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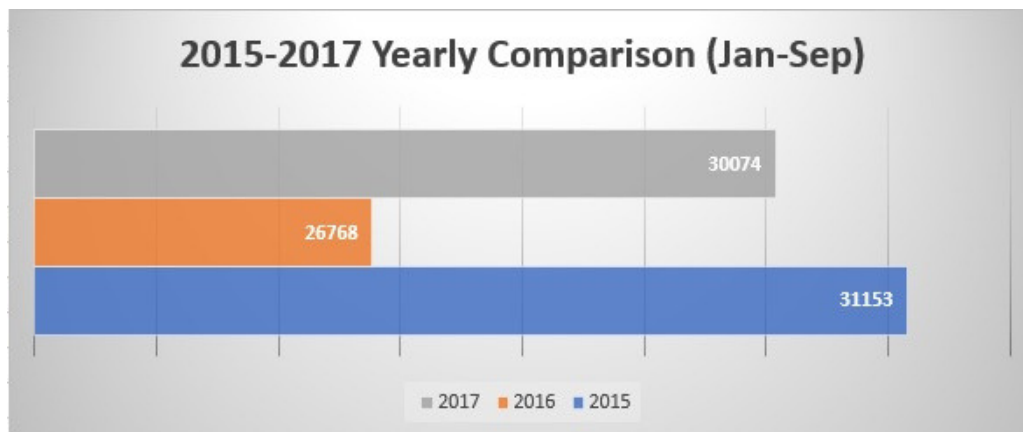
**Quarterly Report
July- September 2017**

