

City of Karratha Council

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17 April 2018

Dear Council Members,

RE: THE FUTURE OF TOURISM SERVICES IN THE CITY OF KARRATHA

Thank you for allowing us the opportunity to present a submission in relation to the future of tourism services in the City of Karratha. The staff and Board of the Karratha and Roebourne Visitor Centres take their roles very seriously and believe that both centres provide a one-stop information service about all things tourism related in the Pilbara Region. We pride ourselves on the level of service we offer and have professional and knowledgeable staff who provide an invaluable, unbiased source of information for both tourists and locals.

In addition to being sources of information we also provide the following services:

- Booking service for local tours and accommodation
- Booking and payment service for regional bus service – Integrity Coach Lines
- Supply an extensive range of brochures, flyers and maps for all tourism activities in the Pilbara region
- Contact point for road and weather conditions for tourists and locals (via telephone and in person)
- Development of brochures and maps for publication i.e. Pilbara Coast Holiday Planner
- Host of events such as the Cossack Ghost Tour with international medium Anthony Grzelka
- Tour providers of the 'Visitor Centre History and Resource Tour' (Cape Lambert, Roebourne and Cossack)
- Provide packages i.e. accommodation and tickets for high profile regional events such as Brew & The Moo
- Involvement in local events to raise profile of Visitor Centres and local tour operators i.e. Dampier Markets, Cossack Family Day etc.
- Issue Rail Access Road Permits for Rio Tinto (20 min video shown before permit issued)
- Payment service for the issue of WA Park passes
- Networking nucleus for tourism operators, accommodation providers, other visitor centres and corporate bodies
- Provide advice on activities and services in the region
- Sell a range of local merchandise and products for tourists and locals
- Café facilities
- Provision of public toilet and water facilities
- Art gallery for local artists
- Recycling point – coffee pods, candles and coffee cups
- WIFI and Internet providers for tourists and locals
- Supply information about 'what's on' in the region through media sources such as social media, website, local newspaper and radio stations.



In May 2017, we commenced a partnership with HeliSpirit who are based at the Karratha Visitor Centre during the peak tourist season (April-Oct). In just its second season, this partnership is proving to be a massive draw card as one of the 'must do' activities for tourists and locals and the future looks very lucrative for this ongoing relationship.

Visitor Centre staff and the Board agree that the function of a visitor centre is changing and a shift in focus for visitor centre services is well over due and warranted. To move with the times and create a more modernised and fresh approach to tourism in the Pilbara region the following ideas have been suggested by the Board and staff for future sustainability:

- Create both a physical (site based) as well as a virtual (web/app/social media page) space to share information between tourists, tour operators/providers.
- Improve the digital presence of the Visitor Centres through the continuing development of a mobile app, digital maps and our website.
- Create an attraction at the centre that becomes one of those "must do" things when you come to region whether this be along the lines of new tourist attraction or a heritage style display i.e. an ever-changing museum that displays artifacts from Rio Tinto Rail
- Move to a hybrid model where overheads are cared for by the City of Karratha. Cost efficiencies can then be achieved through the City in the form of IT / HR etc.

Thank you for the opportunity to tour the new Red Earth Arts Precinct to view possible options for the relocation of the visitor centre. It is our united opinion that whilst the REAP is an amazing complex it would be better suited to house a brochure stand or an interactive digital device.

Like banks, the desire for tourism information to be provided through technology is rapidly growing however local branches still remain a key touch point for many customers and it is the place where people go for advice on more complex issues when they want to have a face-to face discussion. When it comes to tourism, the value of retelling personal experiences should definitely not be overlooked. Tourism is about experiences - which you can't get online.

The staff at visitor centres play a big part in delivering these experiences in an impartial and professional way. During our peak season, we have 2-3 information consultants on roster each day to interact with customers. On our busier days we can have up to 250 customers through the front door. To provide you with some tangible data, attached is a snapshot of some of the services that we have provided to customers over a five-day period.

We would like to extend an open invitation to all Council members to drop into the Karratha Visitor Centre in the not too distant future to get a real feel for the services delivered and make an appropriately informed decision about the future of tourism services in the City of Karratha.



The Board would also like an opportunity to attend a council meeting to present a submission before a final decision is made about the location of visitor centre services in the City of Karratha.

