



ALBANY TOURISM MARKETING ADVISORY COMMITTEE

MINUTES

of the meeting held from: 4.00pm to 5.00pm on Wednesday 27 April 2011
in the Margaret Coates Boardroom

Document Ref: [AM1145549]

Terms of Reference: The role of the Committee is to make recommendations to Council on matters pertaining to marketing Albany as a tourism destination and marketing for the AEC following the initial opening season.

1. ATTENDANCES:

Chair

D Wellington

Mayor

M Evans, JP

Community members

S Lyas – Executive Officer, Regional Development Australia

G Clarke – Proprietor, Cape Howe Cottages

R Harris – Manager, WA Country Builders (from 4.10pm)

G Harvey – CEO Albany Chamber of Commerce and Industry Inc

G Russell – Manager Discovery Bay/Whaleworld

Staff:

Chief Executive Officer

Acting Leader Community Services

Manager Economic Development

F James

L Hill

J Berry (Executive Officer)

The Chair welcomed new member Mr Glenn Russell to his first meeting of the Committee.

2. CONFIRMATION OF MINUTES OF PREVIOUS MEETING

COMMITTEE RESOLUTION

MOVED: Mayor Evans

SECONDED: G Clarke

The minutes of the Albany Tourism Marketing Advisory Committee meeting held on 24 January 2011, as previously distributed, be CONFIRMED as a true and accurate record of proceedings.

CARRIED 6-0

CONFIRMED: CHAIRPERSON _____ DATE: ____/____/____

3. DISCLOSURE OF INTEREST

Simon Lyas advised that he had joined Denmark Tourism Inc as a Committee member. The Committee agreed that this did not constitute a conflict of interest.

Rod Harris arrived at the meeting at 4.10pm.

4. ITEMS FOR DISCUSSION

4.1 Business Arising from Previous Minutes

4.1.1 Promotion of the Albany Entertainment Centre (AEC) for the Meetings, Incentives, Conventions and Exhibitions (MICE) segment (*Item 5.1 of previous minutes*)

The Executive Officer advised that no further action has been initiated on a marketing program for the AEC as a conference venue, as a Memorandum of Agreement with the State Government was yet to be finalised.

4.1.2 Clipper Round the World Yacht Race – Host Port Proposal (*Item 5.2 of previous minutes*)

The Executive Officer advised that since the last meeting, Council had resolved to allocate \$50,000 in the 2011/12 budget to underwrite an Initial Offer of Services to Clipper Ventures Plc to host the Race in November 2011. An initial offer of services letter was submitted to Clipper Ventures, including guaranteed minimum services proposed and a list of intended services, subject to securing government and corporate sponsorship.

Advice had since been received from Clipper Ventures that Geraldton has been selected as the WA Host Port, as they were able to secure a greater level of sponsorship, including support from the WA Government for an Australian yacht co-branded with the Gold Coast and were able to fully guarantee the complete suite of host port services requested by Clipper Ventures. Albany was unable to make such a guarantee as it was still awaiting advice from grant applications to a range of government agencies (including Eventscorp and the Great Southern Development Commission) and other potential corporate sponsors it had approached.

COMMITTEE RESOLUTION

MOVED: G. Harvey

SECONDED: S. Lyas

The Committee REQUESTS the Mayor write to the Minister for Tourism and the Chief Executive Officer of Tourism WA, seeking information on the process used by Eventscorp and the Mid West Development Commission to fund the Geraldton yacht bid for the 2011 Clipper Round the World Yacht Race, including the amount of financial assistance committed from State Government agencies to enable host port services.

CARRIED 7-0

**4.1.3 Sports Decentralisation Proposal – Complete Sports Marketing Pty Ltd
(Item 5.3 of previous minutes)**

The Executive Officer reported that CSM Pty Ltd had briefed representatives of the City, GSDC and Department of Sport and Recreation. In order to co-ordinate a state-wide approach to consideration of the proposed program it had been agreed to have the proposal assessed at the WA Regional Cities Alliance meeting that was held on 15 April 2011.

The City's CEO advised that the Alliance has agreed to keep the issue of regional sports events on its Agenda, but not to accept the CSM proposal at this time.

COMMITTEE RESOLUTION

MOVED: G. Harvey

SECONDED: G. Clark

The City **DECLINES** the invitation by CSM Pty Ltd, to participate in the Regional Sports Decentralisation Program.

CARRIED 7-0

4.1.4 2011 Albany Promotion Magazine and winter campaign (Item 6.1.1 of previous minutes)

The Executive Officer reported that the magazine will be published in *The Weekend West* on Saturday 7 May. Advertising sales were much stronger than the previous year and the ACCI has contributed \$10,000 for production and distribution. The paper quality will be increased to 64gsm to improve durability and enhance perceived value. Quotes for ongoing distribution to visitor centres and tourist attractions will be sought competitively this year. A radio campaign is also being organised through Perth radio station Mix 94.5FM.

The tight time frame for design, advertising procurement and production was discussed and it was agreed the commencement date for planning the publication needed to be early November of each year. This would enable more time to proof drafts. Internal work flow processes will be reviewed by the City's CEO.

