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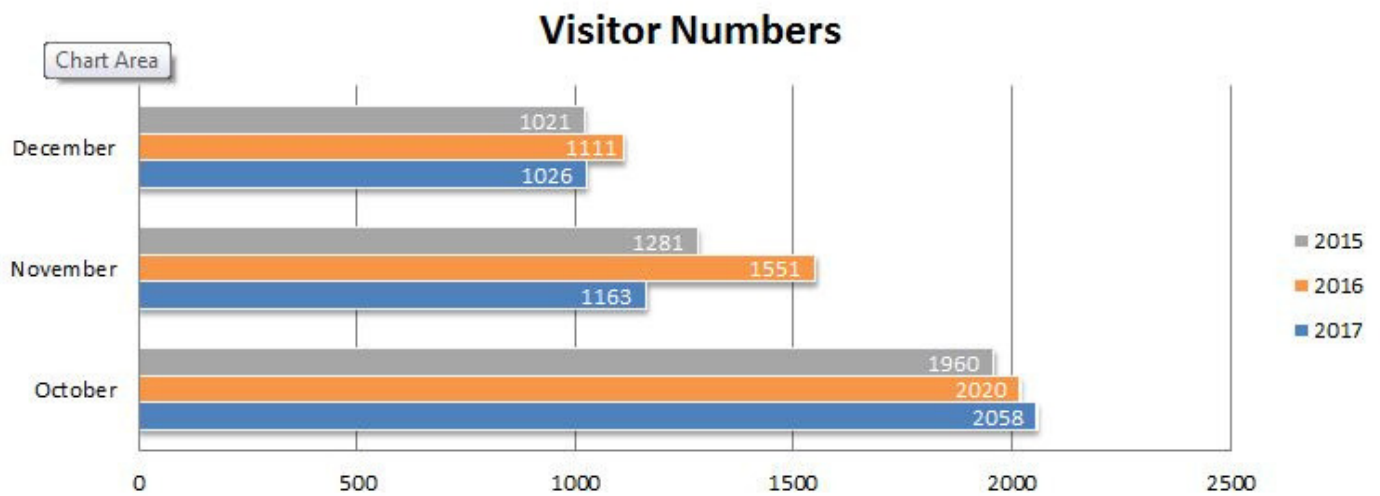
Karratha Roebourne
Visitor Centre Visitor Centre

