



MINUTES – GENERAL MEETING

General Meeting to be held on Thursday 23rd February 2023, at Koorda Shire Council Chambers

Opening 10.04am

Invited Attendees:

NEWTRAVEL MEMBER

Koorda CRC

Shire of Dowerin

Shire of Koorda

Shire of Mt Marshall

Shire of Trayning

Shire of Westonia

Shire of Wyalkatchem

Beacon CRC

MEMBER VOTING DELEGATE

Kim Storer (NEWTRAVEL Chair)

Rebecca McCall (CEO)

Cr Tanya Gibson (Deputy Delegate)

Leanne Parola (CEO)

Stacey Geier

Cr Bill Huxtable

Stephanie Elvidge

ASSOCIATE MEMBERS & OTHERS

Linda Vernon (NEWTRAVEL TO)

Charli West

Phoebe Sachse

Lani Hale

Cr Christy Petchell

Nancy Dease

Apologies:

Bencubbin CRC

Nungarin CRC

Shire of Dowerin

Shire of Koorda

Shire of Mt Marshall

Shire of Mukinbudin

Shire of Nungarin

Benny Truck N Auto

Rebecca McCall (CEO)

Lana Foote (DCEO)

Cr Megan Beagly

Cr Sandra Ventris

Cr Kerry Dayman

Sharon Kett (Bencubbin CRC)

Emily Alberti

Darren Simmons

Cr Pippa DeLacy

Dannelle Foley

1. Previous Minutes

1.1 Confirmation

RESOLUTION:

That the Minutes of the NEWTRAVEL Meeting held in Mukinbudin on 27 October 2022 be confirmed as a true and correct record of proceedings.

Moved: Leanne Parola

Seconded: Stephanie Elvidge

CARRIED

1.2 Business arising from previous minutes - Nil

ACTIONS	UPDATE
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2. Correspondence

2.1 Correspondence In

2.1.1 Various Emails inward.

2.2 Correspondence Out

2.2.1 Various Emails outward.

RESOLUTION:

That the NEWTRAVEL inward correspondence is accepted, and the outward correspondence be endorsed.

Moved: Tanya Gibson Seconded: Stacey Geier CARRIED

2.3 Business arising from Correspondence

Nil

3. Financial Report

Cheque Acc Opening Balance 1 October 2022			\$16,382.76
INCOME			
Memberships	Shire of Mukinbudin	\$8,733.00	
	Shire of Mt Marshall	\$8,733.00	
	Shire of Koorda	\$8,733.00	
	Shire of Dowerin	\$8,733.00	
	Shire of Nungarin	\$8,733.00	
	Shire of Trayning	\$8,733.00	
	Shire of Westonia	\$7,233.00	
	Shire of Wyalkatchem	\$8,733.00	
Other Income	Shire of Toodyay	\$833.00	
	Australia's Golden Outback	\$12,000.00	
	Shire of Goomalling	\$10,833.00	
	Total Income	\$92,030.00	
EXPENSES			
Projects	Storytowns – Final Payment for Podcasts	\$16,500.00	
Marketing	Australia's Golden Outback – Internet Marketing	\$400.00	
	Australia's Golden Outback – Planner Adverts	\$2,194.50	
	Nungarin Museum RAC Advert Contribution	\$550.00	
Tourism Officer	Vernon Contracting – Tourism Officer, September 2022	\$4,235.00	
	Alyce Ventris – Social Media Assistance, August & September	\$550.00	
	Vernon Contracting – Tourism Officer, October 2022	\$4,077.73	
	Vernon Contracting – Tourism Officer, November 2022	\$4061.22	
	Vernon Contracting – Tourism Officer, December 2022	\$4,015.00	
Website	Network 24	\$87.12	
	Mukinbudin Mail & Merchandise – Postage September	\$28.55	
	Mukinbudin Mail & Merchandise – Postage October	\$16.65	
	Mukinbudin Café – Catering (July Committee Meeting)	\$60.00	
	Total Expenditure	\$36,775.77	
Cheque Acc Closing Balance 31 January 2023			\$71,636.99
Other Income	Shire of Merredin	\$833.00	
Outstanding Payments	Shire of Merredin – Annual Postage	\$194.90	
	Alyce Ventris – Social Media Assistance, October, November & December	\$825.00	
	Executive Media – Autumn 2023 Caravanning Australia advert.	\$950.00	
	Simon Phillips Photo	\$60.00	
Ending Financial Position on 7 February 2023			\$66,480.09

Signage Funds Remaining

Total Signage Funds Remaining	\$1,641.10
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RESOLUTION:

That the NEWTRAVEL financial report is accepted as presented.

