



## Our Corporate Values

- Community Focus
- Can-do Attitude
- Continual Improvement
- Excellence
- Team Work
- Accountability
- Active Communication

## TOURISM ADVISORY GROUP MEETING

Date: 18 May 2016  
Time: 2.00 pm  
Venue: Council Chambers

### 1. MEETING OPENED – David Pentz

The City of Karratha Tourism Advisory Group Meeting was held in Council Chambers on Wednesday 18<sup>th</sup> May 2016 at 2.00pm and was declared open. David Pentz acknowledged the traditions of the Ngarluma people, on whose land we are gathered.

### 2. RECORD OF ATTENDANCE

#### Members

David Pentz	Director Development Services, City of Karratha ( <b>Chair</b> )
Cr Peter Long	Mayor, City of Karratha
Cr Grant Cucel	Councillor, City of Karratha
Cr Robin Vandenberg	Councillor, City of Karratha
Cr Bart Parsons	Councillor, City of Karratha
Cr Daniel Scott	Councillor, City of Karratha
Cr Geoff Harris	Councillor Representative - Karratha Visitor Centre
Amelia Waters	Project Officer, Pilbara Regional Council ( <i>via teleconference</i> )
Luke Unsworth	Pilbara Area Coordinator, Discovery Parks ( <i>via teleconference</i> )
Carolyn Biar	Senior Project Officer, Pilbara Development Commission
Brad Beaumont	Board Member, Australia's North West
Paul Jagger	CEO, Business Centre Pilbara
Bruce Jorgensen	GM, Ngarluma & Yindjibarndi Foundation Ltd
Jane Knapp	Manager, Karratha Visitor Centre
Eileen Wright	Representative, Roebourne Visitor Centre
Jane Knapp	Manager, Karratha Visitor Centre
Travis McNaught	Manager, West Pilbara, Landcorp
Barry Harrison	GM, The Ranges Karratha
Ray De Jong	A/Regional Leader Parks & Visitor Services, DPAW
Geoff Passmore	Operations Officer, Pilbara DPAW
Glenn Barnes	GM Karratha International Hotel
Rod Quartermain	Manager Tourism and Property Branch, DPAW ( <i>Guest Speaker</i> )
John Verbeek	Economic Development Advisor, City of Karratha ( <i>Attendee</i> )
Gai Harlen	Minute Taker

#### Apologies

Cr John Lally	CEO, KDCCI
Cr Gary Bailey	Councillor Representative, Roebourne Visitor Centre
Cr Fiona White-Hartig	Chair, Karratha Visitor Centre
Tony Dichiera	Prendville Group

Diane Pentz	CEO, RDA Pilbara
Clinton Walker	Managing Director, Ngurrangga Tours
Craig Bonney	CEO, Murujuga Aboriginal Corporation
Glen Chidlow	CEO, Australia's North West
Andrew Ward	Director Community Services, City of Karratha

### 3. DECLARATION OF INTEREST

Nil.

### 4. CONFIRMATION OF MINUTES OF PREVIOUS MEETING

Cr Grant Cucel moved that the Minutes of the meeting held on the 12<sup>th</sup> February 2016 be taken as a true and accurate record – seconded by Cr Daniel Scott.

### 5. ACTION ITEMS FROM PREVIOUS MEETING

Appendix 1. Action Item Table						
#	Meeting Date	Action Item	Due Date	Responsible Person/s	Comment	Status
1	12/02/16	TAG members to provide feedback on the Tourism Venture Feasibility study to David Pentz <u>within two weeks of receipt of the Minutes.</u>	Within two weeks of minutes being sent out	TAG Members	No feedback received	Completed
2	12/02/16	Feedback from TAG members to be collated and reported on at the next meeting		David Pentz	No feedback to report on	Completed
3	12/02/16	Feedback from TAG members in relation to recommended actions from the prospectus to be collated and the findings reported as part of the minutes (See Appendix 2)	To be completed prior to distribution of the minutes	TAG Members	Feedback distributed with minutes	Completed
4	12/02/16	The Pilbara Recreation Vehicle Friendly Feasibility Study to be sent to TAG members. TAG members to forward comments regarding the Pilbara Recreation Vehicle Friendly Feasibility Study to Tishka Hanlon		TAG Members	Feedback provided to TH and forwarded to JV for collation	Completed
5	12/02/16	The comments on the RV study to be collated and forwarded on to the PRC.	As soon as practicable following the meeting	John Verbeek	Provided as an appendix to the minutes. Reported to Council at April OCM. Forwarded to PRC.	Completed