Quarterly Report

October - December 2017

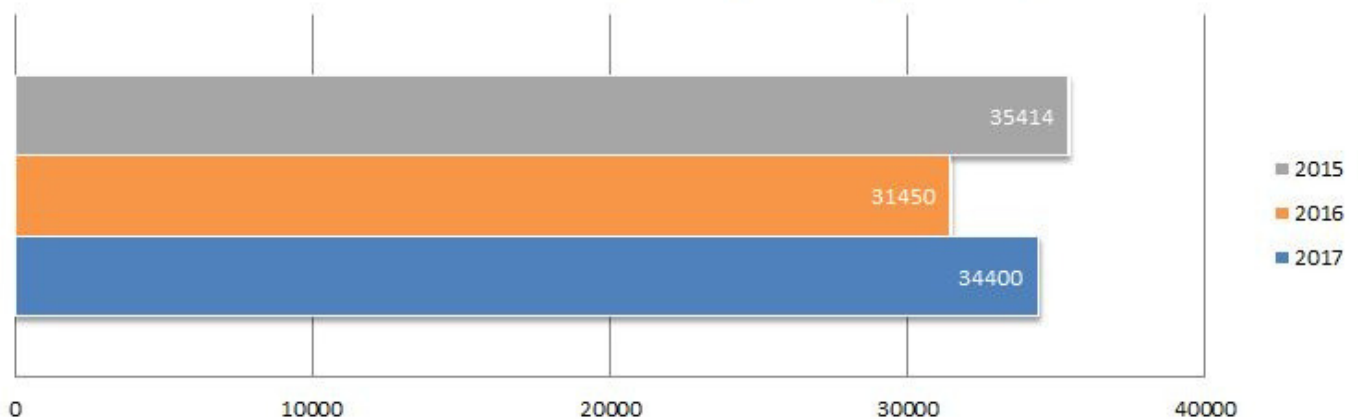
A. CUSTOMER SERVICE

A1A) VISITORS

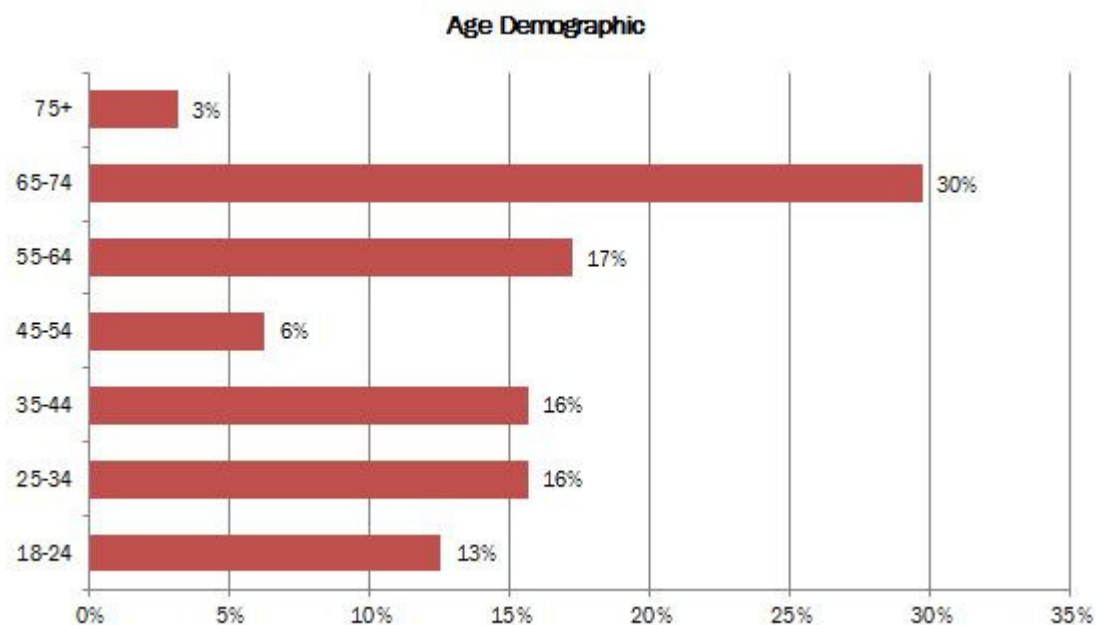


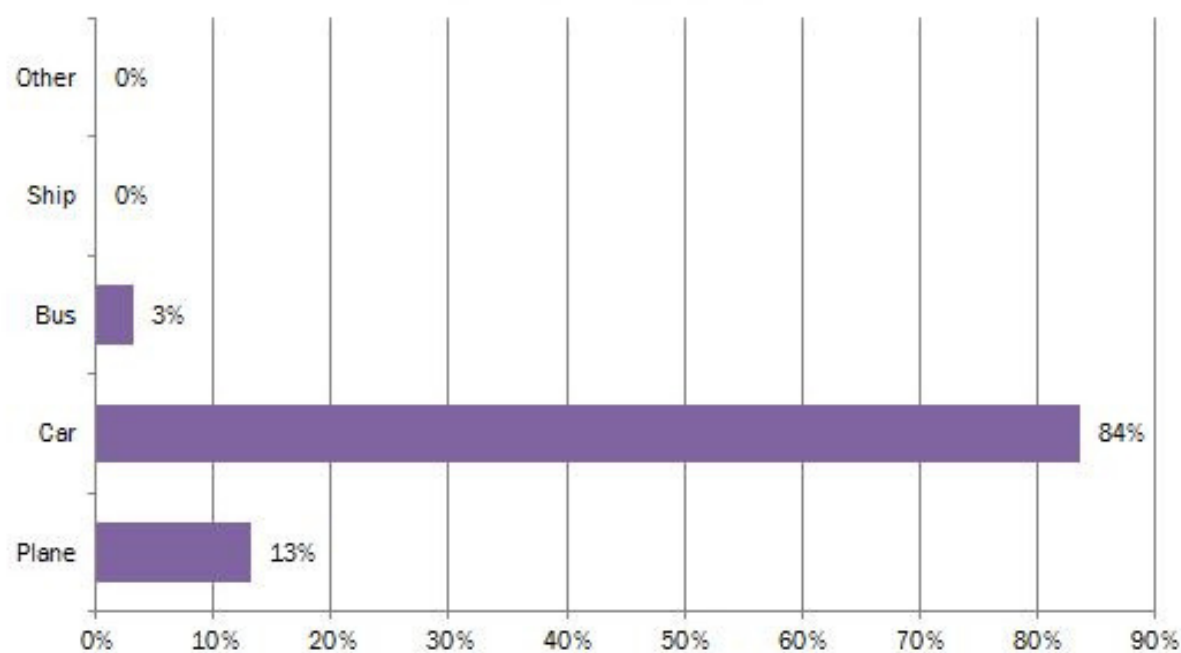
