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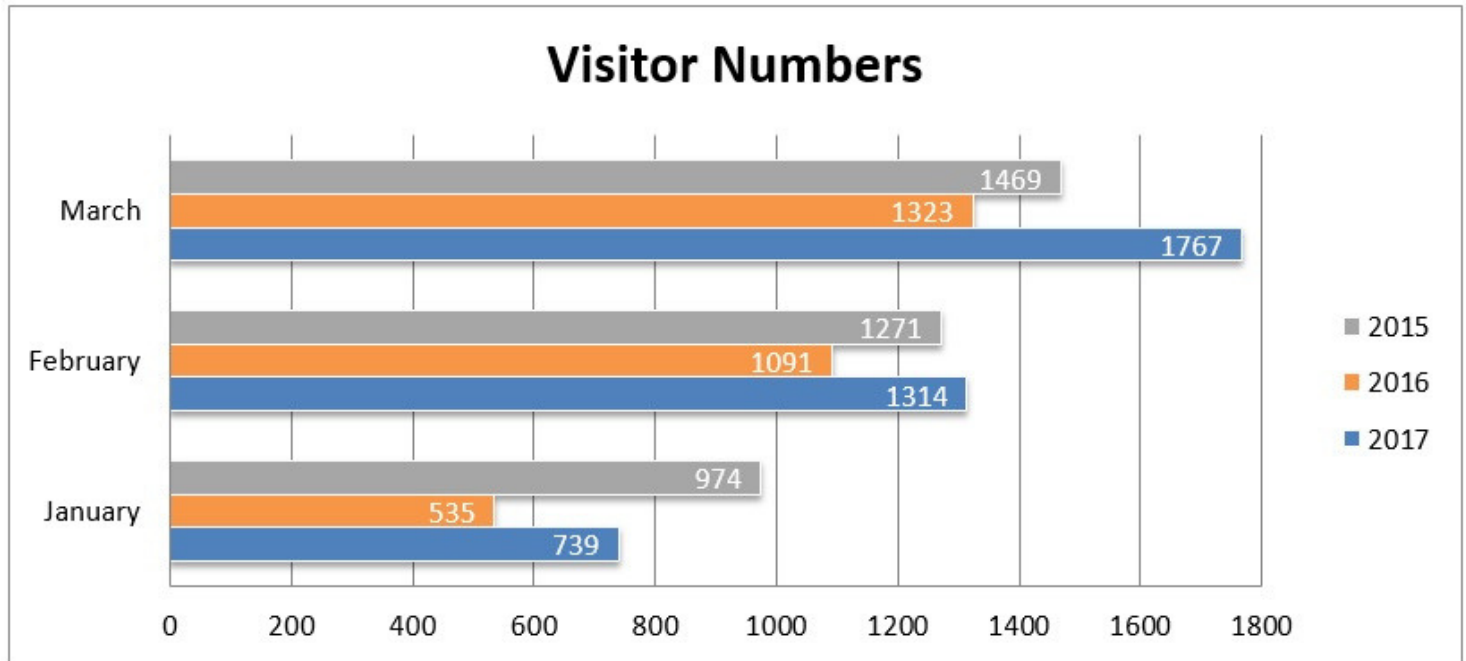
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Quarterly Report
January- March 2017

A. CUSTOMER SERVICE

A1A) VISITORS



VISITOR NUMBERS TO THE KVC HAVE INCREASED 29.54% FOR THE QUARTER SINCE 2016. RVC ARE DUE TO HAVE A DOOR COUNTER INSTALLED THE FIRST WEEK OF APRIL. NUMBERS HAVE YET TO BE RECORDED.

A2B) CUSTOMER SATISFACTION

THE KARRATHA VISITOR CENTRE CURRENTLY MAINTAINS A RATING OF 4.5 STAR ON TRIPADVISOR, 5 STARS ON WIKICAMPS AND 4.4 STARS ON FACEBOOK.

THE VISITOR SURVEY IS CURRENTLY DISTRIBUTED IN STORE AT THE KARRATHA VISITOR CENTRE AND THE ROEBOURNE VISITOR CENTRE. USERS OF THE WEBSITE AND FACEBOOK ARE ENCOURAGED TO REVIEW ONLINE THROUGH FACEBOOK OR TRIPADVISOR.