Moved: Cr Christie Petchell Seconded: Tanya Gibson CARRIED

4.0 NEWTRAVEL Tourism Officer (0.4FTE) August 2022 – January 2023 Report

Main Activities	Description	Progress/Update
1. NewTravel Administration		
a. Organise, attend and minute NEWTRAVEL meetings. Attending to any correspondence or motions at these meetings.	Organise and attend NEWTRAVEL Meetings	<ul style="list-style-type: none"> Attended October NEWTRAVEL meeting
b. Undertake governance and financial reporting activities.	Prepare Agendas and Minutes; attend to correspondence and motions as directed.	<ul style="list-style-type: none"> October Meeting Minutes prepared and circulated.
	Undertake financial responsibility for NEWTRAVEL including invoicing, paying accounts, preparing and presenting financial reports.	<ul style="list-style-type: none"> Monthly financials completed and accounts paid.
2. Marketing		
a. Implement the Wheatbelt Way Marketing Plan	Develop, adopt and implement annual marketing plan.	<ul style="list-style-type: none"> Commenced implementation of 2022-23 Marketing Plan
b. Support NEWTravel to undertake tourism marketing activities to the benefit of the members.	Promote the Wheatbelt Way through press advertising and any other opportunities as they arise.	<ul style="list-style-type: none"> 2022 Summer in the Wheatbelt Way Campaign prepared and implemented. Commenced AstroTourism - Wheatbelt Way -Milky Way Marketing campaign. Planning for 2023 Perth Caravan & Camping Show. Make booking for 2023 promotions and advertising campaigns.
	Update and distribute Wheatbelt Way Brochures and Booklets.	<ul style="list-style-type: none"> Distributed as required. 2023 Guidebook update edits and at printers.
	Arrange for the preparation of promotional packages for individuals, groups, companies and arrange appropriate distribution	
3. Website and Social Media		
a. Develop and maintain a presence for the Wheatbelt Way on internet and social media.	Maintain the Wheatbelt Way website	<ul style="list-style-type: none"> Updated weekly as required.
	Answer all Wheatbelt Way enquiries via the website and respond to requests for merchandise as required.	<ul style="list-style-type: none"> Wheatbelt Way enquiries (website, email, socials, chat and phone).
	Create a Wheatbelt Way Facebook Page and maintain it regularly.	<ul style="list-style-type: none"> Posting and sharing of Wheatbelt Way content daily on Facebook and Instagram weekly.
4. Stakeholder Communications		
a. Maintain relationships with Central Wheatbelt Visitors Centre and Australia's Golden Outback	Attend Regional Working Group Meetings	<ul style="list-style-type: none"> Curtin University – 2023 project work planning underway. Discussions with WBN, NEWROC and WDC about Tourism Development across the Wheatbelt. Presented tourism update to December NEWROC meeting.
b. Communicate with members.	Quarterly Newsletter to Stakeholders	<ul style="list-style-type: none"> Bi-Monthly E-news to NEWTRAVEL stakeholders sent. Quarterly newsletter subscribers sent.

	Provide information and updates as identified.	•
5. Maintenance and Monitoring		
a. <i>Assist in the maintenance of the Wheatbelt Way Infrastructure and monitoring of Tourism across NEWROC</i>	Coordinate and collate tourism data for the region.	<ul style="list-style-type: none"> • Compiled the July - October 2022 Visitor Statistics • Quarterly Marketing Report produced
	Coordinate annual auditing of Wheatbelt Way sites with individual shires and reporting of recommendations back to shires.	•
6. Supporting additional activities		
a. <i>Any other duties within the Contractors range of abilities as directed by the Director of Economic Services if time and resources allow.</i>	Assist with planning and conducting tourism initiatives as required (incl. local famils and trade shows).	-
	Carry out research and manage projects as required	<ul style="list-style-type: none"> • Storytowns Podcast Project podcasts completed and marketing planning for Feb 2023.
	Other	<ul style="list-style-type: none"> • Participated in Agritourism online workshop for AGO region.