Rod Harris suggested there should be a greater emphasis on 'Things to Do in Albany' in future publications.

4.1.5 Encouraging Hospitality Retailers to Open During Peak Visitor Periods (Item 6.3 of previous minutes)

The Executive Officer advised that the City and the ACCI had collaborated to prepare a public listing of proposed opening hours of food and beverage outlets over the Easter break. It was agreed to continue this initiative at peak holiday periods.

The ACCI CEO reported that feedback from businesses was good and that it was positive to see so many cafes/restaurants open over the period with most trading strongly throughout Easter.

4.1.6 Albany Tourism Marketing Strategy (2010-2015)

The Executive Officer reported that the Tourism Strategy Working Group has met and completed the Local Government Tourism Health Check, which assesses performance against various aspects of tourism development. The Health Check forms part of a broad framework for developing a best practice tourism strategy.

At the request of the City's CEO, the preparation of a Tourism Strategy has been suspended, whilst a broader corporate strategic plan is prepared. The CEO reported that the City has commenced strategic planning. Changes to the operations of the Visitor Centre were also being considered, which will also impact the future direction of Council's overall support to tourism. Further discussion on the tourism strategy will occur in 6-8 weeks.

5. CORRESPONDENCE IN & OUT

5.1 Mr Mark McRae – Seeking support for the City of Albany to advocate reduced marina fees to the Department of Transport, to encourage visiting yachts.

The Committee discussed this proposal, which aims to promote a more welcoming environment to visiting yachts and their crews by providing a waiving of fees for the first 48 hours of their visit and charging normal fees thereafter. It was agreed this would create positive word of mouth that Albany was a hospitable port of call and is apparently a common practice at many marinas around the world.

COMMITTEE RESOLUTION

*MOVED: G. Harvey
SECONDED: G. Clark*

The Committee REQUESTS the Mayor to write to the Director General of the Department of Transport offering the suggestion of a 48-hour free berthing pass to visiting yachts on arrival to Albany.

CARRIED 7-0

5.2 Great Southern 500 – Seeking support for a proposed Classic Car Race (15-18 November 2012) from Perth to Albany

COMMITTEE RESOLUTION

*MOVED: G. Harvey
SECONDED: G. Clark*

The Committee NOTED that the Mayor has written to the organisers of the Great Southern 500 supporting this proposal in principle.

CARRIED 7-0

- 5.3 *Aussie Drawcards Pty Ltd – Seeking support in partnering in a proposed promotional brochure – ‘Albany Calls’ for distribution through the Aussie drawcards metropolitan and regional services.*

COMMITTEE RESOLUTION

MOVED: G. Harvey

SECONDED: G. Clark

The Committee REQUESTS the CEO write to Aussie Drawcards Pty Ltd indicating the City is not yet in a position to consider this proposal as part of its marketing mix as it has not completed its tourism strategy process and associated marketing plan

CARRIED 7-0

6. NEW ITEMS

6.1 Streetscape Entry Statements

The Executive Officer advised that the Council has previously supported an Entry Statement proposal by the Streetscape Committee. That Committee has requested ATMAC select relevant pictorial themes for the entry statements.

COMMITTEE RESOLUTION

MOVED: D. Wellington

SECONDED M. Evans

The Committee REQUESTS the Streetscape Committee make the following amendments to the draft Entry Statements.

1. Include three images (one for each of the three signs) using the following themes:
 - Scenery (Whale image)
 - Indulgence (Food/wine image)
 - Heritage (Brig Amity image)
2. Remove the words Explore, Discover, Relax from the signs. *(this was recommended to make the sign less cluttered, making the overall message more legible to passing motorists)*
3. Use a single positioning statement at the bottom of each of the signs:

"Western Australia's First European Settlement 1826", (but also recognising the area's traditional owners)
4. The City's CEO to seek input on the appropriate wording of the positioning statement with the City's Indigenous Liaison Officer

CARRIED 7-0

7. ITEMS TO BE DISCUSSED AT NEXT MEETING

Strategic Planning Progress

8. DATE OF NEXT MEETING

To be advised in 6-8 weeks.

9. CLOSURE OF MEETING

There being no further business to discuss, the Chairman closed the meeting at 5.35pm.



CITY OF ALBANY TOURISM STRATEGY

ATMAC SUB-COMMITTEE

WORKSHOP SUMMARY

PATHWAY TO SUSTAINABLE TOURISM FOR LOCAL GOVERNMENT

(STEP 1 – TOURISM HEALTH CHECK)

This document forms an Appendix to the minutes of the Albany Tourism Marketing
Advisory Committee meeting held on 27 April 2011.

Author: Manager Economic Development
(Executive Officer to Albany Tourism Marketing Advisory Committee)

February 2011



The completion of a Tourism Health Check is the first step in a process to prepare a sustainable tourism development strategy in a format advocated by the former Sustainable Tourism Cooperative Research Centre (STCRC). The process STCRC has developed is called the *"Pathway to Sustainable Tourism for Local Government"* and is available at <http://www.crctourism.com.au/>

Step One is simple 'getting started' checklist to discuss and assess key areas of activity to consider in tourism and to identify areas for future development as part of a tourism strategy, using a destination management approach.



