



**COMMITTEE ATTACHMENTS  
ORDINARY MEETING OF COUNCIL  
WEDNESDAY 21 FEBRUARY 2024**

<b>REPORT NUMBER</b>	<b>REPORT TITLE AND ATTACHMENT DESCRIPTION</b>	<b>PAGE NUMBER(S)</b>
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**Chittering Tourism Advisory Group  
Meeting Minutes  
1 February 2024**

Council Chambers, 6177 Great Northern Highway, Bindoon



**MEMBERSHIP AS AT 1 FEBRUARY 2024**

Members	Deputies
<b>Shire of Chittering Councillor</b> Cr Mark Campbell	<b>Shire of Chittering Councillor</b> Cr Carmel Ross
<b>Chittering Tourist and Business Association</b> Tamiaka Preston	
<b>Bindoon and Districts Historical Society</b> Chris Waldie	
<b>Alan &amp; Eve's Eden BnB</b> Evelyn Brown	Nil
<b>Regional Development Australia (Wheatbelt)</b> Chris Evans	Nil
<b>Muchea Tree Farm</b> Natalie Vallance	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. 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.

**Delegated Authority**

Nil

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

The Chairperson declared the meeting open at 6:08pm.

*Good evening ladies and gentlemen, we wish to acknowledge the traditional custodians of the land we are meeting on, the Yued and Whadjuk peoples. 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 attendance is requested (Quorum – Shire Councillor and 3 Members):

Members:	Cr Mark Campbell	Council Delegate (Chairperson)
	Tamieka Preston	Chittering Tourist and Business Association
	Chris Waldie	Bindoon and Districts Historical Society
	Evelyn Brown	Alan & Eve's B&B
	Natalie Vallance	Muchea Tree Farm
	Chris Evans	RDA Wheatbelt
Observers:	Andrea Venn	Tourism Officer, Shire of Chittering
	Natasha Muir	Tourism, Events & Marketing Officer, Shire of Chittering
	Cr Carmel Ross	Councillor, Shire of Chittering

### 2.2 Apologies

Members:	Melinda Prinsloo	Chief Executive Officer, Shire of Chittering
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### 2.3 Absent

Members:

## 3. WELCOME TO NEW MEMBERS

Evelyn Brown was introduced and welcomed as a new CTAG member.

#### 4. CHITTERING TOURIST STATISTICS QUARTERLY UPDATE

Andrea Venn shared statistics as per the attached presentation (Attachment 1).

Chris Waldie shared the museum and bus statistics advising that they had decreased from previous quarter. He did note, however, that there were no bus tours for the month of December.

**Action:** Andrea Venn to access historical data pre-Covid to compare statistics and share at next CTAG meeting.

#### 5. MOUNTAIN BIKE PARK UPDATE

Natasha Muir shared updates on the progress of the Mountain Bike Park, as well as advising of the proposed opening time for the end of March (Attachment 2).

Chris Evans suggested a 'soft opening' of the Mountain Bike Park. Natasha Muir advised that she was intending to meet with the Shire of Nannup Friday 16 February to learn more about their experience with their Mountain Bike Park and she would convey this feedback to the CTAG regarding the opening. Members discussed that it was important to address how the town can draw visitors in and deal with issues such as parking.

Chris Evans provided information on Derby, Tasmania, as a case study for the return on the investment of the Mountain Bike Park, which in their case has been estimated at \$30 million per year. However the case study has over 80km of trails and it was estimated that the Bindoon Mountain Park would see a smaller return of hopefully around \$10 million. He advised that the Shire of Chittering increase short-term accommodation due to expected increase in visitors. Suggestions included allowing landholders to develop cottages or 'granny flats'. Members discussed potential collaboration with other Shires to increase tourism and benefits of extending cycle ways within the Shire.

