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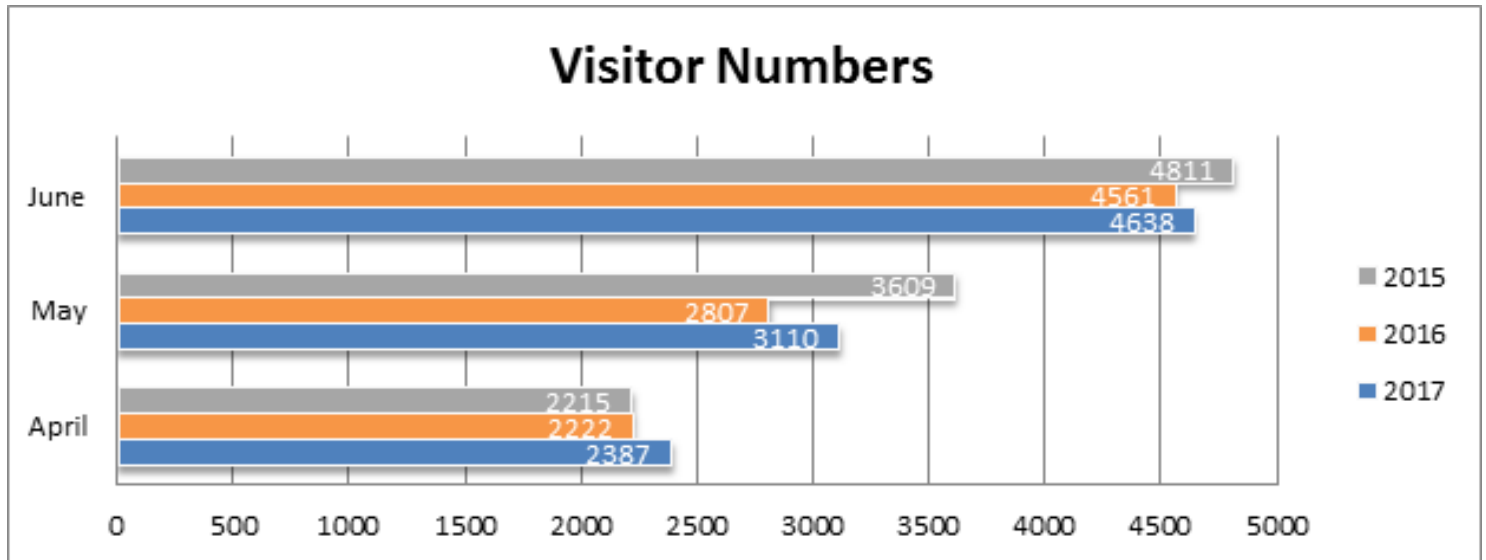
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**Quarterly Report  
April- June 2017**