5.1 Wheatbelt Way Visitor Statistics

A reminder that the reporting periods are:

- 1. July – October*
- 2. November – February*
- 3. March – June*

*If Shires could please submit their complete Excel spreadsheets for the period November – February 2023 by **Friday 10 March 2023** it would be greatly appreciated.*

5.2 Social Media and Marketing Report

NEWTRAVEL's primary purpose is to market and promote the Wheatbelt Way self-drive route and the tourism assets in the NEWTRAVEL area. We also engage with visitors and tourists through our promotional activities.

The 2022-2023 Marketing Overview can be viewed [here](#).

Linda presented a full report on NEWTRAVEL's Social Media analytics and marketing activities which can be viewed [here](#).

6.0 General Business

6.1 NEWTRAVEL/NEWROC Local Events Support Coordinator

BACKGROUND:

The current NEWTRAVEL Strategic Plan has a goal of:

3.2 Visitor experiences are enhanced.

b) Develop local government, operator business and marketing capability and capacity within our area

c) Facilitate product and experience development opportunities to enhance visitor experiences in our region.

With a measurement to evidence this being that an Events position is funded.

COMMENT:

I presented to NEWROC at their December 2022 Council Meeting and have developed a draft NEWROC Event Management Coordinator Outline which can be viewed [here](#).

I have been liaising with Caroline Robinson to explore opportunities on how this position could be funded.

RECOMMENDATION:

NEWTRAVEL provide feedback on draft outline and seek input on views of the potential to fund and have this position established in the region.

Key points from discussion:

- Our events in the Wheatbelt Way are important to both locals and tourism.
- The key point of the role was not to take on running local community events, but to be a central support point that provides clear advice, processes, systems and information that is needed to run events under today's expectations of successful event management.
- Some member Local Government do provide some support through CDO roles, but not to the extent outlined for this role.
- How do we explore opportunities between NEWTRAVEL, NEWROC & Town Team movement.
- Is there potential for a membership/subscription/fe0e for services arrangement that groups such as the Ag Society's and community groups to sign up to and access such support.
- Explore any opportunities for funding through Lotterywest.
- Provide feedback through the current CBH Community Workshops about their Grassroots Grant funding.

6.2 NEWTRAVEL 2022 – 2023 Marketing Plan

BACKGROUND:

NEWTRAVEL annual develop and endorse a marketing plan for promoting the Wheatbelt Way region and its members.

COMMENT:

The NEWTRAVEL marketing year is from 1 October – 30 September.

The endorsed 2022-2023 Marketing Plan is [here](#).

1. Seeking input from NEWTRAVEL members on:
 - Annual Photo Competition Theme suggestions
 - Content Creation/Influencer Suggestions, have developed a guide on [Working with Wheatbelt Way – Instagram Reels](#).
2. Perth Caravan and Camping Show -Volunteers wanted.

2023 Perth C & C Show Wednesday 22 – Sunday 26 March - Claremont Showgrounds, Perth.					
Wheatbelt Stand 217 - Jim Webster Tourism Pavilion					
Date/Day	Total Hours Required	Start time	Finish Time	Name	Region
21-Mar	Show Setup				
Tuesday					
22-Mar	Shift 1 - 8hrs	9:00am	5:00pm	Linda Vernon	NEWTRAVEL
Wednesday	Shift 2 - 4hrs	9.00am	1.00pm		
	Shift 3 - 4hrs	1.00pm	5.00pm		
23-Mar	Shift 1 - 8hrs	9:00am	5:00pm	Linda Vernon	NEWTRAVEL
Thursday	Shift 2 - 4hrs	9.00am	1.00pm		
	Shift 3 - 4hrs	1.00pm	5.00pm	Jill Hayes	Quairading CRC
24-Mar	Shift 1 - 8hrs	9:00am	5:00pm	Linda Vernon	NEWTRAVEL
Friday	Shift 2 - 4hrs	9.00am	1.00pm		
	Shift 3 - 4hrs	1.00pm	5.00pm		
25-Mar	Shift 1 - 8hrs	9:00am	5:00pm	Carina Mc Donald	CWVC
Saturday	Shift 2 - 4hrs	9.00am	1.00pm	Rebecca McCall	NEWTRAVEL
	Shift 3 - 4hrs	1.00pm	5.00pm		
26-Mar	Shift 1 - 8hrs	9:00am	5:00pm	Carina Mc Donald	CWVC
Sunday	Shift 2 - 4hrs	9.00am	1.00pm		
	Shift 3 - 4hrs	1.00pm	5.00pm		