A. CUSTOMER SERVICE

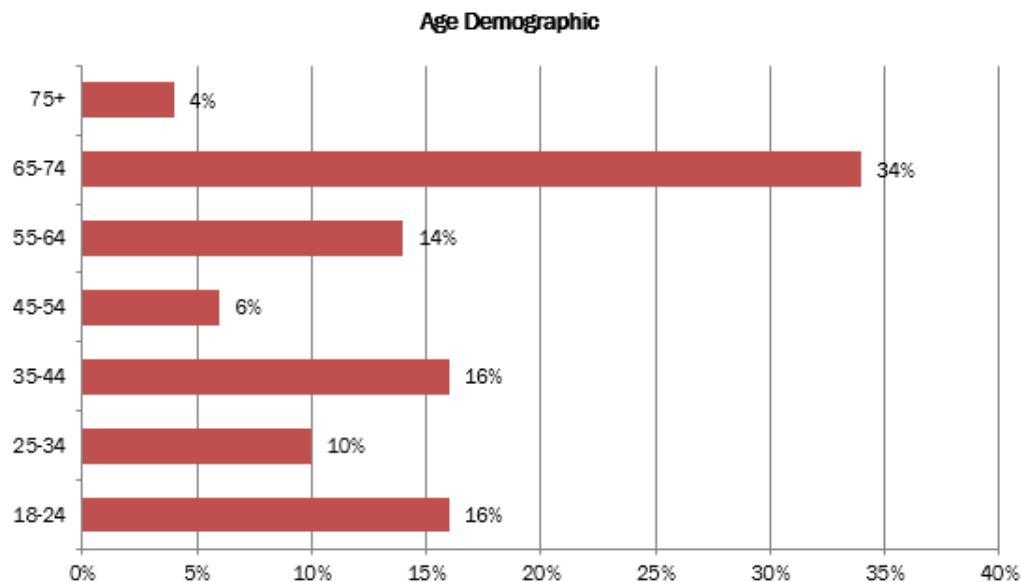
A1A) VISITORS

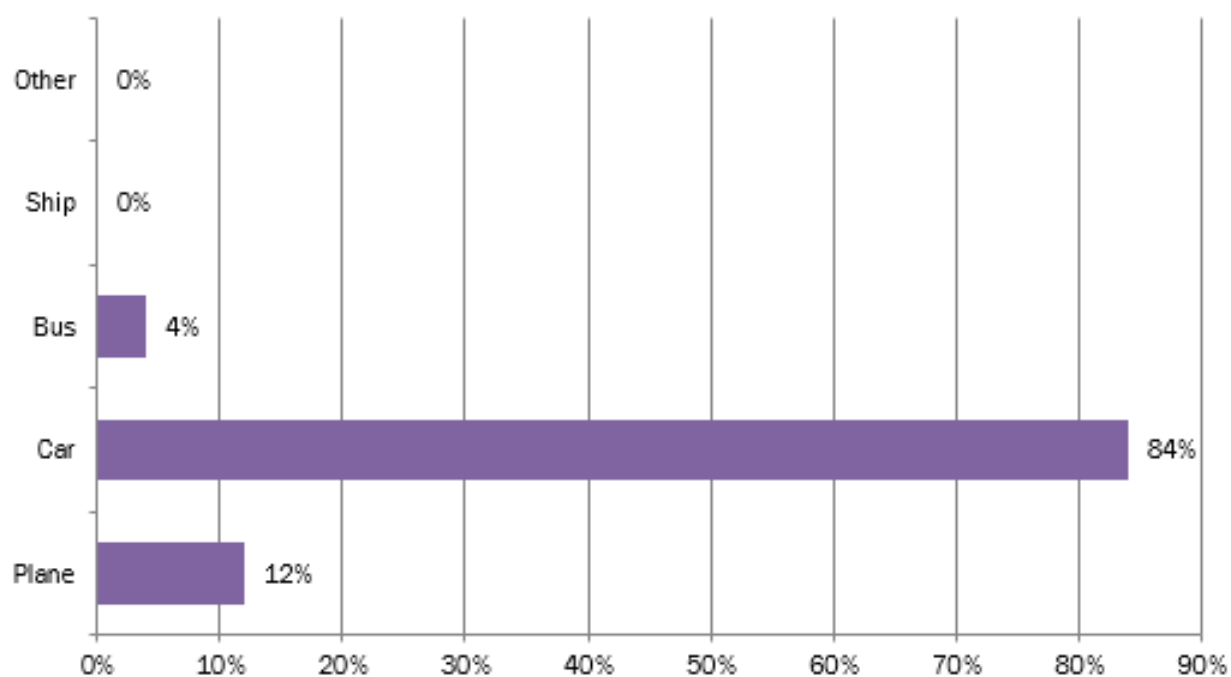