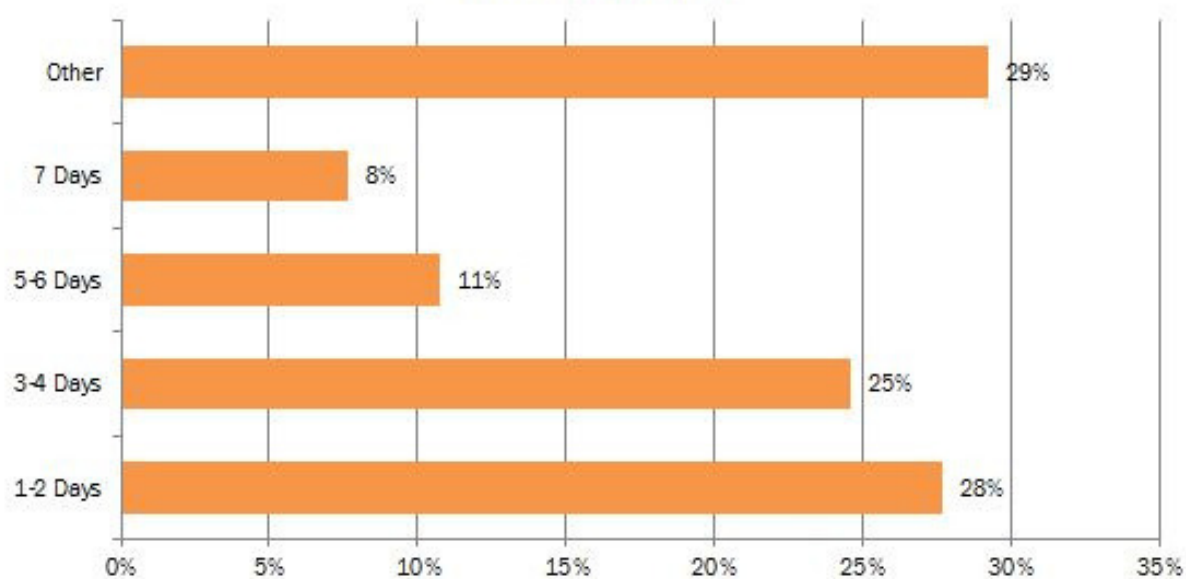
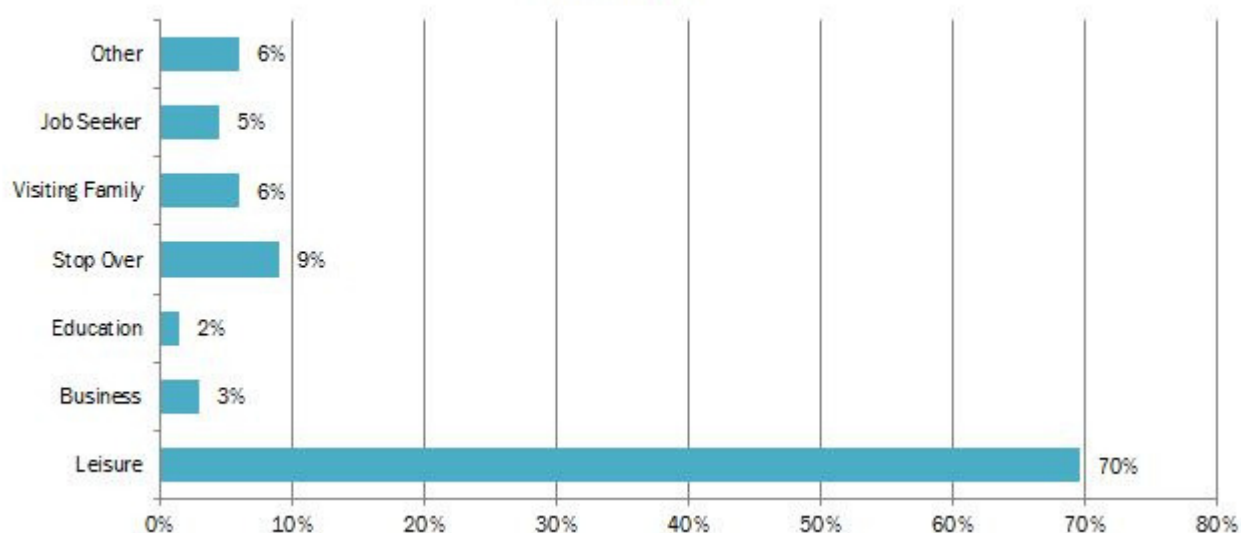
WE HAVE SEEN A 1.8% INCREASE FOR OCTOBER FROM 2016 AND SLIGHT DECREASE IN VISITORS IN NOVEMBER AND DECEMBER

