

**GEORGE TOWN COUNCIL
TOURISM COMMITTEE – 3rd APRIL 2014
AGENDA**



AGENDA

Tourism Committee Meeting

**Thursday
3rd April 2014**

NOTICE IS HEREBY GIVEN
that a Meeting of the Tourism Committee
will be held on Thursday 3rd April 2014
Place: Elected Members Room
Time: 9.00 am

**Dino De Paoli
ACTING GENERAL MANAGER**

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Meeting Commencing at 9.00am

1. PRESENT

1.1 APOLOGIES

1.2 IN ATTENDANCE

2. CONFIRMATION OF MINUTES

2.1 TOURISM COMMITTEE MEETING – 3RD APRIL 2014

Moved: Cr
Seconded: Cr

That the Minutes of the Tourism Committee meeting held on 6th March 2014 numbered 09/14 to 13/14 be confirmed.

DECISION

VOTING

	For	Against
Cr Broomhall		
Cr Archer		
Cr Burt		

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3. DECLARATIONS OF INTEREST

4. GENERAL MANAGER'S CERTIFICATION

LOCAL GOVERNMENT ACT 1993 – SECTION 65 CERTIFICATE

I certify that with respect to all advice, information or recommendations provided to Council with this agenda.

- the advice, information or recommendation is given by a person who has the qualifications or experience necessary to give such advice, information or recommendation and
- where any advice is given directly to Council by a person who does not have the required qualifications or experience, that person has obtained and taken into account in that person's general advice, the advice from an appropriately qualified or experienced person.



Dino De Paoli
ACTING GENERAL MANAGER

LOCAL GOVERNMENT ACT 1993 – SECTION 65

65. Qualified persons

- (1) A general manager must ensure that any advice, information or recommendation given to the council or a council committee is given by a person who has the qualifications or experience necessary to give such advice, information or recommendation.
- (2) A council or council committee is not to decide on any matter which requires the advice of a qualified person without considering such advice unless the general manager certifies in writing that such advice was obtained and taken into account in providing general advice to the council or council committee.
- (3) The Minister by order, may determine the qualifications and experience required by a person to be a qualified person.
- (4) If the Minister does not make an order under subsection (3), the general manager may determine the qualifications and experience required by a person to be a qualified person.

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5. REPORTS

5.1 PROVINCIAL TAMAR WEBSITE

REPORT AUTHOR: Ms. Lee-Ann Patterson

REPORT DATE: 27th March 2014

FILE NO: 13.7

SUMMARY

This report is to present the current status in the design of the Provincial Tamar website.

BACKGROUND

The current Provincial Tamar website was designed initially as a standalone product for tourism and aimed at being distinctive from the George Town Council website. The original intention was to upgrade the initial design and layout once the site was established, and to advance its use in a more defined strategic approach for the promotion of the Provincial Tamar region.

STRATEGIC PLAN

Key Area 2: Business and Economic Development

“Identify, develop and promote George Town’s tourism opportunities, destinations and events including town centres, environmental areas, heritage places and trails, museums, major festivals and facilities.”

FINANCIAL IMPLICATIONS

Financial implications have been apportioned in the 2013/2014 budget.

OFFICER’S COMMENTS

An initial design layout has been completed for the upgrade of the Provincial Tamar website. Predominantly, the site will include images, location maps, tourism provider information and its pre-eminent feature will be the ability of visitors to interact with specific options to enhance their experience. The website’s design is focused on being user friendly, interactive, attractive and a market leader in regional tourism.

RECOMMENDATION

The report from the Project Officer on the Provincial Tamar website be received and the information noted

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DECISION

VOTING

Moved:

Seconded:

	For	Against
Cr Broomhall		
Cr Archer		
Cr Burt		

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5.2 TOURISM BROCHURE EXCHANGE REPORT

REPORT AUTHOR: Ms. Lee-Ann Patterson

REPORT DATE: 27th March 2014

FILE NO: 16.7

SUMMARY

This report is to present an update on the circulation of the newly designed “George Town – *The Heart of Provincial Tamar*”.

BACKGROUND

A promotional tourism brochure, Provincial Tamar, has previously been produced for distribution to Visitor Information Centres. The brochure has been in circulation for a number of years, and it was decided that a more current brochure should be designed for distribution. Circulation of the new brochure was then disseminated to new markets through Tourism Brochure Exchange.

STRATEGIC PLAN

Key Area 2: Business and Economic Development”

“Identify, develop and promote George Town’s tourism opportunities, destinations and events including town centres, environmental areas, heritage places and trails, museums, major festivals and facilities.”

OFFICER’S COMMENTS

Please refer to the received Tourism Brochure Exchange report:

“I am very pleased to be able to advise you that your brochures are popular and being sort out by travelling passengers to the extent that we are now currently holding about ½ of one box in the warehouse. The most popular sites are on both Spirit 1 & 11 where we are getting a strong demand. I feel this is being stimulated by our staff who have taken to supporting your region thanks to the early relationship building which was initiated with you and your local operators. Our staff have made the comment that passengers are surprised at what’s on offer in the George Town region, the variety of tourist attractions and the proximity to both Devonport and Launceston, which makes it easy to promote.

Launceston Airport is also doing well with a particular trend over the weekends.”

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Distribution commenced at start of February 2014 with a production run of 5000 brochures. The report above indicates that this print run will have been exhausted within a 2 month period.

RECOMMENDATION

That the report from the Project Officer on the Brochure Exchange report is received and the information noted.