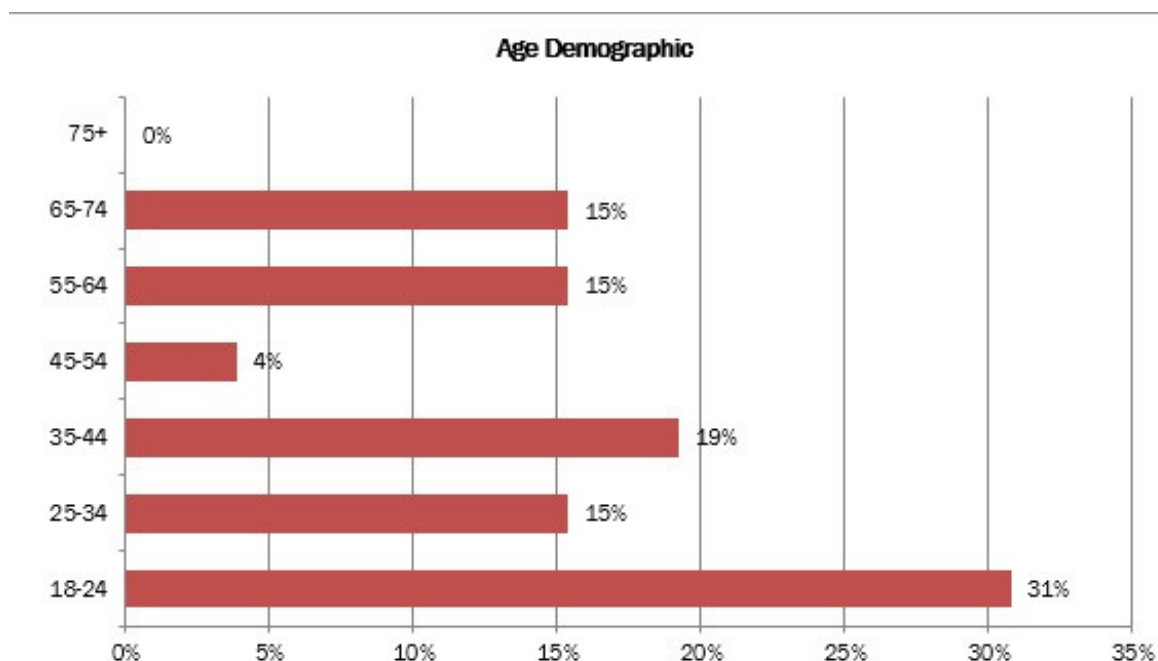
# A. CUSTOMER SERVICE

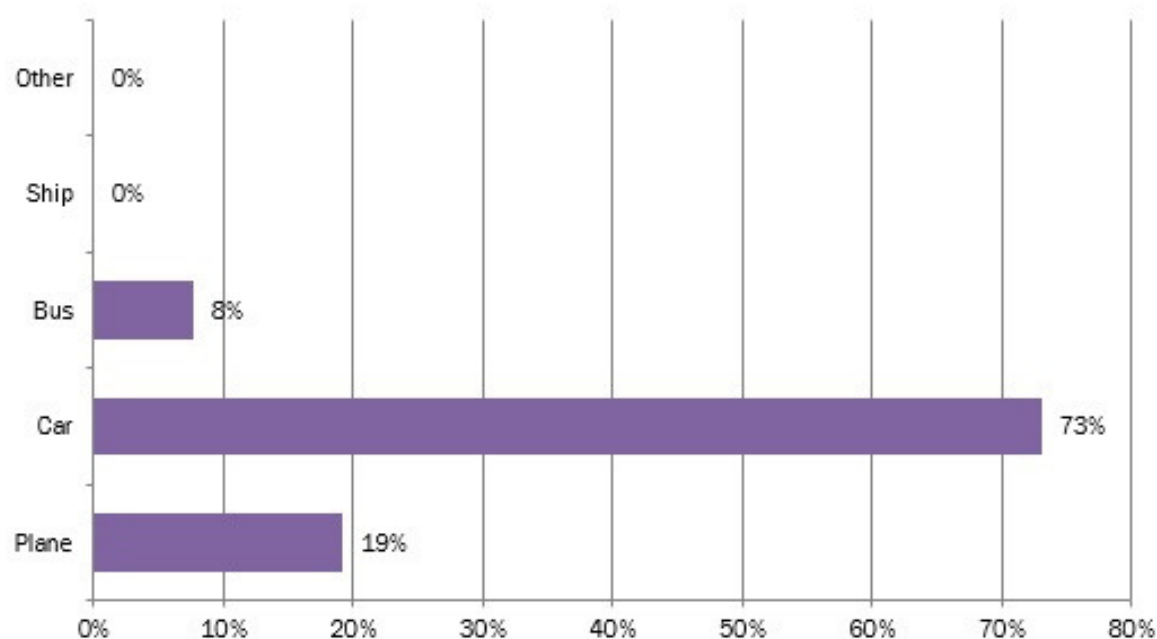