RECOMMENDATION:

Feedback required.

6.3 Trail Planning Grants Program

BACKGROUND:

Current funding round is open and closes 27 February 2023. Min amount is \$5,000 and Max is \$25,000.00.

Funding may be attributed to:

- Consultant fees.
- Presenter fees associated with delivery of training and workshops and Aboriginal cultural engagement activities.
- Venue and equipment hire (not owned or occupied by applicant).
- Interstate and Intrastate travel and accommodation costs related to the development of the trail plan, up to 20% of the total project budget (for example, consultant travel to regional locations from Perth).
- Transport costs (for example, car hire for site assessment).
- Advertising, publicity, promotion, marketing, printing and publishing costs.
- Provision of interpreting and translating services.

Projects must be delivered from 1 June 2023 and conclude by 31 December 2024.

COMMENT:

Linda will present to the meeting a grant proposal looking at engaging a consultant and working with Curtin University for the planning of bushwalking trails across the Wheatbelt Way for NEWTRAVEL to consider.

RECOMMENDATION:

NEWTRAVEL feedback sought.

OUTCOME:

NEWTRAVEL supportive of Trails Grant submission.

Linda to contact Rebecca Watson tomorrow to discuss possibility to provide a quote for consultancy services.

6.4 Destination Development Plan

BACKGROUND:

Goal 2.1 of the NEWTRAVEL Strategic Plan is to work with AGO to encourage dispersal around our region. It has an action of developing a destination development plan for the Wheatbelt Way road trip.

COMMENT:

Tourism WA in consultation with AGO is developing a destination development plan for the AGO region. The plan will set out a roadmap for locations across the State to identify the demand, supply and capability needs for tourism in each region. The plans are designed to support the growth of the State's tourism industry over the next ten years.

There is a need to have a more local Wheatbelt Way destination development plan. There is a need to identify issues, opportunities, priorities and actions for the Wheatbelt Way to continue to meet resident and visitor needs and expectations. This will then inform where we invest to create, manage and improve visitor experiences and products and services as well as assisting us in communicating and grow awareness and demand for the Wheatbelt Way and its associated products and services.

RECOMMENDATION:

Feedback session completed with the below activity can be viewed [here](#).

MOROV What can we do more of?	LESSOV What can we do less of?
RIDOV What do we need to get rid of?	TOSSIN What we aren't doing, but want to be?

How do we do a stocktake and identify the Gaps and Opportunities?

Decided to discuss this at the July NEWTRAVEL meeting, hopefully after reviewing the AGO Wheatbelt Destination Development Plan.

Current EV WA Government Grants?

Through NEWROC each NEWTRAVEL member Council can be supported in submitting a funding application to the current WA Govt. EV Grants, where up to 50% of the cost of installing an EV charging point in each community. If supported by each Local Government.

If NEWTRAVEL member Councils are successful in receiving the 50% subsidy EV Grants, it was still felt that there was a need for an overarching masterplan for EV charging stations in the Wheatbelt Way – if not the Wheatbelt.

7. Reports

7.1 Member Reports

Opportunity for members to provide meeting with an update or exchange on key tourism related activities and initiatives. A quick verbal report to be presented by member delegates. If a full written report or information has been provided it can be found as a link as indicated on town name below.

Wyalkatchem

- Last year established the Wylie Business Group and they have been discussing local business closures, operating hours etc. also investigating what a cooperative business structure looks like and have invited the Quairading Coop to come and present to them.
- Wyalkatchem Butcher has closed, Café has limited hours and is serving coffee only, Roadhouse is opening later and offering pizzas to assist with food options available in the community.
- Wyalkatchem Rodeo is on the 26th August 2023.
- New CDO position Ionie Hall is starting at the Shire of Wyalkatchem on Monday.