VISITOR SURVEY

Date: _____ / _____ / _____


COMPLETE THIS SURVEY FOR YOUR CHANCE TO WIN A \$50 FUEL VOUCHER!

- Can we please have your postcode? ☐ ☐ ☐ ☐
- Are you travelling from overseas?
If yes, would you mind telling us where you are from? _____
- What age bracket do you fall into?
18-24 25-34 35-44 45-54 55-64 65-74 75+
- How did you arrive in Karratha?
Plane Car Bus Ship
- What is the purpose of your visit?
Leisure Education Visiting Family
Business Stop Over Job Seeker
Other: _____
- How long are you planning to stay in the area?
1-2 Days 3-4 Days 5-6 Days 7 Days Other: _____
- Who are you travelling with? (Please indicate the number of people also).
Alone With Partner With Family With Friends
- What / where are you most looking forward to seeing?
Karratha Dampier Cossack Roebourne Point Samson Wickham
Deep Gorge Hearson Cove Harding Dam Pilbara Resources Tour
Staircase to the Moon Millsstream Chichester National Park Karijini National Park
Local Event: _____ Other: _____
- What are your Impressions of Karratha and the surrounding area?
Poor Average Good Excellent Awesome
Comments: _____
- How would you rate the services provided within the City of Karratha?
Poor Average Good Excellent Awesome
Comments: _____




A2B) CUSTOMER SATISFACTION

PAGE 3

Details



Karratha Visitor Centre

★★★★★

4.9 by 10 users

Type

Information centre (no camping)

Address

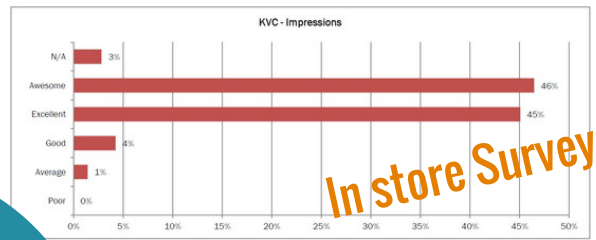
De Witt Rd, formerly Karratha Rd, WA

Phone

(08) 9144-4600

Website

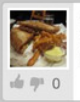
karrathavisitorcentre.com.au



What do they say?



Andius 12 Feb 2017
Best visitor center we have seen in australia so far. Staff is really friendly and helpful.



HCracker 28 Jan 2017
Stopped here for road and national park infos and it's a pleasant time.

"Information with a smile"

★★★★★ 4 weeks ago | Reviewed by Sundancer6

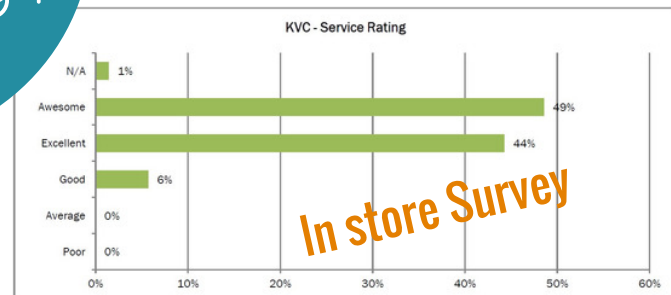
Being new to the area we stopped in at the Karratha visitor centre for some advice and information about kid friendly swimming places. We received so much more. The staff were friendly, knowledgeable and attentive. If you are visiting this area make sure this is your first stop to help you plan your visit.



"Extremely enthusiastic"

★★★★★ 21 Jan 2017 | Reviewed by Emma M

The staff at the Karratha Visitor Centre were so enthused about the places they told us about that they really made us want to go there. We took their advice straight away and did everything we were told to do in Dampier, and had an absolute ball. Thanks!



A2C/D) MEMBER SATISFACTION

THE KARRATHA VISITOR CENTRE MEMBER SATISFACTION SURVEY IS GOING TO BE DISTRIBUTED WITH THE NEXT ISSUE OF THE PILBARA COAST E-NEWS. NO COMPLAINTS HAVE BEEN RECEIVED FROM OUR MEMBERS THIS QUARTER.