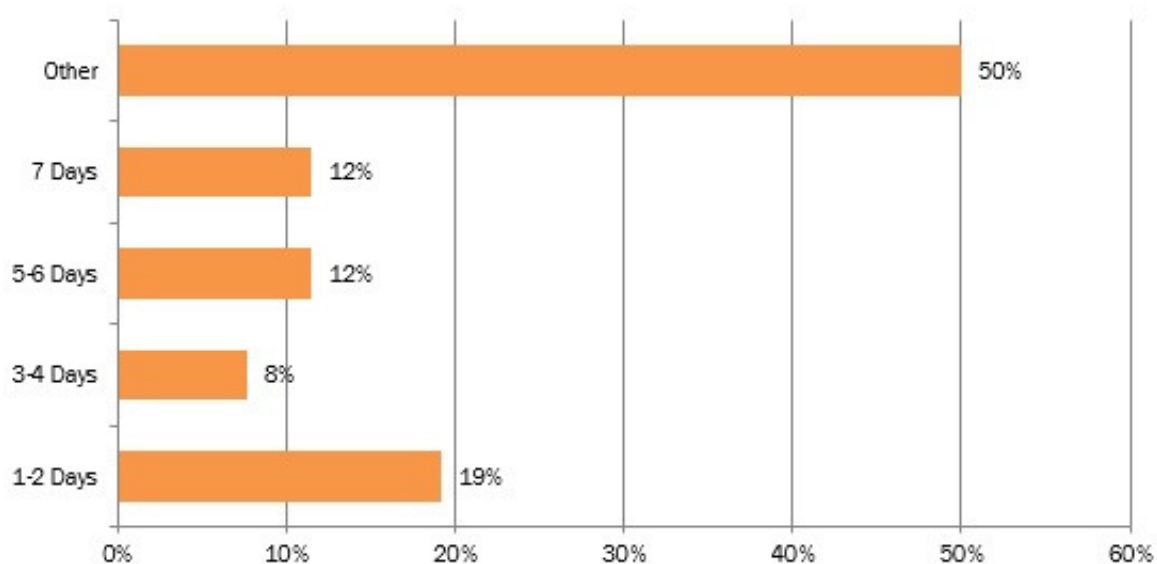
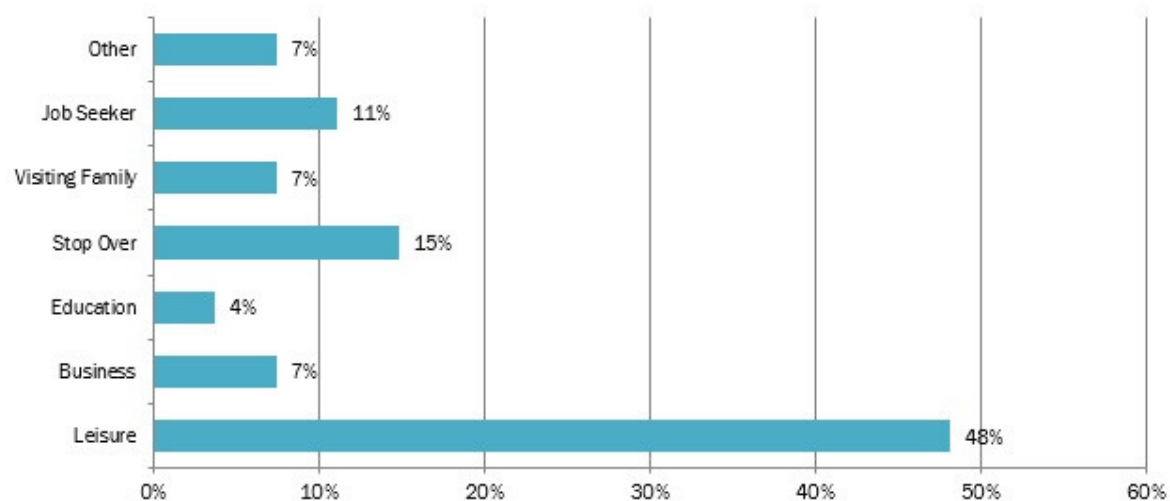
## A1A) VISITORS



