



Our Values

- Leadership
- Teamwork
- Integrity
- Innovation

TOURISM ADVISORY GROUP MEETING

Date: 28 March 2019
Time: 3.30pm – 4.30pm
Meeting Room: Council Chambers

1. MEETING OPENED

2. ATTENDEES

Jake Leahy	Business Engagement Coordinator	City of Karratha (Chair)
Cr Peter Long	Mayor	City of Karratha
Cr Jo Waterstrom Muller	Councillor	City of Karratha
Travis McNaught	Project Director	Murujuga Aboriginal Corp
Jessica Lindsay	World Heritage Executive Officer (Dial In)	Dep of Biodiversity, Conservation & Attractions
Carolyn Biar	Snr Project Officer	Pilbara Development Com.

3. APOLOGIES

Ryan Hall	Director Development Services	City of Karratha
Natasha Mahar	CEO	Australia's North West
Bruce Jorgensen	General Manager	Ngarluma & Yindjibarndi Foundation
Anita Watts	Office Manager	RDA Pilbara
Paul Jagger	CEO	Business Centre Pilbara
Kylah Morrison	CEO	KDCCI
Cr Grant Cucel	Deputy Mayor	City of Karratha
Cr Daniel Scott	Councillor	City of Karratha
Cr Pablo Miller	Councillor	City of Karratha
Cr Georgia Evans	Councillor	City of Karratha
Ray De Jong	Pilbara Regional Parks & Visitor Services Leader	Dep of Biodiversity, Conservation & Attractions

4. BUSINESS ARISING FROM PREVIOUS MEETING

4.1 Destination Management Plan

The Tourism Advisory Group resolved to advise Council that it supports the City of Karratha Destination Management Plan.

4.2 Cruise Shipping

The Tourism Advisory Group resolved to advise Council that it supports the Pilbara Ports Authority exploring opportunities to land cruise ships at the Dampier Port.

5. AGENDA ITEMS

5.1 Murujuga World Heritage Nomination

Murujuga National Park has been nominated for World Heritage Listing. Jess Lindsay from the DBCA would like provide the members with an update on the WH nomination process and timing as well as answer any question that members may have.

An update was provided by Jessica Lyndsay from DBCA on the nomination process.

5.2 Destination Management Plan

Council adopted the Karratha Destination Management Plan in February 2019. The DMP provides a framework to further develop the local tourism industry and strengthen Karratha as a place to visit. The Plan complements the City's Place Branding Strategy and contains 24 actions coordinated across 4 activation areas.

Advice is sought from the TAG on which actions identified in the DMP are recommended to be prioritised so that project planning can commence.

The Tourism Advisory Group resolved to advise Council that the following actions identified in the DMP are recommended to be prioritised:

- **Ensure tourism industry operators are represented on TAG**
- **Gateway signage**
- **Murujuga Living Knowledge Centre Enhancements**
- **Industry training and networking sessions**
- **Council incentivisation for private investment**
- **Event toolkit**
- **Local Awareness and ambassador program.**
- **Product packaging**

6. NEXT MEETING

Thursday 6 June 2019, 3.30pm - 4.30pm

Thursday 1 August 2019, 3.30pm - 4.30pm

Thursday 26 September 2019, 3.30pm - 4.30pm

Close meeting: 4.45 pm