



Our Corporate Values

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

TOURISM ADVISORY GROUP MEETING

Date: 7 June 2017
Time: 3pm – 4.30pm
Council Chambers

1. MEETING OPENED

The Chair opened the meeting and acknowledged and paid respect to the Ngarluma people both past and present, traditional custodians of this land.

2. ATTENDEES

Ryan Hall	Director Development Services	City of Karratha (Chair)
Cr Grant Cucel	Councillor	City of Karratha
Cr Daniel Scott	Councillor	City of Karratha
Cr Robin Vandenberg	Councillor	City of Karratha
Cr Bart Parsons	Councillor	City of Karratha
Cr Geoff Harris	Councillor	City of Karratha
Jake Leahy	Business Engagement Coordinator	City of Karratha
Simone Dredge	Development Services (Minutes)	City of Karratha
John Lally	CEO	KDCCI
Paul Jagger	CEO	Business Centre Pilbara
Brad Beaumont	Board Member	Australia's North West
Jane Knapp	Manager	Karratha Visitor Centre
David Yakas	Chair	Karratha Visitor Centre
Bruce Jorgensen	General Manager	Ngarluma & Yindjibarndi Foundation
Craig Bonney	CEO	Murujuga Aboriginal Corporation
Bob Bongiorno	General Manager	Whim Creek Hotel
Barry Harrison	General Manager	The Ranges Karratha

3. APOLOGIES

Cr Peter Long	Mayor	City of Karratha
Cr Garry Bailey	Councillor	City of Karratha
Cr Fiona White-Hartig	Councillor	City of Karratha
Mark Casserly	Director Community Services	City of Karratha
Glen Chidlow	CEO	Australia's North West
Diane Pentz	CEO	RDA Pilbara
Carolyn Biar	Snr Project Officer	Pilbara Development Commission
Amelia Waters	Project Officer	Pilbara Regional Council
Alexis Guillot	Deputy CEO	Pilbara Regional Council (Dial-In)
Anita Watts	Office Manager	RDA Pilbara
Travis McNaught	Regional Mgr Pilbara West	LandCorp
Ray De Jong	A/Regional Leader Parks & Visitor Centre	DPAW
Clinton Walker	Managing Director	Ngurrangga Tours
Glenn Barnes	General Manager	Karratha International Hotel

4. BUSINESS ARISING FROM PREVIOUS MEETING

- Members provided feedback on the tourism priorities and areas that they require the City to clarify.

5. AGENDA ITEMS

Feedback from TAG members meeting

Some members of the TAG met informally after the last meeting for further discussion and to develop ideas that can be worked on through the TAG as well as directly between operators, which was outlined as follows:

- A Regional focus is key to develop Tourism across the Pilbara – promotion and product (packaging and development);
- A Destination Management Plan;
- Coordinate events to attract visitors to the area (avoid conflicts and consolidate where possible);
- The role of the Visitor Centre to link the tourist operators;
- Time to get organised and be ready to market and offer tourism services for the International flights i.e. offer packages to companies in Asia as holiday rewards.

Draft Economic Development Action Plan – Tourism Initiatives

The priorities for the TAG's input over the next 12 months was discussed and resolved as follows:

- Tourism Product Development and packaging
- Advocate for Tourism WA marketing
- Visitor Centres
- RV Friendly Region
- Entry Statements
- Activate/promote Tracks and Trails
- Island Camping
- Destination Management Plan

Action: Administration will prepare a Project Guide for the TAG to provide input.

Tourist Investor Prospectus

Daniel Scott suggested to the group the development of a Tourist Investor Prospectus. This prospectus would identify what opportunities are available now or in the future. A list would be created of what tourism opportunities are available already and what gaps need to be filled in order to target the Investor.

A stakeholder event was discussed that would be held to showcase the local and state based operators to promote the region and showcase the investment opportunities available in our region. The New Pilbara Conference could be a great opportunity to have a speaker promoting Tourism in the Pilbara and then potentially run a later event such as North Australia Conference 2018.

Actions: Administration will circulate the 2016 Prospectus and the AEC list of Tourism Venture Opportunities and TAG members will review and provide feedback at the next TAG Meeting.
Administration will contact the New Pilbara Conference organisers to seek an opportunity to promote Tourism.

Karratha and Roebourne Visitor Centre updates

Jane Knapp Manger VC provide the following updates:

- Events are promoted on the website when advised as to what's on.
- An 8-day itinerary of 'things to do around Karratha' flyer was tabled to members which has been developed to encourage visitors to the City and to stay longer.

- Heli-tours is now up and running from the visitor centre with 3 tours a day underway. Currently working with Cossack Art Awards to offer mini flights around Cossack on the family fun day. Looking at the potential for mountain bike packages.
- Established a tourist package for 'Brew in the Moo' with Wrapped Creations.
- Resource Tours have started up again from the Visitor Centre.

RV Friendly promotion / signage

The City has received RV Friendly Status from the Campervan Motorhome Club of Australia. Signage is currently being reviewed to direct the RV's to the appropriate areas. The City sought nominations and volunteers from the Group to work with Administration on the audit. The Group resolved to nominate Barry Harrison and Cr Grant Cucel.

Action: Administration to arrange a site visit with the nominated TAG members to commence an audit of relevant tourism signs.

6. GENERAL BUSINESS

The City will request Screenwest to designate the City of Karratha as a Film Friendly Region.

7. NEXT MEETING

To be confirmed.

Members confirmed that Wednesday afternoons 3pm suitable.

Meeting Closed 4.45pm