



**MARKETING ALBANY COMMITTEE**

**MINUTES**

of the meeting held 4.00pm Tuesday 03 April 2012,  
in the Margaret Coates Boardroom, City Office, North Road, Albany

(File Ref: CS.MEE.7/AM1223329)

**1.0 ATTENDANCE**

<b>Councillors:</b>	
Mayor Dennis Wellington (DW)	Mayor (Chair)
Councillor Chris Holden (CH)	Council Member
Councillor Vince Calleja (VC)	Council Member
Councillor Alan Hortin (AH)	Council Member
Councillor Greg Stocks (GS)	Council Member
<b>Committee Members:</b>	
Gaynor Clarke (GC)	Cape Howe Cottages
Cameron Syme (CS)	Latro Lawyers and Great Southern Distillery
Jodie Sounness (JS)	Albany Party Hire
Trevor Cosh (TC)	President, Albany Chamber of Commerce and Industry
Bruce Manning (BM) <i>Lindsay MacFarlane</i>	Chief Executive Officer, Great Southern Development Commission
Simon Lyas (SL)	Executive Director, Regional Development Australia
<b>Staff:</b>	
Faileen James (FJ)	Chief Executive Officer
Linda Hill (LH)	Executive Director, Community Services
Matthew Bird (MB)	Manager, Tourism & Development Services
<b>Apologies/Leave of Absence:</b>	
Nil	

**2.0 CONFIRMATION OF MINUTES OF PREVIOUS MEETING**

Nil

**3.0 DISCLOSURE OF INTEREST**

Nil

#### 4.0 ITEMS FOR DISCUSSION

##### 4.1 Election of Chair

**ITEM 4.1: RESOLUTION**

**MOVED: Councillor Calleja**  
**SECONDED: Councillor Holden**

**THAT Mayor Dennis Wellington be ELECTED Chair of the Marketing Albany Committee.**

**Mayor Wellington ACCEPTED nomination.**

##### 4.2 Committee Terms of Reference

- Dennis Wellington commenced as Chair of the Committee.
- Dennis Wellington reviewed Terms of Reference for Marketing Albany Committee (MAC). Bruce Manning queried Functions, point 2. Faileen James clarified that 'terms and cost benefits' related to projects or scope.
- Linda Hill and Faileen James clarified meeting cycle as quarterly rather than monthly subject to Council accepting recommendation from Governance Committee. This reflects the strategic rather than operational nature of the Committee.
- Dennis Wellington identified Rod Harris from WA Country Builders as an additional member on the MAC, subject to Governance Committee endorsement.
- Dennis Wellington provided update on ANZAC preparations responding to query from Jodie Sounness on roles and activities planned for ANZAC commutations.

##### 4.3 Meeting and Agenda Settlement Procedure

- Linda Hill advised that agenda items would be called for three weeks in advance of a Committee meeting, with Agenda determined by the Chair and circulated two weeks in advance of meeting. Unconfirmed Minutes would be circulated to Members a week post a Committee meeting, to be confirmed at the next meeting of the Committee.

##### 4.4 Update on Economic Development Activities

- Faileen James outlined responsibilities for economic development within the City of Albany (COA). Office of CEO responsible for overall economic development, Matt Bird as Manager Tourism Development and Services within the Community Services Directorate responsible for tourism development.
- Faileen James outlined and distributed economic development framework. Visioning of economic development to take both regional perspective and Albany centric approach (attached).
- Faileen James stressed the desire not to replicate or duplicate work of other local groups, rather focus on complementary activities that will have the best overall outcome for the resources invested.

- Faileen James provided update on Committee for Albany currently working with University of Western Australia to gather various demographic and socio-economic data. The opportunity for Albany and the region to focus on education was highlighted.
- COA is also a member of the Regional Capitals Alliance. The Alliance includes the Cities of Albany, Broome, Bunbury, Greater Geraldton, Kalgoorlie-Boulder, Port Hedland and Roebourne.
- Dennis Wellington encouraged Members to bring opportunities relating to economic development forward for discussion at MAC.
- Simon Lyas asked re the relationship of MAC to the City of Albany Strategic Plan. Faileen James confirmed that MAC activities will be guided by strategies identified in the Plan and strategies for economic and tourism development will align with the Key Focus Areas and Community Priorities in the Plan.

#### **4.5 Update on Proposal for Regional Destination Marketing**

- Faileen James reported CEOs of Albany, Denmark and Plantagenet shires are supportive of a regional approach to destination promotion with Taste Great Southern a good example of what can be achieved. MAC members discussed various models used in the past and the importance of working as a region was highlighted with regard to being prepared and able to handle the forthcoming 100 year commemoration of ANZAC in 2014.
- Matt Bird provided more information on sub regional concept and proposed similar model used by Tourism Goldfields Network where 6 Local Government Associations (LGAs) contribute \$30,000 each to fund marketing position and sub regional promotional budget (outline attached).
- MAC members discussed merits of adopting a regional perspective however there was a strong desire to also promote the Amazing Albany brand and focus on Albany centric activities.
- Cameron Syme requested clarity on how a regional based marketing system would work.

