

MINUTES



Our Corporate Values

- We serve the community
- We work together with honesty and respect
- We have a 'can do' attitude
- We take responsibility
- We listen, learn and improve
- We communicate effectively
- We take pride in the way we work

CITY OF KARRATHA TOURISM ADVISORY GROUP

Date: 4 March 2015
Time: 10.00am – 11.30am
Room: Council Chambers

ATTENDEES:

| | |
|----------------------|--|
| Chris Adams | CEO, City of Karratha (Chair) |
| Cr Peter Long | Mayor, City of Karratha |
| David Pentz | Director Development Services, City of Karratha |
| Diane Pentz | CEO, RDA Pilbara |
| Alexis Guillot | Deputy CEO, Pilbara Regional Council |
| Terry Hill | A/CEO, Pilbara Development Commission (via teleconference) |
| Evan Maloney | CEO, Ngarluma & Yindjibarndi Foundation Ltd |
| Eileen Wright | Representative, Roebourne Visitor Centre |
| Ruth Ellis, Manager | Roebourne Visitor Centre |
| Bazz Harris, Manager | Karratha Visitor Centre |
| Cr Geoff Harris | Councillor Representative Karratha Visitor Centre |
| Glen Chidlow | CEO Australia's North West (via teleconference) |
| Brad Beaumont | Board Member, Australia's North West |
| John Lally | CEO, KDCCI |
| Paul Jagger | CEO, Business Centre Pilbara |
| Ray De Jong | A/Regional Leader Parks and Visitor Services, DPAW |
| Clinton Walker, | Managing Director, Ngurrangga Tours |
| Francois Langlois | Deputy CEO, Murujuga Aboriginal Corporation. |
| John Verbeek | Economic Development Advisor, City of Karratha |
| Barry Harrison | Board Member, Karratha Visitor Centre |
| Pip Golden | Minute Taker |

APOLOGIES

| | |
|-------------------|--|
| Ron Critchley | Chair, Karratha Visitor Centre |
| Dagmar Kraus | Chair, Roebourne Visitor Centre |
| Andrew Ward | Director Community Services, City of Karratha |
| Cr Garry Baily | Councillor Representative Roebourne Visitor Centre |
| Clayton Macintosh | Vice Chair, Karratha Visitor Centre |

1. Official Opening

The City of Karratha Tourism Advisory Group Meeting was held in Council Chambers on Wednesday 4 March 2015 and was declared open at 10:00 a.m.

2. Welcome and Round the Table Introductions

The Chair welcomed members to the inaugural Tourism Advisory Group meeting. Members introduced themselves and the organisations they represent.

3. Terms of Reference for Tourism Advisory Group

The Chair referred members to the Terms of Reference for the Tourism Advisory Group and reiterated that the scope of the group is to advise Council on tourism related infrastructure, facilities, events, issues and priorities for City of Karratha actions.

4. Review of Tourism Report 2014

John Verbeek provided an overview of key initiatives identified within the Tourism Report 2014 to highlight the significant body of tourism related work carried out by a number of organisations with the last few years:

- Pilbara Tourism Product Plan recommendations for the City of Karratha
- Tourism WA Australia's NW Tourism Development Priorities 2010-2015.
- 2013 Karratha Tourism Forum Recommendations
- City of Karratha Tourism SWOT analysis

Action 1: Members to provide feedback on the City of Karratha SWOT analysis to John Verbeek

5. City of Karratha Tourism Related Initiatives and Expenditure

The Chair presented an overview of the City of Karratha's Tourism related initiatives and projects commenting that whilst Tourism has not been a major initiative of the City in the past, there is an expenditure of several million annually. The City has made a significant investment in support of visitor information services, major events, nature based camping sites, Cossack and tourism infrastructure such as public facilities, boat ramps and road maintenance.

The chair also referred to the City of Karratha Tourism Signage Project with a draft design and proposed locations for proposed new tourism interpretive signage.

Mayor Long endorsed the Chair's comments adding that Council would like to see tourism developed and promoted as a priority.

Action 2: Members to provide feedback on the City of Karratha's tourism interpretive signage draft design and proposed locations.

6. Round table update from each agency on tourism initiatives

The Chair provided an opportunity for each member to provide an update on their specific initiatives:

Ray De Jong, DEPAW

- 'Parks for People' initiative.

