

Ordinary Council Meeting

Notice of Meeting | 28th September 2023

I respectfully advise that the ORDINARY COUNCIL MEETING will be held in the Council Chambers, 10 Jennaberring Road, Quairading, WA on 28th September 2023 commencing at 2.00pm

Public are able to attend this meeting.

Public questions may be submitted electronically to this meeting. Please click on the link for further information <https://www.quairading.wa.gov.au/documents/1150/public-question-time-form>

Alternatively, Questions may be asked in Person.

MEETING AGENDA ATTACHED



Nicole Gibbs
CHIEF EXECUTIVE OFFICER
Date: 22 September 2023

Disclaimer

Members of the public should note that in any discussion regarding any planning or other application that any statement or intimation of approval made by any member or officer of the Shire of Quairading during the course of any meeting is not intended to be and is not to be taken as notice of approval from the Shire of Quairading. No action should be taken on any item discussed at a Council meeting prior to written advice on the resolution of the Council being received.

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ITEM 12 MATTERS FOR CONSIDERATION – GOVERNANCE & ADMINISTRATION

12.1 Tourism Working Group Meeting Minutes - 29 August 2023

Responsible Officer Nicole Gibbs, Chief Executive Officer

Reporting Officer Marion Haeusler, Executive Officer

Attachments Nil

Voting Requirements Simple Majority

Disclosure of Interest Reporting Officer: Nil
Responsible Officer: Nil

Shire of Quairading - Tourism Working Group

29/08/2023

Meeting Opened - 11.05am

Attendance - Becky Cowcill - Chair, Jen Green GPO, Peter Smith Shire President, Ivy Osborne QTTTC, Josh Thompson Caravan Park, Natalie Ness EMED, Jo Sandstrom Quairading Hotel, Chloe Nell SPO, Nicole Gibbs CEO, Jill Hayes CRC, Jo Hayes CRC (minute taker), Margaret Collard, Janine Anderson, Sarah Caporn EMWS

Apologies - Nil

Minutes from previous meeting circulated and accepted

Moved: Sarah Caporn Seconded: Ivy Osborne CRD

Business arising

Nil

22/23 Tourism Budget/Funding update - as circulated

	Current Budget	YTD Actual	Variance (\$)
Sikh Memorial - Concrete Plinth	\$2,500.00	\$3,891.30	\$1,391.30
Pathways To Wave Rock Signage	\$4,000.00	\$0.00	-\$4,000.00
Dangin Heritage Signage	\$10,000.00	\$7,801.89	-\$2,198.11
Toapin Weir	\$10,000.00	\$16,123.99	\$6,123.99
Tourism Photography & Videography	\$8,000.00	\$9,248.98	\$1,248.98
Tourist Information (Brochures, Map Pads)	\$2,000.00	\$473.96	-\$1,526.04
Caravan Park Brochure & Website	\$200.00	\$64.98	-\$135.02
Social Media Advertising	\$2,000.00	\$1,470.93	-\$529.07

Quairading Website Redevelopment	\$43,318.00	\$33,131.85	-\$10,186.15
Tourist Promotion - Advertising & Memberships	\$5,000.00	\$3,421.54	-\$1,578.46
Roe Tourism Membership	\$6,000.00	\$6,000.00	\$0.00
	\$93,018.00	\$81,629.42	-\$11,388.50

Dangin Heritage Signage expenditure actually Nookaminnie Rock Nature Reserve signage.

Sikh Memorial expenditure actually Child Health Clinic plinth.

Both items back to full budget amount in 23/24 Shire budget.

Action Plan Update

STRATEGIC GOALS & ACTION PLAN Updated 29th August 2023

Goal	Action	Responsibility	Priority	Timeframe
INFRASTRUCTURE				
Quality and varied accommodation options.	Investigate opportunities and requirements of Airbnb, Hipcamp, Farmstay and Camping and promote to community. <i>Assign responsibility</i>	Quairading CRC Shire of Quairading Businesses	Med	Ongoing
Easy to navigate to town site.	Remove outdated signs. Instal directional linemarking – layover bays, co-op carpark etc.	Shire of Quairading	High	6-12 months <i>Work in progress</i>
Focal points to showcase uniqueness.	Encourage Community endeavours. <i>Try to be more specific</i>	Community	Med	Ongoing
Visible and welcoming green space and activity areas.	Increase street tree numbers <i>40 planted Kwirradig Koort.</i> <i>Consider caravan overflow area.</i>	Shire of Quairading	High	3 – 12 months
	Undertake a feasibility study to determine the best locations for a 24-72 hour RV layby within the town site. Consider carrying out work on existing overflow area.	Shire of Quairading	High	12 – 24 months <i>Action achieved.</i>
Documented signage trails.	Audit Heritage/ Cultural Trails/ Activity Trails • Dangin Heritage Trail	QTTTC Shire of	Med	Ongoing

