

1.1.2: MARKETING ALBANY COMMITTEE

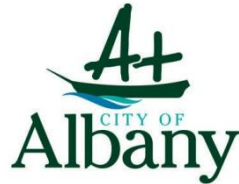
File Number (Name of Ward) : CS.MEE.7
Proponent : City of Albany
Appendices : Minutes of the Marketing Albany Committee 5 March 2013
Responsible Officer : Executive Director Community Services (C Woods)

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 5 March 2013, be **RECEIVED**.



MARKETING ALBANY COMMITTEE

MINUTES

For the meeting held from 3.30pm to 5.30pm on Tuesday 05 March 2013,
in the Margaret Coates Boardroom, City Office, North Road, Albany

(File Ref: CS.MEE.7/AM1329253)

1.0 ATTENDANCE

Councillors:	
Mayor Dennis Wellington	Mayor
Councillor Alan Hortin	Council Member
Councillor Greg Stocks	Council Member
Councillor Chris Holden	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)
Staff:	
Cameron Woods	Executive Director, Community Services
Matthew Bird	Manager, Tourism Development & Services
Apologies/Leave of Absence:	
Graham Foster	Chief Executive Officer
Jodie Sounness	Community Member Tourism Representative
Simon Lyas	RDA Representative
Rod Harris	Community Member
Councillor Vince Calleja	Council Member

2.0 CONFIRMATION OF MINUTES OF PREVIOUS MEETING

ITEM 2.0: COMMITTEE RESOLUTION

MOVED: Alan Hortin
SECONDED: Cameron Syme

THE UNCONFIRMED MINUTES OF THE MARKETING ALBANY COMMITTEE MEETING HELD ON THE 6 NOVEMBER 2012 AS PREVIOUSLY DISTRIBUTED BE CONFIRMED AS A TRUE AND ACCURATE RECORD OF PROCEEDING.

CARRIED 8-0

3.0 DISCLOSURE OF INTEREST

NIL

4.0 ITEMS FOR DISCUSSION

4.1 CITY OF ALBANY (COA) DRAFT STRATEGIC COMMUNITY PLAN FOR MAC FEEDBACK:

CoA Facilitator of Strategy and Improvement, Stephen Grimmer presented summary version of the City's approach to Integrated Strategic Planning framework. SG provided snapshot on the five main areas of focus:-

- Smart Prosperous and Growing
- Clean Green and Sustainable
- A Connected Built Environment
- A Sense of Community
- Civic Leadership

SG outlined planning framework of how the Community Consultation Plan relates to the City's Corporate Plan and the need for underlying 10 year financial plan and asset management plans.

CS discussed asset management ratios, if strategies are in place and that he would be interested to read background plans and strategies. SG advised that these are currently being developed.

DW provided background statistics on relevant population trends and how these are instructing the planning process.

GC asked how the 2011-2016 Strategic Plan now fits in the broader planning framework.

4.2 COA'S ECONOMIC DEVELOPMENT STRATEGY AND VISITOR DESTINATION STRATEGY WITHIN THE BROADER CITY'S APPROACH TO INTEGRATED PLANNING FRAMEWORK:

MB outlined how the City's Economic Development and Tourism Strategies fit within the City's Integrated Planning Framework process under the "Smart, Prosperous and Growing" focus. MB commented on how expectations must fit with available City resources.

4.3 ITEMS 4.3 TO 4.9:

CS presented power point on a number of issues. CS distributed copies of presentation to MAC members with request for content to remain confidential.

- CS outlined his previous experience in strategic development.
- Provided summary of positive outcomes emanating from MAC activities.
- Provided update on Australia's South West (ASW) Regional Tourism Organisation (RTO) activities and his role as Chair of this RTO. Report included findings on ASW strategic planning review and differences between the various ASW local tourism associations.
- Identified regional issues facing the Great Southern region and opportunities for building tourism.
- Outlined model for a sustainable sub regional tourism organisation or local tourism organisation (LTO) that could best fit Albany and surrounding tourism region.