Dowerin

- The Dowerin SSA is consistently booked with worker accommodation.
- The December Dowerin SSA visiting family/local deal for reduced accommodation prices was well received.
- Tin Dog Walk Trail signage upgrades are ready for installation.
- Information Bay upgrade planned which will also improve the connectivity between the Tin Dog Creek Walk Trail and the Mainstreet.
- Dowerin Pub has been closed since December. The Dowerin Sports Club is currently opening 5 days a week and offering meals to fill this gap.
- Many Caravan clubs visited in 2022, one caravan club reported back that their stay saw \$6,000 spent in the community.

Mt Marshall – Beacon

- New shop managers starting in March.
- Trevor the Caravan Park Caretaker is great asset to the running of the Beacon Caravan Park
- Hoping that the caravan park upgrades of a new cabin, camp kitchen and power upgrades to be completed by June 2023.
- Streetscaping activities to be completed plus a new park at the Beacon Complex.

Mt Marshall – Bencubbin

- Introduced Phoebe Sachse as the new CDO with a focus on Tourism and Events
- Shire is focusing on partnering with community groups to deliver events and activities.
- Caretaker at both Beacon and Bencubbin Caravan Park has taken the pressure of the Shire admin in managing.
- Bencubbin Caravan Park will get 1 new cabin.

- Reviewing and updating the voucher system at present.
- Mt Marshall Show is 18th March
- Mt Marshall Shire Centenary Event is 22-23 September.
- 2 community gardens are being planned.

Westonia

- January has been the busiest January for the Caravan Park
- Hood Penn Museum is still the big draw card of why people are visiting Westonia. (ABC TV news story on the museum aired on Boxing Day).
- 22 April Wessy on the Green Music Festival – 7 bands, food vans and kids’ entertainment.
- Will be building a permanent stage (amphitheatre).
- Movies in the Hall will commence in March
- Art Murals are planned for the main street and will be completed throughout this year.
- A rood will be installed over the Westonia Bowling Green.
- Westonia Progress Association will be establishing a 24hr card fuel facility and intends for it to be open by the end of March – all profits from this enterprise will go back into community projects.
- Westonia Gallery Café is open Thursday – Sunday
- Co-op is open Monday to Friday 8.30am – 5.30pm

Koorda

- Koorda Drive In starts this Saturday
- Koorda Recreation Ground will undergo upgrades in 2023 – this may see the Koorda Show being cancelled.
- Koorda Hotel is closed on Sundays and Mondays.
- Koorda Townscape Plan has actions that will begin implementation to streetscapes.
- Koorda Town Team will begin planning activities.
- Caravan Park has had some bookings, but the Yalambi Units have had good bookings over the summer.
- CBH will build their accommodation and new office complex across from the Koorda Drive-In.

Trayning

- Frankies Diner is permanently closed.
- Dinners no longer available at the Sports Club
- Trayning Hotel is closed on a Sunday.
- Caravan Park ablutions are closed due to building issues – using Swimming Pool toilets.
- New basketball/tennis courts are planned for 2023
- 9 September will be the TTPA event.
- Town Team Kunnunoppin will be community led.
- KTY Innovation Forum will be held once a quarter to seek community engagement & ideas.

7.0 Other Business

[Australian Regional Tourism Local Government Professional Development Program](#)

Opportunity for member Local Governments to apply and upskill staff members – must express interest to register by the 3rd March 2023.

Kim Storer formally thanked and acknowledged the contribution that Rebecca Watson has made to NEWTRAVEL over the last 10 + years and wished her all the best for her future, with the announcement that she will be moving on from the Shire of Mt Marshall in June 2023. Rebecca responded and spoke about her highlight was seeing the collaboration that saw the successful implementation of the Wheatbelt Way.

8.0 Next Meeting

Thursday 27th July 2023 in Dowerin, 10.30am.

2023 Other Meeting Dates and Locations for 2023:

Thursday 26th October 2023 in Wyalkatchem

9.0 Meeting Close: 12.29pm