DECISION

VOTING

Moved:

Seconded:

	For	Against
Cr Broomhall		
Cr Archer		
Cr Burt		

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5.3 TOURISM TASMANIA STATISTICS

REPORT AUTHOR: Ms. Lee-Ann Patterson

REPORT DATE: 27th March 2014

FILE NO: 13.3

SUMMARY

This report is to provide the latest statistics captured by Tourism Tasmania through the TIM (Tourism Info Monitor).

BACKGROUND

The Tourism Info Monitor (TIM) is a market research tool used by Tourism Tasmania to monitor the state's tourism performance.

STRATEGIC PLAN

Key Area 2: Business and Economic Development”

“Monitor global trends and innovations which could be adopted in the region.”

OFFICER’S COMMENTS

The Project Officer has scrutinised the recent Tourism Tasmania’s TIM (Tourism Info Monitor) data for the period October 2012 to September 2013. The data was released in February 2014 and is a useful evaluation tool. The information illustrates that we have increased overnight capacity in tourism visitation, however further endeavours are needed in capturing extended stays in the George Town region and the inclusive area of the Tamar Valley.

QUESTION	OCT 2011-SEPT 2012	OCT 2012-SEPT 2013	% CHANGE	
Places visited on this trip - George Town	64600	65600	1.5	↑
Total Launceston & Tamar Valley	452300	498700	10.2	↑
Places stopped & visited but did not stay overnight - George Town	37300	38100	2.1	↑
Total Launceston & Tamar Valley	88400	77600	12.2	↓
Total holiday visitors who spent one or more nights on a touring route - Tamar Valley	5900	7100	20.2	↑
Total touring route visitors	349000	410300	17.6	↑
Average number of nights spent on each touring route - Tamar Valley	2.6	1.8	30.8	↓
Total average length of stay touring route visitors	9.4	9	4.3	↓

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Places stayed overnight - George Town	8000	10200	27.2	↑
Total Launceston & Tamar Valley	288800	340000	17.7	↑
Number of nights stayed - George Town	25100	23300	7	↓
Total Launceston & Tamar Valley	1145100	1261300	10.2	↑
Average number of nights spent - George Town	2.9	2.2	24.1	↓
Total Launceston & Tamar Valley	3.7	3.5	5.4	↓

RECOMMENDATION

That the report from the Project Officer on Tourism Tasmania Statistics is received and the information noted.

DECISION

VOTING

Moved:

Seconded:

	For	Against
Cr Broomhall		
Cr Archer		
Cr Burt		

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6. MATTERS OF INVOLVEMENT

Project Officer		
03	Mch	<ul style="list-style-type: none"> ◆ Meet with representative West Tamar Council ◆ Meet with representative West Tamar Council and Rick Marton – Effective Naturally re branding for Tamar Valley ◆ Attend LTVTA Meeting
04	Mch	Attend meeting with Tourism Northern Tasmania re funding agreement
05	Mch	Attend meeting of Arts on Track re forward planning of organisation
06	Mch	Attend George Town Council Tourism Committee meeting
09	Mch	Attend Delamere Vineyard “Shakespear in the Vineyard”
13	Mch	<ul style="list-style-type: none"> ◆ Attend meeting with representatives George Town District Historical Society and Lighthouse Regional Arts re Watch House ◆ Meet with Peter Cox re historical timeline
20	Mch	<ul style="list-style-type: none"> ◆ Attend famil tour of Low Head accommodation facilities with volunteers of Information Centre ◆ Meet with Doc Signs re signage ◆ Meet with Walker Designs re Provincial Tamar website ◆ Meet with representative Southern Cross Production re video
21	Mch	Meet with Supervisor of Information Centre re brochure display
24	Mch	<ul style="list-style-type: none"> ◆ Meet with Wendy McLennan re tourism initiatives ◆ Meet with Karen Phillips Tourism Industry Council Tas re committee invites
25	Mch	Training at the Information Centre re customer service

RECOMMENDATION

The report of matters of involvement from the Project Officer be received and the information noted.

DECISION

VOTING

Moved:

Seconded:

	For	Against
Cr Broomhall		
Cr Archer		
Cr Burt		

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7. TOURISM COMMITTEE MOTION UPDATE

Min No.	Date	Motion	Action
TC03/12	29/03/2012	That Council seeks legal advice to undertake to determine the ownership of the model village at the Watch House.	Ongoing – with Director of Corporate & Community Services
TC07/12	31/05/2012	That the Tourism Committee develops a draft tourism strategy for further consideration.	Ongoing – pending the completion of the Tourism Strategy Plan 2013-2016
TC20/12	16/10/2012	That the Tourism Committee receive the report and that the existing signs be redesigned and the new designs considered at further meetings.	Ongoing-pending approval of designs from Tourism Committee
TC21/13	07/11/2013	That the Tourism Committee further considers the draft tourism strategy questionnaire within the development of the draft Tourism Strategy 2013-2016.	Ongoing
TC22/13	05/12/2013	That the Tourism Committee considers bi-monthly meetings for the 2014 calendar.	Ongoing

RECOMMENDATION

- a) The report from the Project Officer on motion updates is received and the information noted; and
- b) That motion numbers TC07/12; TC21/13; and TC22/13 be marked as complete.

DECISION

VOTING

Moved:

Seconded:

	For	Against
Cr Broomhall		
Cr Archer		
Cr Burt		

GENERAL BUSINESS

There being no further business, the meeting closed at

CHAIR