AGENDA ITEM 1.1.2 REFERS

- Identified opportunities for activity based economic development as immediate to short term priorities. Identified “low hanging fruit” opportunities that should be investigated including events and special interest promotion to mountain biking, adventure sports and kite surfing.
- Identified opportunity to stage an annual Great Southern Strategic Planning event in partnership with other agencies such as ACCI, GSDC and other LGAs.
- Marketing what we have, key strategies include revitalising existing events and attractions such as Albany Classic car event, Mountain Biking, Adventure tag positioning, royalties for regions funding of The Gap upgrade. Who is championing these activities? CS stressed importance to grab opportunities and to continue to work in a collaborative manner.

GH agreed that capturing research data is a major problem and challenge. CS highlighted that ASW were piloting a visitor research program with Albany Visitor Centre.

GH raised that viewing platform plans had already been developed by HH Architects as a potential high value visitor attraction. GH also raised issues with current visitor signage.

AH suggested one of the unique parts of Albany is the ANZAC theme and we should investigate ways to leverage on this.

CS added that he had made representations to Eventscorp to get continued funding of the GS component of PIAF.

CH questioned who the presentation was compiled for and asked for more history on the LTO model concept. GH stated the LTO concept was first explored by the ACCI some 3 years ago. DW referenced history of industry based tourism associations in Albany back to the mid 1980's and highlighted that financially sustainable business assets were the key to the proposed LTO model. GC suggested visitor centres are key assets.

DW highlighted that the City would need confidence in any new LTO structure before considering any potential divesting of assets however the City would be keen to keep investigating these options and the City will keep working closely with CS to develop these concepts.

ITEM 4.3 TO 4.9: MOTION

**MOVED: CR CHRIS HOLDEN
SECONDED: CR GREG STOCKS**

**THAT CAMERON SYME PRESENTS THE PROPOSED LTO MODEL FOR COUNCIL CONSIDERATION.
CARRIED 8-0**

4.10 2013 ALBANY HOLIDAY PLANNER

GC provided feedback on most recent holiday planner, questioned communication and release timing for publication.

MB responded that publication was totally revamped and although timing dates were exceeded the publication has been well received. The aim is to release next edition publication in October/November and City will also use ACCI input to assist with planning process.

4.11 ANZAC UPDATE

DW provided an update on ANZAC activities including visits from Federal and State government politicians. Event format for November 2014 is still being developed however a 5 year program 2014-2018 is planned to cover ANZAC linkages to Albany.

CS stated the need to get clarity on the different committee structures being proposed for the events and building projects.

4.12 ENTRY SIGNAGE PROPOSAL

MB tabled initial discussion with service provider to supply a large roadside billboard facing Albany Highway on Airport land. City would be provided with one side free of charge, proponent sells advertising space on other subject to content approval from City. Discussion included identifying additional entry signage opportunities and the potential for a future LTO to gain revenue dollars.

ACTION: MB TO FURTHER INVESTIGATE.

4.13 JS referred TOR attendance – Jodie asked if she will remain a committee member.

ITEM 4.13: MOTION

**MOVED: CAMERON SYME
SECONDED: GRAHAM HARVEY**

**THAT RESPONSE TO JODIE SOUNNESS QUESTION BE DEFERRED.
CARRIED 8-0**

5.0 ITEMS TO BE DISCUSSED AT FUTURE MEETINGS

- 5.1 City's Integrated Planning Framework approach**
- 5.2 ANZAC update**
- 5.3 Visitor Signage**

6.0 GENERAL DISCUSSION

- 6.1** GH provided update on the proposed Campervan and Motorhome Club of Australia (CMCA) event scheduled for October 2015. GH and VC met with CMCA event organisers. VC has been nominated as the local representative. Regular updates are to be provided.
- 6.2** Great Southern Tourism Advisory Committee (GSTAC) - CS offered to assist in the preparation of a potential Tourism MOU between the three LGAs of Albany, Denmark and Plantagenet.
- 6.3** GH notified all that this would be his last meeting, next meeting will be attended by his replacement Russel Clarke, ACCI CEO.

DATE OF NEXT MEETING

16 May 2013 (this was rescheduled to 30 May)

7.0 CLOSURE OF MEETING

Meeting Closed at 5.10pm

CONFIRMED: CHAIRPERSON _____ DATE: ____/____/____