



# Agenda

Economic and Tourism Development Committee Meeting

Tuesday, 10 December 2024

|                    |  |
|--------------------|--|
| Date:              | Tuesday 10 December 2024                               |
| Time:              | 9:00am   |
| Location:          | Clem Thompson Sports Pavilion, Stadium Road, Tom Price |
| Distribution Date: | Thursday 05 December 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 10 December 2024 at Clem Thompson Sports Pavilion, Stadium Road, Tom Price.

A handwritten signature in black ink, appearing to read "Kenn Donohoe".

Kenn Donohoe  
Chief Executive Officer  
05 December 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<br>Cr A Sullivan<br>SP A Smith<br>Cr L Rumble JP  | Tom Price Ward<br>Paraburdoo Ward<br>Shire President<br>Paraburdoo Ward  |
| Employees:         | K Donohoe<br>J Sangster<br>C McGurk<br>D Kennedy<br>G Harris<br>S Allan<br>A Johnston<br>J Bray<br>A Furfaro<br>B Van Rensburg | Chief Executive Officer<br>Deputy Chief Executive Officer<br>Director Community Development<br>Director Corporate Services<br>Director Infrastructure Services<br>Manager Business and Economic Development<br>Manager Media and Communications<br>Manager Governance<br>Governance Officer<br>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**

## **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 17 September 2024**

##### **Officer Recommendation**

That the Minutes of the Economic And Tourism Development Committee Meeting held 17 September 2024 (Item 5.1.1 Attachment 1) be confirmed as a true and accurate record.

## 6 Public Agenda Items

### 6.1 Appointment of Consultant - Shire of Ashburton 2025–2030 Destination Marketing, Communications, Strategy and Plan

|                                   |   |
|-----------------------------------|---|
| <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> | Ordinary Council Meeting 16 July 2024 - Item 6.1 – 129/2024   |
| <b>Disclosure(s) of interest</b>  | Author – Nil  |
|                                   | Authorising Officer – Nil   |
| <b>Attachments</b>                | <ol style="list-style-type: none"> <li>1. Vanguard Media and Associates - Quotation</li> <li>2. Creative.adm - Quotation</li> <li>3. Harby Studios - Quotation</li> <li>4. Scope of Works_5 year Destination Marketing Communications, Strategy and Plan</li> </ol> |

#### Report Purpose

The Economic and Tourism Development Committee (the Committee) is requested to consider the appointment of a destination marketing specialist agency to develop a five-year (2025–2030) Destination Marketing, Communications, Strategy and Plan as to further inform, develop and strengthen the Visit Ashburton Tourism brand.

The purpose of this report is to provide the Committee with quotations received from marketing industry specialist agencies invited to quote on the scope of works (Refer to Attachment 4), for the proposed five-year (2025–2030) Destination Marketing, Communications, Strategy and Plan to enable a decision to be made and a make a recommendation to Council.

The Committee is requested to review the quotations received and make a recommendation to Council to support the appointment of the chosen agency to prepare a five year, 2025–2030 Destination Marketing, Communications, Strategy and Plan for the district

#### Background

On 16 July 2024, Council adopted the Shire of Ashburton Economic Development Strategy 2024–2028, and as per the Economic Development Tourism and Development Committee recommendation to Council, that the Chief Executive Officer prepare a report by December 2024 for Council to consider the adoption of a 5-year Destination Marketing and Communications Strategy and Plan to further inform, develop and strengthen the Visit Ashburton Tourism brand.

To achieve the best outcome for the development of the Visit Ashburton brand, as per the Economic Development Vision of the Shire of Ashburton Economic Development Strategy 2024 – 2028 to become:

- A Global Resource Powerhouse;
- A World-Class Tourist Destination;
- A Thriving Community; and
- A Great Place to Have a small business.

It is critical that the Shire engage with tourism industry and marketing experts who have a high level of experience in tourism brand and marketing who possess strategic vision have a proven track record with unique, innovative and creative ideas, have respected tourism industry connections and a high level of understanding of the tourism industry.

All of these aspects are critical to the further development of the Visit Ashburton - Reef to Range brand to ensure the Visit Ashburton brand success at a State, National and International level.

The Manager for Business and Economic Development engaged with three external agencies requesting quotations. Those agencies are:

- Creative.adm
- Harby Studios
- Vanguard Media Group

All agencies responded to the request for quote invited. All addressed the scope of works and providing detailed costs. Pricing was similar. After the close of the request for quotations, analysis by the Manager of Business of Economic Development an agency has been identified as the preferred consultant.

It was also discussed at the 16 July 2024, Economic Tourism and Development Committee meeting, that as part of an endorsement and implementation of the Shire of Ashburton Economic Development Strategy 2024 – 2028, a 5-year Destination Marketing Communications, Strategy and Plan and, a dedicated Shire Tourism Marketing Officer would be necessary to ensure the implementation and success of the plan, this is also to be discussed further in this report.

## Comments

The Shire's Economic Development Strategy 2024–2028 is in response to Council's decision to further encourage new industry opportunities that exist, including Culture and Tourism and identified four key economic pillars (as mentioned above) outlining key actions to achieve this vision:

A World-Class Tourist Destination:

- International recognition for Karijini National Park and growing recognition of Onslow as a visitor destination;
- Development of unique attractions, experiences and events; and
- Leisure destination of choice for FIFO workers in the Pilbara.

Actions obtained from the vision, include Visitor marketing and Regional promotion by:

- Leading regional tourism promotion through the continued growth of the Visit Ashburton Brand; and
- Develop and execute a tourism marketing strategy (including a digital media asset renewal program).

It is necessary that the Shire engages an experienced brand and marketing agency to meet the needs in the execution of these visionary actions.