**Action:** Natasha Muir to report back on discussion with Shire of Nannup

**Action:** Councillor Mark Campbell to bring suggestion of extending cycle ways to Council

#### 6. CHITTERING TOURIST AND BUSINESS ASSOCIATION UPDATE

Tamieka Preston advised that she is acting as interim president due to the resignation of Colleen Osborn. She advised that Renee van Eeden has also resigned and will be replaced by Chris Waldie, while Natalie Swannell has been appointed as secretary. Networking and workshop opportunities were discussed and Natasha Muir advised that she would look at the Shire budget for business workshops.

**Action:** Natasha Muir to advise Shire budget allowances for business workshops

#### 7. TASTE OF CHITTERING

Natasha Muir proposed two suitable venues for the Taste of Chittering: the Bindoon Oval and Nesci Estate. Members discussed the benefits of having it at the Bindoon Oval such as parking and traffic control, versus

the negatives such as making it too similar to other markets events and taking away it's 'identity'. It was agreed by all members that the most favourable location would be Nesci Estate. The date was proposed for either the last Sunday in August or first Sunday in September. Members agreed the most suitable would be the last weekend in August, which would be the 25/08/2024.

**Action:** Natasha Muir to investigate Nesci Estate as venue for 2024 Taste of Chittering, and date the event for the 25/08/2024

**Action:** Natasha Muir to find the 'Objectives for Taste' document created by Caroline Robinson

## 8. UPCOMING TOURISM EVENTS

Natasha Muir updated members on several upcoming events (Attachment 2)

## 9. OTHER DISCUSSION

Chris Waldie enquired about hearing word that the cultural centre be moved to town. This was dismissed as a rumour.

## 10. NEXT MEETING

The next meeting will be scheduled for 6pm on 2 May 2024 in the Shire Council Chambers.

## 11. CLOSURE

The Chairperson declared the meeting closed at 7:20pm.

## Chittering Tourism Advisory Group Terms of Reference

### **NAME**

The name of the Committee shall be the Chittering Tourism Advisory Group (CTAG)

### **VISION**

To develop Chittering as a thriving, sustainable and diverse tourism destination. (Interpreted from Chittering's Strategic Community Plan 2016)

### **OBJECTIVES OF THE TOURISM ADVISORY GROUP**

- To make recommendations and advise Council on select matters relating to tourism;
  - To make recommendations on economic development strategies related 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

### **RESPONSIBLE OFFICER**

The Responsible Officer shall be the Economic Development Coordinator who will ensure agendas and minutes are produced and forwarded to the Advisory Group, and report any recommendations from the Advisory Group to Council.

### **MEMBERSHIP**

#### Membership

- a) One Shire of Chittering Councillor as member and one Councillor as proxy
- b) One Chittering Tourism Association representative as a member
- c) Five tourism industry personnel from the Chittering local government area

#### 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

#### **ADVISORY GROUP**

##### Chairperson

The Council member will act as Chairperson of the Advisory Group, unless the Council member chooses to delegate another member as Chair.

##### Secretary

A Shire staff officer will fulfil the role of Secretary.

##### Standing Ex-Officio Members

Nil

#### **MEETINGS**

##### Advisory Group meetings

Meetings of the Advisory Group shall be as determined by the Group. Meetings for the next calendar year are to be determined at the final meeting of the year.

##### Quorum

The quorum at any meeting shall be a Shire Councillor Representative plus three other voting members.

### Voting

When making recommendations to Council, voting on the motion is required with outcomes to be based on a simple majority.

### Notes

1. Any notes from an advisory group are to be forwarded to Council via a council report.
2. A report is to be prepared by the responsible officer of the Advisory Group of any recommendations made by the Advisory Group to be presented to Council at the next ordinary meeting of the council, for consideration.

### Meetings

Meetings shall be closed to the public and are not required to have questions from the public as there are no Council delegations.

### Members interests to be disclosed

Members of the Advisory group are bound by the provisions of the *Local Government Act 1995*, Section 5.65 with respect to disclosure of financial, impartiality or proximity interests.

### Code of Conduct

Members must comply with the Shire's [Staff Policy 3.1 Code of Conduct – Staff, Volunteers and Contractors](#)