Karratha Visitors Centre 2017 Satisfaction Survey - Survey Monkey

1. How likely is it that you would recommend this service to a friend or colleague?

Not at all likely Extremely likely

☐ Not at all likely - 0
 ☐ 1
 ☐ 2
 ☐ 3
 ☐ 4
 ☐ 5
 ☐ 6
 ☐ 7
 ☐ 8
 ☐ 9
 ☐ Extremely likely - 10

2. How would you rate the quality of our membership?

- ☐ Very high quality
- ☐ High quality
- ☐ Neither high nor low quality
- ☐ Low quality
- ☐ Very low quality

3. Overall, how satisfied or dissatisfied are you with our membership?

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied

4. How well does our membership meet your needs?

- ☐ Extremely well
- ☐ Very well
- ☐ Somewhat well
- ☐ Not so well
- ☐ Not at all well

5. How would you rate the value for money of our membership?

- ☐ Excellent
- ☐ Above average
- ☐ Average
- ☐ Below average
- ☐ Poor

6. How likely are you to purchase any of our membership again?

- ☐ Extremely likely
- ☐ Very likely
- ☐ Somewhat likely
- ☐ Not so likely
- ☐ Not at all likely

7. How responsive have we been to your questions or concerns about our membership?

- ☐ Extremely responsive
- ☐ Very responsive
- ☐ Somewhat responsive
- ☐ Not so responsive
- ☐ Not at all responsive
- ☐ Not applicable

8. How long have you been a customer of our membership?

- ☐ This is my first purchase
- ☐ Less than six months
- ☐ Six months to a year
- ☐ 1 - 2 years
- ☐ 3 or more years
- ☐ I haven't made a purchase yet

9. Compared to our competitors, is our product quality better, worse, or about the same?

- ☐ Much better
- ☐ Somewhat better
- ☐ About the same
- ☐ Somewhat worse
- ☐ Much worse

10. Do you have any suggestions for improvements to the membership service?

- ☐ Yes
- ☐ No

Other (please specify):

B. PROMOTIONAL & INFORMATION

Fishing Shirt Design Competition



Fancy yourself an artist or have some graphic design skills? You are invited to help us design our new fishing shirt!

Win \$500!

The shirt will be sold in store to our visitors to the region. The design should include elements from our entire region (Dampier, Karratha, Roebourne, Cossack, Wickham and Point Samson)

To enter contact:
kvccounter@karrathavisitorcentre.com.au
 or send us a message on
[facebook/karrathavisitorcentre](https://www.facebook.com/karrathavisitorcentre)
 to get your design template

GET CREATING!

Terms and Conditions: All artwork and graphics must be originals and/or have full permission to use. By entering the competition you are giving the Karratha Visitor Centre sole use of your design to be manufactured and sold in store. **Entries close 31st March 2017**



FISHING SHIRT DESIGN COMPETITION

As part of day to day operations in the centre we review current merchandise every six months to see what's selling, what's not and add or update merchandise as required.

One of the products that doesn't sell well is the classic souvenir tees. To replace this we ran a Fishing Shirt Design Competition.

As Karratha is a great spot to go fishing and fishing shirts are now becoming a must have for sun protection we think these will sell much better to tourists and locals alike.

We had 20 people take a copy of the template, with 5 people sending in a completed design. Although it was a small number of applicants, the reach for the post was over 5K and the engagement was just over 100. This proved to be a successful marketing tool with a dramatic increase of likes to the Facebook page over the term of the promotion.

The City of Karratha was acknowledged in all Promotional Activities.

PAINTING OF THE PIPELINES

On the 20th, 21st and 22nd of March we invited the local primary schools of the region to participate in the Harmony Day Project the Painting of the Pipelines. The day aimed to engage people to participate in their community, respect cultural and religious diversity and foster a sense of belonging.

The Karratha Visitor Centre ran this project with support from the Water Corporation, Argonaut Engineering and Construction and the Karratha City Shopping Centre.

We had Wickham Primary School, Tambrey Primary School, Roebourne Primary School, Millers Well Primary School, St Pauls Primary School and Pegs Creek Primary School accept the invitation. Due to the rain the last day had to be cancelled and will be rescheduled at a later date where we hope to have the schools unable to attend the first round partake during round two.

We had Pilbara News run two stories on the project, ABC Pilbara featured it on their 10am show and media releases were made by the Water Corporation.

