



**COMMITTEE ATTACHMENTS  
ORDINARY MEETING OF COUNCIL  
WEDNESDAY 21 APRIL 2021**

<b>REPORT NUMBER</b>	<b>REPORT TITLE AND ATTACHMENT DESCRIPTION</b>	<b>PAGE NUMBER(S)</b>
<b>COM01 - 04/21</b>	<b>Chittering Tourism Advisory Group (CTAG)</b> <b>Attachments</b> 1. CTAG March 2021 Minutes	1 – 9



# Chittering Tourism Advisory Group Minutes

**11 March 2021**

Council Chambers, 6177 Great Northern Highway, Bindoon  
6:00PM

**MEMBERSHIP AS AT 2 MARCH 2021**

<b>Members</b>	<b>Deputies</b>
<b>Shire of Chittering Councillor</b> Cr Carmel Ross	<b>Shire of Chittering Councillor</b> Cr John Curtis
<b>Chittering Tourist Association</b> Colleen Osborn	<b>Chittering Tourist Association</b> Chris Waldie
<b>Bindoon Bakehaus</b> Anne Maree Hagge	<b>Bindoon Bakehaus</b> Leanne Phillipson
<b>Little Eeden Farm Apiary</b> Rene Van Eeden	Nil
<b>Stringybark Winery &amp; Restaurant</b> Bruce Cussen	Nil
<b>Muchea Tree Farm</b> Natalie Vallance	Nil
<b>The Orchard</b> Adam Saunders	Nil

**Objectives**

To make recommendations and advise Council on select matters relating to tourism. To suggest targets and track the progress made by the Shire in undertaking tourism development activities.

The Advisory Group will advise Council all matters in tourism relating to:

- Stakeholder engagement
- Marketing
- Business support & development
- Investment attraction & infrastructure implementation
- Visitor satisfaction
- Undertaking major projects
- Shire-led tourism-focused events coordination

**Tenure of Membership**

At each Ordinary Council Election, all positions will be declared vacant and; expressions of interest for committee positions will be advertised every two years in line with Council Elections, at the first meeting following the Elections. Though the inaugural Advisory group will be recommended by Shire Officers, ongoing recruitment will be advertised via the Shire community engagement processes. The Advisory Group has the power to co-opt people with relevant expertise, or where there is a gap in representation.

Interested parties will be invited to complete an application form and send to the Chair of CTAG who will consult with existing membership to consider the application.

The inaugural Advisory Group members with the exception of Council and CTA Representatives shall be selected by Shire Officers. The tenure of these members shall be until the first Ordinary Council Elections following the formation of the Advisory Group.

**Delegated Authority**

Nil

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## 1. DECLARATION OF OPENING OF MEETING ANNOUNCEMENTS OF VISITORS

The Chairperson declared the meeting open at 6:05pm.

*Good evening ladies and gentlemen, we wish to acknowledge the traditional custodians of the land we are meeting on, the Yued people. We would like to pay respect to the Elders of the Nyoongar nation, past and present, who have walked and cared for the land, we acknowledge and respect their continuing culture, and the contributions made to this region.*

## 2. RECORD OF ATTENDANCE / APOLOGIES

### 2.1 Attendance

The following members have confirmed their attendance (Quorum – Shire Councillor and 3 Members):

Members:	Cr Carmel Ross	Council Delegate (Chairperson)
	Colleen Osborn	Chittering Tourist Association
	Anne Maree Hagge	Bindoon Bakehaus
	Natalie Vallance	Muchea Tree Farm
	Adam Saunders	The Orchard
	Rene Van Eeden	Little Eeden Farm Apiary
Observers:	Euan Martin	Economic Development Coordinator
	Matthew Gilfellow	Chief Executive Officer
	Arno Van Eeden	Little Eeden Farm Apiary
	Cr John Curtis	Shire of Chittering

### 2.2 Apologies

Bruce Cussen	Stringybark Winery Restaurant
Chris Waldie	Chittering Tourist Association

### 3. DISCLOSURE OF INTEREST

Members with tourism related businesses declared an impartiality as they are indirect beneficiaries of decisions made through this advisory group (all members).

### 4. ANNOUNCEMENTS WITHOUT DISCUSSION

#### 4.1 Chief Executive Officer Shire of Chittering

Matthew Gilfellow briefly addressed the meeting welcoming the new Advisory Group and thanking them for their attendance. Matthew noted that the Shire wanted to form a closer relationship with the tourism industry and that this group will be beneficial in assisting Council by helping make recommendations on strategic directions.