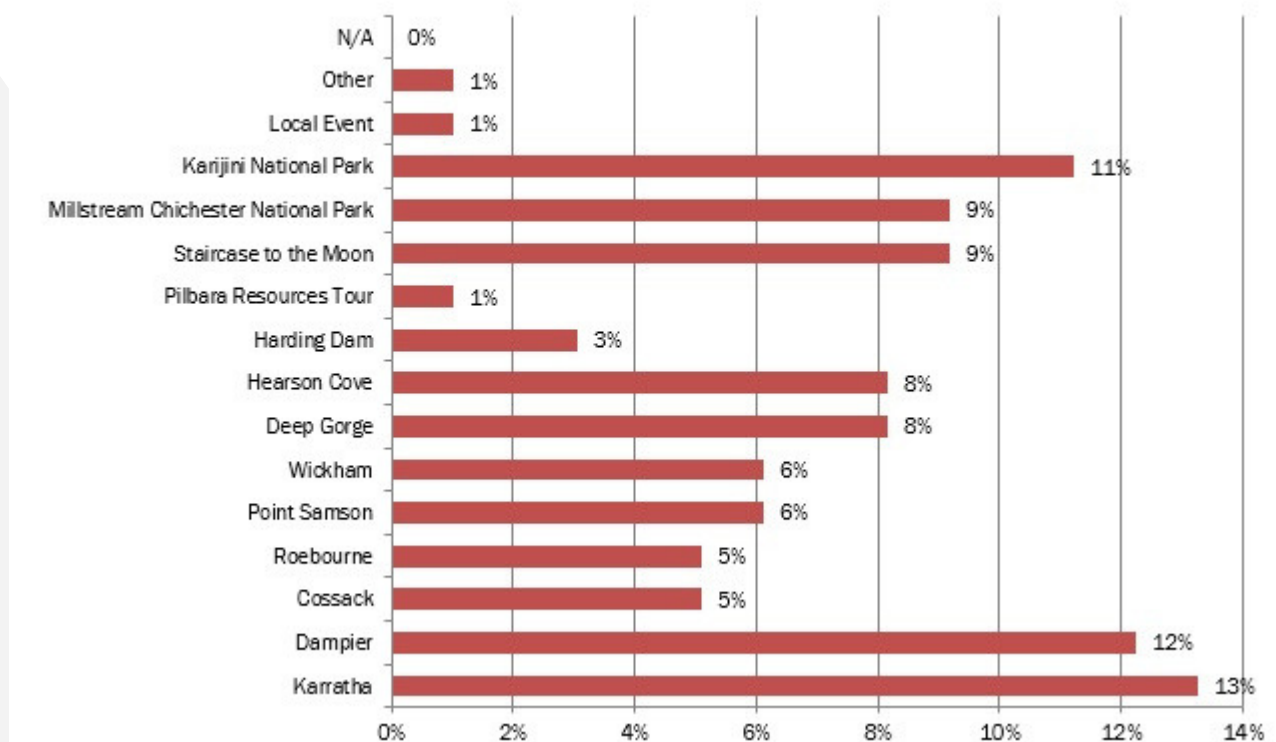
VISITOR NUMBERS AT THE KVC HAVE INCREASED 5.68% FOR THE QUARTER SINCE 2016. RVC HAD A DOOR COUNTER INSTALLED IN APRIL, BUT HAVE BEEN EXPERIENCING TECHNICAL DIFFICULTIES. ACCURATE NUMBERS ARE YET TO BE RECORDED

## A1B) ABOUT OUR VISITORS



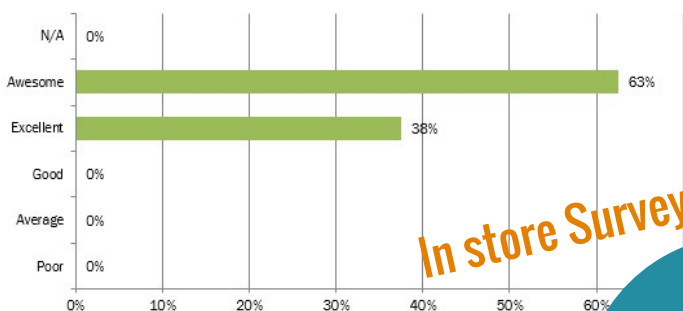
**Arrival - Transport Method****Planned Length of Stay****Purpose of Visit**

Places Visited / Will Visit

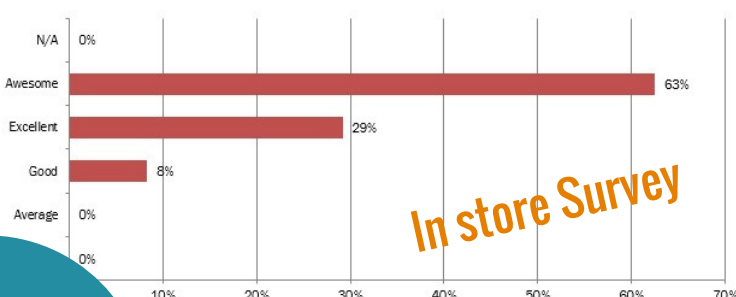


## A2B) CUSTOMER SATISFACTION

KVC - Service Rating



KVC - Impressions



In store Survey

In store Survey

What do they say?