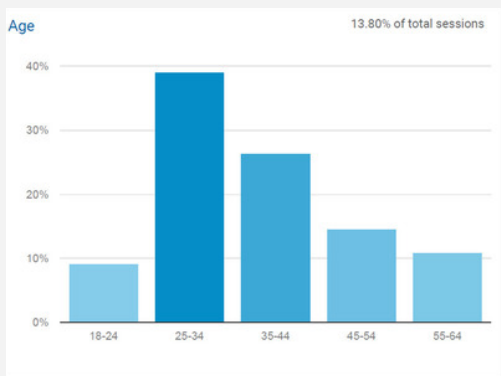


C. DIGITAL PRESENCE

C2A) GOOGLE ANALYTICS

78% NEW USER SESSIONS

14K+ PAGE VIEWS



	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	797 % of Total: 100.00% (797)	75.03% Avg for View: 75.03% (0.00%)	598 % of Total: 100.00% (598)	70.26% Avg for View: 70.26% (0.00%)	1.81 Avg for View: 1.81 (0.00%)	00:01:39 Avg for View: 00:01:39 (0.00%)
1. Australia	736 (92.35%)	74.46%	548 (91.64%)	71.33%	1.78	00:01:37
2. United States	11 (1.38%)	81.82%	9 (1.51%)	54.55%	1.73	00:01:16
3. Switzerland	4 (0.50%)	100.00%	4 (0.67%)	50.00%	2.25	00:01:53
4. Germany	4 (0.50%)	100.00%	4 (0.67%)	100.00%	1.00	00:00:00
5. Finland	4 (0.50%)	50.00%	2 (0.33%)	0.00%	9.50	00:12:38
6. France	4 (0.50%)	50.00%	2 (0.33%)	75.00%	1.25	00:00:03
7. Austria	3 (0.38%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00
8. United Kingdom	3 (0.38%)	100.00%	3 (0.50%)	66.67%	1.33	00:00:22
9. Italy	3 (0.38%)	100.00%	3 (0.50%)	33.33%	2.67	00:11:50
10. New Zealand	3 (0.38%)	100.00%	3 (0.50%)	100.00%	1.00	00:00:00



6K+ FOLLOWERS



255 FOLLOWERS

C3B) VISIT KARRATHA APP



The Visit Karratha App is currently up to date. Development has been put on hold until we find out more about the City of Karratha's Destination Marketing Plan as per Nancy's recommendation.

Downloads

242
 182 (75.21%)
 60 (24.79%)

D. INDUSTRY LIAISON/ INPUT

D1A/D2B) TOUR AND ACCOMMODATION REVENUE

NO TOUR REVENUE HAS BEEN RECEIVED TO DATE DUE TO TOUR OPERATORS ONLY JUST STARTING UP NOW IT HAVE COME INTO PEAK SEASON.

\$418

ONLINE ACCOMMODATION BOOKINGS

BOOKABLE ONLINE

- 14 Accommodation members
- 5 Tour Operators members

\$2080

INSTORE ACCOMMODATION BOOKINGS

D2C/D/E MEMBERSHIP INFORMATION

40%

INCREASE FROM 2015-2016

20%

INCREASE FROM 2016-2017



Issue one of the Pilbara Coast E-News has gone out. No feedback from members at this stage. Members have been invited to be part of the e-news as a way of networking, updating and advertising other members about their products or services.

No invitations to the City of Karratha TAG meetings have been received this year. Nancy has informed Jane via email she will personally ensure Jane is invited to the next meeting.

MARCH 2017 THE PILBARA COAST E-NEWS ISSUE 01 PAGE 1

Karratha Roebourne Visitor Centres E-Newsletter

Inside the Issue

WHATS NEW
2017 is due to be a big one! Find out what is happening at the Karratha and Roebourne Visitor Centres with our new E-News, we will aim to keep our members updated with our Bi-Monthly E-News. p. 02

TRAINING & INDUSTRY EVENTS
Check out what training and relevant industry events are coming soon. p. 02

STATISTICS!
Want to know who should be your target market? The Karratha Visitor Centre keep up to date information on all our customers! Let us help you. p. 02

KEEPING UP TO DATE WITH BOOEASY!
Did you know that 78% of consumers have bailed on a transaction or not made an intended purchase because of a poor service experience? Lucky for you the Karratha and Roebourne Visitor Centres now have booking capabilities! With our high customer service rating you will never loose a customer agent! p. 03

E. SERVICE STANDARDS

E3A) SERVICE OPERATIONS

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

- 12TH MARCH POWER OUTAGE AT THE CENTRE WE CLOSED
- THE ROEBOURNE VISITOR CENTRE OPENED ON THE 8TH OF MARCH, CURRENTLY IS ONLY AVAILABLE FOR INFORMATION AND CASH PAYMENTS AS THERE HAS BEEN SOME ISSUES WITH PHONE AND INTERNET CONNECTIONS. WE ARE HOPING TO HAVE THIS RESOLVED BY THE 7TH OF APRIL.