### Scope of Works

The 2025 – 2030 Strategic Tourism Brand, Communications and Marketing Plan scope of works supplied to the three agencies outlined that:

*'The Shire of Ashburton requires the services of an experienced tourism brand and marketing agency that has vision, a proven track record with unique, innovative and creative ideas, critical to the further development of the Ashburton - Reef to Range brand as to promote the Ashburton region as a destination of National significance by delivering a comprehensive 5-year strategic tourism brand, communications and marketing plan.*

- Stage 1: Preliminary Meeting
- Stage 2: Onsite familiarisation of the Ashburton region and tourism assets
- Stage 3: Local Community, Council and key stakeholder engagement and workshops
- Stage 4: Development of the Strategic Tourism Brand, Communications and Marketing Plan
- Stage 5: Consider any active or potential tourism-based projects and identify future capital investment requirement, to further enhance Ashburton as a tourism destination of National significance'.

### Quotations

The request for quotation for the 2025–2030 Strategic Tourism Brand, Communications and Marketing Plan was sent to three agencies as identified earlier in this report, all responded with all costs being similar in cost (just below \$75,000 ex gst), however in evaluation of all quotations received, one agency was a clear leader, due to the below reasons:

- Extensive tourism/destination marketing/advertising knowledge and experience.
- A combined and proven track record in tourism destination marketing success over several years.
- Strong and historic connections within the tourism industry and tourism industry leaders (example: Tourism Australia, Tourism Council WA, Tourism WA, Australia's North West Regional Tourism Organisation).
- All team members are highly regarded experts within the tourism industry, and in their own chosen areas of expertise.
- Quotation supplied provided close attention to the detail of the required scope.

This quotation recommended for approval by Council is **Vanguard Media Group** and associates, Savagely Creative, Lumenesse & Co and Smarter Tourism Technology.

*(Refer to page 1 of the Vanguard Media Group quotation (attached) for further information on team members and experience, project outline and cost schedule).*



**Dedicated Shire Tourism Marketing Officer:**

As previously discussed in this report, it was identified and supported by the Economic Tourism and Development Committee, upon recommendation from the Manager of Business and Economic Development, that it would be necessary as to ensure the implementation and success of the plan, that a dedicated Tourism Marketing Officer position should be created.

If the proposed 5 year Strategic Tourism Brand, Communications and Marketing Plan is approved and endorsed by Council, a Business Case for this position will be provided to the Chief Executive Officer for consideration.

Potentially this position can be allocated from vacant positions that currently are not required at the Tom Price Visitor and Information Centre, having little or no impact on current budget allocations.

**Consultation**

Consultation was sought from the Economic Tourism and Development Committee at the 16 July 2024 committee meeting.

**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            | 3 Work collaboratively with tourism sector providers, Australia's North-West Tourism and Tourism WA to increase visitor spend, and length of stay, in the Shire. |

**Council Policy**

[Council Policies » Shire of Ashburton](#)

Nil

**Financial Implications**Current Financial Year

\$75,000 for the completion of the 2025 – 2030 Strategic Tourism Brand, Communications and Marketing Plan, is available in the 2024/25 municipal budget, account number J3108.

Future Financial Year(s)

The outcomes presented in the 2025 – 2030 Strategic Tourism Brand, Communications and Marketing Plan, will inform future budgets.

**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   |
|-------------------------------|---|------------|--------------|----------------------|--|
| Reputation (social/community) | A lack of endorsement might be viewed as a lack of commitment to developing a defined and strategic approach toward a thriving Ashburton tourism industry, also impacted with ever evolving technologies and platforms. This can damage the Shire's image, making it harder to gain support for future advocacy, investment attraction, tourism product and business development. | Likely (4) | Moderate (3) | Moderate (5-9)       | Following the officer's recommendation will ensure Council have a credible strategic tourism and marketing plan as to inform future decision making. |

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

## Voting Requirements

Simple Majority

## Officer Recommendation

That with respect to the Appointment of Consultant - Shire of Ashburton 2025–2030 Destination Marketing, Communications, Strategy and Plan, the Economic and Tourism Development Committee recommends that Council:

1. Supports the appointment of the preferred consultant Vanguard Media Group for an amount of \$75,000, (ex gst) to prepare the Shire of Ashburton 2025–2030 Destination Marketing, Communications, Strategy and Plan; and
2. Supports a business case being presented to the Chief Executive Officer to investigate opportunities to appoint a dedicated Tourism Marketing Officer to assist in the development and implementation of the 2025-2030 Destination Marketing, Communications, Strategy and Plan.

## 6.2 Old Onslow Historic Townsite Brand Guidelines

|                                   |  |
|-----------------------------------|--|
| <b>File Reference</b>             | ED001  |
| <b>Applicant or Proponent(s)</b>  | Not Applicable   |
| <b>Author</b>                     | A Bishop, Marketing Communications Officer   |
| <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. Old Onslow Revitalisation Plan</li> <li>2. 2022 Old Onslow Signage Project Presentation</li> <li>3. Example of Interpretive signage</li> <li>4. Old Onslow Historic Townsite Brand Guidelines</li> <li>5. Old Onslow Street Signs</li> </ol> |

### Report Purpose

The purpose of this report is to present the Old Onslow Historic Townsite Brand Guidelines and related information to the Economic and Tourism Development Committee for consideration and for a recommendation to be made to Council.

The branding outlined in this report will be applied to new signage and all other marketing and promotion of the Old Onslow historic townsite (Old Onslow) if the recommendation presented is supported by Council.

### Background

In 2016, Old Onslow received updates to signage including installation of all new footings and fixtures.

This signage has since faded, and it has been observed that some of the signage has incorrect content and needs to be updated.

Additionally, the visitor experience to Old Onslow could be enhanced by the inclusion of directional signage, a suggested tourist route and street signs to depict where the old street intersections were once located (refer to Attachment 1).

