

**GEORGE TOWN COUNCIL  
TOURISM COMMITTEE – 5<sup>TH</sup> DECEMBER 2013  
AGENDA**

---



**AGENDA**

**Tourism Committee Meeting**

**Thursday  
5<sup>th</sup> December 2013**

**NOTICE IS HEREBY GIVEN**  
that a Meeting of the Tourism Committee  
will be held on Thursday 5<sup>th</sup> December 2013  
Place: Elected Members Room  
Time: 3.30 pm

**Dino De Paoli  
ACTING GENERAL MANAGER**

**GEORGE TOWN COUNCIL  
TOURISM COMMITTEE – 5<sup>TH</sup> DECEMBER 2013  
AGENDA**

---

<b>NOTICE IS HEREBY GIVEN</b>	<b>1</b>
<b>1. PRESENT</b>	<b>3</b>
1.1 APOLOGIES	3
1.2 IN ATTENDANCE	3
<b>2. CONFIRMATION OF MINUTES</b>	<b>3</b>
2.1 TOURISM COMMITTEE MEETING – 7 <sup>TH</sup> NOVEMBER 2013	3
<b>3. DECLARATIONS OF INTEREST</b>	<b>4</b>
<b>4. GENERAL MANAGER'S CERTIFICATION</b>	<b>4</b>
<b>5. REPORTS</b>	<b>5</b>
5.1 TOURISM STRATEGIC PLAN 2013-2016	5
5.2 TOURISM MARKETING STRATEGY 2013	7
5.3 WATCH HOUSE MARKETING 2014/15	9
5.4 TOURISM COMMITTEE 2014 DATES	11
<b>6. MATTERS OF INVOLVEMENT</b>	<b>13</b>
<b>7. TOURISM COMMITTEE MOTION UPDATE</b>	<b>14</b>
GENERAL BUSINESS	14

**GEORGE TOWN COUNCIL  
TOURISM COMMITTEE – 5<sup>TH</sup> DECEMBER 2013  
AGENDA**

---

**Meeting Commencing at 3.30 pm**

**1. PRESENT**

**1.1 APOLOGIES**

**1.2 IN ATTENDANCE**

**2. CONFIRMATION OF MINUTES**

**2.1 TOURISM COMMITTEE MEETING – 7<sup>TH</sup> NOVEMBER 2013**

Moved: Cr  
Seconded: Cr

That the Minutes of the Tourism Committee meeting held on 7<sup>th</sup> November 2013 numbered 41/13 to 45/13 be confirmed.

**DECISION**

**VOTING**

	For	Against
Cr Broomhall		
Cr Archer		
Cr Burt		

**GEORGE TOWN COUNCIL  
TOURISM COMMITTEE – 5<sup>TH</sup> DECEMBER 2013  
AGENDA**

---

**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.

**GEORGE TOWN COUNCIL  
TOURISM COMMITTEE – 5<sup>TH</sup> DECEMBER 2013  
AGENDA**

---

**5. REPORTS**

**5.1 TOURISM STRATEGIC PLAN 2013-2016**

**REPORT AUTHOR:** Ms. Lee-Ann Patterson

**REPORT DATE:** 18<sup>th</sup> November 2013

**FILE NO:** 13.7

---

**SUMMARY**

This report is to provide information on the development of the draft Tourism Strategic Plan and its objective to increase tourism within the George Town municipality.

**BACKGROUND**

A number of George Town Council's plans and strategies provide the framework which underpins the draft George Town Council Tourism Strategy 2013-2016. In conjunction with the *George Town Council Development Strategy (2001-2021)*, *Low Head Management Plan* *Tourism Issues Paper 1998*, *York Cove Development Plan 2002*, *George Town Calling – A Plan to Promote Tourism (2011-2013)* and the *George Town Tourism Strategy 2012-2017 (draft)* this three year Strategic Destination Marketing and Development Plan will be developed to align council priorities with national, state and local tourism strategies.