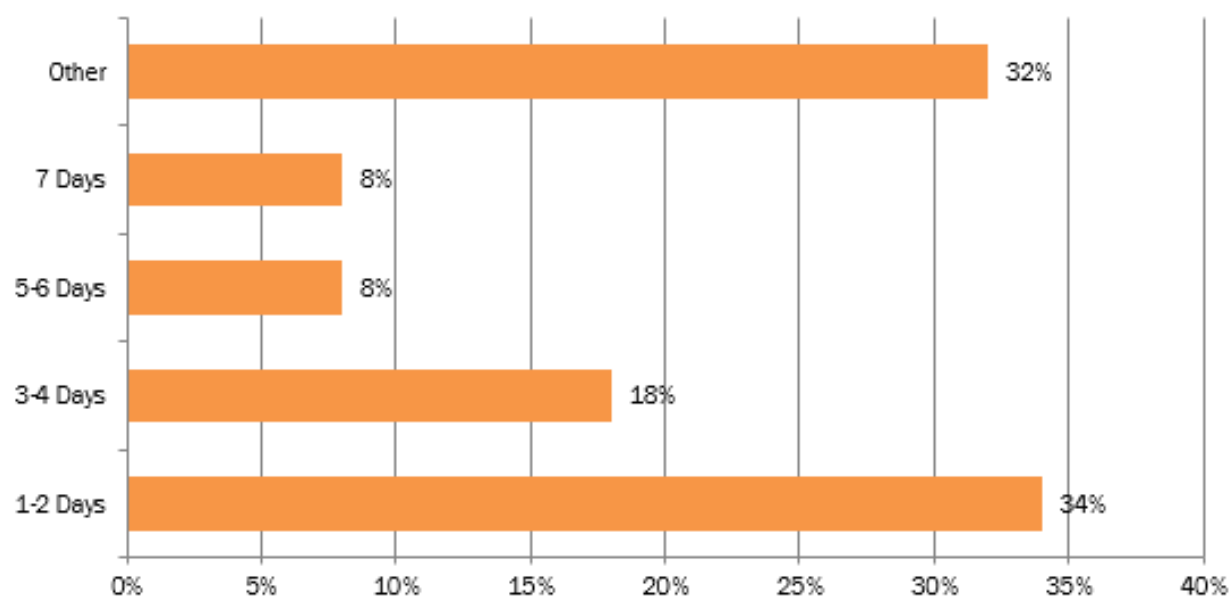
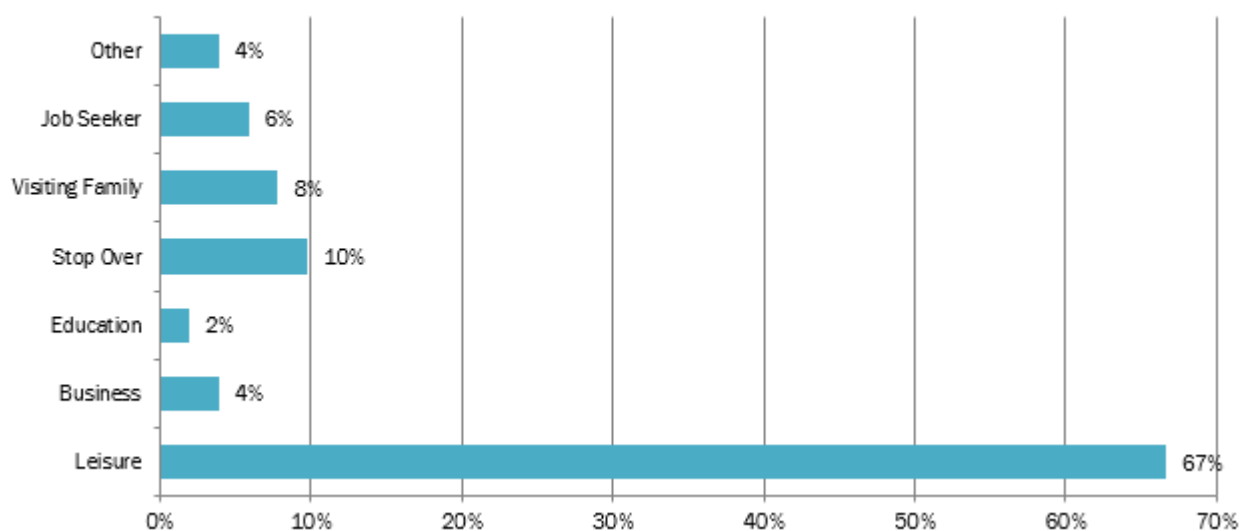