On 8 November 2022 (refer to Attachment 2), Council was presented with an overall design strategy for revitalisation of Old Onslow which included:

- An overview of the current signage which included:
  - significant weathering,
  - vandalism,
  - inaccurate locations and information,
  - a confusing numbering system, directional arrows and location map,
  - some inappropriate artwork placements,
  - illegibility due to size of fonts.
- Proposal for new signage including:
  - Point of Interest Signs – look and feel,

- Update brand, locations, numbering system, historic information,
- Improve materials – high quality,
- Relocate current art pieces,
- Additional and updated signage information including:
  - Street Signs,
  - New Welcome information and overview map,
  - Directional information including distances,
  - Warnings for weather, snakes, etc,
  - Wi-Fi information,
  - Visit Ashburton App.
- Repurposing of existing art pieces.
- Concepts for a new welcome bay.
- Stages 1, 2 and 3 for upgrades to the site included:
  - Signage updates, as above,
  - Welcome bay concepts,
  - Mobile App updates,
  - Artwork.

The draft replacement signs included the standard brown tourism signage background in addition to incorporating the Shire's Corporate Style and Branding Guide and a unique identifier that the location was within the vicinity of Old Onslow.

Content provided was well received and work progressed to finalise content, layout, locations, heritage and planning approvals, budget and quotes for production and installation.

### Comments

Since the initial draft plan, artwork has been finalised and approved through a consultation process outlined below.

Elements taking into consideration include place branding, historical era, the Shire's Corporate Style and Branding Guide and existing signage.

Minor modifications were made since the presentation provided to Council on 8 November 2022, each interpretative sign (refer to Attachment 3 for example) throughout Old Onslow will feature:

- Tourist Route Number: Corresponding to the suggested route that includes all existing and new signage, following the optimal path;
- Updated Site Title;
- An Old Onslow logo alongside the Shire corporate logo;
- An updated description of each site;
- Updated design elements include a brown (tourism) background with period-appropriate fonts, a white border, and embellished corners to evoke the historical era of Old Onslow (refer to Attachment 4);
- Photos have also been updated and a timeline of events created for a number of different signs; and

- Reference to the Mobile App to access more information.

The street signs (refer to Attachment 5 for example) have been designed to incorporate the Shire of Ashburton Crest in line with the street signs throughout the other Shire towns to help evoke a feeling of unity between the old and new towns of Onslow.

The welcome signage includes an updated townsite map to assist visitors with navigating the area along with updated information on the history of the area, safety warnings and further visitor information.

### Consultation

On 8 November 2022 (refer to Attachment 2), elected members were presented with an overall design strategy for revitalisation of Old Onslow at a briefing session, which was well received.

Following consultation with elected members in November 2022, the draft signs were provided to a number of internal and external stakeholders for feedback including the Onslow Tourism and Progress Association (OTPA), Buurabalayji Thalanyji Aboriginal Corporation (BTAC on 25 May 2023), Heritage Consultant (Laura Gray), Chevron and Shire staff.

Feedback received from all stakeholders was positive. No response was received from BTAC.

### 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            | 3 Work collaboratively with tourism sector providers, Australia's North-West Tourism and Tourism WA to increase visitor spend, and length of stay, in the Shire. |

### Council Policy

[Council Policies » Shire of Ashburton](#)

Council Policy – Shire of Ashburton Logo and Crest outlines the correct use of the official Council Crest including on Shire street signage.

### Financial Implications

#### Current Financial Year

Funds committed this financial year are \$19,262 towards the production of signage production. Installation will be undertaken using internal resources for the majority of works. The remaining budget for this project is approximately \$80,000.

Additionally, we have been successful securing a \$20,000 grant from the Department of Planning, Lands and Heritage towards this project.

Future improvements include the new Welcome Bay and artwork. The total remaining budget plus grant funding is anticipated to cover all stages of the project.

Future Financial Year(s)

It is anticipated that this project will be completed by the Onslow 100 Year Celebration and therefore should not require future funding.

**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  |
|-------------------------------|---|--------------|--------------|----------------------|---|
| Reputation (social/community) | The townsite risks further deterioration, potentially damaging its reputation as a tourist destination. | Unlikely (2) | Moderate (3) | Low (1-4)            | Following the officer's recommendation will enable the implementation plan to move forward toward finalisation of the upgrades. |

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 the Old Onslow Historic Townsite Brand Guidelines, the Economic and Tourism Development Committee recommends that Council,

1. Support the Old Onslow Historic Townsite Brand Guidelines, as detailed at Attachment 4; and
2. Support the street sign design, as provided in Attachment 5.

### 6.3 2025 Economic and Tourism Development Committee Meeting Dates

|                                   |  |
|-----------------------------------|--|
| <b>File Reference</b>             | ED278  |
| <b>Applicant or Proponent(s)</b>  | Not Applicable   |
| <b>Author</b>                     | B Van Rensburg, Council Support Officer                            |
| <b>Authorising Officer</b>        | D Kennedy, Director Corporate Services                             |
| <b>Previous Meeting Reference</b> | Ordinary Council Meeting 12 December 2023 – Item AD.6 – (222/2023) |
| <b>Disclosure(s) of interest</b>  | Author – Nil   |
|                                   | Authorising Officer – Nil  |
| <b>Attachments</b>                | Nil  |

#### Report Purpose

Council is required to set and publish a schedule of meeting dates, times and locations for all committee meetings proposed to be open to the public.

The purpose of this report is to present to the Economic and Tourism Development Committee (the Committee) the proposed meeting dates, times and locations for 2025.

Council is requested to approve the 2025 Committee meeting dates as detailed in this report.

#### Background

At its meeting held 12 December 2023, Council endorsed the Committee's meeting dates for 2024. The meetings were scheduled to coincide with Council meeting day to allow for meetings to be held in person.

#### Comments

In accordance with the Terms of Reference, the Committee is to develop and agree to the schedule of meetings.