The preliminary self-completion assessment was undertaken on 10 February 2011 by a sub-committee of the Albany Tourism Marketing Advisory Committee (ATMAC). The workshop consisted ATMAC members (Simon Lyas, Rod Harris and Graham Harvey) and was facilitated by the City of Albany Manager Economic Development (Jon Berry). The checklist scoring represents the consensus view of those in attendance at the meeting regarding their perceptions on how the City of Albany is performing across six dimensions of tourism development being:

- Research
- Funding and Governance
- Strategy and Planning
- Marketing and Events
- Industry and Product Development
- Community

The results of the checklist are intended to provide preliminary feedback only on areas requiring most attention in a future tourism strategy that is proposed to be developed through wider staff, community and industry engagement. The full "Getting Started" workbook is available at the STCRC website:

<http://www.crctourism.com.au/Page/Tools+and+Products/Pathways+Program/Step+1.aspx>

RESEARCH	NO	YES		
		Level of Achievement		
		Low	Med	High
Relevant local information and data is collected, collated and communicated to interested stakeholders		X		
Council understands and can articulate the economic value of tourism (contribution to GRP and jobs)			X	
Council has conducted an audit, and is aware, of the current infrastructure and services available in the region (including attractions, accommodation, activities, etc)	X			
Have you or your stakeholders done a survey to assess the percentage of visitors satisfied and very satisfied with their stay in your region		X		
Council is aware of the forecast number of visitors to the area for the next 3, 5 and 10 years	X			
Council is aware of the regions capacity to cope with existing and future demand from visitors (i.e. Council has considered the impact on accommodation, attractions and the environment)			X	
Have Council undertaken a survey to assess the level of community support for current and continued tourism marketing and development	X			

STRATEGY & PLANNING	NO	YES		
		Level of Achievement		
		Low	Med	High
Tourism is addressed within council's strategic statement, corporate plan or equivalent			X	
Council has clear tourism development objectives which are consistent with council's strategic objectives and are reviewed and reported annually	X			
Council has a documented tourism strategy available to all stakeholders <i>a. The tourism strategy is not more than five years old</i> <i>b. The tourism strategy is reviewed at least annually and based on analysis of the situation and consideration of alternative courses of action</i>	X			
Council prepares yearly tourism <i>action plans</i> covering development, marketing and management priorities	X			
Council has a clear reporting and evaluation mechanism to monitor progress in achieving tourism outcomes over time	X			
Council is able to measure the economic benefits of tourism to the community (e.g. contribution of tourism to GRP or employment generated through tourism)		X		
Council has accepted the concept of 'sustainable tourism' management and has an environmental sustainability policy or strategy in place to reduce its carbon footprint	X			

MARKETING & EVENTS	NO	YES		
		Level of Achievement		
		Low	Med	High
Council and the RTO have an agreed annual marketing plan	X			
Council participates in regional marketing initiatives		X		
Council develops promotional material directed to visitors, such as websites and brochures				X
Council has an annual calendar of events which is shared with the RTO		X		

PRODUCT & INDUSTRY DEVELOPMENT	NO	YES		
		Level of Achievement		
		Low	Med	High
Council has a good understanding of the needs of the tourism industry		X		
Council has a list of local tourism stakeholders, which is updated regularly			X	
There is a shared sense of purpose and direction within the community of tourism stakeholders		X		
Council's planning scheme encourages appropriate levels and styles of tourism development			X	
Council has undertaken a product and infrastructure audit in the past 3 years and assessed gaps in product against consumer needs and expectations	X			
Council has a tourism development plan, addressing product and infrastructure needs for tourism	X			

COMMUNITY	NO	YES			Bench- mark
		Level of Achievement			
		Low	Med	High	
Council effectively represents local interests at a regional level through its participation in regional organisations	X				
Members of council have a good understanding of the value and benefits of tourism		X			
Elected members of council have a good understanding of the value and benefits of tourism	X				

FUNDING AND GOVERNANCE	NO	YES		
		Level of Achievement		
		Low	Med	High
Tourism is considered to be an important economic development activity in the local area		X		
Council supports tourism and the Visitor Information Centre in a financial capacity			X	
There is clear coordination and reporting lines for tourism responsibilities within council	X			
A range of stakeholders from business, community, NGOs, etc., participate in tourism planning and management processes	X			
Council is aware of the role of the Regional Tourism Organisation in regional tourism marketing and development <i>5a. Council has agreement (Statement of Roles / Partnership Agreement) in place with the Regional Tourism Organisation which links to the State Tourism Organisation marketing and development activities</i>		X		
Council understands the role and purpose of Local Tourism Organisations		X		
The area has an effective Local Tourism Organisation (either an independent organisation, a sub-committee of the Chamber of Commerce or an advisory group of council) <i>7a. If not, there is an arrangement in place with the Regional Tourism Organisation to deliver this role</i>		X		