FB) BOARD MEETINGS

IN ACCORDANCE TO THE KARRATHA AND DISTRICTS TOURIST INFORMATION CENTRES CONSTITUTION BOARD MEETINGS ARE HELD BI-MONTHLY. TWO BOARD MEETINGS WERE HELD THIS QUARTER, JANUARY 31ST AND MARCH 28TH 2017.

Board Meeting – January 2017
31st January 2017

1. Welcome

Meeting Commenced: 3:05pm

Present:

- David Yakas (Chairperson)
- Jane Knapp (KVC Manager)
- Anouska Angove (Secretary)
- Bob Bongiorno (Board Member)
- Robert Gordon (Board Member)
- Nancy Emil (COFK representative)
- Chantelle Tucker

2. Apologies

- Bruce Jorgensen (Board Member) Proxy received naming Bob Bongiorno
- Clinton Walker (Vice Chairperson)
- Jodi Porteous (Treasurer)

3. Minutes from Previous Meeting – November 2016

Minutes of previous meeting accepted:

Moved: Bob Bongiorno

Seconded: Robert Gordon

All in favour

4. Business arising from previous Minutes

4.1 Minutes of September meeting to be accepted next meeting - Deferred to next meeting

4.2 Jane to get Cultural Awareness quote from Clinton – Quote presented from Clinton and was actually more expensive than Murujuga, Jane to ask for another quote if we were to get a large group. - Nancy said she will also find out who COK uses for their Cultural Awareness training.

4.3 Board to provide further feedback on Strategic Plan to Jane via email and 30 mins allocated to finish off at next meeting – Still needs to be worked on and adjusted to meet City's KPI's, was suggested to hold a separate meeting rather than during Board meeting to work on. Proposed date on 13th February and feedback to be emailed to Jane prior to this meeting.

4.4 How to read a financial statement 101 with Jodi – Deferred to next meeting

4.5 Jane to look at dates for Interstate Caravan and Camping shows – Melbourne and Adelaide's shows are both in February and really need to be planned a year in advance as they book up quite early. Jane will be attending Perth Caravan and Camping show in March in collaboration with ANW this year as all booths were already fully booked. Will work with Pilbara Visitor Centre's to attend together in 2018.

4.6 Jane to notify the City of the KVC's intention not to sponsor the Cossack Art Awards in 2017- Completed

4.7 Jane to send out calendar invites for proposed Board Meeting dates - Completed

4.8 Jane to notify the board on any updates about funding - Completed

Action: Minutes of September meeting to be accepted next meeting

Action: Jane to request quote for Cultural Awareness training from Clinton for large group and look at possible dates

Action: Nancy to provide details on who the COK use for their Cultural Awareness training.

Action: Board to provide further feedback on Strategic Plan to Jane via email

Action: Jane to send out invite for Strategic Plan meeting

Action: How to read a financial statement 101 to be moved to next meeting.

FB) BOARD MEETINGS

5. Financial Statements

The Profit and Loss Statement, Balance Sheet and Aged Payables for November and December 2016 were presented.