The 2025 Committee meeting dates have been scheduled to be held quarterly, with one meeting in each of the Shire's four towns (Paraburdoo, Tom Price, Pannawonica and Onslow). The meetings will be held in the morning, coinciding with Ordinary Council Meetings.

The proposed dates, times and locations are detailed below:

| <b>Date</b>       | <b>Time</b> | <b>Location</b>   |
|-------------------|-------------|---|
| 18 March 2025     | 9:00am      | Council Chambers, Onslow Shire complex, Second Avenue, Onslow |
| 17 June 2025      | 8:30am      | Clem Thompson Sports Pavilion, Stadium Road, Tom Price        |
| 16 September 2025 | 9:00am      | Barry Lang Centre, Deepdale Drive, Pannawonica                |
| 18 November 2025  | 8:30am      | Ashburton Hall, Ashburton Avenue, Paraburdoo                  |

To encourage public participation and maintain the Shire's value of openness, the Committee meetings will be open to the public. Holding meetings in all four towns provides

the Council the opportunity to raise awareness with our community on strategies identified to promote economic development and tourism within the Shire.

It is a legislative requirement to publish a schedule of committee meeting dates, times, and locations on an annual basis if they are proposed to be open to members of the public, for the following calendar year therefore, the meeting details as endorsed by Council, will be published on the Shire's official website.

### Consultation

The proposed meeting dates have been prepared in consultation with elected members and the Manager Business and Economic Development.

### Strategic Community Plan

Shire of Ashburton Strategic Community Plan 2022-2032

|                     |  |
|---------------------|--|
| Strategic Objective | 4. Performance - We will lead the organisation, and create the culture, to deliver demonstrated performance excellence to the community. |
| Strategic Outcome   | 4.6 Visionary community leadership with sound, diligent and accountable governance   |
| Strategy            | 3 Deliver best practice governance and risk management.  |

### Council Policy

Nil

### Financial Implications

#### Current Financial Year

Nil

#### Future Financial Year(s)

Nil

### Legislative Implications

Regulation 12(2)(b) of the *Local Government (Administration) Regulations 1996* requires the Chief Executive Officer to publish the meeting details for committee meetings which are intended to be open to the public, on the Shire's official website.

### Risk Management

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

| Theme      | Risk   | Likelihood   | Consequence | Inherent Risk Rating | Risk Treatment  |
|------------|--|--------------|-------------|----------------------|---|
| Compliance | The local government fails to publish a schedule of dates, location, and times for meetings to be held in the following calendar year. | Unlikely (2) | Minor (2)   | Low (1-4)            | Adoption of the proposed 2025 Committee meeting dates and ensure appropriate procedures are in place for the publishing of these dates. |



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 the 2025 Economic and Tourism Development Committee Meeting Dates, the Ashburton Economic and Tourism Development Committee recommends that Council, approves the dates, times and locations, as outlined below.

| <b>Date</b>       | <b>Time</b> | <b>Location</b>   |
|-------------------|-------------|---|
| 18 March 2025     | 9:00am      | Council Chambers, Onslow Shire complex, Second Avenue, Onslow |
| 17 June 2025      | 8:30am      | Clem Thompson Sports Pavilion, Stadium Road, Tom Price        |
| 16 September 2025 | 9:00am      | Barry Lang Centre, Deepdale Drive, Pannawonica                |
| 18 November 2025  | 8:30am      | Ashburton Hall, Ashburton Avenue, Paraburdoo                  |

## 6.4 The Karijini Experience 2025 Sponsorship Proposal

|                                   |  |
|-----------------------------------|--|
| <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> | Ordinary Council Meeting 21 December 2020 – Item 7.4 – 234/2020<br>Ordinary Council Meeting 9 May 2023 - Item 11.4 – 070/2023<br>Ordinary Council Meeting 12 December 2023 – Item 6.5 – 221/2023   |
| <b>Disclosure(s) of interest</b>  | Author – Nil   |
|                                   | Authorising Officer – Nil  |
| <b>Attachments</b>                | <ol style="list-style-type: none"> <li>1. 2025 Karijini Experience - Sponsor Information</li> <li>2. 2025 Karijini Experience - Event Presentation</li> <li>3. 2024 Karijini Experience - Signed Shire of Ashburton Sponsorship Agreement</li> <li>4. 2024 Karijini Experience Final Report</li> </ol> |

### Report Purpose

The Economic and Tourism Development Committee (the Committee) is required to consider the proposal to sponsor The Karijini Experience 2025 event.

The purpose of this report is to outline the sponsorship opportunities available to the Shire of Ashburton (the Shire) for The Karijini Experience 2025.

The Committee is requested to consider the different levels of financial sponsorship available and agree to recommend that Council support a \$50,000 (excl. GST) contribution as a Premium Partner.

### Background

The Karijini Experience is one of the premier events in the Shire, serving as an opportunity to showcase high-quality arts, music, and cultural experiences to unite the community and attract visitation.

The Karijini Experience was established in 2013, originally hosted by the Pilbara Inland Chamber of Commerce and Industry (PICCI), before hosting of the event changed to the Nintirri Centre Inc (Nintirri) in 2015. Prior to COVID in 2019, the event attracted 2,045 visitors, featuring 98 artists and 57 separate headline events. Most importantly, The Karijini Experience represented 16 Aboriginal language groups.

The Shire has been a platinum sponsor of the event for a number of years including 2023.

The 2020 and 2022 event did not run due to COVID-19. There were some issues with the 2019 Karijini Experience event, including a lack of representation of the Shire's sponsorship agreement, as well as a lack of adherence to ministerial visitation protocols.

The sponsorship proposal highlights that from 2022, the event was passed over to the Banjima Native Title Aboriginal Corporation (BNTAC) as the traditional owners of the land. Nintirri stepped back after the 2021 event, with the subsequent appointment of professional event management company, CMS Events who delivered the 2023 event within a short lead time of 12 weeks.