Reviewed 2 weeks ago

### Karratha Visitor centre

This is a very well equipped visitor centre with many books and information, there is a heritage trail close by that is rather strenuous but shows a very good view over the town

Thank Peter M.

KarrathaVC, Manager at Karratha Visitor Centre, responded to this review  
Responded 6 days ago

Thank you for your review! I hope you enjoyed your stay in Karratha!



Reviewed 4 weeks ago

### This is a very nice visitor centre

This is an excellent center with a good history and lots of books and art. They have a very good coffee shop and friendly very knowledgeable staff. If you find yourself in Karratha, I urge you to stop and learn about the area.

Thank malagong

KarrathaVC, Manager at Karratha Visitor Centre, responded to this review  
Responded 6 days ago

Thank you for your review!



Reviewed 13 May 2017 via mobile

### Helpful

Our helper armed us with maps marked with where to go and what to see. Her advice on watching the Staircase to the moon from Hearson Cove was well received and a great experience. Coffee and snack bar available.

Thank Mumjudy

### Details



### Karratha Visitor Centre



4.9 by 10 users

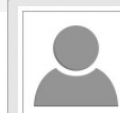
Type Information centre (no camping)  
Address De Witt Rd, formerly Karratha Rd, WA  
Phone (08) 9144-4600  
Website karrathavisitorcentre.com.au



annaway

21 Jun 2017

Very friendly staff great knowledge about the area. Call in and a coffee or chia.



User 214107

25 Jun 2017

Karratha needs to get a dump point at Visitor Centre.



# B. PROMOTIONAL & INFORMATION



THE KARRATHA VISITOR  
CENTRE PRESENT

LOVE WHERE  
YOU LIVE PHOTO  
COMPETITION

A picture is worth a  
thousand words... or in  
this case \$500!  
We invite you to enter our  
annual photography  
competition  
8 winners  
Voted by you!

MAY 1-31 2017



Enter via Facebook by using the hashtag #livekarratha. By entering the competition you are giving the Karratha Visitor Centre permission to use your photo in any future marketing material. Photos must be available in high resolution. Please read the Terms and Conditions before entering.



## #LIVEKARRATHA PHOTO COMP

Our annual photo competition which is sponsored by the Pilbara Ports Authority had 71 entries this year is currently being voted on by the public.

People who entered were required to post to the Karratha Visitor Centre facebook page using the hashtag #livekarratha. All entries needed to be taken within the City of Karratha.

The winning photos will be used in the Karratha Visitor Centre marketing including printed publications and online marketing. Some will be used to make souvenirs and calendars for our travellers.

The winners will be announced on July the 15th and Pilbara Ports Authority will present the winners with their prize money.

## COSSACK GHOST TOUR

For the second year the Karratha Visitor Centre hosted the Cossack Ghost Tour. On the 24th of June two Ghost Tours plus a Seance took place at Cossack Heritage Town.

The Seance was booked out and had 32 people attend the Ghost Tours (8 tickets not sold).

We worked with Trevor, caretaker at Cossack closely over the night and all ran smoothly with some great feedback received.



## COSSACK GHOST TOUR

READY TO BE SPOOKED?

AFTER A CHILLING EXPERIENCE IN 2016

ANTHONY GRZELKA IS RETURNING TO COSSACK!

24TH JUNE 2017

2 TOURS- 7.00PM & 10.30PM

LIMITED TICKETS- BOOK NOW @ KARRATHAVISITORCENTRE.COM.AU





# B. PROMOTIONAL & INFORMATION

## DESTINATION WA



Destination WA came to the Pilbara again this year with the Karratha Visitor Centre sponsoring \$3500 and the Pilbara Business Centre sponsoring \$1500. The Ranges sponsored accommodation and Empire 6714, Vita, the Tambrey, Soul Cafe and Steak Shack

They filmed with Helispirit and the new tour, Discovering Cruising and Murujuga National Park.