John Lally KDCCI

- Pilbara Tourism Operators Cooperative
- Vietnamese Charter flights
- Lisa Donahue, NT China connections
- HHBSC marina proposal
- Potential of Cruise ship visits to Dampier

Bazz Harris, KVC

- bought the domain rights for www.visitkarratha.com.au
- bookings portal with PRC
- mobile app
- inducting new tour guide

Francois Langlois, Murujuga AC

- importance of Murujuga National Park
- Murujuga Living Knowledge Centre planned for Hearsons Cove – awaiting response from Treasury.

Evan Maloney, NYFL

- Whim Creek Hotel refurbishment and tourism proposals
- Balla Balla – rangers and nature based camping proposals

Brad Beaumont

- Dampier Archipelago potential
- Sam's Island
- Marketing and media coverage needed

Cr Geoff Harris, KVC

- Promote the area in the best possible avenue to pave the way forward for a bustling tourist industry within the City of Karratha and surrounding areas.

Ruth Ellis/Eileen Wright, RVC

- Potential wildflower tour
- Introduced museum entry fee
- Cossack kiosk proposal
- TV advertising campaign
- Heritage buildings condition an issue

Clinton Walker, Ngurrangga Tours

- Promotion and marketing for tourism within the region is a priority
- Ngarluma Country entry signage proposal
- ECO retreat at Millstream proposal

Diane Pentz, RDA Pilbara

- RDA has an advocacy and funding role
- Important to identify target markets for proposals

Paul Jagger, BCP

- The Business Centre Pilbara can support emerging tourism operators with all aspects of business development.

Glenn Chidlow, ANW

- Membership based organisation to support tourism operators
- Holiday planner distributed internationally
- Australia wide caravan and camping shows
- Editorial coverage in national magazines
- Website with 20,000 hits/month

Terry Hill, PDC

- Pilbara Tourism Product Plan – implementation committee with PRC and TWA
- Pilbara Blueprint will encompass Tourism – draft out shortly for comment
- Will guide Pilbara R4R funding going forward

The Chair provided an overview of recent City of Karratha tourism related infrastructure projects including foreshore management, signage, boat ramps, caravan parks, nature based camping, trails, Cossack, Karratha Airport and the major events program.

7. Recommended Directions for City of Karratha Tourism Strategy

(What should Council invest in?)

The Chair asked members to put forward their ideas for priorities, keeping in mind that:

- Australia's North West is the lead agency for marketing
- The City of Karratha's role is predominantly in providing infrastructure
- Governments' role is strategic planning, advocacy and funding
- KDCCI & BCP – business development
- Visitor Centres – visitor information provision

Bazz Harris, KVC – focus on tourism lookouts at Searipple and Karratha Water Tanks and on developing of a tourism marketing profile/slogan.

Brad Beaumont – media and marketing focus targeting particular market segments – well heeled, grey nomads.

Barry Harrison, KVC – focus on development of a tourism plan/strategy.

Glen Chidlow, ANW - suggest partnering with other entities such as Tourism WA and airlines to turn the \$50,000 into \$150,000 for a marketing campaign.

John Lally, KDCCI – tourism traineeships.

The chair thanked the members for their input and advised the group that Council will ultimately make the decisions for City of Karratha Tourism expenditure. (\$50,000 currently allocated in 14/15 FY).

8. NEXT STEPS

- Minutes to be circulated.
- Report to Council on how best to spend the \$50,000 allocated.

Action 3: Preparation of a Report to Council on recommended tourism priorities.

9. Next Meeting

The next meeting to be held in 6-8 weeks. Members to be notified by email with an agenda.

10. Close of Meeting

The meeting closed at 11:30 a.m.

| Action # | Meeting Date | Action Item | Due Date | Responsible Person | Comment | Status |
|----------|--------------|---|---------------------|--------------------|---------|--------|
| 1 | 4 March 2014 | Members to provide feedback on the City of Karratha SWOT analysis to John Verbeek | By Next Meeting TBA | All Members | | |
| 2 | 4 March 2014 | Members to provide feedback on the City of Karratha's tourism interpretive signage draft design and proposed locations. | By Next Meeting TBA | All Members | | |
| 3 | 4 March 2014 | Preparation of a Report to Council on recommended tourism priorities. | 10 March 2015 | John Verbeek | | |