### 5. INTRODUCTIONS

All members spoke about their background and relationship with tourism.

Rene Van Eeden: Proprietor Little Eeden – a honey farm in Mooliabeenee with honey café tastings; a relaxed casual place for tourists to come and explore. More beekeeper facilities to come and have recently employed two new beekeeper trainees.

Colleen Osborn: President of the Chittering Tourist Association (CTA) and asparagus farm and occasional bed and breakfast proprietor. The CTA works in partnership with the Shire, owning the Post Office and highlighted their belief that they offer a community service as a registered not-for-profit. Surplus funds from CTA go back to the community and tourism promotion. Recently they donated \$1400 to furniture in the Visitor Centre, \$3500 to printing the new Visit Chittering brochures, and pledged \$2000 towards the planned mountain bike park.

Adam Saunders: Proprietor of the Orchard (formerly Golden Grove) and Explore Tours Perth; a bus tour company that tours around the State (However, has recently paused servicing international clientele). The Orchard has recently rebranded adding attractions to the property. Adam is also on the board of ATEC and Destination Perth.

Anne Maree Hagge: The co-owner of Bindoon Bakehaus, Anne Maree has spent 21 Years in Bindoon building the bakery business with Leanne Phillipson. They have 28 people employed and a considerable amount of money goes back into the community in wages. They aim to attract tourists and want to continue to be a dynamic business into the future.

Natalie Vallance: Proprietor of Muchea Tree Farm, a business started some 33 Years ago. When the recent Tonkin Highway extension came through with a bike path to Muchea they wanted to take advantage of increased traffic coming to Muchea and experimented with formats including a coffee truck. Natalie has some exciting ideas for the future of Muchea and is involved with seeing the town site build on its sense of place.

Carmel Ross: Deputy President at the Shire of Chittering and previously lived in Cairns where she highlighted that she was the principal of a tourism and hospitality training organisation.

## 6. TOURISM FUNCTIONAL OVERVIEW

Euan Martin delivered a brief overview of the different tourism organisation stakeholders and their relationship with Chittering:

Organisation	Function
<b>Tourism Australia</b>	Responsible for promoting major Australian locations as business and leisure travel destinations. Concerned mostly with international marketing.
<b>Tourism WA</b>	State marketing body that generally markets WA to interstate and international audiences. Since COVID-19 they have begun to market internally in WA though. Lackin major national/international marketing product Chittering hasn't received a whole lot of attention from Tourism WA in the past, but they have included us in some drive itineraries, sponsored agri-tourism workshops and sponsor Taste.
<b>Tourism Council WA</b>	The peak body representing tourism businesses, industries and regions in WA. Mostly advocates to State and Federal Government on tourism issues for WA. They put on some great workshops from tour guide training to marketing that we occasionally attend, and have hosted. Additionally they liaise with visitors centres and accredit them.
<b>Destination Perth (Perth Regional Tourism Organisation)</b>	Another marketing body but representing the greater Perth region from Chittering and Gingin in the north to Rockingham in the South. DP promote us in their publications and have collaborated and cofounded some of our marketing campaigns in the past. We have several businesses that are individual members.
<b>Northern Growth Alliance</b>	A collaboration between local governments Dandaragan (inc. Jurien Bay), Gingin and ourselves. A couple of years ago we collaborated to produce a NGA Tourism Strategy. Whilst there hasn't been a lot of action collaboratively on this, the Shire has worked through some of the recommendations and will be including them in the upcoming Economic Development Strategy.
<b>Discover Golden Horizons</b>	A collaboration between Wongan-Ballidu, Moora, Dalwallinu, Victoria Plains and Chittering. Produced maps and marketing that promoted Chittering as a gateway to these country town. The map is popular with tourists at the Visitor Centre.
<b>Chittering Tourist Association</b>	An association of Chittering tourism businesses (and some from outside of the Shire) that historically have run the Visitor Centre and have advocated for tourism businesses.
<b>Shire of Chittering</b>	The Shire's Economic Development Department covers tourism development, support, promotion and collaboration. Our Economic Development Strategy will include a focus on tourism and we currently run and operate the Visitor Centre with our part-time Tourism Marketing and Support Officer who relies on volunteers to assist.

<b>Chittering Tourism Advisory Group</b>	As objectives in the Terms of Reference
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## 7. TERMS OF REFERENCE REVIEW

Carmel asked everyone to take some time to review the objectives. Euan explained that these objectives are concentrated around key areas of tourism focus in his role.