**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 will be reported at future meetings.

**OFFICER’S COMMENTS**

As reported in the November meeting of the Tourism Committee, the Project Officer has completed the first draft of the Tourism Strategy 2013-2016. The strategy addresses three categories:

- ✓ Destination Management  
*e.g. enhance customer experience through Information Centre services and products; regular briefings and meets are held with tourism related agencies; collate data on current tourism resource audit based on infrastructure and attractions; and attend local tourism advisory group meetings to review, monitor and provide input on current tourism issues and opportunities.*

**GEORGE TOWN COUNCIL  
TOURISM COMMITTEE – 5<sup>TH</sup> DECEMBER 2013  
AGENDA**

---

- ✓ Destination Marketing  
*e.g. diversity of accommodation modes available; recreational and maritime based attractions; wine, produce, and arts trails; and cultural and heritage experience.*
- ✓ Destination Development  
*e.g. Provincial Tamar website upgrade and modernisation; penetrate TVIN App'n'go for tourist information; identify and develop infrastructure to support events to attract visitors to George Town; and develop and activate a major (signature) annual tourism event.*

It is within these three key strategies, that the Tourism Committee has the immediate opportunity to provide consultative input for integration into the Tourism Strategy 2013-2016.

**RECOMMENDATION**

The Tourism Committee provide consultative input into the tourism strategy key implementation categories.

**DECISION**

**VOTING**

**Moved:**

**Seconded:**

	For	Against
Cr Broomhall		
Cr Archer		
Cr Burt		

**GEORGE TOWN COUNCIL  
TOURISM COMMITTEE – 5<sup>TH</sup> DECEMBER 2013  
AGENDA**

---

**5.2 TOURISM MARKETING STRATEGY 2013**

**REPORT AUTHOR:** Ms. Lee-Ann Patterson

**REPORT DATE:** 18<sup>th</sup> November 2013

**FILE NO:** 13.7

---

**SUMMARY**

This report is to provide information regarding the Marketing Strategy to be used in conjunction with the Tourism Strategy 2013-2016.

**BACKGROUND**

It was identified that a tourism marketing strategy was required to operate in conjunction with the draft Tourism Strategy 2013-2016. Rebecca King of Kingthing was approached to assist in the research and writing of a tourism marketing strategy. The document is enclosed for your information.

**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**

The tourism marketing strategy includes recommendations in identifying target markets, strategic direction, digital and traditional marketing activities and content marketing. The Project Officer was successful in engaging Rebecca King from Kingthing to write the document. Rebecca is renowned within the tourism industry for her strategic thinking in marketing, social media and tourism.

Several key components were prioritised for immediate actioning, including engaging tourism stakeholders to connect their business within a digital framework. It is imperative that this association is created and vigorously maintained for tourism to be successful within the George Town municipality.

This document has a strong focus on online marketing activities which are highly important to today's consumers. However, some traditional tourism marketing activities are to be considered, and they are highlighted within the strategy.

**GEORGE TOWN COUNCIL  
TOURISM COMMITTEE – 5<sup>TH</sup> DECEMBER 2013  
AGENDA**

---

**RECOMMENDATION**

The report from the Project Officer on the Tourism Marketing Strategy 2013 be received and the information noted.

**DECISION**

**VOTING**

**Moved:**

**Seconded:**

	For	Against
Cr Broomhall		
Cr Archer		
Cr Burt		



**GEORGE TOWN COUNCIL  
TOURISM COMMITTEE – 5<sup>TH</sup> DECEMBER 2013  
AGENDA**

---

**5.3 WATCH HOUSE MARKETING 2014/15**

**REPORT AUTHOR:** Ms. Lee-Ann Patterson

**REPORT DATE:** 18<sup>th</sup> November 2013

**FILE NO:** 29.9

---

**SUMMARY**

This report is in support of future assistance required to enhance the Watch House by creating an interpretive and visual journey adding depth to the tourism experience.

**BACKGROUND**

The museum is a joint venture between George Town Council and the George Town and District Historical Society. It is a tourism attraction for the municipality and encourages those seeking out heritage stories and buildings to visit.

**STRATEGIC PLAN**

**OFFICER'S COMMENTS**

Whilst visitor numbers to the Watch House have been maintained, consideration must be given to the exposure the Watch House is receiving. Data shows that the Watch House does not attract the majority of visitors to the area although it is promoted through several mediums.

The Project Officer has previously discussed with the Watch House volunteers about upcoming exhibitions and the forecasting of a 10 year plan for future activities and changes that could enhance the visitor experience.

