



**COMMITTEE ATTACHMENTS
ORDINARY MEETING OF COUNCIL
WEDNESDAY 19 JUNE 2024**

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Chittering Tourism Advisory Group Meeting Agenda

2 May 2024

Council Chambers, 6177 Great Northern Highway, Bindoon

MEMBERSHIP AS AT DECEMBER 2023

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

The Chairperson declared the meeting open at 5:58pm.

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

2.2 Apologies

No apologies

Chair Cr Mark Campbell opened discussion about bringing the meeting time forward to 5:30pm. Members voted and agreed to bring it forward to 5:30pm starting from the next meeting.

3. VISITOR CENTRE STATISTICS

Andrea provided visitor centre statistics including pre covid statistics as requested. Visitor numbers are not back to pre-covid levels but have improved from 2023. April figures showed increased visitor numbers than previous months.

Transit Park bookings were down in April, possible due to Easter being in March this year.

Tamieka Preston asked what hours the Visitor Centre is open. Andrea discussed the hours and advised that it's currently closed on Mondays due to no volunteers, however, we have two new volunteer applications, and we hope to have the centre open all advertised hours.

Action: Andrea to collect registration details from Transit Park bookings to determine the location of visitors.

4. FEEDBACK FROM ACCOMMODATION CUSTOMERS

Evelyn Brown discussed the comments and concerns raised by Amazing Co in relation to the Amazing Co picnics. Amazing Co received a complaint about the size and quality of the fruit salads and bakery items.

Tamiaka advised the produce is seasonal and limited as it is sourced locally.

Action: Evelyn to pass feedback on to Amazing Co.

5. TASTE OF CHITTERING

Natasha discussed the items of concerns raised at the previous meeting.

Confirm Shire responsibilities: Like all Shire events, the Shire will handle all necessary logistics to guarantee the event's safety, smooth coordination, and legal compliance. This includes insurance, traffic management, volunteer/staff etc.

What is Nesci providing/supplying? The venue, parking, stage, toilets, cool room, fridges, power, furniture & assistance with bump in/out.

Will Nesci be trading on the day? No – Nesci is booked out solely for ATOC. To exhibit, they will need to complete an application. Cr Mark Campbell asked if Natasha will be making Nesci complete a stallholder application – yes.

Gold coin donation on entry? Yes – to a charity yet to be decided.

Seeking sponsorship? In the process of seeking sponsorship to help fund the event. Also seeking produce donations to run workshops and cooking classes.

Confirm last year's stall holder fee? Same price as last year. \$40.00 for a 3x3, \$70.00 for a 6x3 and \$100 for a 6x6 (food vendors & stalls that require a vehicle). Shire supplied power is an additional \$40.00. Stallholders supplying their own power must use a noise and fume free generator. 50% discount for registered Not for Profits.

Cr Carmel Ross noted that this is a reasonable charge especially compared to other markets.

Layout concerns: Natasha is aware of layout concerns and will seek feedback and advice in this area further down the track, likely at the next meeting.

Action: Natasha to provide planning update at next meeting and discuss layout concerns.

6. MOUNTAIN BIKE PARK UPDATE

Natasha discussed the results from the business survey.

Food and beverage businesses saw increased foot traffic but not all experienced increased profit. Businesses that saw a positive impact on profit were in Bindoon townsite. Too early to tell as the time of year is usually the quietest. Despite only 44% of businesses who responded seeing an increase in profits, most business that responded view the MTB park as having a positive impact on the local economy.

Natasha also updated everyone on signage. Currently working with Main Roads for signage along Great Northern Highway.

Also working on business signage at the exit and in the carpark. Suggestion made that one sign could be devoted to food outlets in Bindoon (Roadhouse, Bakehaus, Locavore, One Small Cottage) and a second sign could cover non-food options of interest (Little Country Store, IGA, pharmacy, hardware, etc.)

Tamieka Preston suggested individual business pay an annual fee for their advert, similar to what was in Clune Park. Natasha will investigate this as an option.

CTAG members also raised the need for potable water at the park or vending machines. This is a health and safety issue, especially in the warmer months.

Natasha to speak to Scott Clayton to find out the Shire's intentions in providing water at the site.

Action: Natasha to investigate signage in the carpark for businesses and to continue working with Main Roads to complete signage.

Natasha to provide an update regarding potable water in the park.

7. NEXT MEETING

The next regular meeting of the Chittering Tourism Advisory Group is proposed for Thursday, 1 August 2024 commencing at 5:30pm.

8. CLOSURE

The Chairperson declared the meeting closed at 6:45pm.