2015-2017 Yearly Comparison (Jan-Dec)

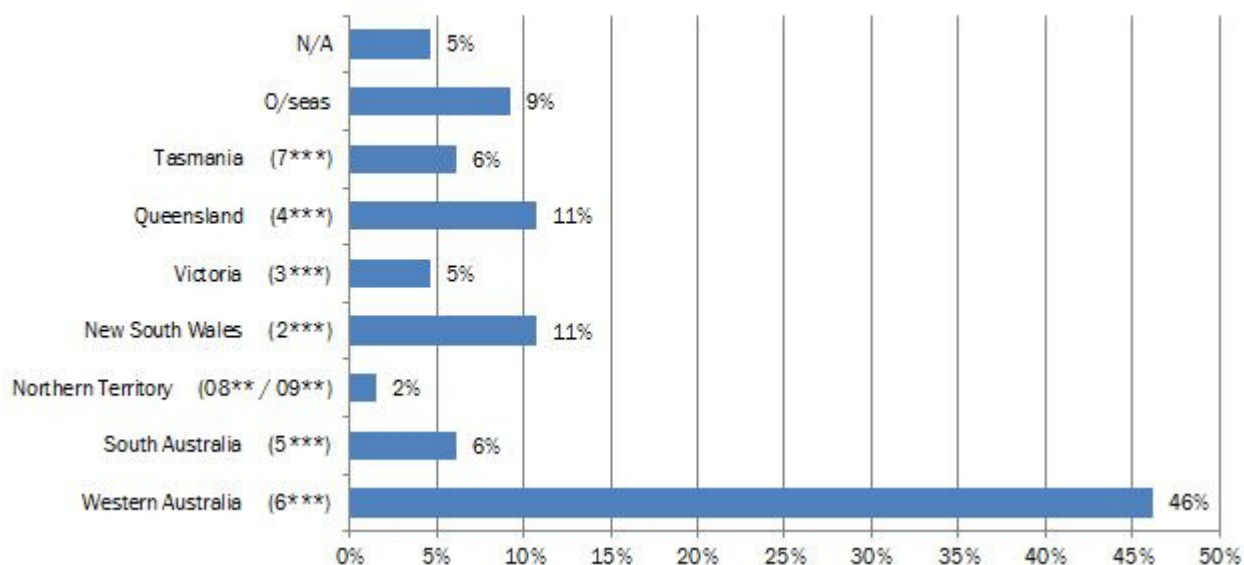


A1B) ABOUT OUR VISITORS



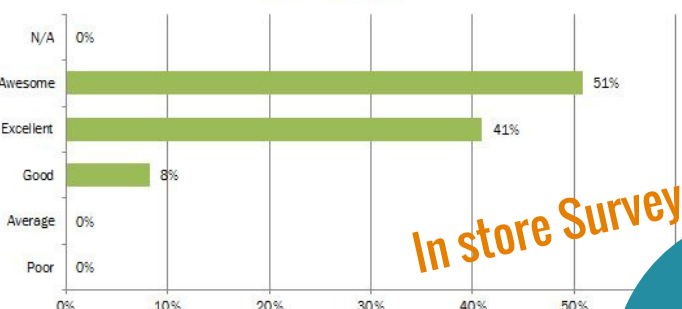
Arrival - Transport Method**Planned Length of Stay****Purpose of Visit**

