

1.1.2: MARKETING ALBANY COMMITTEE

File Number (Name of Ward)	:	CS.MEE.7
Proponent	:	City of Albany
Appendices	:	Minutes of the Marketing Albany Committee 4 September 2012
Responsible Officer	:	Acting Executive Director Community Services (C Woods)

IN BRIEF

- Receive the minutes of the Marketing Albany Committee.

**ITEM 1.1.2: COMMITTEE RECOMMENDATION
VOTING REQUIREMENT: SIMPLE MAJORITY**

The **CONFIRMED** minutes of the Marketing Albany Committee meeting held on Tuesday 4 September 2012, be **RECEIVED**.



MARKETING ALBANY COMMITTEE

MINUTES

For the meeting held from 3.30pm to 5.30pm on Tuesday 04 September 2012,
in the Margaret Coates Boardroom, City Office, North Road, Albany

(File Ref: CS.MEE.7/AM1226004)

1.0 ATTENDANCE

Councillors:	
Mayor Dennis Wellington	Mayor
Councillor Chris Holden	Council Member
Councillor Alan Hortin	Council Member
Councillor Greg Stocks	Council Member
Committee Members:	
Gaynor Clarke	Community Member Business Representative
Cameron Syme	Community Member Tourism Representative
Graham Harvey	ACCI Representative
Lindsey McFarlane	GSDC Representative (Bruce Manning proxy)
Simon Lyas	RDA Representative
Staff:	
Linda Hill	Chief Executive Officer
Cameron Woods	Executive Director, Community Services
Matthew Bird	Manager, Tourism Development & Services
Emily Hubble	Administrative Assistant, Community Services
Apologies/Leave of Absence:	
Rod Harris	Community Member
Councillor Vince Calleja	Council Member
Jodie Sounness	Community Member Tourism Representative

2.0 CONFIRMATION OF MINUTES OF PREVIOUS MEETING

<p>ITEM 2.0: COMMITTEE RESOLUTION</p> <p>MOVED – CAMERON SYME SECONDED – GAYNOR CLARKE</p> <p>THE UNCONFIRMED MINUTES OF THE MARKETING ALBANY COMMITTEE MEETING HELD ON THE 01 MAY 2012 AS PREVIOUSLY DISTRIBUTED BE CONFIRMED AS A TRUE AND ACCURATE RECORD OF PROCEEDING. PENDING THE FOLLOWING AMENDMENT:</p>
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5.3 Welcome signage

- LH identified that responsibilities of the previous Streetscape Committee were part of terms of reference of the Marketing Albany Committee.
- Chair highlighted that the current entry statements signage could be missed. These refer to the entry signs installed in late 2011 on major access roads into Albany.
- FJ noted that these current signs will be relocated in future and used more effectively to indicate sites. New entry signs will be developed in future years.
- Suggestions were made by various Committee members to have a local group paint the outdated Leeuwin way signage, and to consider signage that could also promote upcoming events and or the opportunity to have sales advertisements.

CARRIED 9-0

3.0 DISCLOSURE OF INTEREST

NIL

4.0 ITEMS FOR DISCUSSION

4.1 UPDATE ON ANZAC

Linda Hill discussed with committee the 4 components that have been identified regarding the ANZAC activities.

- Upgrade of Mt Clarence
\$5.84 million has been committed from State Government. Premier announcement means Mt Clarence works can commence and will be City of Albany coordinated.
- Mt Adelaide Interpretive Centre
The Council precinct includes the Forts and the proposed new ANZAC interpretive centre. The National Trust is developing a business case to demonstrate how the Princess Royal Fortress precinct would operate under its management.
- Events
Re-enactment of First Sailing Convoy November 2014 will be the first event that will commence the 100 year ANZAC commemoration activities of national significance. Land based activities will be managed and funded by State Government, water based activities will be managed and funded by Federal Government/Armed Forces. The second major event of national significance will be Commemoration of Centenary of ANZAC April 2015.
- Other – Infrastructure Activities
Relates to other supporting infrastructure and potential visitor experiences that could be developed, for example enhancements to visitor interpretation at the lower Forts sites.

Preliminary Disclosure of Interest Cameron Syme being a member of the Jaycees Foundation which have indicated an interest as potential operator/manager of the Forts precinct. Cameron Syme raised the following concerns regarding the proposed ANZAC Interpretive Centre facility design;

- Layout not maximising the space provided and consideration needs to be made towards the ongoing operational business model.
- Parking issues and distance of parking to the Centre may be a barrier to some visitor markets.

Graham Harvey as representative from the ACCI queried the selection criteria to become part of the ANZAC alliance committee. Linda Hill responded that Peter Aspinall is the correct contact for committee as Chair to raise this question.

Chair explained to committee that if National Trust or RSL were to take over management responsibility for the Forts Precinct it would then no longer be the responsibility of the CoA. Current estimates are that there is a shortfall in committed funding for required capital expenditure for the completion of the ANZAC Interpretive Centre for November 2014 event, and that opening of facility at the 2015 event is the more likely outcome.

Linda Hill discussed the State Government's preliminary plan is to establish a task force for the November 2014 event similar to the management entity that was used for the CHOGM event held last year in Perth.