The whole Pilbara segment will be running over a 8 week period starting early July.

## EPIC CAREER EXPO

Once again this year the Karratha Visitor Centre took part in the Epic Career Expo.

The stand had a lot of interest from students and others wanting information on what it means to work in Tourism.

We expect to take part again in 2018.

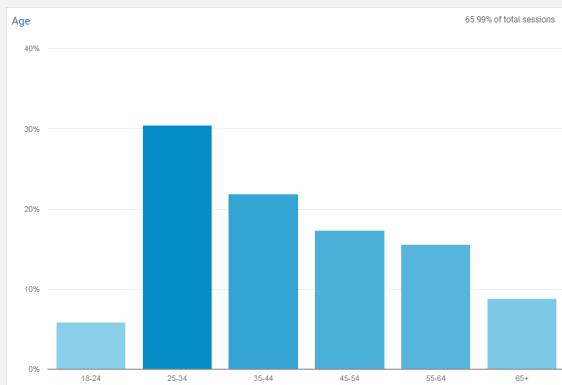


# C. DIGITAL PRESENCE

## C2A) GOOGLE ANALYTICS

**72%** NEW USER SESSIONS

**30K+** PAGE VIEWS



Country ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
	14,146 % of Total: 100.00% (14,146)	71.89% Avg for View: 71.85% (0.05%)	10,169 % of Total: 100.05% (10,164)
1.  Australia	13,106 (92.65%)	70.69%	9,265 (91.11%)
2.  United States	209 (1.48%)	92.82%	194 (1.91%)
3.  United Kingdom	111 (0.78%)	90.09%	100 (0.98%)
4.  New Zealand	76 (0.54%)	75.00%	57 (0.56%)
5.  Germany	63 (0.45%)	87.30%	55 (0.54%)
6.  Canada	41 (0.29%)	95.12%	39 (0.38%)
7.  India	39 (0.28%)	82.05%	32 (0.31%)
8.  Singapore	39 (0.28%)	87.18%	34 (0.33%)
9.  France	35 (0.25%)	85.71%	30 (0.30%)
10.  Philippines	25 (0.18%)	76.00%	19 (0.19%)



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

**\$3146** ACCOMMODATION BOOKINGS

**\$6550** TOUR BOOKINGS

### BOOKABLE ONLINE

- 14 Accommodation members
- 5 Tour Operators members

## D2C/D/E MEMBERSHIP INFORMATION AND ENGAGEMENT

**40%**

INCREASE  
FROM 2015-2016

**20%**

INCREASE  
FROM 2016-2017

### Membership



We are now sending out three publications as part of our Membership Engagement plan.

The e-news will continue going out to all our members bi-monthly. Issue two was sent out end of May which included the Helispirit announcement, training and industry event links, bookeasy information and some more statistics on our travellers.



# D. INDUSTRY LIAISON/ INPUT

## D2C/D/E MEMBERSHIP INFORMATION AND ENGAGEMENT

**8 Days in Karratha**

For more info contact the Karratha or Roebourne Visitor Centre

**DAY ONE**  

**Murujuga National Park:** Visit the largest Rock Art Gallery in the world at Murujuga National Park. Do it yourself at Deep Gorge or go on tour with our award winning Nurrungga Tours.  
**Hearson's Cove:** This lovely sheltered cove is a popular swimming and picnic spot all year round. It is also one of only a few locations where you can view the spectacular Staircase to the Moon event, which occurs from May through to October.

**DAY TWO**  

**Dampier Archipelago:** The Dampier Archipelago is the richest area of marine biodiversity known in Western Australia. You can experience it via boat with **Discovery Cruising**, going diving with **Pilbara Dive and Tours** or going on a Helicopter Tour with **Helispirit**.  

**DISCOVERY CRUISING**

**DAY THREE**  

**Dampier:** Home of Red Dog! Visit the Red Dog Memorial on Dampier HWY just past the main track. Check out the Dampier Salt Lookout and William Dampier Lookout for magnificent views. The **Dampier Mermaid Hotel** (Like seen in the movie) or the Hampton Harbour Boat and Sailing Club are great places to spend a relaxing afternoon for a few beers and delicious meal before heading to Dampier Palms for the perfect sunset.  


