



Lot 4548 De Witt Road (formerly Karratha Road)  
PO Box 1234  
Karratha WA 6714

P: 08 9144 4600

F: 08 9144 4620

W: [www.karrathavisitorcentre.com.au](http://www.karrathavisitorcentre.com.au)

E: [manager@karrathavisitorcentre.com.au](mailto:manager@karrathavisitorcentre.com.au)

F: The Pilbara Coast - Karratha Visitor Centre

City of Karratha

Attention: Cr Peter Long, Mayor

Councillors of the City of Karratha

Mr Chris Adams, Chief Executive Officer

PO Box 219

Karratha WA 6714

Dear Mayor Peter Long, Councillors and Mr Chris Adams,

**Subject: Continued Funding Support for the Karratha Visitor Centre**

The Karratha Visitor Centre continues to provide exceptional visitor services to tourists, businesses and local community members. To continue providing the current services we provide, as well as adding new services expressed as lacking by visitors to the centre, the attached Business Proposal has been prepared. The proposal details the installation of several services at the Karratha Visitor Centre and the development of several key events that the centre would be home to, in order to generate revenue and also assist the centre with the City of Karratha's directive to be less reliant on the funding it provides. We believe that the plans outlined in this proposal not only act as significant revenue generators for the Karratha Visitor Centre but would also assist the City of Karratha's economy by attracting more visitors to the area.

Taking into consideration the proposed plans included in the attached document and that their development hinges on a successful Regional Visitor Centre Sustainability Grant application (submitted on the 31<sup>st</sup> August 2015), a continuation of the current funding agreement between the City of Karratha and the Karratha Visitor Centre is sought, at the current level of \$290,872 plus GST per year, preferably for a period of two to three years as opposed to the annual agreements that have been in place over the past few years. By providing a funding agreement for this timeframe, it would allow for projects to be installed and become established revenue generators for the centre, slowly lessening the reliance on funding provided by the City of Karratha. At the same time, this would also secure the Karratha Visitor Centre's future, should the Regional Visitor Centre Sustainability Grant application be deemed unsuccessful.

As per previous funding agreements with the City of Karratha, the Karratha Visitor Centre would continue to address the following Key Performance Indicators, as well as any new additions that the City of Karratha deem appropriate:

- The minutes of the most recent Board Meeting.
- Financial Statements for the preceding quarter, including Profit and Loss Statement (Actual versus Budget) with an explanation of variances +/-10%, and a Balance Sheet.
- Progressive monthly tally of visitor numbers with analysis of hour / day / week.
- Visitor and member satisfaction (i.e. written testimonials, social media, surveys, stakeholder engagement etc.).
- A list of current members and any new additions in the previous quarter.
- Progress report of the Operational Plan for 2015, including an update on the progress of the capital works program.
- Update on how the City of Karratha was acknowledged as a principal sponsor.
- Performance of sales against visitor numbers.
- Outline of marketing and promotional activities undertaken.
- Description of events, functions etc. undertaken with estimated attendance numbers.
- Overview of media coverage of the Karratha Visitor Centre.
- Progressive monthly tally of unique visitors to the Karratha Visitor Centre website.
- Details of any new partnership agreements, sponsorships or successful funding applications.
- Number of overnight accommodation bookings.
- Number of visitors undertaking resource tours.

This information will continue to be provided by way of a quarterly report, submitted before a quarterly funding payment is made, as is currently the process.

The Karratha Visitor Centre strives to meet any Key Performance Indicator or request asked of it by the City of Karratha, and acknowledges that without this funding the centre would cease to exist in its current form, unable to continue the important role of promoting the City of Karratha area (and surrounds) to the 45,000 to 50,000 people we assist every year.

We have also attached research that was done and presented at the 2015 Tourism Conference for your information. We hope you find the attached proposal satisfactory and welcome any questions or queries you may have.

Kind Regards,

Fiona White-Hartig  
 Association President  
 Karratha Visitor Centre