CMS Events are a Perth based event company that states they have professional industry experience built over 30 years. With a sound background of operating events. They have used the broad knowledge of marketing, sales, operations and financial control to apply their skills across a range of industries and styles of events. Currently their management includes food and wine, trade and consumer exhibitions, seminars, functions, tourism and community events and more. CMS offer a strategic approach to development, management and marketing for events of any size offering the experience of over 200 exhibitions and projects.

The proposal states that the change in operating model provides new impetus for the event and greater recognition of the Banjima People.

The Shire approved funding for the 2024 The Karijini Experience, agreeing to contribute \$75,000 (excl. GST) as a Platinum Partner of the event.

### **2024 Final Report Key findings**

The 2024 Karijini Experience attracted 3,142 visitors, featured 20 artists, held over 60 individual events, representing Pilbara Aboriginal language groups and was supported by 27 partners and sponsors. (Karijini Experience 2024 Final Report, refer to Attachment 4).

- Key age bracket: 41-54 years (47%)
- Accommodation: Caravan Park/camping (58%)
- Length of Stay: Lived in the region (35%)
- First time attending: 53% of attendees

### **Comments**

The Shire's Economic and Tourism Development Strategy 2024/2028 recognises that tourism is an important driver of the Shire's economy with a vision to obtain International recognition of Karijini National Park and the development of unique attractions, experiences and events with signature event funding as a means to achieve this vision.

As one of the esteemed events in the region, The Karijini Experience showcases our distinctive tourism offering to a local, intrastate and interstate audience.

The event also offers visitors the opportunity to take in other tourism attractions while in our region including Millstream Chichester National Park, Onslow and the Mackerel Islands, as well as exploring neighbouring Pilbara towns and attractions.

CMS Events has prepared a comprehensive sponsorship proposal (refer to Attachment 3), that details the different levels of financial contribution and specific outputs available to the Shire. The levels of financial contribution are outlined below:

1. Platinum Sponsorship - Financial Contribution to be negotiated
2. Premium Partner - \$50,000 plus GST
3. Major Sponsor - \$27,000 plus GST
4. Event Sponsor - \$12,000 - \$18,000 plus GST
5. Supporting Partner - \$6,000 plus GST
6. Friend of Karijini Experience - \$1,200.

The proposal highlights the different levels of branding and marketing, hospitality and recognition that each level of sponsorship provides. As a Premium Partner, the Shire receives a strong level of organisational recognition and achieves the outcome of the Strategy.

The Shire has over a number of years, committed \$50,000 annually to the event. In 2023, the Shire agreed to become a Platinum Sponsor and committed \$75,000 (excl. GST) to the event due to short time frames required to be executed by the Event company, and the risk that the event may not proceed without additional financial support from the Shire.

## Consultation

Chief Executive Officer

## 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            | 3 Work collaboratively with tourism sector providers, Australia's North-West Tourism and Tourism WA to increase visitor spend, and length of stay, in the Shire. |

## Council Policy

[Council Policies » Shire of Ashburton](#)

Council Policy – Tourism Support and Promotion

The Shire recognises that tourism will continue to be a major employer and contributor to the economy within the Shire, and that it needs to play an active role to facilitate the growth and development of tourism in Ashburton.

## Financial Implications

### Current Financial Year

The officer's recommendation is to provide \$50,000 (excl. GST) for The Karijini Experience 2025 under Economic Development Budget J3102 Event Sponsorships, as a Premium Partner.

### Future Financial Year(s)

Community Donations, Grants and Funding which outlines our process to provide funding to Signature Events. Future year funding will be considered under this policy.

## 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  |
|-------------------------------|---|------------|--------------|----------------------|---|
| Reputation (social/community) | Council has endorsed in the 2024/2028 Economic Development and Strategy to support unique events in the region and to promote Karijini as a destination of international significance. Failure to make a contribution could cause reputational damage to the Shire. | Likely (4) | Moderate (3) | Moderate (5-9)       | Provide a financial contribution to the event in line with the 2024/2025 Economic Development Budget. |

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

## Voting Requirements

Simple Majority

## Officer Recommendation

That with respect to The Karijini Experience 2025 Sponsorship Proposal, the Economic and Tourism Development Committee recommends that Council approve a \$50,000 (excl. GST) contribution to become a Premium Partner of The Karijini Experience 2025.

## 6.5 Visit Ashburton Tourism Signage

|                                   |   |
|-----------------------------------|---|
| <b>File Reference</b>             | ED31503   |
| <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. Draft Design Guide March 2024</li> <li>2. Warlu Way Map</li> <li>3. Tourism Western Australia Tourism Signage Guidelines</li> </ol> |

### Report Purpose

To consider options for the expenditure of allocated budgeted funds to improve current Shire of Ashburton visitor information and directional signage.

The purpose of this report is to provide the Committee with an understanding of the current visitor information and directional signage within the district and be informed of identified locations for upgrades and improvement.

The Committee is requested to consider the options presented and make a recommendation to Council for improvements to visitor information and directional signage and upgrades with the aim to encourage tourism attraction, retention and dispersal within the Shire of Ashburton.

### Background

As part of the 2023 – 2024 capital expense budget, Council allocated \$100,000 towards Visit Ashburton Tourism Signage (ED31503 X3435). The scope brief outlines:

*‘The launch of Visit Ashburton in 2022/23 FY has created a unifying tourism brand for the Shire. This project seeks to implement an important component of the visitor experience by welcoming visitors to our four towns with a consistent approach. There is also an opportunity to improve existing tourist signs throughout the Shire. The Visit Ashburton TAG will design and acquire signage that is consistent with our new visitor economy focus’*

Main Roads Western Australia (MRWA) have signage standards and guidelines regarding tourism signage (Refer attachment 3), and it is necessary for the Shire to consider these guidelines when seeking approval where required in their design and location from MRWA.

