



## Our Corporate Values

- Community Focus
- Can-do Attitude
- Continual Improvement
- Excellence
- Team Work
- Accountability
- Active Communication

## TOURISM ADVISORY GROUP MEETING

Date: 2 May 2017  
Time: 9am – 10.30am  
Council Chambers

### 1. MEETING OPENED

Ryan Hall opened the meeting and acknowledged and paid respect to the Ngarluma people both past and present, traditional custodians of this land.

Introductions by members were carried out to introduce themselves and to identify the key areas of interest and what they would like out of this group.

The key themes were:

- Support and shape the potential for tourism within the City of Karratha.
- Develop strategic and pointed plans to clarify the City of Karratha's role in tourism.
- Point of difference: Aboriginal culture & heritage – Rock Art only 5mins from Airport.
- To communicate, connect & collaborate with each other to develop tourism product.

### 2. ATTENDEES

Cr Peter Long	Mayor	City of Karratha
Cr Grant Cucel	Councillor	City of Karratha
Cr Daniel Scott	Councillor	City of Karratha
Cr Robyn Vandenberg	Councillor	City of Karratha
Ryan Hall	Director Development Services	City of Karratha (Chair)
Matthew Jewkes	Mgr Communication & Marketing	City of Karratha
Simone Dredge	Development Services (Minutes)	City of Karratha
Cr Geoff Harris	Councillor Representative	Karratha Visitor Centre
Alexis Guillot	Deputy CEO	Pilbara Regional Council (Dial-In)
Barry Harrison	General Manager	The Ranges Karratha
Bruce Jorgensen	General Manager	Ngarluma & Yindjibarndi Foundation
Bob Bangiorno	General Manager	Whim Creek Hotel
Carolyn Biar	Snr Project Officer	Pilbara Development Commission
Craig Bonney	CEO	Murujuga Aboriginal Corporation
Anita Watts	Office Manager	RDA Pilbara
Glen Chidlow	CEO	Australia's North West (Dial-in)
Glenn Barnes	General Manager	Karratha International Hotel
Jane Knapp	Manager	Karratha Visitor Centre
Paul Jagger	CEO	Business Centre Pilbara

### 3. APOLOGIES

Ray De Jong	A/Regional Leader Parks & Visitor Centre	DPAW
Diane Pentz	CEO	RDA Pilbara

Amelia Waters	Project Officer	Pilbara Regional Council
Mark Casserly	Director Community Services	City of Karratha
Travis McNaught	Regional Mgr Pilbara West	LandCorp
Eileen Wright	Representative	Roebourne Visitor Centre
Clinton Walker	Managing Director	Ngurrangga Tours
Brad Beaumont	Board Member	Australia's North West
Cr Bart Parsons	Councillor	City of Karratha
Cr John Lally	Councillor Representative	KDCCI
Cr Garry Bailey	Councillor Representative	Roebourne Visitor Centre
Cr Fiona White-Hartig	Councillor Representative	Karratha Visitor Centre

#### 4. BUSINESS ARISING FROM PREVIOUS MEETING

- Tourism Venture Feasibility Prospectus  
The Tourism Venture Feasibility Prospectus has been completed and key items included in the Draft Action Plan.
- RV Friendly Status  
The City confirmed that the RV Friendly Town Program Application has been submitted to the Campervan Motorhome Club of Australia and they have advised that the application will be promptly assessed.  
Once accepted into the program the City will carry out a marketing campaign as an 'RV Friendly Town' and signage will be installed to direct the RV into the appropriate places.
- Island Camping  
The City confirmed that a letter had been sent to Department of Parks and Wildlife regarding Island Camping in the Dampier Archipelago. DPaW's response outlined a considerable amount of work to be done in way of surveys etc. The next stage in this project is to assess the options and agree on the scope of the project.
- Tourism Advisory Group Terms of Reference  
The overall scope of the Tourism Advisory Group is to assess, prioritise, advocate and make recommendations to Council on the development of tourist events, facilities and infrastructure considered to be within the remit of the City.  
The Terms of Reference can be shaped and strengthened as we move forward if required.

#### 5. DESTINATION MARKETING UPDATE

The Destination Marketing Strategy has been prepared. The City will complement this with a Place Branding Strategy as a holistic position and branding framework.

The Group also suggested that a Destination Management Plan should be done to complement the promotional work to identify the specific actions needed to support tourism in the City.

#### 6. DRAFT ECONOMIC DEVELOPMENT ACTION PLAN

The Draft Economic Development Action Plan was tabled at the meeting which outlined projects – including a number of tourism specific initiatives aligned to the City's Corporate Business Plan.

Members are to review this draft action plan and provide feedback on the tourism priorities and areas that they require the City to clarify.

#### 7. GENERAL BUSINESS

Agenda item requests are to be made at least 1 week prior to the next meeting to be considered by the Chair.

#### 8. NEXT MEETING

TBC approx. 6 weeks

Meeting Closed 10.40am