Place of Residence



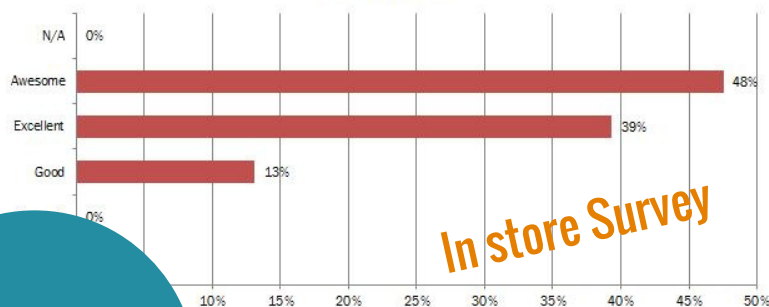
A2B) CUSTOMER SATISFACTION

KVC- ServiceRating



In store Survey

KVC- Impressions



In store Survey

What do they say?



Reviewed 4 October 2017

An Information Centre that Actually promotes area!!

Situated just outside of Karratha is the Information Centre. A very welcoming atmosphere is felt as soon as you enter. Even when the Staff are busy they look up at you as you enter and smile. You've been acknowledged. Time is taken to answer your queries and is done so to your satisfaction as oppose to theirs! There is well stocked little Cafe within with indoor and outdoor areas so that you can peruse your leaflets/brochures in comfort and consider whether you will need any further clarification. The Staff here obviously appreciate the value of the Tourist \$ and go to extremes to gain your support. The Info Ctr is well staffed with knowledgeable staff who love to share their knowledge.

Rick_Perth_Australia
Perth, Australia
245 114



Reviewed 17 October 2017

Karratha - lots to discover

The ladies at the Karratha Visitor Information Centre were very helpful and gave me lots of ideas of what to do and see in Karratha and The Pilbara.

Ask a question about Karratha Visitor Centre



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



User 937930

25 Nov 2017

Very helpful. Excellent coffee.wifi available. Also water.



Tre-Kaz do Australia

25 Oct 2017

Great free wifi 1hr unlimited I assume.. helpful staff

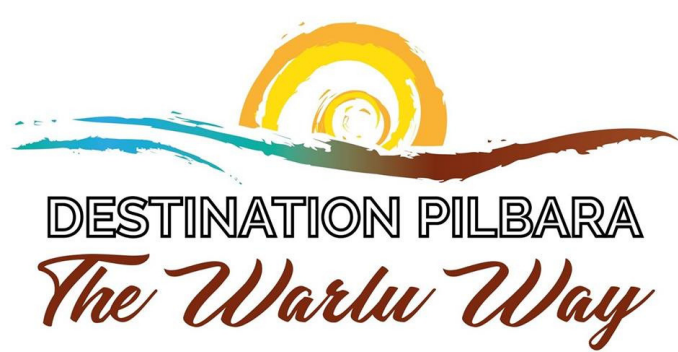


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B. PROMOTIONAL & INFORMATION

DESTINATION PILBARA - WARLU WAY



We attended the the Destination Pilbara - Warlu Way Conference.

It was a good opportunity to network and hear about the development of Tourism in our region and opportunities to help up and coming tourism operators.

BREW AND THE MOO

We partnered with Wrapped Creations and three accommodation providers to help create 'Destination Packages'. These packaged together accommodation for the night and Brew and the Moo tickets and transfers.

13 bookings were made in total

Accommodation Providers who took part include
Dampier Mermaid
Karratha International
The Ranges

BREW & THE MOO
11TH NOVEMBER 2017 • HAMPTON OVAL

DESTINATION PACKAGES

Destination Package	Price Per Night	Includes
Dampier Mermaid	\$99	PER NIGHT INCLUDES BREAKFAST
Karratha International	\$165	PER NIGHT CENTRALLY LOCATED
The Ranges	\$185	PER NIGHT STAY 3 NIGHTS, PAY FOR 2

FIND OUT MORE AT WWW.BREWANDTHEMOO.COM.AU
* ACCOMMODATION PRICE DOES NOT INCLUDE TICKETS TO BREW & THE MOO

Destination packages provided by the Karratha Visitor Centre

HOLIDAY PLANNER - FRONT COVER PHOTO COMPETITION



We have begun development on our annual Holiday Planner and we have given the public an opportunity for their image to feature on the front cover for 2018.

All entries needed to be taken within the City of Karratha.