**DAY FOUR**  

**KARRATHA Golf Club**  





8 days in Karratha was a new publication we developed after feedback was received from members. This will be going out to our Accommodation members to display in their rooms. The idea behind the publication is to give enough information that the travellers see reasons to stay, then come to the visitors centre where we are able to extend their stay further.


**WHATS ON!  
16-31 MAY 2017**

**18**  

**CODERDOJO KARRATHA LIBRARY**  
 Karratha Library  
 5pm to 7pm  
 Suitable for children aged 7 - 17 years old

**19**  
**MOONLIGHT CINEMA MY PET DINOSAUR**  
 Showing at the Moonlight Cinema. Get your tickets online <http://www.moonrisecinema.com.au/tickets/>  


**20**  

**MOONLIGHT CINEMA THE FATE OF THE FURIOUS**  
 Showing at the Moonlight Cinema. Get your tickets online <http://www.moonrisecinema.com.au/tickets/>

**24**  
**MOTHERS DAY MORNING TEA FOR SENIOR LADIES**  
 FREE Senior women aged 50+  
 Please RSVP to Emily Zimmerle on 9186 8555 or via email [emily.zimmerle@karratha.wa.gov.au](mailto:emily.zimmerle@karratha.wa.gov.au) by 17th May 2017  


FOR MORE INFO:  
 KARRATHA VISITOR CENTRE  
 LOT 4548 DE WITT ROAD KARRATHA  
 08 9144 4600  
[WWW.KARRATHAVISITORCENTRE.COM.AU](http://WWW.KARRATHAVISITORCENTRE.COM.AU)

Whats on was another member suggested publication. Although we supply the information online through our webpage they thought having something they were able to print would be more beneficial.

# 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:

- THE ROEBOURNE VISITOR CENTRE REMAINED CLOSED ON THE 29TH AND 30TH OF MAY DUE TO A TRAINING DAY PROVIDED BY TOURISM WA THROUGH THE ROYALTIES FOR REGIONS GRANT SCHEME. THE KVC REMAINED OPEN DURING THIS TIME.
- THE ROEBOURNE VISITOR CENTRES PHONE LINES ARE STILL NOT OPERATIONAL DUE TO THE AGE OF THE PHONE LINES. TELSTRA IS STILL WORKING ON AMENDING THIS. WHILE THIS IS BEING FIXED THE NUMBER HAS BEEN DIVERTED TO THE WORK MOBILE.

# 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, 30TH MAY 2017.**

Board Meeting – May 2017  
30th May 2017

### 1. Welcome

Meeting Commenced: 3:15pm

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)
- Jake Leahy (COFK representative)
- Ryan Hall (COFK representative)
- Katrina Evans (KVC)

### 2. Apologies

- Chantelle Tucker
- Clinton Walker (Vice Chairperson)

### 3. Minutes from Previous Meeting – March 2017

Minutes of previous meeting accepted:

Moved: Bob Bongiorno

Seconded: Bruce Jorgensen

All in favour

### 4. Business arising from previous Minutes

4.1 Jane to get Cultural Awareness quote from Clinton for large group and look at possible dates group - Completed. NYFL are very happy to provide us with Cultural Awareness training at no cost (BJ).

4.2 Nancy to set up meeting with Jane and Rob to discuss City's Destination Marketing Plan - Strategy has been done. Jake will attend board meetings from now on.

4.3 Jane to report back about Helispirit – Completed

4.4 Chantelle to remove Java Van Fees from budget – Completed

4.5 Chantelle to record Journal entry to move the unexpended grants from the Balance Sheet to the Profit and Loss – Completed

4.6 Chantelle to meet with Jodi and complete budget review - Completed

4.7 Jane to include average stay figures in next Board Meeting – Completed

4.8 Jane to send out daily figures for Perth Caravan and Camping Show – Will send out.

4.9 Look at Coffee run feasibility at end of June – no longer happening, not feasible.

4.10 Jane to follow up booth set up with Airport - Completed.

4.11 Painting of the Pipeline Report to be provided once final day complete. Not complete.

Action: Jane to organise when Cultural Awareness training can take place.

Action: Jake will follow up on the strategy and give an update at next meeting.

Action: Jane to send out Caravan and Camping Show figures.

