



Our Values

- Leadership
- Teamwork
- Integrity
- Innovation

TOURISM ADVISORY GROUP MEETING

Date: 2 August 2018
Time: 3.30pm – 4.30pm
Meeting Room: 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

Jake Leahy	Business Engagement Coordinator	City of Karratha (Chair)
Cr Georgia Evans	Councillor	City of Karratha
Neil McGilp	Tourism Business Advisor	Business Centre Pilbara
Anouska Angove	Manager	Karratha Visitor Centre
Anita Watts	Office Manager	RDA Pilbara
Chantelle Tucker	Operations Manager	Karratha Visitor Centre
Craig Watts	Manager Regulatory Services	City of Karratha

3. APOLOGIES

Ryan Hall	Director Development Services	City of Karratha
Paul Jagger	CEO	Business Centre Pilbara
Carolyn Biar	Snr Project Officer	Pilbara Development Com.
Cr Grant Cucel	Deputy Mayor	City of Karratha
Cr Peter Long	Mayor	City of Karratha
Cr Daniel Scott	Councillor	City of Karratha
Cr Jo Waterstrom Muller	Councillor	City of Karratha
Cr Pablo Miller	Councillor	City of Karratha
Amelia Waters	Project Officer (Dial-In)	Pilbara Regional Council
Kylah Morrison	CEO	KDCCI
Natasha Mahar	CEO (Dial-In)	Australia's North West
Peter Jefferies	A/CEO	Murujuga Aboriginal Corp
Ray De Jong	Pilbara Regional Parks & Visitor Services Leader	Dep of Biodiversity, Conservation & Attractions
Bruce Jorgensen	General Manager	Ngarluma & Yindjibarndi Foundation

4. BUSINESS ARISING FROM PREVIOUS MEETING

Visitors Centre

At the last TAG meeting, the Group discussed the future of visitors services beyond the current contract with the Karratha Visitor Centre which expires at the end of 2018. Since then, at the June Ordinary Council meeting, Council resolved to deliver visitor information services as a City of Karratha function from 2019.

Pilbara Tourism Network

At the last TAG meeting, the Business Centre Pilbara proposed to create a Pilbara Tourism Network to address the factors that inhibit growth of tourism. Since then, the City received a

formal request for funding from the BCP to establish a network. The City advised the BCP that its preference is for a tourism industry group to be comprised of and led by tourism operators rather than a support agency.

5. AGENDA ITEMS

5.1 Visitors Information Servicing

Carolyn Biar – PDC

I am keen to understand what action the City is taking to determine the most economically viable and appropriate mechanism of visitor information servicing in the future. I understand the City's desire to ensure that they are attaining value for money. With increasing opportunity, in a range of ways, for tourists to enter the City, there will be a number of hotspots and servicing will be important.

Visitor Information delivery is changing and hence the roles of a VIC are different. It is also important to note that many VICs are supported by funds received from the management of attractions or delivery of product. A general VIC should be able to deliver information about the entire area where an attraction focussed service delivers information specifically about the location (ie Old Gaol). Given the opportunities at Cossack, Roebourne, Murujuga and in the main towns especially Karratha there will need to be careful management to avoid duplication of effort and marketing for no additional benefit. However, I also understand that the best visitor experience and maximised spending comes from good VIC interaction and the ability to book almost everything from one location.

I would like to propose that the City undertake a small consultancy (perhaps it is encompassed in the destination marketing and management strategy) to identify the issues and make recommendations which are tested for feasibility and costed.

The Tourism Advisory Group resolved to defer its advice until a more detailed scope of works for the proposed study into visitor information services is provided.

5.2 Local Legends – Arts attraction

Carolyn Biar – PDC

As the City reemerges and claims space in tourism it is important that key tourism themes are reflected in the CBD. The City has made a great start in recognising the immense Aboriginal cultural asset of the area with the artworks on the Yaburara Trail and in other locations around the City. This theme services the area well and will be particularly important if Murujuga attains World Heritage Listing.

The current program of bronze sculpture available through the Local Legends offer (Gillie and Marc studio) provides for small bronze statues at a subsidised rate of \$20k. There is an opportunity to have created, in partnership with Murujuga, a bronze for the Karratha CBD and a complimentary piece for the entry into the Living Knowledge Centre and Tourism Precinct which will be built at Conzinc Bay.

The stature of the pieces should be in keeping with the potential for World Heritage Listing of Murujuga. This work would create a meaningful and enduring link between the City as the tourism service hub and the cultural asset of the traditional owners.

The Tourism Advisory Group resolved to refer this item to the Arts and Culture Advisory Group.

5.3 Bus Stop on Welcome Road

The Karratha Visitor Centre have received complaints about the lack of facilities at the bus stop area on Welcome Road. Comments from visitors' state that the bus stop area is lacking in the basic facilities like seating, information on taxis/transport and bins.

A sign with a general map of the town & other information would be good for people arriving in town via bus. Note that the bus service arrives at 2240. This can be the 1st stop for some visitors arriving to town and isn't very welcoming.

The Tourism Advisory Group resolved to advise Council that it recommends an investigation into potential alternative locations for a bus stop in the City Centre and to consider working with Vicinity (as the land owners) to upgrade the existing bus stop, should no suitable alternative be found.

5.4 Sport Tourism

The City has been approached by to consider allowing camping for self-contained vehicles in an effort to attract 'sports tourism'. It was suggested that allowing onsite camping near the Karratha Country Club will increase the number of visitors to the City and create opportunities for sport tourism (e.g. Bowls, Golf.)

Provision is made within the Caravan Parks and Camping Grounds Regulations to allow for this provided health and amenity issues are addressed. No other local authorities on the "bowls circuit" (ie Green Head, Jurien Bay, Carnarvon) permit camping on site, and require the bowls players to utilise local caravan parks. Some Council lease arrangements with clubs include or permit camping for a single night, with a maximum of 4 nights/events per year, aligned with a major competition or event (ie NW Championship).

There is a need to establish a position and provide advice from a tourism perspective.

There are currently 8 caravan parks in the City, including \$10 per night self-contained sites available at Discovery Parks Balmoral Karratha.

The Tourism Advisory Group resolved to advise Council to consider developing a policy that incorporates a set of criteria to assess these requests against.

Criteria could include:

- **Number of participants in an event. (e.g. must exceed x people).**
- **Types of events that would be considered (e.g. regional events/championships.)**
- **Evidence that supports the participants could not be accommodated in existing accommodation options.**

6. OTHER BUSINESS

The Tourism Advisory Group resolved to advise Council to consider commissioning a wayfinding audit and signage strategy for the City.

7. NEXT MEETING

- Meeting Dates 1st November 2018

Close meeting: 4:30pm