WE HAVE SEEN A 15% INCREASE FOR JULY AND AUGUST FROM 2016 AND 9% FROM SEPTEMBER 2016.

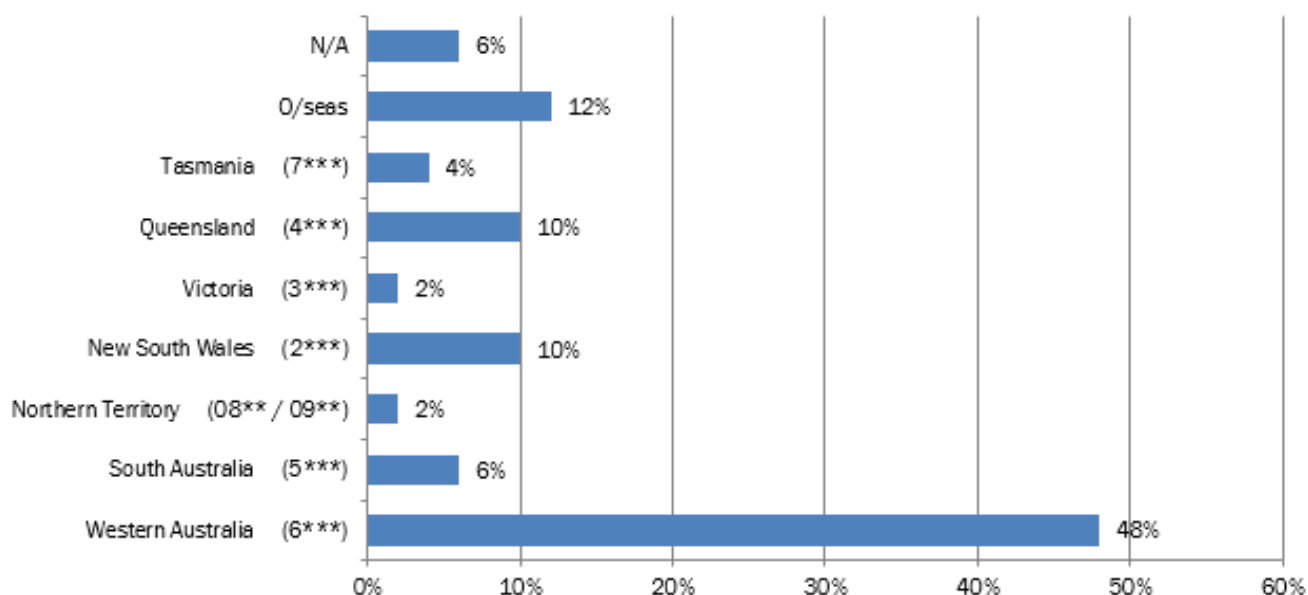


A1B) ABOUT OUR VISITORS



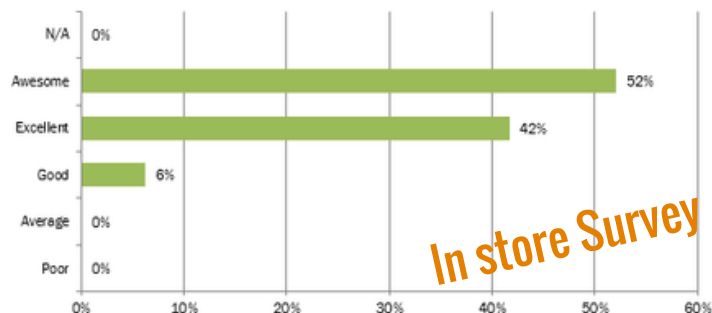
Arrival - Transport Method**Planned Length of Stay****Purpose of Visit**

Place of Residence



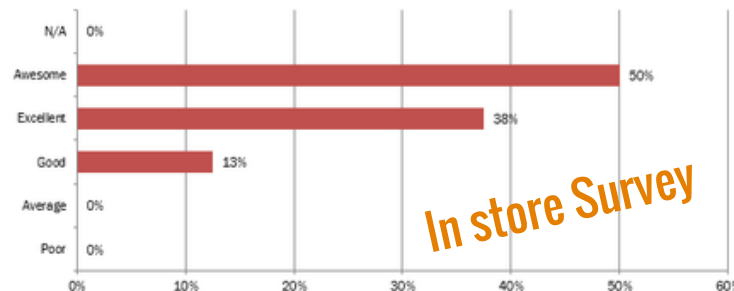
A2B) CUSTOMER SATISFACTION

KVC - Service Rating



In store Survey

KVC - Impressions



In store Survey

"Friendly, helpful & pleasant"

3 weeks ago | Reviewed by Haylee R

We really enjoyed walking around and having a look at all the great souvenirs & gift ideas available in the KVC. The ladies behind the counter were friendly and informative.



"A must do tour is the Roebourne Goal tour with Pilbara Tour Co"

2 weeks ago | Reviewed by triscainrs

Take a tour with Sarah, owner of Pilbara Tour Co, at the Roebourne Goal only half an hour from Karratha. Interesting insight into the history of the area and the goal itself. Very informative and good value for money. Cost is \$15 per adult. Tours depart 10.00am and 11.30am daily. To book call Sarah her number is 0456 990 706 or just turn up at the gate of the goal at the tour time. Enjoy.



"Not big rig friendly"

3 weeks ago | Reviewed by Liztrippingout

We left our rig out on the highway to source a water refill point. At 60' long, there was no way we could get in and around. Not a big rig friendly town. Went to Balmoral CP, only to be told they were closing for the season and to try park in Rosemary St. Went there, made enquiries drove around park. We wouldn't fit, even if we dropped the trailer. And they wanted to charge us for 2 sites. At \$550/week + elect, we left town quick smart. If you are a big rig, avoid this mining town that has all but closed due to the downturn.



What do they say?