Goal	Action	Responsibility	Priority	Timeframe
	<ul style="list-style-type: none"> • 'Our Stories' walk trail • Noongar symbols trail • Family histories 	<p>Quairading</p> <p>Quairading CRC</p>		
Attractive main street buildings.	<p>Encourage main street precinct refresh.</p> <p>Business Support Grants</p>	<p>Businesses</p> <p>Shire of Quairading</p>	High	Action achieved
EXPERIENCE				
Variety of events and activities.	<p>Encourage new tourist experiences e.g., Salt Lake, granite outcrops, wildflowers, agriculture, nature reserves, indigenous, self-drive tours.</p> <p>Banksia Cuneata at Badjaling – Ballardong Corporation</p>	Community	Med	Ongoing
	<p>Encourage ongoing and new events and festivals</p> <p>Too broad</p>	Community	Med	Ongoing
Leverage visiting tour and transport buses.	<p>Support local businesses to promote their service offerings.</p>	<p>Quairading CRC</p> <p>Local Businesses</p>	Med	Ongoing
Professional and friendly visitor servicing.	<p>Provide Customer Service training</p>	Quairading CRC	Med	12 months
	<p>Organise annual Bus Tour Day/Car Rally to highlight attractions to locals.</p>	Quairading CRC	Med	Annual
Accessible art.	<p>CBH Mural opportunity</p>	Quairading CRC	Med	Ongoing
	<p>Public Art Strategy – working group mooted</p>	Community	Med	12-24 months
MARKETING				
Strong online presence, brand and identity	<p>Build Visit Quairading campaign on Instagram and Facebook, by cross promoting local businesses, interacting with other tourism focussed users and inviting bloggers and influencers to visit Quairading.</p>	Quairading CRC	High	Ongoing
	<p>Develop a Marketing Strategy</p>	EMED		

Goal	Action	Responsibility	Priority	Timeframe
Up to date marketing material and content creation	Audit of local current printed marketing Ensure local info on regional websites is up to date.	Tourism Steering Committee	High	Ongoing
	Create brochures for Caravan Park and distribute to surrounding Visitor Centres.	Shire of Quairading	High	Action achieved
	Distribute Visit Quairading A3 Guides to local businesses and surrounding towns.	Quairading CRC & Shire of Quairading	High	Ongoing
	Create videos of local attractions.	Quairading CRC & Shire of Quairading	Med	12 months
Positive regional collaboration	Maintain a collection of high quality local photos.	Quairading CRC Shire of Quairading	Med	12 months
	Promote 'day trip' recommendations - Silo Trail, Wave Rock, Granite Way, Wildflowers, Wheatbelt Pubs	Quairading CRC	Med	Ongoing
	Attend trade shows to promote the region (e.g., Caravan & Camping Show)	Shire of Quairading	High	6 Months
Local business actively advertising	Encourage hospitality businesses to claim their profiles on online review sites (i.e., WikiCamps and TripAdvisor).	Quairading CRC	Med	6 months
	Encourage hospitality businesses to take advantage of local events and offer packages and deals.	Quairading CRC	High	Ongoing
	Caravan Park manager advise community when clubs are visiting.	Community	High	Action achieved
	Encourage businesses and groups to provide promotional info to caravan park.	Shire of Quairading	High	Ongoing

NN – Natalie Ness Shire of Quairading Executive Manager of Economic Development

JT – Josh Thompson Shire of Quairading Caravan Park Manager

Jill H – Jill Hayes Quairading CRC Coordinator

General Business

Much robust and valuable discussion ensued regarding the ongoing role of the Tourism Strategy Working Group.

A note from the Chair

Many good points arose during discussion leading to the recommendation listed below. The group meets 3-4 times annually with shire employee numbers of up to 5 and takes considerable time away from other tasks. Shire has now restructured and covers much of the group's original strategy and purpose (we engage shire employees with occasional CRC assistance to complete each item on the action plan) Shire to encourage direct public engagement as this will speed outcomes. Snap, send, solve app is one example. Suggested that the Shire hold several different formatted public gatherings annually (less formal e.g., Sad Hour or coffee chats, annual town hall meetings). More open communication with community to lessen the perceived gap between public and Shire.

Moved: Jill Hayes Seconded: Jo Hayes CRD

“That the meeting recommends to Council that the Working Group be disbanded now that a Tourism Strategy has been created and many outcomes achieved on the current Action Plan”.

(Shire employees abstained from voting at the request of CEO)

Meeting Closed at 12.35pm

OFFICER RECOMMENDATION:

That Council:

1. Disband the Tourism Steering Committee in its entirety, including the cancellation of all Tourism Steering Committee meetings scheduled for the remainder of 2023.
2. Convene a “Quairading Community Town Hall Meeting” biannually, commencing after the 2023 Local Government Elections.

The Officer Recommendation had already been made to Council at the Ordinary Council Meeting in August.