Action: Jane to look into the 2018 Caravan and camping show.

# F. GOVERNANCE & FINANCIAL PERFORMANCE

## FB) BOARD MEETINGS

### 5. Financial Statements

Chantelle away. JP stated that we are still tight on cash but should improve with the peak season coming up. Setting up of the Roebourne Visitor Centre has used a lot of cash. Still no signage for RVC, Jane to send the City of Karratha information about this.

Moved: Jodi Porteous

Seconded: David Yakas

All in favour

**Action: Jane to send information about the RVC signage to COK.**

- Sales up in March, down in April. Not reporting on Average spend but rather sales conversion rate. 20% conversion rate this month.

- Visitors up – 46% in the 18 – 24 age range. Length of stay seems to have increased to 7 days.

- Some travellers are not using accommodation but rather staying in Air BnB or friends' places.

### Statistical Figures

#### April 2017

Total Sales: \$12,420.78

Visitor Numbers: 2387

Average Sale: \$29.93

Sales Conversion: \$17.39%

#### March 2017

Total Sales: \$8,165.24

Visitor Numbers: 1777

Average Sale: \$28.16

Sales Conversion: 16.32%

#### April 2016

Total Sales: \$13,530.16

Visitor Numbers: 2222

Average Sale: \$28.13

Sales Conversion: 21.65%

#### March 2016

Total Sales: \$6,795.56

Visitor Numbers: 1323

Average Sale: \$28.20

Sales Conversion: 18.22%

### Manager's Operational Report

- Report given to board.

**Action: Jane to send out 8 days in Karratha to board members for perusal.**

### 7. General Business

#### 7.1 Destinations WA

They asked for \$4.5k that came down from \$27,000. Pilbara Business Centre donated \$1,500 they also tagged along with the crew at no cost. Went out with Helispirit and Brad from Discovery Cruising. Didn't get to dive but did dive at the Mackerel Island. They stated that it was the best diving in the world. Filmed the coffee shop. Out of pocket a little. Stayed at The Ranges which was sponsored and food was also sponsored by various restaurants/cafes. Will be aired mid-July.



# F. GOVERNANCE & FINANCIAL PERFORMANCE

## FB) BOARD MEETINGS

### 7.2 Capital Works

Got the Lease for the Heli pad. Mountain bike hub is going to be late. We have 17.5k so will build the hub with that and then we will help the club with grants for the remaining works. Will not be going with Argonauts so need to find another builder.

7.3 Roebourne Visitor Centre – Opened but losing money, fit out cost us more than expected. Can we get a variation on the fit out. Got flags. No signage currently, phone and internet connection still delayed due to Telstra.

### 7.4 Company Events and Promotions update

- Anthony Grzelka. Tickets are selling well. There are still a number of spaces available.
- 6PR are going to be setting up at KVC on July 25th for a NW tour. Basil Zempilas will be presenting.
- Cossack Art Awards. KVC will be there selling Helicopter tours.
- Brew and the Moo. Mid July. JK has set up packages where tickets can only be purchased with accommodation. Those participating so far are The Ranges, Mermaid Hotel, Karratha International, Eco Lodge, stand up paddle board. If you buy a package you go into a competition to win a helicopter flight to the event.

### 7.5 CoK update. They would like to know what specifically we would like to know. DY Marketing.

- Council have agreed on \$270k to seal the Karratha – Tom Price Road over the next 6 months.
- CoK have awarded NYFL with the tender for the management of Cossack. They want to develop tourism here. Handover is from 1st July – 30th July. They plan on turning it from a ghost town to a living town. Clinton will be based out there. Have workshops, kayak hire. Maybe get a grant to build a replica of the original pearl luger. Murder Mystery. Camel tours.
- Contracts have been finalised for International flights.

Action: Jane find another builder for the mountain bike hub

Action: Jake will find out how the \$45k was allocated and see if we can put a variation in for the fixtures.

### 9. Meeting Closed

Meeting closed at 4.32pm

Proposed date for next meeting 25th July 2017 at the Roebourne Visitor Centre.

## **FC) FINANCIAL STATEMENTS**

PLEASE SEE ATTACHED FINANCIAL STATEMENTS AND NOTES TO FINANCIALS.