire of Ashburton warns anyone who has an 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 Council in respect of the application. No responsibility whatsoever is implied, or accepted, by the Shire of Ashburton for any act, omission, statement, or intimation occurring during a Council meeting.*

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## 1 Declaration Of Opening

The Presiding Member declared the meeting open at [enter time](#).

### 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 past, present and emerging.

## 2 Announcement Of Visitors

The Presiding Member welcomed members of the public to the gallery.

## 3 Attendance

### 3.1 Present

Elected Members:	Cr M Lynch Cr A Sullivan SP A Smith Cr L Rumble JP	Tom Price Ward Paraburdoo Ward Shire President Paraburdoo Ward
Employees:	K Donohoe J Sangster C McGurk D Kennedy G Harris S Allan A Johnston J Bray A Furfaro B Van Rensburg	Chief Executive Officer Deputy Chief Executive Officer Director Community Development Director Corporate Services Director Infrastructure Services Manager Business and Economic Development Manager Media and Communications Manager Governance Governance Officer Council Support Officer
Guests:	<a href="#">Enter names</a>	
Members of Public:	There were <a href="#">enter number</a> members of the public in attendance at the commencement of the meeting.	
Members of media:	There were <a href="#">enter number</a> members of the media in attendance at the commencement of the meeting.	

### **3.2 Apologies**

To be informed at the meeting.

### **3.3 Approved Leave Of Absence**

Nil

## **4 Declaration By Members**

### **4.1 Due Consideration By Elected Members To The Agenda**

Elected Members will be requested to note they have given due consideration to all matters contained in this agenda.

### **4.2 Declaration Of Interest**

A member who has an Impartiality, Proximity or Financial interest in any matter to be discussed at this meeting must disclose the nature of the interest either in a written notice, given to the Chief Executive Officer, prior to the meeting, or at the meeting immediately before the matter is discussed.

A member who makes a disclosure in respect to an interest must not preside at the part of the meeting which deals with the matter, or participate in, or be present during any discussion or decision-making process relative to the matter, unless the disclosing member is permitted to do so under Section 5.68 or Section 5.69 of the *Local Government Act 1995*.

The following declarations of interest are disclosed –

To be advised at the meeting.

## **5 Confirmation Of Minutes**

### **5.1 Confirmation Of Previous Minutes**

#### **5.1.1 Minutes Of The Economic And Tourism Development Committee Meeting Held On 16 July 2024**

##### **Officer Recommendation**

That the Minutes of the Economic And Tourism Development Committee Meeting held 16 July 2024 (Item 5.1.1 Attachment 1) be confirmed as a true and accurate record.

## 6 Public Agenda Items

### 6.1 Ashburton Monopoly Board Game

<b>File Reference</b>	ED01
<b>Applicant or Proponent(s)</b>	Not Applicable
<b>Author</b>	S Allan, Manager Business & Economic Development
<b>Authorising Officer</b>	K Donohoe, Chief Executive Officer
<b>Previous Meeting Reference</b>	Nil
<b>Disclosure(s) of interest</b>	Author – Nil
	Authorising Officer – Nil
<b>Attachments</b>	<ol style="list-style-type: none"> <li>1. Monopoly Game Examples</li> <li>2. Monopoly Game Play Examples</li> <li>3. Financials</li> <li>4. Distribution and Sales</li> </ol>

#### Report Purpose

The purpose of this report is to:

- present an opportunity to the Economic and Tourism Development Committee (the Committee) to consider the purchase of 1500 units of a limited-edition, Ashburton branded and stylised Monopoly game, as an initiative to promote the Ashburton region as part of the Shire of Ashburton's Economic Development Vision 2024 – 2028, and to support promotion of the 100 years of Onslow celebrations (2025); and
- provide information on the associated financial costs, where profits from retail sales of the game would go and to broadly outline retail distribution locations.

The Committee is requested to consider the purchase of the proposed limited-edition Ashburton Monopoly game and make a recommendation to Council on this matter.

#### Background

The Shire of Ashburton's (the Shire) Economic Development Strategy 2024 – 2028 key vision pillars are, to become:

- A global resource powerhouse
- A world-class tourist destination
- A thriving community
- A great place to have a small business.

As part of these pillars, the actions outline the requirement of:

- Development leadership
- Investment attraction;
- Small business support; and
- Regional promotion.

An Ashburton Monopoly limited-edition game will provide the opportunity to promote the diversity of the Shire, not only as a must-see destination but also as a great place to invest and live.

It is an opportunity to share local insider knowledge of the tourism assets and activities, our culture and history, the resource sector and businesses within the Shire, via an interactive, fun and creative game with a well-known and respected product (Monopoly).

The game would be developed and produced with company Winning Moves Australia Pty Ltd, the only company registered to provide this product due to copyright restrictions.

### **Comments**

The proposed Ashburton Monopoly game version would be completely authentic in its design and content representing the Ashburton region from not only as a tourism destination but also from an economic and community lens, as seen in other examples (refer to Attachment 1).