### 6. CITY OF KARRATHA TOURISM VENTURE PROSPECTUS

The latest version of the Tourism Venture Feasibility Prospectus was tabled for members.

**Action 1:** City to undertake further review of the Tourism Venture Feasibility Prospectus prior to wide distribution.

## **7. UPDATE ON RV FRIENDLY TOWN STATUS**

- Amelia Waters provided an update of the PRC led RV Friendly Town Project.
- Luke Unsworth provided an overview of Discovery Parks takeover of two caravan parks, Balmoral Road Caravan Park and Pilbara Holiday Park in Rosemary Road and the planning underway to upgrade both sites and make both family friendly and RV friendly in collaboration with the City.

**Action 2:** City of Karratha to continue negotiations with Discovery Parks in relation to a solution to assist the City in achieving RV Friendly Town status for Karratha.

## **8. DISCUSSION OF THE PROCESS, OPTIONS AND TOURISM DEVELOPMENT OPPORTUNITIES FOR ECO-CAMPING ON THE ISLANDS**

Rod Quartermain presented an overview of the current state of play of eco-camping initiatives in WA detailing some successful case studies:

- Sal Salis
- Karijini Eco Retreat
- Kimberley Camps
- Osprey Bay, Cape Range national Park

Commercial opportunities can originate from Parks and Wildlife and be allocated via a publically advertised competitive process or via unsolicited proposals which can be negotiated directly subject to meeting certain criteria.

Proposal Assessment, EOI Process, Management Options and Camping Options were discussed.

Parks and Wildlife have had discussions with various proponents regarding camping opportunities on the Dampier Archipelago in the years past with nothing coming to fruition. Parks and Wildlife is keen to work with the City however in order for prospective proposals to be successful on the islands:

- Access will have to be provided
- Address logistical issues, waste, power, provision of equipment
- Need to create an experience to entice people out there.
- Undertake an experience audit
- Target right market

**Action 3:** Copy of DPAW presentation to be circulated to TAG members with the minutes.

**Action 4:** City to continue discussions with DPAW with a view to deconstraining recommended sites and providing value add to prospective proponents.

## **9. CITY OF KARRATHA –TOURISM INFRASTRUCTURE AND INITIATIVES UPDATE**

Document tabled and discussed for the information of members. No further action required.

## **10. ROUND TABLE UPDATE FROM AGENCIES ON ANY NEW TOURISM INITIATIVES SINCE LAST MEETING**

### **Amelia Waters**

Update provided as to the Pilbara Regional Signage Strategy and the RV Friendly Towns Project

### **Caroline Biar**

Business case for Pilbara Tourism Infrastructure Feasibility Study will be completed by end of May and submitted to relevant authorities for consideration. Additionally PDC working with Murujuga Aboriginal Corporation in regard to initiatives at Murujuga National Park and in next couple of weeks will make appointments with key tourism stakeholders in this regard.

**Jane Knapp**

The Karratha Visitor Centre has facilitated some positive tourism marketing activity in the form of 8 separate stories to be telecast via Weekend WA.

**Ray de Jong**

DPAW working with Murujuga Aboriginal Corporation on access enhancements i.e. boardwalk at Deep Gorge.

**Brad Beaumont**

Marina proposal progressing for Hampton Harbour BSC at Dampier.