The winner will be announced on 19th January 2018

C. DIGITAL PRESENCE

C2A) GOOGLE ANALYTICS

77.7% NEW USER SESSIONS

14.5K+ PAGE VIEWS

Age ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
	2,895 % of Total: 56.79% (5,098)	76.82% Avg for View: 77.74% (-1.18%)	2,224 % of Total: 56.12% (3,963)
1. 25-34	879 (30.36%)	73.38%	645 (29.00%)
2. 35-44	630 (21.76%)	75.71%	477 (21.45%)
3. 45-54	551 (19.03%)	74.95%	413 (18.57%)
4. 55-64	447 (15.44%)	81.43%	364 (16.37%)
5. 65+	247 (8.53%)	83.81%	207 (9.31%)
6. 18-24	141 (4.87%)	83.69%	118 (5.31%)

Country ?	Acquisition	
	Sessions ? ↓	% New Sessions ?
	5,098 % of Total: 100.00% (5,098)	77.78% Avg for View: 77.74% (0.05%)
1. Australia	4,568 (89.60%)	76.36%
2. United Kingdom	90 (1.77%)	88.89%
3. United States	77 (1.51%)	87.01%
4. New Zealand	32 (0.63%)	90.62%
5. Germany	29 (0.57%)	89.66%
6. France	28 (0.55%)	96.43%
7. (not set)	26 (0.51%)	88.46%
8. Canada	24 (0.47%)	91.67%
9. India	23 (0.45%)	100.00%
10. Singapore	18 (0.35%)	88.89%



6.3K+ FOLLOWERS



334 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

\$2390

ACCOMMODATION BOOKINGS

\$385

TOUR BOOKINGS

\$520

EVENT TICKETS

BOOKABLE ONLINE

- 13 Accommodation members
- 11 Tour Operators members

D2C/D/E MEMBERSHIP INFORMATION AND ENGAGEMENT

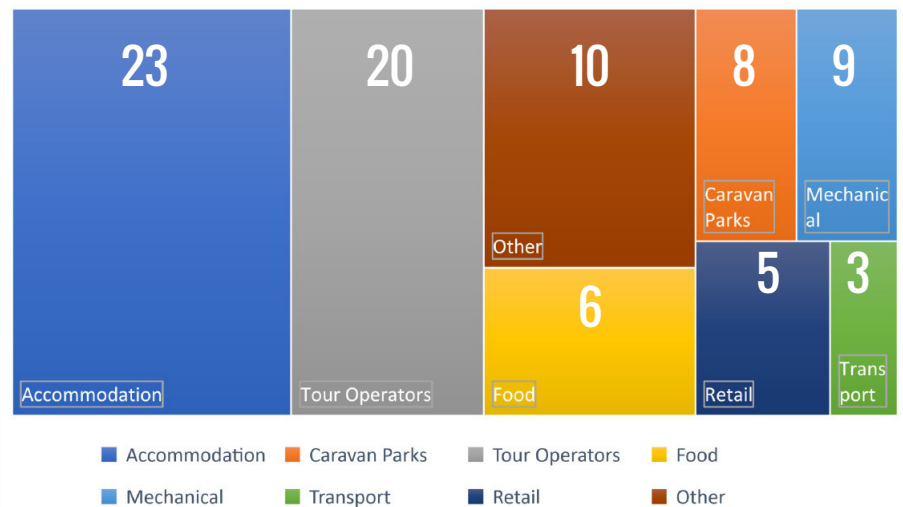
21.5%

INCREASE
FROM 2015-2016

6.3%

INCREASE
FROM 2016-2017

Membership



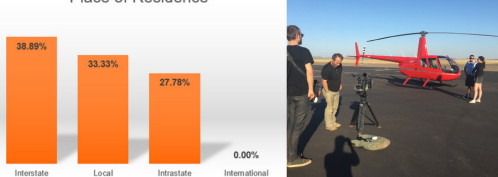
MEMBER REPORT



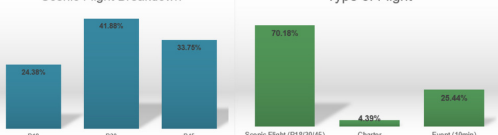
SEASON SUMMARY
Overall the Karratha Visitor Centre are happy with the feedback and success of the flights in its first season. There was a slow start to marketing, especially not being able to target visitors in the planning stage of their trip. Being at the higher price point this is something we will support Helispirit in for the future which will should see more interest. The Karratha Visitor Centre booked 73% of the scenic flights this season.