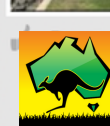


Karratha Visitor Centre

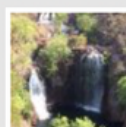


★★★★★
4.9 by 10 users

Type Information centre (no camping)
Address De Witt Rd, formerly Karratha Rd, WA
Phone (08) 9144-4600
Website karrathavisitorcentre.com.au



Robojo40 26 Sep 2017
If towing park near Mac Donald's out the back of the shopping complex there. Heaps of room easy access and exit. Good to go buy groceries and be on your way.



Funismymiddlename 08 Jul 2017
Karratha caravan park lets Non-guests use their laundromat. Just \$4 a load



B. PROMOTIONAL & INFORMATION



HELISPIRIT EVENTS

Due to the success of the Cossack Family Day \$99 rides we have encouraged HeliSpirit to do the same at other events, such as FenaCING, the Billy Cart Derby and Dampier Beachside Markets. So far they have proved a success with locals buying gift vouchers and scenic flights for visiting friends and relatives.

Cossack Family Day- 22 flights

FenaCING- 12 flights

Billy Cart Derby- 7 flights

Dampier Beachside Markets- 10 flights



THE NEW PILBARA

Thanks to the generosity of the KDCCI we were provided a booth at The New Pilbara Conference.

We had Newman Visitor Centre, Port Hedland Visitor Centre, Tom Price Visitor Centre and Onslow Visitor Centre join us at the Booth to represent as The Pilbara Visitor Centres.

Although not having many people attend the booth it gave everyone an opportunity to network and hear about all the upcoming ventures in the Pilbara.



C. DIGITAL PRESENCE

C2A) GOOGLE ANALYTICS

73% NEW USER SESSIONS

22K+ PAGE VIEWS

	Age ?	Acquisition		
		Sessions ? ↓	% New Sessions ?	New Users ?
		5,944 % of Total: 63.42% (9,373)	70.27% Avg for View: 73.24% (-4.05%)	4,177 % of Total: 60.84% (6,865)
<input checked="" type="checkbox"/>	1. 25-34	1,617 (27.20%)	68.09%	1,101 (26.36%)
<input checked="" type="checkbox"/>	2. 35-44	1,182 (19.89%)	68.61%	811 (19.42%)
<input checked="" type="checkbox"/>	3. 55-64	1,070 (18.00%)	72.80%	779 (18.65%)
<input checked="" type="checkbox"/>	4. 45-54	1,014 (17.06%)	70.71%	717 (17.17%)
<input checked="" type="checkbox"/>	5. 65+	642 (10.80%)	78.35%	503 (12.04%)
<input checked="" type="checkbox"/>	6. 18-24	419 (7.05%)	63.48%	266 (6.37%)

Country ?	Acquisition	
	Sessions ? ↓	% New Sessions ?
	9,373 % of Total: 100.00% (9,373)	73.25% Avg for View: 73.24% (0.01%)
1. Australia	8,666 (92.46%)	72.50%
2. United States	116 (1.24%)	84.48%
3. United Kingdom	80 (0.85%)	76.25%
4. Germany	52 (0.55%)	73.08%
5. Canada	43 (0.46%)	93.02%
6. New Zealand	43 (0.46%)	81.40%
7. India	33 (0.35%)	93.94%
8. Philippines	31 (0.33%)	41.94%
9. Russia	25 (0.27%)	92.00%
10. France	24 (0.26%)	70.83%



6.5K+ FOLLOWERS



315 FOLLOWERS

C3B) VISIT KARRATHA APP



The Visit Karratha App is currently unavailable while we work on its development.

D. INDUSTRY LIAISON/ INPUT

D1A/D2B) TOUR AND ACCOMMODATION REVENUE

\$4639

ACCOMMODATION BOOKINGS

BOOKABLE ONLINE

- 14 Accommodation members
- 7 Tour Operators members

\$20,120

TOUR BOOKINGS

D2C/D/E MEMBERSHIP INFORMATION AND ENGAGEMENT

40%

INCREASE
FROM 2015-2016

20%

INCREASE
FROM 2016-2017

Membership



We have continued to send out the e-news to all our members bi-monthly. Issue three was sent out end of July which included further information about the Albany Tourism Conference, The Business Centres Warlu Way Program and more Visitor Statistics.

No feedback has been received about the e-news to date.