Kind Regards,

Board and Staff
Karratha and Districts Tourist Information Centre

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T-QUAL
AUSTRALIAN TOURISM
QUALITY ASSURED



KVC CUSTOMER STATISTICS



DATE	KVC STAFF MEMBER NAME	TIME ENTERED CENTRE	REASON FOR CUSTOMER VISIT	WHERE HAS CUSTOMER TRAVELLED FROM	TIME LEFT CENTRE	TOTAL TIME SPENT WITH CUSTOMER
12/04/18	Loz	845	Info about KTA, Karijini & Millstream souvenirs	Mandurah	9	10 mins
12/04/18	Loz	845	Info about Millstream & Karijini 2 x permits Power usage Toilet usage coffee	Manly/Italy	930	20 mins
12/04/18	Loz	1020	Brochures and local information Ablutions	Not sure	1045	10 mins
12/04/18	Loz	1032	Liaise with us about promoting Mermaid Hotel	Dampier	1050	18 mins
12/04/18	Loz	1048	Cafe	Local		10 mins
12/04/18	Loz	1054	Wi-Fi Local info & brochures souvenirs	Bateman Bay Sydney	1122	10 mins
12/04/18	Loz	1056	Souvenirs	Indonesia	1111	10 mins
12/04/18	Loz	1056	Consult with managers regarding Helispirit operations	Nathan - Helispirit	1130	
12/04/18	Loz	1147	Souvenir Brochures & local info	England	1157	7 mins
12/04/18	Loz	1154	Souvenirs/gifts	local	1208	8 mins
12/04/18	Loz	1205	permit	local	1229	5 mins
12/04/18	Vicki	1305	Permit	Local	1400	35 mins

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12/04/18	Vicki	1339	Permit	Local	1410	40 mins
12/04/18	Vicki	1339	Permit and map	Local	1420	50 mins
12/04/18	Vicki	1345	Brochures Lorraine from Dampier Transit Park	Local	1350	5 mins
12/04/18	Vicki	1430	Directions	Newman	1436	6 mins
12/04/18	Vicki	1448	Printing	Austria	1449	1min
13/04/18	Vicki	9.20	Looking	Local	9.30	10
13/04/18	Vicki	9.30	Karijini Experience info	Roebourne	9.38	8 mins
13/04/18	Vicki	947	Info on the area	Victoria	1012	25 mins
13/04/18	Vicki	952	Info and merchandise	Perth	1005	13 mins
13/04/18	Vicki	1010	Info on prospecting, diving and local	Germany	1039	29 mins
13/04/18	Chantelle	1027	Info on Roebourne Gaol School Holiday Information	Sunshine Coast	1038	11 mins
13/04/18	Vicki	1041	Looking for presents	Local	1050	9mins
13/04/18	Vicki	1050	Shelf cleaning to change bin	Local	1058	8 mins
13/04/18	Chantelle	1232	Info on Cleaverville Purchased souvenir	Local	1238	6 mins
13/04/18	Vicki	1241	Use toilets	Didn't say	1246	5 mins
13/04/18	Vicki	1348	Information on how to get to Karijini	Local	1356	
13/04/18	Vicki	1354	Permit and drinks and merchandise	Local	1425	50 mins
13/04/18	Vicki	1430	Plumbers to fix toilet	Local	1520	50 mins
13/04/18	Chantelle	1511	Local maps Suggestions where to swim	Adelaide	1518	7 mins
13/04/18	Chantelle	1320	Deep Gorge directions Info on Yaburara Heritage Trail	Sydney	1327	7 mins
13/04/18	Vicki	1537	Information on the area also accommodation		1545	8 mins
13/04/18	Vicki	1548	Info on tides	Perth	1550	2mins
13/04/18	Vicki	1553	Info on the area and the Irukandji jellyfish. Picked up brochures on the area	Punmu	1603	10 mins
14/4/18	Kayla	0900	Info on Deep Gorge and the rock art.	Local	0910	10 mins
14/04/18	Kayla	0915	Info on the town and millstream	Non-local	0921	6 mins

