



**MINUTES**

**KALAMUNDA TOURISM ADVISORY COMMITTEE**

**6.00pm Wednesday 19 August 2020**

**City of Kalamunda Function Room**

**1.0 OPENING OF MEETING**  
Meeting commenced at 6.02pm.

**2.0 ACKNOWLEDGEMENT OF TRADITIONAL OWNERS**  
Presiding Member acknowledged the traditional owners of the land.

**3.0 ATTENDANCE AND APOLOGIES**

**Attendance**

**Committee**

Cr John Giardina	Councillor Delegate – Presiding Committee Member
Cr Cameron Blair	Councillor Delegate
Ray Furfaro	Committee Member (Deputy Presiding Member)
Nicholas Smeets	Committee Member
Francesca Flynn	Committee Member
Michael Anthony Collins	Tourism Business Consultant
Eric Radice	Tourism Business Operator
Kevin Bennett	Committee Member
Charles Dornan	Committee Member
Tracey Cinavas-Prosser	Industry Body Committee Member

**City of Kalamunda Staff**

Gary Ticehurst	Director Corporate Services
Andre Stuyt	Manager Commercial & Cultural Services
Mandy Skeates	Coordinator Tourism Development

**Apologies**

Caroline Babbage	Committee Member
Rebekah Wilson	Tourism Operator

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**4.0 DISCLOSURE OF INTERESTS**

**4.1 Disclosure of Financial and Proximity Interests:**

- a) Members must disclose the nature of their interest in matters to be discussed at the meeting. (Section 5.65 of the Local Government Act 1995)
- b) Employees must disclose the nature of their interest in reports or advice when giving the report or advice to the meeting. (Section 5.7 of the Local Government Act 1995)

Nil disclosures

**4.2 Disclosure of Interest Affecting Impartiality**

- a) Members and staff must disclose their interests in matters to be discussed at the meeting in respect of which the member or employee has given or will give advice.

Nil disclosures

**5.0 BUDGET 2020/2021 PRESENTATION**

Director of Commercial & Cultural Services presented the 2020/2021 Budget.

Questions raised:

- How much money is in the Crisis Relief Fund?      \$1 million
- How much money is in the Reserve?                 \$1 million
- Is this the same money?                                No 2 separate reserves.

How has the street tree program been affected? Taken on Notice.

Tracey Cinavas-Prosser questioned the guidelines for funding and commended the City of Kalamunda on providing tourism businesses with a funding avenue.

Tracey Cinavas-Prosser requested information on how many tourism operators had accessed the City of Kalamunda’s COVID19 relief funding. Taken on Notice.

Francesca Flynn requested some clarification around Budget figures – was the 20% decrease in Revenue a projected figure? Director of Corporate Services confirmed this to be the case.

Charles Dornan asked whether the City of Kalamunda were seeing defaults on rates. Director of Corporate Services advised that first instalments of rates had only recently closed so no information currently available.

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## 6.0 TOURISM ACHIEVEMENTS AND PARTNERSHIPS

Manager of Commercial and Cultural Services presented and reflected on the actions and achievements of the Tourism Development Team during FY19/20 including actions undertaken during.

## 7.0 DESTINATION PERTH WORKING RELATIONSHIP

The CEO of Destination Perth gave some commentary around Tourism in Western Australia at this time, advising that it is currently a very crowded market with everyone vying for the same 1.5 million visitors. Destination Perth has a large well established audience with over 250,000 followers on Facebook which the City of Kalamunda is encouraged to tap in to.

Tourism operators to be reminded to become a member of Destination Perth and to send through offers for their business.

CEO of Destination Perth mentioned the good work that the City of Kalamunda has been undertaking and encouraged the City to always contact Destination Perth to see if there was any funding/leverage that could be offered.

City of Kalamunda to look at using the #seeperth where appropriate so that Destination Perth can pick up and repurpose, it was also requested that imagery be sent through. It was noted that the Wander out Yonder campaign was due to finish at the end of September and there is a new campaign in the pipeline which will be shared with the Committee once it is readily available.

Destination Perth have a new Digital Asset Management Platform which will become available shortly.

Guru Productions who film Destination WA have a special offer for Local Governments through Destination Perth. Coordinator of Tourism Development advised that the Perth Hills Tourism Alliance are currently looking at this.

Destination Perth AGM is in October and it was highlighted that there is a new Board Member from Chittering with an interest in the Perth Hills development.

