

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 6 November 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 2
VOTING REQUIREMENT: SIMPLE MAJORITY**

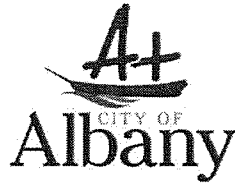
The **CONFIRMED** minutes of the Marketing Albany Committee meeting held on Tuesday 6 November 2012, be **RECEIVED**.

**ITEM 1.1.2: COMMITTEE RECOMMENDATION 2
VOTING REQUIREMENT: SIMPLE MAJORITY**

THAT the Terms of Reference for the Marketing Albany Committee be revised to increase the number of partners involved in the Marketing Albany Committee to improve the approach to economic development.

Officer's Comment (Executive Director Community Services)

Please note that all committees will be subject to review to align with the Integrated Strategic Planning Framework. It is recommended that this recommendation is noted at this time.



MARKETING ALBANY COMMITTEE

MINUTES

For the meeting held from 3.30pm to 5.30pm on Tuesday 06 November 2012,
in the Margaret Coates Boardroom, City Office, North Road, Albany

(File Ref: CS.MEE.7/AM1329250)

1.0 ATTENDANCE

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

2.0 CONFIRMATION OF MINUTES OF PREVIOUS MEETING

ITEM 2.0: COMMITTEE RESOLUTION

**MOVED: COUNCILLOR ALAN HORTIN
SECONDED: SIMON LYAS**

THE UNCONFIRMED MINUTES OF THE MARKETING ALBANY COMMITTEE MEETING HELD ON THE 4 SEPTEMBER 2012 AS PREVIOUSLY DISTRIBUTED BE CONFIRMED AS A TRUE AND ACCURATE RECORD OF PROCEEDING.

CARRIED 10-0

3.0 DISCLOSURE OF INTEREST

NIL

4.0 ITEMS FOR DISCUSSION

4.1 REVIEW OF MAC ROLE IN ECONOMIC DEVELOPMENT

Chair opened the floor for discussion regarding the role of the MAC committee in Economic Development. Graham Harvey questioned the position that council held in regards to Economic Development in regard to the City not replacing the previous Economic Development Manager position.

Linda Hill discussed with the committee the relevance of building economic development profiles with the community not just from the City but for Albany as a whole. A cross functional approach that involves all industry groups and agencies will bring the 'can do' attitude to the community.

Simon Lyas commented on the fact that the original Terms of Reference have already included the role of 'Economic Development'. Councillor Vince Calleja suggested the committee adopt a staged approach to economic development addressing small sections at a time. Approach it as parts instead of one large whole.

Committee agreed on the importance of being able to 'sell Albany to Albany'. Community, agencies and industry need to have a full understanding of the Economic Development approach.

ITEM 2.0: COMMITTEE RECOMMENDATION

MOVED: ROD HARRIS
SECONDED: GRAHAM HARVEY

THAT Council alter the Terms of Reference to increase the number of partners involved in the Marketing Albany Committee to improve the approach to Economic Development.

CARRIED 10-0

4.2 UPDATE ON EVENTS CALENDAR

Through the Chair, Matt Bird gave an update on the progress of an events calendar, Linsey from the GSDC has been working on a more detailed calendar. Cameron Syme and Matt Bird met regarding the possibility of bringing an events based business to town.

Matt along with multiple committee members met regarding promoting an Albany destination presence at the coming Margaret River Gourmet Escape event. Albany will also be involved in PIAF and the Taste Great Southern event in early 2013.

4.3 UPDATE ON CITY OF ALBANY TOURISM ACTIVITIES

Through the Chair, Matt Bird informed committee that the following tourism activities are underway;

- Albany Holiday Planner: received more than 100 local industry advertisers with planner will be printed and released at start of 2013.
- Amazing Albany Website: undergone upgrades making it more user friendly, will undergo major revamp in early 2013.
- Revamped floor space at AVC: floor space at the visitor centre has had a re-arrangement to make it more friendly approach to the visitors, increased focus on merchandising and electronic displays.

4.4 ARTIFICIAL SURF BREAK CONCEPT

Through the Chair, Councillor Greg Stocks presented to the committee regarding current surf breaks in Albany and raised the question on whether it would be of benefit to investigate the installation of an artificial surf break. Gaynor Clarke suggested better use

of the money should go into upgrading the existing facilities rather than more money to build new if there is already natural surf around.

5 ITEMS TO BE DISCUSSED AT FUTURE MEETINGS

- 5.5 Review Destination Strategy
- 5.6 CEO Presentation Research
- 5.7 Presentation on Event Tourism

6 GENERAL DISCUSSION

6.1 COUNCIL POSITION ON ANZAC INTERPRETIVE CENTRE

Through the Chair, Graham Harvey questioned the City's position on the ANZAC interpretive centre; Dennis conveyed to the committee that the City will not fund the ongoing operational costs of the facility. The City is just one stakeholder in the Alliance which is set to meet Wednesday 7 November 2012.

6.2 SMALL BUSINESS AWARDS FINALIST

Through the Chair, Graham Harvey informed Albany has 5 Finalists in the Small Business of the Year Awards, to be presented in Perth this weekend. Albany also has 5-6 Business up for the coming tourism awards.

6.2 DEVELOPMENT COMMISSION – TOURISM DAY

Through the Chair, Graham Harvey sees an opportunity within Albany to hold an event similar to that of Esperance 'Over the Horizon' and Kalgoorlie 'What's down the Track' Forum. The format would include a variety of presenters to speak from the key industries of tourism and other relevant or potential local industries.

7 DATE OF NEXT MEETING

5 FEBRUARY 2013

8 CLOSURE OF MEETING

Meeting Closed 5.15pm

CONFIRMED: CHAIRPERSON  DATE: 5 / 3 / 13