##### **ACTION 4.5:**

- Faileen James to continue to investigate sub regional promotional model with other CEOs.
- Matt Bird to circulate previous Amazing Albany brand strategy.

#### **4.6 Update on Albany Visitor Destination Development Strategy**

- Matt Bird provided an update on Visitor Destination Development Strategy (VDDS). The COA contracted Gaynor Clarke to assist in the development of the VDDS. Research and survey work has been undertaken to inform the Strategy. MAC will be invited to review and provide feedback in the coming months with the aim of having an implementation plan finalised by June to begin actioning in next financial year.
- Dennis Wellington proposed that in the short term, leadership in the tourism sector was required by the City however a more sustainable model was required in the longer term and this should be provided by the sector itself.

#### **4.7 Role of ACCI, City of Albany and Other Entities in Tourism Development**

- Faileen James reiterated the goal of not replicating existing work of other local groups.
- Simon Lyas identified Regional Development Australia (RDA) are currently reviewing its 10 year plan with a draft to be released June/July, tourism is now coming under economic development umbrella and the RDA's role is as an advocacy group that engages with local partners.

## AGENDA ITEM 1.1.3 REFERS

- Bruce Manning provided an update on Great Southern Development Commission (GSDC) activities, marketing of tourism being part of the broader economic development activities that they undertake. GSDC support of Taste GS, PIAF, other iconic activities such as \$1.5m support for the Munda Biddi Trail, \$500,000 towards improvements at Discovery Bay (Whaleworld) and the Royalties for Regions program.
- Trevor Cosh identified meeting held with Albany Chamber Commerce and Industry (ACCI) members identified an industry gap. Trevor Cosh also identified that ACCI Board would support the City taking a leadership role in tourism development.
- Bruce Manning provided background and historical context to regional destination promotion in Great Southern and believed there would be support for a "South Coast" tourism regional approach. Dennis Wellington also provided some historical context to the same discussion identifying industry division as a barrier to regional success in the past.
- Greg Stocks noted that the 100 year Anzac commemoration is the catalyst to bring the various industry sectors together.
- Bruce Manning highlighted the need for all LGAs to provide a minimum funding commitment of 3 to 5 years if the regional model is to be successful.
- Discussion included whether regional models should be industry membership based or not. Gaynor Clarke identified that Byron Bay and Noosa had moved away from industry memberships with funding secured via LGAs implementing a modest promotional levy on local businesses. Matt Bird identified the Great Ocean Road model as worth investigating from a branding perspective.
- Vince Calleja highlighted the need not to just focus on tourism branding but also that liveability should be a major focus.

### 4.8 Cr Holden item

- Cr Holden withdrew this item and will discuss with CEO.

## 5.0 ITEMS TO BE DISCUSSED AT FUTURE MEETINGS

- 1.1 Goal is to grow local population from current 36,000 to 50,000. Workshop session with MAC members to develop Albany Vision
- 1.2 Amazing Albany brand
- 1.3 Welcome signage

## 6.0 GENERAL DISCUSSION

- Simon Lyas congratulated the COA on its new road entry signage.

## 7.0 DATE OF NEXT MEETING:

- Tuesday 1 May 2012 4.00 – 5.30pm

## 8.0 CLOSURE OF MEETING

- The Chair declared the meeting closed at 5.20pm.

CONFIRMED: CHAIRPERSON



DATE:

1 / 5 / 12

**Economic Development**

In its simplest form, Economic Development is about achieving a sustainable increase in living standards that delivers increased incomes and improved social well being to the members of the community. Economic Development is not simply about individuals and businesses – it contributes to the well being and prosperity of the whole community – individuals, families, business, industry and Local Government itself.