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14/04/18	Nicole	0915	Info on the town	Non-local	0918	3 mins
14/04/18	Nicole	0925	Info on free camping and tyre shops in Karratha	Non-local	0930	5 mins
14/4/18	Kayla	1009	Info on things to do on days off; millstream and Miaree pool.	Local	1013	4 mins
14/04/18	Kayla and Nicole	1045	Info on the acrobats and a park pass. Also the Rio Tinto access road.	Non-local	1103	18 mins
14/04/18	Kayla	1058	Looking for Jummi Factory products.	Local	1105	7 mins
14/04/18	Kayla	1118	Markets info	Non-Local	1126	8 mins
14/4/14	Nicole	12.45	info on things to do in Karratha	Melbourne	13.00	15mins
14/4/18	Kayla	1258	Looking for red dog stuff.	Non-local	1306	8min
15/04/18	Kayla and Kat	9.31	Browsing stock. Purchased a coin	Unsure	9.42	10 min
15/4/18	Kat	10.19	Browsed through shop then wanted to know what there is to do in 2 days. Nothing purchased	Denmark Europe	11.01	14 min
15/4/18	Kat	10.26	Information about park passes	Locals	10.31	5 minutes
15/4/18	Kayla	10.39	Road Permit and to get something printed out	Perth	11.16	3 mins
15/4/18	Kat	11.17	Wanted information on gorges to visit. Filled out a survey	Locals	11.26	5 mins
15/4/18	Kayla	11.28	Browsed the shop. Purchased a fishing shirt	Locals	11.36	3 mins
15/4/18	Kat	11.55	Wanted info on what to do and prospecting	New Locals	12.09	10 mins
15/04/18	Kat	1.45	Wondering about beaches.	European	1.47	2 mins
16/04/18	Laura	9.01	Permit	Broome	9.26	25 mins
16/04/18	Laura	9:48	Information Roebourne, Cossack, point Samson & Helispirit, ordered coffee, booked flight	Perth	10:12	20 mins
16/04/18	Laura	9:53	Millstream Info	Non local	9:56	3 mins
16/04/18	Laura	9:54	Browsed shop, map	Queensland	10:12	13 mins
16/04/18	Laura	10.34	JP signature	Karratha	10.45	9 mins
16/04/18	Laura	10.40	Candle, info on Roebourne	Karratha	10.30	10 mins
16/04/18	Laura	10.47	Clinton tour,	Non local	10.55	8 mins
16/04/18	Laura	10.56	Karijini information, browsed	Perth	11.05	9 mins
16/04/18	Laura	11.07	Windscreen patch	Karratha	11.08	1 min
16/04/18	Laura	11.10	Deep gorge info, local info, shopping, browsed	Adelaide	11.19	9 mins

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16/04/18	Laura	11.17	Boating info, browsed	NSW	11.21	3 mins
16/04/18	Laura	11.25	Karijini info, local camp spots, hema map	Karratha	11.30	5 mins
16/04/18	Laura	11.27	Café	Karratha	11.35	7 mins
16/04/18	Laura	12.08	JP signature	Karratha	12.12	4 mins
16/04/18	Loz	1236	Brochures & local info for visiting mum & niece	Local	1301	12 mins
16/04/18	Loz	1257	Hema map	Local	1318	4 mins
16/04/18	Loz	1301	Local information & about campervan accom and places to see/things to do for 2 days + local map Wi-Fi x 2 Coffee in cafe	Denmark	1408	15 mins
16/04/18	Loz	1318	Brochures and info on Karijini	local	1325	3 mins
16/04/18	Loz	1329	Browsing did not buy or ask about anything	did not say	1333	0 mins
16/04/18	Loz	1434	JP services - Anouska	local	1450	1 min with Loz 5 mins with A
16/04/18	Loz	1436	Brochures & local info about camping at Burrup/Murujuga Toilets	Germany (living in Fremantle)	1448	5 mins
16/04/18	Loz	1445	Rio access road permit	6109	1514	3 mins
16/04/18	Loz	1506	Local info and things to do	Germany	1513	7 mins
16/04/18	Loz	1513	WIFI & printing	Local		
16/04/18	Loz	1519	Brochures	Did not say	1522	0 mins
16/04/18	Loz	1522	Wi Fi x 2, local info about Millstream & Karijini	Germany	1553	10 mins
16/04/18	Loz	1537	printing	local	1545	8 mins
17/4/18	Kat	9.03	Wanting an annual park pass	Local	9.09	6 mins
17/4/18	Kat	9.08	Browsing and wanting information about what to do locally and where to stay. Also required information about where to get a deep cycle battery	NSW	9.08	30 mins
17/4/18	Kat	9.30	Wanting information about what to do locally and where to stay. Also required information about where to get an oil change.	NSW	9.45	15 mins
17/4/18	Anouska	9.20	Information required on Cossack, Wickham and Point	Unsure	9.30	10 mins

KVC CUSTOMER STATISTICS



			Samson			
17/4/18	Kat	9.57	Requires a Rio Tinto road permit	Victoria	10.24	4 mins
17/4/18	Kat	10.05	Wanted information on the Rio Tinto Road permit and Karijini, Python Pool and Millstream			
17/4/18	Kat	10.10	Wanting a leaving gift. Bought a book on the rock art	Locals	10.32	5 mins
17/4/18	Kat	10.38	Browsing only	Local	10.43	1 min
17/4/18	Kat	10.54	Browsing and looking for maps. Bought some postcards and maps	Northern NSW moving to Karratha	11.21	15 min
17/4/18	Chantelle	11.50	Permit renewal	Local	11.52	2 mins
17/4/18	Kat	11.40	Town map and areas of interest	Unsure	12.07	15 mins
17/4/18	Kat	11.53	Bought a red dog	Local	11.57	3 mins
17/4/18	Kat	12.06	Using facilities	Unsure	12.07	0 mins
17/4/18	Kat	12.05	Browsing after being on the 45 mins helicopter flight	Perth	12.15	5 mins
17/4/18	Kat	12.08	Wanted to know how much the helicopter flights are	Unsure	12.09	1 mins