Money, Chance and Community Chest Cards, game board and box, street cards, utilities, facilities are all reflective of the locations, activities, natural assets, and main infrastructure assets of the Shire.

The game is designed using Ashburton images, with content for game play specific to the region (refer to Attachment 2). The game can also include unique game token pieces made to represent the region, however due to the timeline constraints, standard tokens have been selected.

It is anticipated that if funding of a limited-edition Ashburton Monopoly game is approved that it would be as to sold as a retail product in the Tom Price Visitor Centre, The Onslow Visitor Centre, Onslow Ocean View Caravan Park, Shire Administration (Tom Price, Onslow), and at Shire libraries of Paraburdoo and Pannawonica.

The game would also be used as gifts to event sponsors, volunteers, external stakeholders (where appropriate), as give away's at trade shows and community events, Shire of Ashburton competitions and as part of community engagement opportunities.

There is extensive collation of all assets and content (images and wording for gameplay) for the design and production of the game, with an estimated timeline of 6 months.

A minimum order of 1500 is required, suppliers have recommended an order of a minimum of 3000 as historically the games (due to their limited-edition nature) sell quickly within the local community. However, it is recommended a quantity of only 1500 units be considered at this time.

As shown in the financial breakdown x500 of the x1500 units would have a unique and limited-edition Onslow 100 Years 'sleeve' as to add an additional element of support to the 100-year celebrations for Onslow in 2025.

- 1000 units with no Onslow sleeve (no sleeve covering the game box), and 500 units with the Onslow, celebrating 100 Years Sleeve
- Total cost for 1500 units is \$71,110 excluding GST, \$47.40 per unit
- Recommended Retail Price (RP) is \$89.99 (a profit margin of almost 90%)

Cost in the design, development and production of a limited-edition Ashburton Monopoly game is outlined in the attached table (refer Attachment 3).

A detailed outline has also been provided for the suggested distribution and profit on sales for Shire owned and managed facilities, and for profit of sales to go to the Onslow Visitor Centre. (Refer to attachment 4), providing an additional opportunity for the Shire to support the Onslow Tourism and Progress Association with expected profits on 500 games to be more than \$21,000.

The Committee have the option to support the proposal to make a recommendation to Council to purchase 1500 units of the limited-edition Ashburton Monopoly game, as recommended, or to decline support for the proposal.

### **Consultation**

It is anticipated that if council approve the Ashburton Monopoly version that not only internal engagement would be necessary, but also with the business community and wider community as to provide opportunity for inclusive participation in the design and development of the limited-edition Monopoly game.

This can be done via external and internal surveys and social media engagement.

### **Strategic Community Plan**

Shire of Ashburton Strategic Community Plan 2022-2032

Strategic Objective	3. Prosperity - We will advocate and drive opportunities for the community to be economically desirable, resilient, and prosperous.
Strategic Outcome	3.4 Sustainable commerce and tourism opportunities
Strategy	1 Support initiatives to add value to, and improve marketing of, local business.

### **Council Policy**

[Council Policies » Shire of Ashburton](#)

Nil

### **Financial Implications**

#### Current Financial Year

The cost to purchase 1500 limited-version, Ashburton Monopoly Board Games, as per Attachment 3 is \$71,000 (ex GST). This expenditure can be accommodated in the 2024/2025 Annual Budget from J3159 – Consultancy, Business and Economic Development.

#### Future Financial Year(s)

Nil

### **Legislative Implications**

Nil



## Risk Management

Risk has been assessed against the Shire of Ashburton Risk Management Framework.

Theme	Risk	Likelihood	Consequence	Inherent Risk Rating	Risk Treatment
Financial impact	Initial cost associated in the production of limited-edition Monopoly game. Item has not been specifically budgeted for in 2024-2025.	Unlikely (2)	Insignificant (1)	Low (1-4)	Strongly promote the limited edition Monopoly game via all available channels.  Can consider an increase in the retail sale amount at Shire facilities to increase profit margins and return on investment.

Based on the inherent risk rating and risk treatments, the residual risk to the Shire is considered to be low.

## Voting Requirements

Simple Majority

## Officer Recommendation

That with respect to a limited-edition Ashburton Monopoly Board Game, the Economic and Tourism Development Committee recommends that Council,

1. Supports the purchase of 1,500 units of the limited-edition Ashburton Monopoly Board Game for the amount of \$71,000 (ex GST) from account J3159 – Consultancy, Business and Economic Development.
2. Agrees to the distribution model for the sale of the game, as detailed in Attachment 4.

**7 New Business Of An Urgent Nature Introduced By Council Decision**

Nil

**8 Confidential Agenda Items**

Nil

**9 Next Meeting**

The next Economic And Tourism Development Committee will be held at 9:00am on Tuesday 10 December 2024 at Clem Thompson Sports Pavilion, Stadium Road, Tom Price.

**10 Closure Of Meeting**

There being no further business, the Presiding Member closed the meeting at [enter time](#).