4.2 Tourism Western Australia (TWA) two day visit.

4.2.1 TWA issues identified.

Matthew Bird reported to the committee on the 2 day visit to the region by TWA CEO and Chair. Main concepts that were raised at the meeting were 7 Strategic Pillars of Growth and Identified Opportunities for the Great Southern including;

- Establish one local voice for the industry.
- Alignment of marketing plans between Tourism WA, Australia's South West (ASW), Denmark Tourism Inc. (DTI) and Albany.
- Promote the region's *embarrassment of riches* – whale watching, colonial and ANZAC history, bush walking, mountain biking, food & wine, cultural events, fishing.
- Work with Skywest on Perth/Albany fares and with Skywest/Virgin on fares from east coast.
- Investigate feasibility of direct flights from east coast.
- Create a lasting legacy from the ANZAC Centenary.

Copy of TWA Great Southern region presentation attached.

4.2.2 MAC representative's feedback on TWA discussions.

General consensus around the committee was that the presentation was positive. Graham Harvey & Cameron Syme found the "one voice" an interesting key issue however identified that work is required to determine what this means. Issues such as a identifying potential name change and destination branding that is more Great Southern regional specific is required. Attracting key events such as mountain bike/adventure race to Albany was one of many opportunities that could improve the Great Southern region. Direct Albany to East Coast flights was another possibility with TWA committing to investigate.

4.2.3 One tourism sub-regional voice concept representing region (strategic purpose, governance, funding).

Matthew Bird distributed a diagrammatic representation of how the CoA, Albany and the subregional voice concept could be presented. Three important questions need to be addressed across each of these spheres of influence;

- What is the strategic focus?
- How will it be funded?
- What is the governance model?

TWA have indicated they are willing to revisit the region and assist regional stakeholders in the facilitation of a sub-regional "one voice" concept.

4.3 Albany Visitor Strategy Update

4.3.1 Strategy discussion

Matthew Bird provided an update on status of Visitor Strategy (G. Clarke report). Copies of the report were distributed at the meeting. Cameron Syme requested time to review and make comment. Request was made for copies of the Executive Summary to also be distributed with these minutes. Discussion revolved around including strategies that the City can influence. These strategies to be included into City asset individual business plans. Strategies outside of the City's influence need to be reviewed and potentially adopted by other agencies. Cameron Syme identified opportunities based around

developing events for the destination. City current events listing needs updating and reformatting into calendar.

Action: Matthew Bird and Cameron Syme to progress reformatting of events matrix.

4.3.2 Implementation plan

Amazing Albany Website Update.

Matthew Bird identified that the current Accommodation & Tour Booking Website for Amazing Albany needs updating. Bookeasy is the visitor centre industry standard and the City is engaging Bookeasy to update its website with the assistance of a local Albany web designer.

Amazing Albany Holiday Planner.

Matthew Bird reported planning for the production of the 2013 Amazing Albany holiday planner is underway and will replace the most recent 2011 visitor guide version. Various upgrade and improvements plan to be undertaken on the 2011 version, examples given of other regions planners to illustrate what is the industry standard. The City has a Destination Development Budget of \$70k, \$40k was spent on the 2011 edition however Albany Visitor Centre is undertaking coordination of 2013 version and this budget allocation should be reduced from previous levels whilst also achieving a better end product. The medium term goal would be for the Amazing Albany holiday planner to achieve self funding. \$24k of the Destination Development Budget has also been allocated to the Amazing Albany Website upgrade.

"Wikipedia town" QR Reader – visitor interpretation (see attached newspaper article)

Good opportunity for Albany as a destination to implement this innovative form of digital visitor interpretation. QR codes plaques installed on various visitor attractions, historical buildings, points of interest that visitors can scan using smart phone and tablet devices. Once scanned the devices are directed to websites/pages that deliver various forms of interpretation (could be written text, images, audio, video). This is a digital opportunity for the Albany community to adopt and would work on positioning Albany as a "smart city".

Events and campaigns – timeline to November 2014.

Matthew Bird highlighted the need for planning of events and media/marketing campaigns using the November 2014 Anzac event as a target date and working backwards to present. Important to establish and communicate a clear and concise destination and communication messages, application across website and other media. The online digital space very important with the website to keep all campaigns and events up to date as they occur. Messages need to remain consistent.

5 ITEMS TO BE DISCUSSED AT FUTURE MEETINGS

Nil

6 GENERAL DISCUSSION

6.1 TRAILS CONFERENCE

CoA representatives attended conference and was well received. The City is in discussion with the Department of Transport and Department of Sport and Recreation regarding path/cycling trails funding.

6.2 UPDATE OF WATER FRONT HOTEL

Graham Harvey reported that ACCI has been in conversation with LandCorp regarding the current status of the water front hotel development opportunity. The ACCI submitted a letter to the Premier noting concerns with the plans lodged by the initial proponent. Understands discussions with the second proponent to commence. The ACCI is happy to wait for a quality proposal to support.

6.3 MOBILE APPLICATION CONTENT

Gaynor Clarke highlighted that TWA have asked that members review (and provide suggestions for updating if required) Albany content on The TWA website and mobile app devices. MAC members to review respective areas and report any required changes back to TWA.


6.4 CRUISE SHIP INDUSTRY

Graham Harvey reported that the ACCI, City and Port have been meeting to discuss a more cooperative approach to managing the forthcoming cruise ship season and to ensure best allocation of investments by combined stakeholders.

7 DATE OF NEXT MEETING

6 NOVEMBER 2012

8 CLOSURE OF MEETING

CONFIRMED:  DATE: 8.11.12.