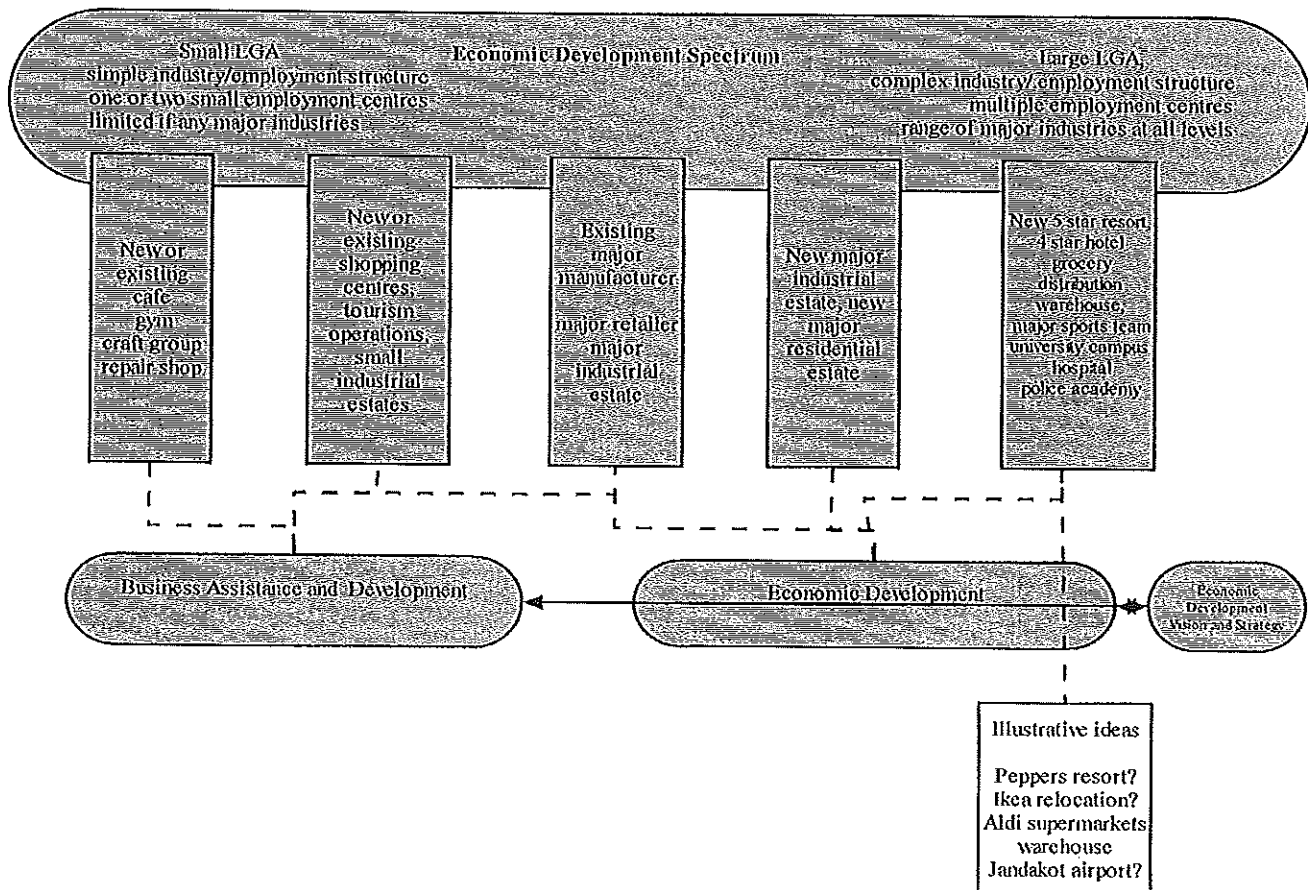
Achieving the positive benefits of economic development takes time and requires a Vision and the associated strategic and operational planning. Local Government can assist to facilitate the articulation of this Vision. Developing and achieving this vision, once decided, will also require resources of the necessary scale and specialization. This resource commitment will vary according to the agreed desired economic development outcomes.

At the small scale, it may involve retaining employment opportunities in small main street businesses. At the large end it may involve attracting large multi million dollar industry investments to fill identified gaps in the development of existing industries or to stimulate the development of completely new industries.