D. INDUSTRY LIAISON/ INPUT

D2C/D/E MEMBERSHIP INFORMATION AND ENGAGEMENT

WHATS ON! AUGUST 2017

18 **MOONRISE CINEMA DUNKIRK**
Showing at the Moonrise Cinema
Get your tickets online at <http://moonrisecinema.com.au/tickets/>

19 **MOONRISE CINEMA CARS 3**
Showing at the Moonrise Cinema
Get your tickets online at <http://moonrisecinema.com.au/tickets/>

19 **NORTHWEST FIGHT NIGHT**
Whim Creek Hotel
6.00pm
Special Guest: Danny Green

19 **KARRATHA CITY NIGHT MARKETS**
Pelago East. 5pm - 9pm

20 **7TH ANNUAL YABURARA COMMUNITY WALK**
Start / Finish at the Karratha Leisureplex
8.00AM-11.00AM

FOR MORE INFO:
KARRATHA VISITOR CENTRE
LOT 4548 DE WITT ROAD KARRATHA
08 9144 4600
WWW.KARRATHAVISITORCENTRE.COM.AU

Whats on has been successful instore and many locals and visitors have appreciated the information in a clear format. No feedback has been received back from our accommodation members to date.

MEMBERS SATISFACTION SURVEY

Business Name: _____
Name & Position: _____

Karratha Roebourne Visitor Centre Visitor Centre

GENERAL

1. How often do you visit the KVC?
A. A couple of times per month
B. A couple of times per quarter
C. A couple of times per year
D. I have not been in the centre in the last year

2. What were your first impressions of the KVC?
A. Warm and inviting
B. Clean and well set up
C. It needs some work
D. Other: _____

3. What were your impressions of the staff?
A. Helpful and friendly
B. Busy with visitors
C. No where to be seen
D. Other: _____

4. What are your thoughts on the information resources?
A. The information was up to date and easily found
B. I found it difficult to find what I was looking for
C. There was not enough information
D. Other: _____

5. Overall how happy are you with the professionalism of the KVC?
A. The KVC meets my expectations of professionalism in a business advice
B. All printed material produced by the association is of a professional quality
C. KVC personnel always conduct themselves in a professional manner
Other Comments: _____

6. How satisfied are you with how the KVC represent your business?
Level of Membership: Bronze/Silver/Gold/Platinum
A. I feel I get value for money in my membership
B. I don't think I get value for money
C. There are room for improvements. Please make a suggestion: _____

7. How satisfied are you with the response rate of the KVC?
A. When I contact the KVC they are very quick to help
B. I have had no need to contact the KVC
C. The KVC seem to be doing everything they can to help but need some work
D. Other: _____

8. How are you satisfied with overall communication from the KVC?
A. The KVC staff routinely stay in touch with me
B. I know exactly who to contact when I have questions or a need for information
C. I receive emails and the E-news letters
D. Other: _____

GETTING THE MOST OUT OF YOUR MEMBERSHIP

1. Does your business have deals or specials?
A. Yes, we have weekly specials/deals
B. Yes, we have a couple a month
C. Not really
D. Other: _____

2. Do you notify the KVC of your deals/specials?
A. Yes, we email the KVC all deals/specials
B. Sometimes if we remember
C. I didn't realise the KVC will advertise if I advise them of specials/deals
D. Other: _____

3. Do you have brochures or business cards at the KVC?
A. Yes, they are on display and up to date
B. Yes, not sure if they are up to date
C. No, I have no brochures or business cards
D. Unsure

4. Has the KVC helped or supported your business?
A. Yes, they have helped set up Bookery
B. Yes, they are provided me with some great advice to help grow my business
C. No, I haven't required any help or support
D. No, I didn't know they offered this service

5. Would you like any support in the following areas?
A. Yes, I would like help setting up or getting involved in your booking system
B. Yes, I would like advice on how we can take part in KVC's marketing
C. Yes, I would like some support on product development
D. Yes, Other: _____
E. No, Comment: _____

Further comments or suggestions

In August we sent out a Membership Satisfaction Survey to get some feedback on what we do well and thing we can improve on.

No feedback was received to date.