HOW PEOPLE HEARD
65% KARRATHA VISITOR CENTRE
15% ONLINE - WEBPAGE, FACEBOOK ETC
9% WORD OF MOUTH

Place of Residence



Scenic Flight Breakdown



STATISTICS BASED ON 21.25% OF PEOPLE FILLING IN A SURVEY
 • 100% OF PEOPLE SAID THEY WOULD RECOMMEND TO FAMILY OR FRIENDS
 • 11% OF PEOPLE SUGGESTED MORE ADVERTISING WAS NEEDED
 • 38% OF PEOPLE HAD PREVIOUSLY HAD A TOUR WITH HELISPIRIT ELSEWHERE

We carried out a member report for Helispirit being a platinum member of ours, we created a survey and distributed out in order to identify who their customers are to target market more effectively. We identified that the KVC booked 73% of the scenic flights this season and 70.18% of flights booked were scenic.

D. INDUSTRY LIAISON/ INPUT

D2C/D/E MEMBERSHIP INFORMATION AND ENGAGEMENT

**WHATS ON!
DECEMBER 2017**

1 **MOONRISE CINEMA
THOR RAGNAROK**
Showing at the Moonrise Cinema
Get your tickets at
moonrisecinema.com.au/tickets

2 **MOONRISE CINEMA
BAD MOMS 2**
Showing at the Moonrise Cinema
Get your tickets at
moonrisecinema.com.au/tickets

2 **ROEBOURNE LIBRARY
CHRISTMAS CRAFT SESSIONS**
Roebourne Library
9.00 am - 12.00 pm

3 **HAMPTON OVAL
CAROLS BY GLOWLIGHT**
Hampton Oval 6.30pm

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

ROEBOURNE VISITOR CENTRE
34 ROE STREET ROEBOURNE
08 9182 1225

Whats on has been successful instore and on Facebook 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: _____

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 advocate
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 advice 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. Continued to discuss with Nancy Milligan tourism packaging for corporate and delegates in 2018.
2. Continued consultation with Jake Leahy on numerous occasions on advice/suggestions on the Information Bay Signage and Roebourne Entry Statement

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 STILL USING A DIVERTED MOBILE SERVICE AND WIRELESS INTERNET AS A BANDAID FIX.
- HAVE OBTAINED APPROVAL TO CLOSE ROEBOURNE VISITOR CENTRE OVER DECEMBER AND JANUARY, THIS WAS GRANTED BASED ON BROCHURES AND THE BOOTH BEING AVAILABLE AT THE COSSACK AND BROCHURES AVAILABLE AT ROEBOURNE. ADEQUATE SIGNAGE ALSO DISPLAYED AT THE ROEBOURNE CENTRE TO NOTIFY PUBLIC OF CHANGES.

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, 14TH NOVEMBER 2017.

Board Meeting – November 2017
14th November 2017

1. Welcome

Meeting Commenced: 9:09am

Present:

- David Yakas (Chairperson)
- Bob Bongiorno (Vice Chairperson) arrived 9:14am
- Jane Knapp (KVC Manager)
- Anouska Angove (Secretary)
- Jodi Porteous (Treasurer)
- Robert Gordon (Board Member)
- Chantelle Tucker

Not present:

- Sarah Knowler (Board Member) no apology received

2. Apologies

- Bruce Jorgensen (Board Member)
- Stephanie Toy (Board Member)

3. Minutes from Previous Meeting – July 2017

Minutes of previous meeting accepted:

Moved: Anouska Angove

Seconded: Jodi Porteous

All in favour

4. Business arising from previous Minutes

- 4.1 Jane to organise date for Cultural Awareness training – Will need to contact new board to check availability
- 4.2 Jane to register for 2018 Caravan and Camping show – Waiting on registrations to open
- 4.3 Jane to organise set up of booth at airport - Completed
- 4.4 Jane to look into further grants for variation of Mountain Bike hub – Still need to complete
- 4.5 Jake to report back on variation – COK representative not present, will discuss next meeting
- 4.6 Jane to send out Sales and Merchandising workshop feedback - Completed
- 4.7 Jane to discuss with Michael \$99 flight day and Market days - Completed
- 4.8 Board to come back to Ryan with ideas on how COK can help maximise potential of KVC – COK representative not present, will discuss next meeting.