Colleen raised issues with tourism businesses struggling to understand the planning processes within the Shire and suggested that more clarity might be another key objective. Carmel added there was an opportunity to identify impediments to tourism business development with the group. Adam furthered that we could present examples of potential bottlenecks in order to assist prospective development in the Shire. Matt suggested that whilst the group wasn't there to speculate on individual business problems that there could be an avenue for the group advising the Shire where it could advocate to State Government Departments for regulatory change where possible.

The group decided to maintain the objectives as they are, noting that it may be best to keep them broad to cover all these additional aspects. No changes to the Terms of Reference are suggested at present.

Finally the Advisory Group decided that they would meet every three months.

## 8. 2021 PRIORITIES

Euan ran through a few examples of possible tourism priority areas from a draft tourism action plan written in late 2019, asking the group what they believed should be prioritised for tourism in the coming year's budget.

Adam stated that he thought it important to get the tourism product right before spending on the marketing. He suggested helping operators with websites, and where desired, assistance in helping them develop their tourism product.

Rene agreed, and suggested that the Shire could assist by providing an opportunity for tourism businesses to visit one another, and that in collaboration they could help one another grow.

Colleen stated that she thinks the Shire lacks product in the region in comparison to others. Managing visitor expectations is required. Colleen suggested that there is the potential of having a great art community, but that this and tourism in general has lacked in resources in the Shire. Additionally, Colleen observed that she believes the model for regional tourism is not working through the set organisations (the RTO's). More investment into the operators is needed and this could be encouraged through a campaign highlighting the value of tourism to the community.

Anne Maree added that she would like to see areas across Chittering activated and that she would happily help mentor others on how to build their brand. She added that collaboration is key. Anne Maree suggested the Shire investigate undertaking a "Tourism Business Health Check" to help



others reach their market. Anne Maree supported the work on trails undertaken in the Shire and feels that there could be more, including a caravan park in Bindoon. She backed up the other member's thoughts that there could be more time spent on product development.

Natalie Vallance said that she was enthusiastic about the future of tourism given the recent road openings, and that the new Tonkin Highway has opened up great opportunities. She said it was important to divert trails to all our different areas like Bindoon, Lower Chittering and Muchea. She stated that, though a burden on society, the current COVID-19 pandemic has brought unlikely opportunities with more visitors to the regions and now is the time to grasp them. Events like SpringFest have been great in providing an opportunity for the community to galvanise and bring tourists.

Carmel suggested that with tourism product it is important to focus on tourism product quality as well as quantity. Additionally, it may be helpful to assist others in understanding the scope of tourism and their place in the sector. For example, the Shire itself is also a tourism operator in that it has recreational spaces like Djidi-Djidi Ridge that do not necessarily come to front of mind when thinking of tourism attractions in the region. When it is complete in the near future, Divine Mercy Church may become a pilgrimage site, like New Norcia, and when those tourists come we should be mindful that they will want more to do. There is a breadth to offer tourists and we should be encouraging supporting one another. Carmel reiterated that community education will help: "How does the community understand tourism?" Adam suggested that it could be ancillary tourism businesses in a campaign with a slogan like "I'm in tourism", so that the community can see how broad reaching tourism is to the economy, and offered to help create some videos. Anne Maree agreed that it would be a help.

## 9. **BINDOON MTB PARK**

Euan gave an overview of the recent Bindoon Mountain Bike Park project preparation to council.

Carmel suggested that the character of the town may change with additional tourists that the facility may draw, and that education may be key to the community's acceptance of this. Adam added that we could investigate how that character transition was received and managed in other areas where this also happened.

Matthew made the point that the facility isn't only for tourists but locals too. The recreation opportunities will be good for both locals and tourists alike.

## 10. **SHIRE TOURISM EVENTS**

Euan gave an overview of the direction of A Taste of Chittering. Explaining that an imminent tender process is to get underway for an events management organisation to take over the event. Colleen expressed it to be an important way to showcase for the region.

Adam and Natalie also stressed that events are important for activating the regions.

Matthew gave an update on Wear Ya Wellies for 2021. Challenges with extreme Covid-19 Event Risk Management and restrictions have become too great, and it is unlikely to run this year.

## **11. NEXT MEETING**

The next meeting of the Chittering Tourism Advisory Group is scheduled for Thursday, 10 June 2021 commencing at 6pm.

## **12. CLOSURE**

The Chairperson declared the meeting closed. At 7:51pm