An initial Shire of Ashburton *Tourism Signage Plan* and *Draft Design Guide* (Refer Attachment 1) was submitted to MRWA in March 2024 for feedback. MRWA responded as follows:

*‘While the designs of the signs you have sent are visually beautiful, they are unfortunately not suitable for installation on our roads.’*

- *They are too large. As mentioned the largest sign we would consider would be 3300m as per the attached draft sign.*
- *They are not glance appreciative. Too much to see at 110km/h.*
- *They provide no information. How far to (Karijini or Fern Pool).*
- *In our experience anything with pictures is difficult to see and understand whilst travelling past. Complicated artwork/photos are not supported by the Region.*
- *These signs could perhaps be installed at information bays or roadhouses (with permission). Not parking bays as they are too close to the road in most cases”.*

MRWA are currently undertaking a ‘Pilbara Signs Project’, an assessment of all signage throughout the Pilbara which will inform a 10-year Pilbara regional signage upgrade.

The Manager of Business and Economic Development has requested that the Shire be able to provide feedback and insight into the draft Pilbara Signs Project, prior to its finalisation.

Further feedback from MRWA suggested that focus should be made on current Shire owned and maintained information pull in and rest bays within the Shire.

After extensive onsite investigation of locations throughout the Shire, 4 key locations (to be discussed further in this report) have been identified as prime locations for the Shire to update current tourism and wayfinding signage, some locations needing new infrastructure and signage.

These investigations also provided the opportunity to provide feedback to MRWA as to help inform the Pilbara Signs Project when updating directional signage throughout the Pilbara region.

### **Warlu Way**

The Shire of Ashburton, along with other Local Government Associations, City of Karratha, Shire of East Pilbara, Town of Port Hedland and a range of other partners (Tourism Western Australia, Department of Biodiversity Conservation and Attractions and MRWA), financially assisted the Pilbara Tourism Association in launching the marketing project in 2024 or the ‘Warlu Way’ tourism concept (Refer to Attachment 2 - Warlu Way Map).

The Warlu Way signage installed by MRWA and takes up much signage ‘real estate’ throughout the Pilbara and as per MRWA signage guidelines there are only allowed to be a certain number of signs at any one location as to mitigate visual pollution and enable glance appreciation.

Excessive, and at some locations confusing Warlu Way signage reduces the opportunity for other tourism locations or assets to be included in tourism directional signage installed by MRWA. This issue has been addressed with MRWA.

The Warlu Way road trip tourism concept will continue to develop, and potentially will be a highly beneficial tourism focused ‘must-do West Australian Road Trip’, however it has clearly been identified to MRWA that any future signage upgrades need to carefully consider the Warlu Way signage as part of the Pilbara 10-year regional signage upgrade as to reduce confusion and provide opportunity for other key tourism towns and locations to be included.

### **Comments**

Much of the current Shire of Ashburton tourism signage and information is out of date or incorrect, does not align with the current Visit Ashburton *Reef to Range* brand with many of the signs weathered and needing replacement.

There is also currently a lack of appropriate directional and distance signage as to provide visitors with safe and correct information whilst travelling through our region.

Upon investigation of current tourism signage, locations, opportunities and tourist travel movements across the Shire, the below 4 key locations have been identified in order of priority, as to enable the best opportunity to meet the requirement of the original scope to improve existing tourist signs throughout the Shire in a consistent and on-brand manner.

**1. North West Coastal Highway, Onslow pull over information and rest area:**

Onslow pull over and rest area heading North, signage upgrades to all signage to align with the Visit Ashburton Reef to Range messaging, including:

Existing 'Slip into Onslow' sign to be updated with Reef to Range messaging and imagery. (Below).



New information and directional sign to be installed under the current shade structure, to include a brief history of Ashburton, Onslow and Islands, area map and suggested Reef to Range itineraries. (Below).





Existing ‘Welcome to Country and Acknowledgment’ sign to be updated to current Visit Ashburton tourism branding and Reef to Range messaging, to include acknowledgement to Country and important area information (Disaster dashboard, Shire information etc). (Below).



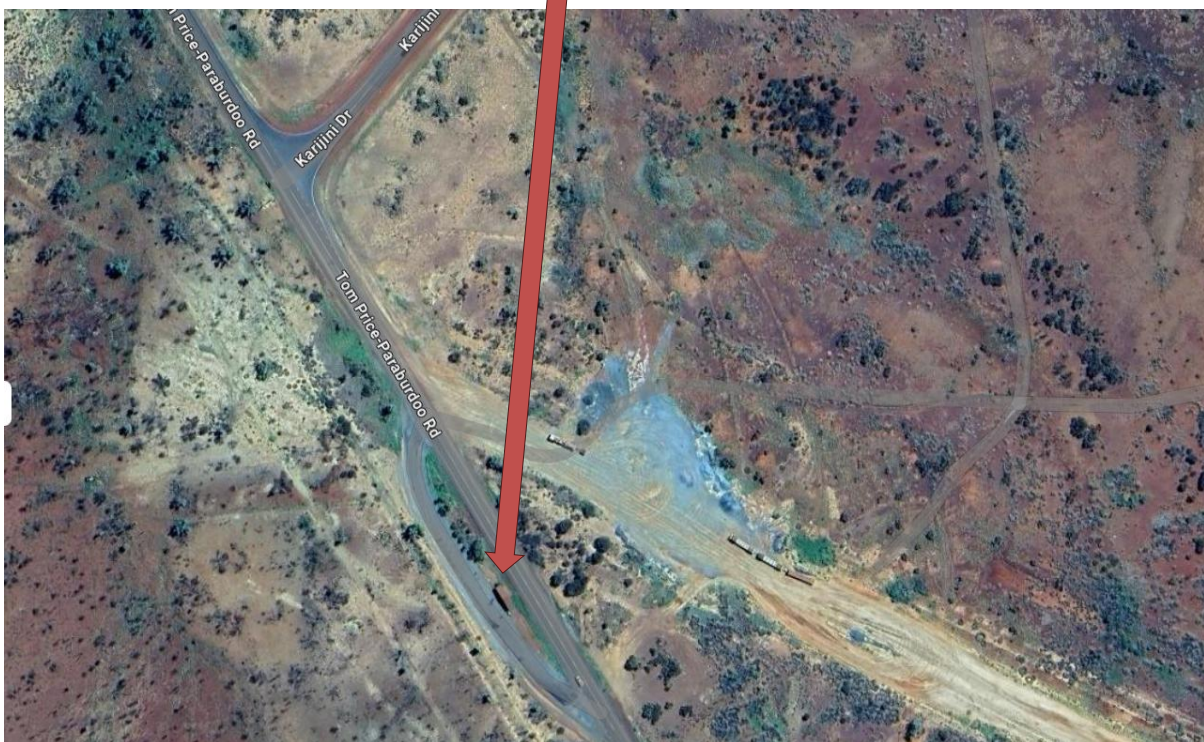
Update of signage of ‘Welcome to Onslow - The Cooler Coast’ signage to Reef to Range messaging and imagery. (Below).