## 8.0 UPDATE

- **SIGNAGE AUDIT** – during COVID19 shutdown this project was brought inhouse and staff were redeployed. The project is ongoing and the Committee will be provided with a final report.  
Ray Furfaro requested further information on the signage in Pickering Brook which is being facilitated by the Historical Society. This was taken on notice.

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- **VENUE CAPACITY** – Manager of Commercial & Cultural Services talked to this point and was keen to glean the thinking behind this request. It was identified that there were concerns that Visitors are encouraged to visit the region and then may find there was not sufficient capacity. Discussions ensued with regards this item highlighting the challenge of expanding operating days. There was a query as to whether venues may be challenged due to operating in water catchment areas. Manager of Commercial & Cultural Services to complete further investigations.
  - **ZIG ZAG SCENIC DRIVE** – Cr Blair gave an update on the status of the Zig Zag Scenic Drive. This is a jewel in the crown for City of Kalamunda but due to inappropriate behaviour the drive has been temporarily closed and the City is seeking community feedback. To date over 700 people have completed the Engage Kalamunda Survey with an estimation that around 1000 people will have engaged in the Survey by the closing date. Some facilities will need to be developed on the Zig Zag Scenic Drive if it is to be reopened. Francesca Flynn queried whether there was any chance of the Zig Zag Railway being reinstated, this is not currently on the radar.
  - **COMMITTEE CODE OF CONDUCT** – was a link on the minutes for the last meeting, provided in August 2020.

#### 9.0 DISCUSSION RE TOURISM PRIORITIES FOR 2020/2021

The Advisory Committee were asked to identify three priorities each for the 2020/2021 budget period. It was recognised that this was a difficult task given an unknown/constrained budget. Priorities would look very different if there were \$500 compared to an unlimited budget. Committee Members concurred that throughout all of the Tourism Development Strategy Consultation entry statements had been highlighted. The Director of Corporate Services suggested that a suite of questions be crafted around the budget offline and provided to the Committee. Members were then requested to write in to the Coordinator of Tourism Development with their suggestions.

#### 10 PERTH HILLS TOURISM ALLIANCE UPDATE

Members of the Kalamunda Tourism Advisory Committee were given a preview with regards the Tourism Alliance Branding. Members were advised that this is a confidential item.

#### 11 MARKET LED NATURE BASED TOURISM OPPORTUNITIES

It was highlighted that this offering from the State Government was aimed at Operators and had a very tight deadline of 11 September 2020.

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Francesca Flynn requested confirmation that the City of Kalamunda would give Local Government support and buy in. It was confirmed by the Manager of Commercial and Cultural Services that the City of Kalamunda would be comfortable assisting operators.

**12 CONFIRMATION OF DATES FOR MEETINGS 2020/2021**

Wednesday 18 November 2020  
Wednesday 17 February 2021  
Wednesday 19 May 2021

**13 ANY OTHER BUSINESS**

Nic Smeets advised that he had arranged some costings for a possible upgrade to Lions Lookout and that it was in the region of \$500 000.

Cr Blair gave an update on the new Trails Loop Mountain Bike track which commences at the Bibbulmun Track and continues through to Pickering Brook. It is a 20km ride and should increase the number of Mountain Bike riders to the area.

**CLOSURE**

The Presiding Committee Member closed the meeting at 8.02 pm

I confirm these Minutes to be a true and accurate record of the proceedings of this meeting.

Signed: ..... Presiding Member

Dated this ..... Day of .....2020

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ACTION ITEMS – 20 August 2020			
Item	Who	Date raised	Status
<b>ACTION 1:</b> How has the street tree project been affected due to COVID19/Budget cuts.	MS	19/08/2020	Pending
<b>ACTION 2:</b> How many tourism operators have accessed the COVID19 funding.	MS	19/08/2020	To be provided once available, funding round currently open. Pending
<b>ACTION 3:</b> : Usage of the hashtag #seep Perth recommended for increased social media coverage. Send any strong imagery for Destination Perth to use where appropriate	MS	19/08/2020	Social Media now utilising #seep Perth where appropriate. Imagery will be sent through to match identified themes.
<b>ACTION 4:</b> Provide Ray Furfaro with an update on the status of the signage/information bay in Pickering Brook	MS	19/08/2020	Pending
<b>ACTION 5:</b> Further investigations with regards venue capacity	AS	19/08/2020	Pending
<b>ACTION 6:</b> Create a suite of questions with regards Tourism Priorities for 2020/2021	GT/AS/MS	19/08/2020	Pending