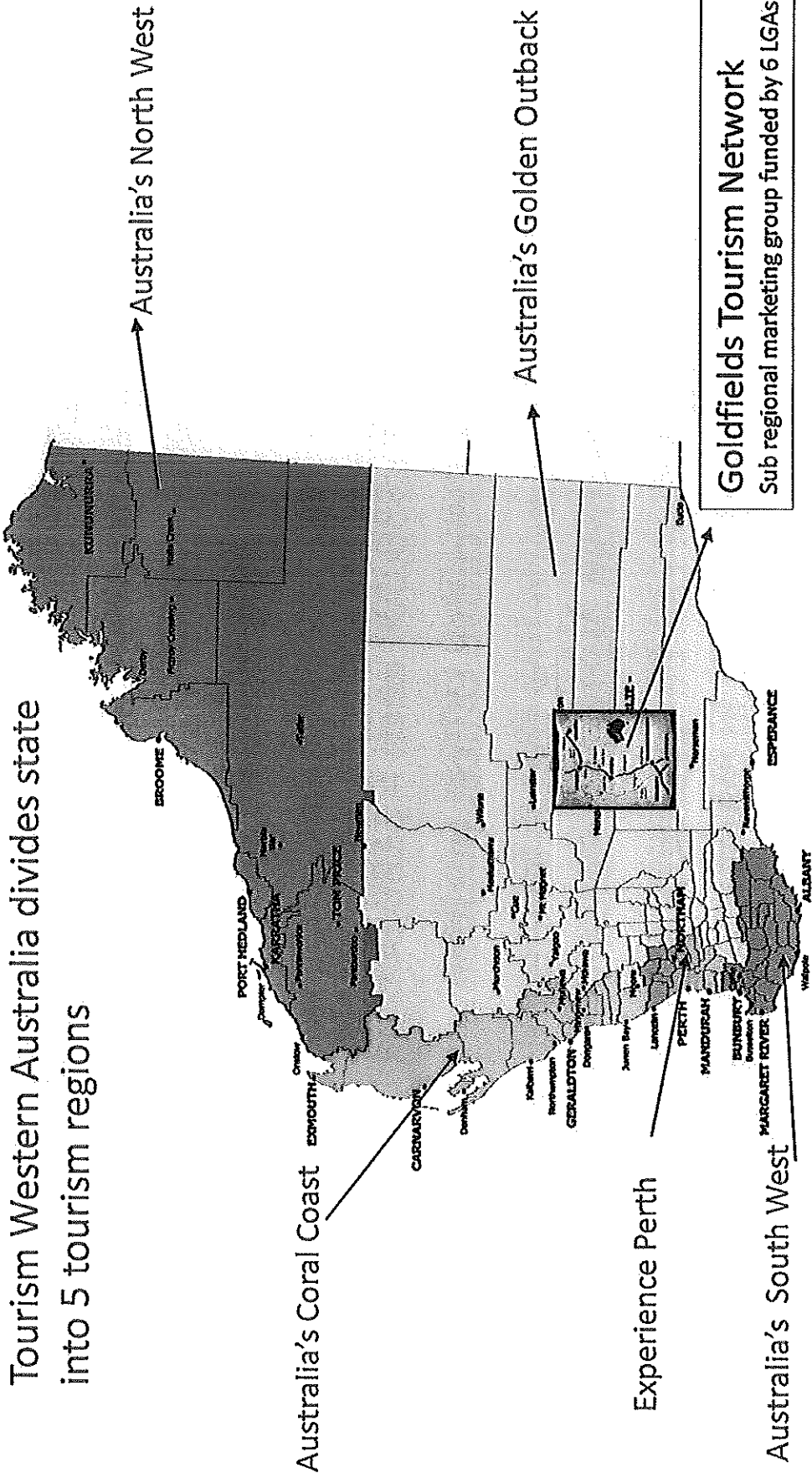
The following diagram illustrates this idea and is sourced from economic development specialists Economic Research Associates. As can be seen from the spectrum, for smaller LGA's economic development refers more to "business assistance and development", however as the LGA increases in size, has additional population and local employment demands, then economic development moves to creating industrial and housing estates and finally attracting large scale private and government infrastructure projects.

So economic development will mean different things to different LGAs depending on what is ultimately the required outcomes. Regardless of the scale and scope of economic development a LGA undertakes, a critical element is the development of an agreed Economic Development Vision and Strategy.

**Visual representation of the Economic Development Spectrum**



Tourism Western Australia divides state into 5 tourism regions



**Goldfields Tourism Network**  
Sub regional marketing group funded by 6 LGAs

**Proposed South Coast (?) Tourism**  
Sub regional marketing group Walpole to Bremer Bay, or to Esperance?  
LGA's Manjimup, Denmark, Plantagenet, Albany, Jerramungup, Ravensthorpe, Esperance

**Proposed South West Edge**  
National Landscapes – Bunbury to Esperance

## Three Key Components of Visitor Destination Development

- **Visitor Servicing;** defined as providing visitors accurate and useable travel information either prior to arrival or once entering a particular destination. For City of Albany, visitor servicing is delivered by the Albany Visitor Centre and represents the majority of the City's current investment in local tourism.
- **Destination Marketing;** defined as the management process through which the responsible promotion bodies/agencies and/or tourist enterprises identify their selected tourists, actual and potential, communicate with them to ascertain and influence their wishes, needs, motivations, likes and dislikes and to finally deliver tourist products to achieve optimal tourist satisfaction. Critical success factors for a tourism destination will be the effective marketing of the area's unique selling points.
- **Product Development/Infrastructure Investment;** product development relates directly to why people decide to visit and how long they spend in a destination, and even in a natural setting, remains a key component of the visitor experience. Product development can be grouped under six headings, commonly referred to as the (6As); attractions, activities, accommodation, amenities, attitudes and access.

Source: Tourism WA