**Further considerations for Onslow pull over information and rest area:**

- Potential for digital signage (budget dependant as not critical) to provide up to date information relevant to Onslow (accommodation availability, events etc);
- Vegetation, road works to edging and place beautification to be considered as infrastructure upgrades for the 2025 - 2026 financial year.

**2. Tom Price-Paraburdoo Road information and pull over and rest area:**

- Update to existing signage and infrastructure to provide consistent Reef to Range messaging and imagery.
- Update to information, include a brief history of Ashburton, Tom Price and area map suggested Reef to Range itineraries.
- Feature Karijini National Park (in liaison with DBCA), information, maps.



- 'Welcome and Acknowledgment', important area information (Disaster dashboard, Shire information etc).

### Further Considerations for Tom Price-Paraburdoo Road information and pull over rest area:

- Potential for digital signage (budget dependant as not critical) to provide up to date information relevant to Tom Price, Paraburdoo and Karijini (accommodation availability, events etc);
- Vegetation, road works to edging and place beautification to be considered as infrastructure upgrades for the 2025 - 2026 Financial Year.

### Comments made to Main Roads Western Australia regarding Tom Price-Paraburdoo Road information and pull over rest area:

Some of the signage at the intersection has been burnt or damaged and needs to be replaced. *(Below)*.



As per much of the Pilbara, the Warlu Way signage is often confusing and the signage is often excessive and reduces the opportunity to highlight and promote other tourism and natural assets, such as Western Australia's second largest National Park Karijini and nearby Millstream Chichester National Park. *(Below)*.



The intersection at Tom Price-Paraburdoo and Karijini roads is the gateway to one of Western Australia's major tourist attractions, the Karijini National Park, it is hoped that something more sufficient to address its popularity and class as a natural wonder is considered.

### 3. Nanutarra Roadhouse:

Nanutarra Roadhouse is a popular location for all those who access the North West Coastal Highway either as a tourist or those living or working in the area, suggested new signage and infrastructure is outlined below and as per Main Roads feedback is a good opportunity and location for tourist information and directional signage. These locations are in the Main Roads road reserve and would be subject to their approvals:

Request to be made to MRWA to approve signage and Ashburton area maps produced and installed next to the pull in area where the tree line is opposite fuel bowsers (this area is also within the Main Roads, road reserve).

At this location, people park in the shade post refuelling their vehicles, obtaining supplies, and having a rest stop.



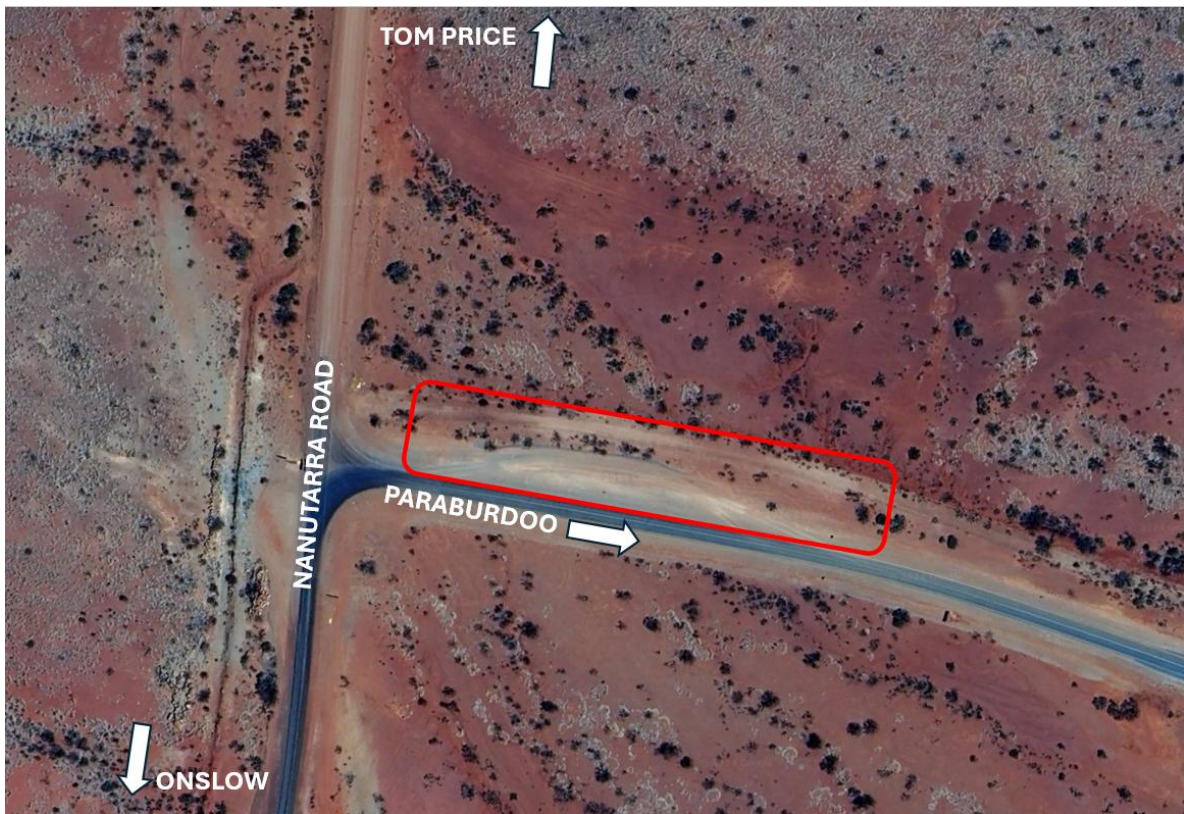
*Shaded rest area opposite Nanutarra Roadhouse and amenities (above).*