**Paul Jagger**

The Business Centre Pilbara (BCP) has a funding submission in to the PDC to run a two day regionally focussed tourism forum with a specific focus on indigenous tourism opportunities with an outcome expected in Q3 2016. Additionally the BCP was successful in securing a three year federal funding program Australian Small Business Advisory Service Northern Australia Tourism Initiative program which will commence operations next month to deliver tourism business support services for the whole Pilbara and Exmouth.

**Cr Peter Long**

The support from Council is evident by seven Councillors being amongst this group and City is keen to progress tourism opportunities.

**Barry Harrison**

Suggested the development of a destination management plan for the region to coordinate tourism efforts, improvements needed for the Red Dog interpretive area in Dampier and also recommended the development of a digital media strategy for tourism in the region.

**Cr Daniel Scott**

Within a few meetings goals had been narrowed down to the Burrup and the Islands tourism options but need to define what Council's role is in facilitating.

**Cr Grant Cucel**

Local tourism areas significant and world class however opportunities are underdeveloped. Small business is a key sector in tourism. Recommended the TAG terms of reference should be reviewed to further tighten the tourism ventures that the City is involved in facilitating.

**Action 5:** A recommendation be put to Council for the Tourism Advisory Group Terms of Reference to be reviewed to focus the role of Council in facilitating tourism opportunities.

**John Verbeek**

New and larger entry signage being planned in a joint venture with Town of Port Hedland. Awaiting results of a funding submission to the PDC. Tourism business grant scheme recipients have been approved by Council at the May OCM 2016 including Whim Creek Hotel, Stand Up Paddle Boards and The Ranges Karratha.

**11. NEXT STEPS**

Minutes and TAG recommendations to go to the June 2016 Ordinary Council Meeting for consideration.

**12. CLOSURE AND DATE OF NEXT MEETING**

The next meeting is to be advised.

The meeting closed at 3.40pm.

<b>Appendix 1. Action Item Table</b>						
<b>#</b>	<b>Meeting Date</b>	<b>Action Item</b>	<b>Due Date</b>	<b>Responsible Person/s</b>	<b>Comment</b>	<b>Status</b>
1	18 May, 2016	City to undertake further review of the Tourism Venture Feasibility Prospectus prior to wide distribution.	Report to next TAG meeting	David Pentz		
2	18 May, 2016	City of Karratha to continue negotiations with Discovery Parks in relation to a solution to assist the City in achieving RV Friendly Town status for Karratha.	Report to next TAG meeting	David Pentz		
3	18 May, 2016	Copy of DPAW presentation to be circulated to TAG members with the minutes	27 May, 2016	John Verbeek via Tishka Hanlon		
4	18 May, 2016	City to continue discussions with DPAW with a view to deconstraining recommended sites and providing value add to prospective proponents.	Report to next TAG meeting	David Pentz		
5	18 May, 2016	A recommendation be put to Council for the Tourism Advisory Group Terms of Reference to be reviewed to focus the role of Council in facilitating tourism opportunities.	Report to next TAG meeting	David Pentz		
<b>Past Items</b>						
1	12 Feb 2016	Members to provide feedback for the Tourism Venture Feasibility Study to David Pentz	29 April 2016	TAG members	No feedback received	Completed
2	12 Feb 2016	Feedback from TAG members to be collated and reported on at the next meeting.	29 April 2016	John Verbeek	No feedback to report on	Completed
3	12 Feb 2016	Feedback from TAG members to in relation to recommended actions to be collated and the findings reported on at the next meeting.	29 April 2016	John Verbeek	Feedback distributed with minutes	Completed
4	12 Feb 2016	Circulate Pilbara Recreation Vehicle Friendly Feasibility Study for Comment. Members to provide feedback to Tishka Hanlon.	22 February 2016	John Verbeek TAG members	Feedback provided to TH and forwarded to JV for collation	Completed
5	12 Feb 2016	The comments on the RV study to be collated and forwarded on to the PRC.	23 February 2016	John Verbeek	Provided as an appendix to the minutes. Reported to Council at April OCM. Forwarded to PRC.	Completed