Moved: Anouska Angove

Seconded: Robert Gordon

All in favour

6. Manager's Report

Statistical Figures

November 2016

Total Sales: \$10,592.29

Visitor Numbers: 1551

Average Spend: \$6.83

Average Sale: \$40.90

November 2015

Total Sales: \$10,142.96

Visitor Numbers: 1281

Average Spend: \$7.92

Average Sale: \$35.46

December 2016

Total Sales: \$17,857.10

Visitor Numbers: 1111

Average Spend: \$16.07

Average Sale: \$62.00

December 2015

Total Sales: \$11,644.27

Visitor Numbers: 1021

Average Spend: \$11.40

Average Sale: \$47.53

Manager's Operational Report

Plan presented and following outcomes have been met

- Attend Perth Caravan and Camping show in collaboration with Pilbara VC's - Jane will be attending Perth Caravan and Camping show in March in collaboration with ANW 22nd to 26th March. Will work with Pilbara Visitor Centre's this year to attend together in 2018.
- Plan one interstate Caravan and Camping show in collaboration with Pilbara/Kimberley VC's – Discussion has started with Broome Visitor Centre to go to Melbourne Caravan and Camping show 2018.
- Host annual Anthony Grzelka Ghost Tour – Confirmed for 24th June 2017
- Run Photo Marketing Competition in collaboration with the Pilbara Ports Authority – Grant application has been started.
- Look at ways to create revenue for Coffee Shop – Early morning coffee run to begin 6th February.
- Fit out and hire staff for Roebourne Visitor Centre – Staff have been hired, fit out have had some slight delays pushing opening date to March.
- Booths to be set up at locations – Meeting with Airport scheduled for Thursday 2nd February to discuss location and installation.

Anouska asked if it was decided to continue with our current App and how long we were giving ourselves to improve – hoping to improve by end of financial year. Nancy suggested holding off on updating App as City's new Destination Marketing Plan would like to work in collaboration with the Karratha Visitor Centre and would require across the board branding. Jane unaware of these plans and has not been contacted about this. Nancy would like to set up a meeting with Rob at the City and Jane to bring everyone up to speed.

Action: Nancy to set up meeting with Jane and Rob to discuss City's Destination Marketing Plan

Marketing Report

We have hired a new Social Media consultant Tanaha Brinkhuis who will be monitoring all of our social media and has provided us with a new strategy. She will provide us with a plan a month in advance and a detailed report in accordance with our bi-monthly Board meetings. So far she has done one test post and it reached over 15,400 people and engaged 1,400 people, which is a significant increase to what has been posted in the past.

F. GOVERNANCE & FINANCIAL PERFORMANCE

FB) BOARD MEETINGS

7. Other Business

7.1 Strategic Plan – Previously discussed

7.2 Roebourne amalgamation – As Roebourne Visitor Centre are no longer receiving funding Jane has put together a proposed amalgamation, Bob will be taking it back to Roebourne's board.

7.3 Caravan and Camping– Previously discussed

7.4 RFF ongoing support – With Helispirit and Mountain Bike Clubroom build still ahead it is essential that we have the support and expertise of RFF. Their consultancy services proposal and fees were presented and accepted by the board.

7.5 Capital works update- For the Mountain Bike Clubrooms we will now be looking into buying a transportable and then will contract someone to fit out to save money, we have until 30th June 2017 to complete.

- Anouska mentioned while RFF are in discussions with Watercorp regarding land for Mountain Bike Clubrooms it may be worth mentioning painting water pipes which was in discussion late 2015.

7.6 Roebourne fit out and booth update- Previously discussed

7.7 Raffle report- A summary of our Raffle was presented, as this was our first raffle and wasn't planned very well it did not go as well as we hoped for bringing in a total profit of \$682. We will run again, however over a longer period of time and mid-year.

-Bob suggested running over a shorter period as it has more success.

7.8 Coffee run- Coffee run flyer was presented and explained how it will work. Will be starting on 6th February from 5.00am to 10.00am, there will be two staff working in the café and two 'runners'

7.9 Helispirit- Jane and Rob will be meeting with Helispirit 1st February to discuss the location and details on how it will work. Will be reported back to the board at the next meeting.

Action: Jane to speak to Watercorp again about painting the waterpipes.

Action: Jane to report back about Helispirit

Action: Jane to report back to board on Roebourne Amalgamation

9. Meeting Closed

Meeting closed at 4.15pm

Proposed date for next meeting 28th March 2017.

F. GOVERNANCE & FINANCIAL PERFORMANCE

FB) BOARD MEETINGS

Board Meeting – March 2017
28th March 2017

1. Welcome

Meeting Commenced: 3:02pm

Present:

- David Yakas (Chairperson)
- Jane Knapp (KVC Manager)
- Anouska Angove (Secretary)
- Jodi Porteous (Treasurer)
- Bruce Jorgensen (Board Member)
- Bob Bongiorno (Board Member)
- Robert Gordon (Board Member)
- Chantelle Tucker

2. Apologies

- Nancy Emil (COFK representative)
- Clinton Walker (Vice Chairperson)

3. Minutes from Previous Meeting – January 2017

Minutes of previous meeting accepted:

Moved: Robert Gordon

Seconded: Bob Bongiorno

All in favour

4. Business arising from previous Minutes

4.1 Minutes of September meeting to be accepted next meeting

Minutes of September meeting accepted:

Moved: Anouska Angove

Seconded: Jodi Porteous

All in favour

4.2 Jane to get Cultural Awareness quote from Clinton for large group and look at possible dates group – Still need to complete

4.3 Nancy to provide details on who COK uses for their Cultural Awareness training - Completed

4.4 Board to provide further feedback on Strategic Plan to Jane via email - Completed

4.5 Jane to send out invite for Strategic Plan meeting - Completed

4.6 How to read a financial statement 101 with Jodi – in General business

4.7 Nancy to set up meeting with Jane and Rob to discuss City's Destination Marketing Plan – Still need to set up meeting

4.8 Jane to speak to Watercorp again about painting the water pipes - Completed

4.9 Jane to report back about Helispirit – Rob gave an update in regards to Watercorp land where Helispirit landing pad and Mountain Bike Clubrooms will be located, there has been a delay in approvals as it is now with the Department of Lands as it will be used for recreational use, so still going through the process.

4.10 Jane to report back to Board on Roebourne Amalgamation- Bruce gave a summary of Roebourne Visitor Centre's intentions to turn into an organisation to look after the heritage buildings in Roebourne – a trust.

Action: Jane to request requote for Cultural Awareness training from Clinton for large group and look at possible dates

Action: Nancy to set up meeting with Jane and Rob to discuss City's Destination Marketing Plan

Action: Jane to report back on Helispirit

5. Financial Statements

The Profit and Loss Statement, Balance Sheet and Aged Payables for January and February 2017 were presented.

F. GOVERNANCE & FINANCIAL PERFORMANCE

FB) BOARD MEETINGS

The following questions were sent through via email from David Yakas

- Why is commission for accommodation \$0 when the Board pack reflects that there is sales through the Booking Portal? Jane clarified that we do not enter commission into our accounts until after the guest has stayed for booking at which it will then be recorded.
- Is there a reason why the Java Van fees are still being reflected as a budgeted amount? Jane explained that this item has just not been removed as yet and still showing as the budget was entered well before we knew when the Java Van would be gone – Chantelle will remove
- Why are the Integrity Coach Lines so low? January and February were very quiet for Integrity booking but March has already seen a large increase and we have made up for sales in this month.
- Freight extremely high- This is due to Roebourne Visitor Centre fit out, café and stock orders to prepare for the year were purchased early this year to stock Roebourne so bought for Karratha too to avoid additional costs later.
- Wages is up – Jane explained this is due to the Café and staff training

The following questions were sent through via email from Jodi Porteous

- Can you please confirm what 'unexpected grants are' is this supposed to be unexpended grants' – Yes was a typo and has been corrected to unexpended grants, Jodi pointed out that a journal will be needed to be entered to move the unexpended grants from the Balance Sheet to the Profit and Loss as it has been spent now.

Moved: Anouska Angove

Seconded: Robert Gordon

All in favour

Action: Chantelle to remove Java Van fees from budget

Action: Chantelle to record Journal entry to move the unexpended grants from the Balance Sheet to the Profit and Loss

Action: Chantelle to meet with Jodi and complete budget review

6. Manager's Report

Manager's Board Report was sent out via email on Friday 17th March and Jane gave a brief overview

Statistical Figures

January 2017

Total Sales: \$4,910.10

Visitor Numbers: 739

Average Spend: \$6.64

Average Sale: \$43.07

January 2016

Total Sales: \$6,278.60

Visitor Numbers: 535

Average Spend: \$11.74

Average Sale: \$53.66 February 2017

Total Sales: \$8,388.45

Visitor Numbers: 1314

Average Spend: \$6.38

Average Sale: \$42.58

January 2016

Total Sales: \$8,017.14

Visitor Numbers: 1091

Average Spend: \$7.35

Average Sale: \$42.64

Bob asked if we have figures on the average stay of visitors and if so can these details be included in future reports