### 4. Intersection at Paraburdoo Road and Nanutarra-Munjina Road:

Consideration and further investigation for the red area highlighted below to be upgraded to an official pull over bay and rest area, currently many pull over in this space as a rest stop to their next location, or to assess which direction they are travelling.

New information and directional signage would be required to be produced and installed, consistent with the Reef to Range branding and messaging. This area is in the Main Roads, road reserve and would be subject to their approval.





*Aerial view of intersection at Paraburdoo Road and Nanutarra-Munjina Road*



*Area identified (left side of road) as an official pull over bay and rest area, heading towards Paraburdoo from the Nanutarra-Munjina Road*



**Comments below to Main Roads regarding intersection at Paraburdoo Road and Nanutarra-Munjina Road:**

- Signage clutter clean up at intersection, signage is confusing and needs to include Tom Price and Onslow.
- Removal or more practical inclusion of Warlu Way.
- Hero sign should be Karijini National Park, which is a major tourist attraction.



*Signage at the intersection of Paraburdoo Road and Nanutarra-Munjina Road*

**Comments to Main Roads Western Australia regarding another location of interest, Nanutarra Road and North West Coastal Highway Intersection:**





- Current signage in this location does not include Onslow nor distances. Given Onslow is the next closest town with amenities it makes logical sense as to be included, although it is viewed as an access road turn off from a main highway (similar to Exmouth or Karratha).
- Intersection signage here could be much more informative as to include distances, with suggestion to the below content:
  - (to the south - left) Nanutarra Roadhouse, Exmouth, Carnarvon.
  - (to the north - right) Onslow, Karratha, Dampier.

**Consultation**

Consultation has been undertaken with Main Roads Western Australia as to ensure that the Shire is adhering to Main Roads Western Australia Tourist signage standards and guidelines, as per the attached Tourism Western Australia Tourism Signage Guidelines position statement, to:

*‘Recognise and support the established signage policies and requirements of Main Roads Western Australia (MRWA), as well as those of Local Government Authorities that promote a uniform state-wide and national approach to signage standards.’*

Ongoing consultation and collaboration with Main Roads Western Australia will be required as to seek approvals for any new locations or infrastructure inclusion and signage designs.

**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            | 3 Work collaboratively with tourism sector providers, Australia’s North-West Tourism and Tourism WA to increase visitor spend, and length of stay, in the Shire. |

## Council Policy

### [Local Planning Policy LPP03 Advertising Signs](#)

## Financial Implications

### Current Financial Year

Funds are available in the 2024/2025 Municipal Budget (\$100,000) to provide for Visit Ashburton Tourism Signage (ED31503 X3435).

### Future Financial Year(s)

The Shire of Ashburton is financially responsible to update and maintain any repairs or maintenance to any Shire of Ashburton signage, budget funding for upgrades or improvements to other tourism signage or improvements has not yet been identified nor considered for 2025/2026 or future financial years.

## 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   |
|-------------------------------|---|------------|--------------|----------------------|--|
| Reputation (social/community) | Current tourism signage and information is out of date, does not align with the current Tourism brand, and in some scenario's information is incorrect. There is currently a lack of appropriate directional and distance signage as to provide visitors with safe and correct information whilst travelling through Ashburton. | Likely (4) | Moderate (3) | Moderate (5-9)       | Update signage at current locations within the Shire of Ashburton's control, and continue to collaborate with Main Roads Western Australia to upgrade tourism and facility signage as part of the 10-year Pilbara regional signage upgrade |

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



**Voting Requirements**

Simple Majority

**Officer Recommendation**

That with respect to the Visit Ashburton Tourism Signage the Economic And Tourism Development Committee recommends that Council:

1. Supports visitor information and signage improvements at the North West Coastal Highway, Onslow pull over information and rest area (including the 'Onslow - Cooler Coast' signage); and at the Tom Price – Paraburdoo Road, pull over information and rest area, for existing and new signage upgrades as detailed in points 1 and 2 of the comments section of this report; and
2. Supports investigation of new directional and tourism information signage and infrastructure being installed at the Nanutarra Roadhouse in the location identified in point 3 of the comment section of this report (subject to Main Roads Western Australia approvals); and
3. Approves further investigations for a new Paraburdoo Road and Nanutarra-Munjina Road pull over bay and rest area, with new directional, tourism information signage and infrastructure (subject to Main Roads Western Australia approvals).;

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

## **8 Confidential Agenda Items**

## **9 Next Meeting**

The next Economic And Tourism Development Committee will be held at 9:00am on Tuesday 18 March 2025 at Council Chambers, Onslow Shire Complex, Second Avenue, Onslow.

## **10 Closure Of Meeting**

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