Action: Chantelle to contact new board to check availability for Cultural Awareness training

Action: New General Manager to register for 2018 Caravan and Camping show

Action: New General Manager to look into further grants for variation on Mountain Bike hub

Action: Jake to report back on variation

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

F. GOVERNANCE & FINANCIAL PERFORMANCE

FB) BOARD MEETINGS

5. Financial Statements

Moved: Jodi Porteous

Seconded: David Yakas

All in favour

6. Manager's Report

Managers' Report for July to October were presented

- Sales and visitor numbers have increased from July to September 2016. Sales were down in October and similar visitor numbers
- Length of stay still appearing to be either 1-2 days or over 7 days.
- Age demographic appears to be in the 65-74 age bracket
- Membership has increased from 77 members in 2016 to 98
- Carried out a member report for Helispirit being a platinum member of ours, we created a survey and distributed out in order to identify who their customers are to target market more effectively. We identified that the KVC booked 73% of the scenic flights this season and 70.18% of flights booked were scenic.
- Photo competition winners were announced on Facebook and cheques prizes have been given to seven out of the eight entrants as we are still waiting on the high resolution image from one of the winners.

Statistical Figures

July 2017

Visitor Numbers: 6919

Sales: \$41,487.58

Average Sale: \$35.13

Sales Conversion: 17%

August 2017

Visitor Numbers: 5645

Sales: \$28,073.82

Average Sale: \$27.18

Sales Conversion: 20%

Sept 2017

Visitor Numbers: 3634

Sales: \$22,366.66

Average Sale: \$33.99

Sales Conversion: 16%

Oct 2017

Visitor Numbers: 2058

Sales: \$11,650.85

Average Sale: \$29.72

Sales Conversion: 18%

July 2016

Visitor Numbers: 6008

Sales: \$27,165.23

Average Sale: \$25.25

Sales Conversion: 22%

August 2016

Visitor Numbers: 4893

Sales: \$21,425.53

Average Sale: \$23.29

Sales Conversion: 23%

F. GOVERNANCE & FINANCIAL PERFORMANCE

FB) BOARD MEETINGS

Sept 2016

Visitor Numbers: 3328

Sales: \$16,055.54

Average Sale: \$26.89

Sales Conversion: 21%

Oct 2016

Visitor Numbers: 2020

Sales: \$14,258.40

Average Sale: \$37.52

Sales Conversion: 14%

7. General Business

7.1 Tourism WA Grant

We still have not received the indemnity agreement from Watercorp and have requested a further extension from Tourism WA. The grant has to be acquitted by June 2018 therefore no further extensions are being provided. They have agreed that we can allocate the Mountain Bike club money elsewhere and an updated project budget was presented.

The remaining funds will be allocated to installation of LED signage, relocation of front counter, external TV and outdoor cabinet, new computers, computer desks and server upgrade.

We still want to go ahead with Mountain Bike clubroom build but will have to apply for additional grant funding.

7.2 VIC Hotel Lease

The space at the VIC Hotel should be available from September 2018, we will need to put forward to COK in next funding application for further money as it is a higher rent cost than expected.

7.3 Corporate Packs

Working with the City of Karratha we have developed a Work and Play Corporate Tour Pack, this will be aimed at conference delegates and corporate customers. We have not had much response from operators to confirm they are happy with the brochure and pricing.

7.4 Roebourne VC

We are currently running at a loss with the Roebourne VC and have requested closure over December and January with the City of Karratha. A booth will be installed at Cossack and brochures available at both Roebourne Café and Cossack.

7.5 New management structure

As Jane is leaving there has been a change in management structure, Chantelle will be Operations Manager and there will be a General Manager. A copy of each positions duties and responsibilities were presented.

After going through the recruitment process the position of General Manager was offered to Anouska Angove as a Part time position for the first 12 months in 2018 and will go to a Full time position in 2019.

Noted that Anouska Angove has officially resigned from Secretary Position on the Board and this will be her last meeting.

The position of Secretary can only be filled by Committee Members who have served a period of no less than twelve months on the Karratha Visitor Centre Committee; Robert Gordon has agreed to take on the position. It was unanimously all in favour for Rob to fill the position and the term will be up for re-election at the next AGM.

Action: Notification to Board via email of Robert Gordon to fill Secretary Position before next meeting

9. Meeting Closed

Meeting closed at 9:46am

Proposed date for next meeting TBA.

David Yakas- President

FC) FINANCIAL STATEMENTS

PLEASE SEE ATTACHED FINANCIAL STATEMENTS AND NOTES TO FINANCIALS.