E. SERVICE STANDARDS

D2E) CITY OF KARRATHA ENGAGEMENT

The Karratha Visitor Centre have had the following engagements with the City of Karratha in the last quarter.

1. Met with Nancy Milligan from the City of Karratha about creating tourism packaging for corporate and delegates for 2018.
2. Attended and presented at the Tourism Advisory Group. Provided substantial feedback on the Tourism Prospectus.
3. Have consulted with Jake Leahy on numerous occasions on advice/suggestions on the Information Bay Signage, Airport Signage, Roebourne Entry Statement and the Tourism Boost Program.

E3A) SERVICE OPERATIONS

THE KARRATHA VISITOR CENTRE HAVE BEEN OPERATIONAL FOR THE YEAR IN ACCORDANCE TO THE FUNDING AGREEMENT WITH EXCEPTION OF THE FOLLOWING:

- THE ROEBOURNE VISITOR CENTRES PHONE LINES ARE STILL NOT OPERATIONAL AND TELSTRA CAN NOW NOT PROVIDE A WORKING SERVICE UNTIL DECEMBER DUE TO NBN BEING ROLLED OUT. THIS IS NOT A POSITIVE OUTCOME FOR ROEBOURNE AS THE CENTRE IS SUFFERING DUE TO THIS. WE HAVE A DIVERTED MOBILE SERVICE AND WIRELESS INTERNET AS A BANDAID FIX. TO HELP SUBSIDISE SOME OF THE LOSSES WE HAVE INEVITABLY OCCURRED DUE TO THIS WE HAVE NEGOTIATED WITH YAK ON OUR LEASE AGREEMENT.

F. GOVERNANCE & FINANCIAL PERFORMANCE

FB) BOARD MEETINGS

IN ACCORDANCE TO THE KARRATHA AND DISTRICTS TOURIST INFORMATION CENTRES CONSTITUTION BOARD MEETINGS ARE HELD BI-MONTHLY. ONE BOARD MEETING WAS HELD THIS QUARTER, 25TH JULY 2017.

Board Meeting – July 2017

25th July 2017

1. Welcome

Meeting Commenced: 9:38am

Present:

- David Yakas (Chairperson)
- Jane Knapp (KVC Manager)
- Anouska Angove (Secretary)
- Jodi Porteous (Treasurer)
- Olivia Wood (Board Member)
- Jake Leahy (COFK representative)
- Ryan Hall (COFK representative)
- Bruce Jorgensen (Board Member) arrived 10:09am
- Bob Bongiorno (Board Member) arrived 10:09am
- Chantelle Tucker (KVC Coordinator)

2. Apologies

- Robert Gordon (Board Member)
- Clinton Walker (Vice Chairperson)

3. Minutes from Previous Meeting – May 2017

Minutes of previous meeting accepted:

Moved: Jodi Porteous

Seconded: Anouska Angove

All in favour

4. Business arising from previous Minutes

4.1 Jane to organise when Cultural Awareness training can take place – Still need to confirm a date, thinking after AGM when things quieten down

4.2 Jake will follow up on the strategy and see if he can find out anything about working through our website – Completed, with the new Destination Marketing Strategy they are thinking of linking the COK website to the KVC site

4.3 Jane to send out Caravan and Camping Show figures- Completed

4.4 Jane/COK 2018 Caravan and Camping Show- Unable to register yet

4.5 Jane to organise set up of booth at airport – Installing this week

4.6 Jane to send information about RVC signage to COK – Completed, signs are now up

4.7 COK to follow up with Main Roads re RVC signage – Completed, signs are now up

4.8 Jane to send out 8 days in Karratha to board members for perusal – Completed, it was confirmed that this document is for Accommodation providers and not for in store use as it allows Centre staff to get tourists to stay longer

4.9 Jane to set up photography comp voting file – Completed, file was displayed on Facebook and winners have been chosen

4.10 Jane to find another builder for the Mountain Bike hub- Looking at contracting through Beyond Carpentry Contracting, he is able to work within our remaining budget, however we may need to look into applying for further grants to help with variation as land approvals costed more than expected. Will look into Lottery west, was also suggested to try Department of Sports and Recreation, Chevron, PPA and City of Karratha.