Action: Jane to include average stay figures in next Board Report

F. GOVERNANCE & FINANCIAL PERFORMANCE

FB) BOARD MEETINGS

Manager's Operational Report

Plan presented and following outcomes have been met since last meeting

- Katrina has taken over from Sarah doing memberships and is also tasked with Online Directory and Bookeasy. Tanaha is tasked with social media advertising and Facebook updates. Laura one of our Information Consultant has been tasked with Event and Webpage updates.
- New stock items this year include Roebourne, Wickham, Dampier, Cossack and Point Samson stubby holders. Roebourne pins and tea towels, Glassware from Cheeditha and will be getting in fishing shirts instead of the old style Karratha and Red Dog tees. Other products that will not be reordered include Sunscreen, tumblers, stationary sets and Red Dog Backpacks.
- Jane attended Perth Caravan and Camping show for the first two days in collaboration with ANW in March. Samantha a previous staff member attended on Jane's behalf for the remainder of the show. Will send out daily figures of the show once received. Will work with Pilbara Visitor Centre's this year to attend together in 2018.
- Create a Senior Committee / LTO with Pilbara VC's to develop a Pilbara brand – Currently on hold
- Create a marketing plan with at least 12 activities or events / promotional activities – Planning and implementation of the following currently being worked on
 1. March- Fishing Shirt Competition- Currently Running, only two submissions so far
 2. March- Painting of the Pipelines- 20th, 21st March, last day to be rescheduled
 3. April- Photo Competition
 4. May-Video Competition
 5. May- Helispirit Opening Event Market Day
 6. June- Anthony Grzelka Ghost Tour
 7. July- Mountain Bike Club Opening
 8. August- Community Walk
 9. September- Karratha Holiday Video of the month
 10. September- Community Support Sausage Sizzle
 11. Raffle
 12. Red Dog look alike competition??
- Anthony Grzelka Ghost Tour – Confirmed for 24th June 2017, tickets will be on sale soon
- Photo Marketing Competition in collaboration with the Pilbara Ports Authority – We were successful at receiving \$2,000 towards the competition, will run in April
- Look at ways to create revenue for Coffee Shop – Coffee run is doing well and we are making our most of our money during this time.
- David suggesting giving the coffee run until the 30th of June to see if is truly viable for the Centre to be running
- Fit out and hire staff for Roebourne Visitor Centre – Opened on the 8th March due to some maintenance needed after the rains and flooring needed finishing. Phone and internet connection was also delayed due to Telstra.
- Booths to be set up at locations – Have not yet heard from the City as it had to be taken to Council after meeting at the airport.
- Maintain and improve App – No further development has been made until we learn of the COK's Destination Marketing Plan
- Attending the COK TAG meetings and report – No word on next meeting or have received and minutes/ information from previous meeting
- Review and Update HR Policy and Procedures- Currently working on HR documents
- Staff have been given an example of their individual KPI's, feedback on this will be given to them at the end of the quarter.
- Staff attended Tourism Council training in February, also looking into further staff training in conjunction with Mackerel Islands which will include a famil.
- First staff meeting was held on the 21st February.

Action: Jane to send out daily figures for Perth Caravan and Camping Show

Action: Look at Coffee run feasibility at end of June

Action: Jane to follow up booth set up with Airport

F. GOVERNANCE & FINANCIAL PERFORMANCE

FB) BOARD MEETINGS

7. Other Business

7.1 Cossack Tender – A copy of the tender was emailed out and after looking through it was agreed upon that it was not a good idea to look further into.

7.2 Capital Works Update – Waiting on land lease for Mountain Bike Clubrooms, Large map sign has been mounted which excess funds from Ablution block went towards.

7.3 Roebourne Visitor Centre - Opened on the 8th March due to some maintenance needed after the rains and flooring needed finishing. Phone and internet connection was also delayed due to Telstra.

7.4 Painting of the Pipeline Report – Painting began on March 21 in conjunction with Harmony Day and continued on 22nd, four schools attended. Unfortunately the third day had to be postponed due to the rain so the new date is yet to be confirmed, but looking at rescheduling to after the school holidays and giving schools that missed out another opportunity to join. Received one complaint that there was not enough shade over the pipes where the children were painting, otherwise the response was excellent and the children loved it. A full report will be provided after the final day is completed.

7.5 Executive Board questions - Nil

7.6 How to read a financial statement with Jodi – Jodi gave a brief summary on how to read a Balance Sheet and Profit and Loss Statement and how they talk to each other.

Action: Painting of the Pipeline Report to be provided once final day complete

9. Meeting Closed

Meeting closed at 4.17pm

Proposed date for next meeting 30th May 2017.

FC) FINANCIAL STATEMENTS

PLEASE SEE ATTACHED FINANCIAL STATEMENTS AND NOTES TO FINANCIALS.