4.11 Jake will find out how the \$45k was allocated and see if he can put in a variation for the fixtures- Still in discussion with Jane

F. GOVERNANCE & FINANCIAL PERFORMANCE

FB) BOARD MEETINGS

Action: Jane to organise date for Cultural Awareness training.

Action: Jane to register for 2018 Caravan and Camping show.

Action: Jane to organise set up of booth at airport.

Action: Jane to look into further grants for variation of Mountain Bike hub

Action: Jake to report back on variation

5. Financial Statements

Moved: David Yakas

Seconded: Anouska Angove

All in favour

6. Manager's Report

Quarterly Report April – June and Managers Operational Report were presented

- Sales up down in May and up in June, most likely due to starting up Resources tour again

- Length of stay still appearing to be over 7 days.

- Through Royalties for Regions a free sales and merchandising workshop presented by Terrific Trading, all staff attended. The feedback received was good, some points were to keep our Holiday Planner as A5 size so it can fit in a Glove box, do not set KPI's for staff as such just closely monitor performance.

- We are currently in the process of reproducing our new town maps

- An excellent response and feedback were received from a tour carried out for Leadership WA

- Cossack Art Awards Family Day – A total of 22 flights and a great response from the public. Already in talks with David from Wrapped Creations about doing a similar thing for Dampier Markets in September. Jane also suggested doing the \$99 flight special on a designated day every week, Jane needs to talk to Michael about this, events and having KVC staff working and Commission

- Ghost Tour – A total of 32 participants and fully booked séance, great response

Statistical Figures

May 2017

Total Sales: \$13,224.03

Visitor Numbers: 3110

Average Sale: \$24.18

Sales Conversion: 17.5%

June 2017

Total Sales: \$21,613.09

Visitor Numbers: 4640

Average Sale: \$30.44

Sales Conversion: 15%

May 2016

Total Sales: \$16,919.66

Visitor Numbers: 2807

Average Sale: \$28.44

Sales Conversion: 21%

June 2016

Total Sales: \$19,500.29

Visitor Numbers: 4561

Average Sale: \$23.21

Sales Conversion: 18%

Action: Jane to send out Sales and Merchandising workshop feedback

Action: Jane to discuss with Michael \$99 flight day and Market days

F. GOVERNANCE & FINANCIAL PERFORMANCE

FB) BOARD MEETINGS

7. General Business

7.1 Constitutional Changes

Changes from last AGM have been accepted but then received a letter from the Department of Commerce on 26th June 2017 with further amendments recommended. Anouska provided suggestions and these were presented and discussed further.

Proposed amendment

17. FINANCE AND ACCOUNTS (Item 9)

17.8 A committee member is entitled to be paid out of the funds of the Association for any out-of-pocket expenses properly incurred a connection with the Association's business upon **pre approval** of the Committee of Management and the provision of a receipt.

Suggested changes to be sent out prior to next AGM for approval

7.2 Budget

Proposed budget was presented and reviewed

Budget accepted by the Board:

Moved: David Yakas

Seconded: Bob Bongiorno

All in favour

7.3 The New Pilbara

Have not received any details yet, KDCCI are organising a booth which we are sharing with Port Hedland, Newman and Onslow, Chantelle will be attending to represent KVC

7.4 Tourism Conference Albany

Jane will be attending the Conference from 10th to 12th September, still waiting on program to come out

7.5 City of Karratha update

- The City of Karratha will also have a booth at the New Pilbara – also still waiting on details but will have a new Tourism prospectus which will be available at the event.
- Signage in the region – it was discussed in the last TAG meeting that the City will engage with a consultant to do an audit of signage within the region for recommendations
- Aiming to have RV and oversize parking signage up within a month
- Ryan asked what else the COK can do for the KVC to maximise potential and for Board to think of ideas
- Bruce suggested support within Communication and marketing to help with cross promotion and marketing opportunities
- David suggested being able to utilise staff in areas where we can save money such as Graphics design

Action: Board to come back to Ryan with ideas on how COK can help maximise potential of KVC

9. Meeting Closed

Meeting closed at 10:57am

Proposed date for next meeting 26th September 2017 at the Karratha Visitor Centre.

David Yakas- President

FC) FINANCIAL STATEMENTS

PLEASE SEE ATTACHED FINANCIAL STATEMENTS AND NOTES TO FINANCIALS.