The draft Tourism Strategy 2013-2016 identifies the need for tourism attractions and infrastructure upgrades to be audited to support the intention of the strategy to increase visitor numbers to the region. The Watch House requires a program of works which will need to be addressed, to elevate it to a high tourism standard. Some considerations are:

- A story telling activity – this will encourage the visitor to tour the municipality to unfold the complete story
- An interactive display – e.g. one that will depict the life of a convict or part of the female factory
- Picture display cut-outs where visitors can place their face for photo opportunities
- A coin maker – a souvenir of a coin reflecting the year of convict passage or birth

This will stimulate a more cohesive, interactive experience for those who visit and will create an interest on the tourism calendar.

**GEORGE TOWN COUNCIL  
TOURISM COMMITTEE – 5<sup>TH</sup> DECEMBER 2013  
AGENDA**

---

**FINANCIAL IMPLICATIONS**

Financial implications will be reported at future meetings.

**RECOMMENDATION**

The report from the Project Officer on the Tourism Marketing Strategy 2013 be received and the information noted; and that the Director of Corporate & Community Services confirm the ownership of the Model Village.

**DECISION**

**VOTING**

**Moved:**

**Seconded:**

For                  Against

	For	Against
Cr Broomhall		
Cr Archer		
Cr Burt		

**GEORGE TOWN COUNCIL  
TOURISM COMMITTEE – 5<sup>TH</sup> DECEMBER 2013  
AGENDA**

---

**5.4 TOURISM COMMITTEE 2014 DATES**

**REPORT AUTHOR:** Ms. Lee-Ann Patterson

**REPORT DATE:** 18<sup>th</sup> November 2013

**FILE NO:** 13.7

---

**SUMMARY**

The report is to provide information on the Tourism Committee meeting dates for the 2014 calendar year.

**BACKGROUND**

Since 2012 the Tourism Committee has met monthly for discussion regarding strategic direction of tourism within the George Town municipality.

**STRATEGIC PLAN**

Key Area 1: Organisation Accountability  
*“Provide an open forum for decision making.”*

**OFFICER’S COMMENTS**

As the new calendar year approaches, it is an appropriate time to review the meeting dates for 2014. An option arises to consider bi-monthly meetings, allowing time to finalise projects for reporting. The calendar dates for deliberation are:

February	6
March	6
April	3
May	1
June	5
July	3
August	7
September	4
October	2
November	6
December	4

February	6
April	3
June	5
August	7
October	2
December	4

**GEORGE TOWN COUNCIL  
TOURISM COMMITTEE – 5<sup>TH</sup> DECEMBER 2013  
AGENDA**

---

**RECOMMENDATION**

- a) The report from the Project Officer on the Tourism Committee 2014 dates be received and the information noted; and
- b) The Tourism Committee consider bi-monthly meetings for the 2014 year.

**DECISION**

**VOTING**

**Moved:**

**Seconded:**

	For	Against
Cr Broomhall		
Cr Archer		
Cr Burt		

**GEORGE TOWN COUNCIL  
TOURISM COMMITTEE – 5<sup>TH</sup> DECEMBER 2013  
AGENDA**

---

**6. MATTERS OF INVOLVEMENT**

Project Officer		
05	Nov	Meeting with representative of Launceston & Tamar Valley Tourism Assoc re membership of tourism providers within the George Town municipality
07	Nov	<ul style="list-style-type: none"> <li>◆ Attend Northern Regional Meeting of the Tas Visitor Information Network</li> <li>◆ Attend Tourism Committee Meeting</li> </ul>
11	Nov	Attend Launceston & Tamar Valley Tourism Assoc meeting
18	Nov	Attend George Town Council AGM
20	Nov	Attend opening of George Town on Show
23	Nov	<ul style="list-style-type: none"> <li>◆ Attend George Town on Show</li> <li>◆ Attend Lighthouse Regional Arts Concert at Bass &amp; Flinders Centre</li> </ul>
24	Nov	<ul style="list-style-type: none"> <li>◆ Umpire George Town on Show Netball competition</li> <li>◆ Attend George Town on Show afternoon</li> </ul>
29	Nov	❖ Meeting with representative of Travelways re advertising

**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		

**GEORGE TOWN COUNCIL  
TOURISM COMMITTEE – 5<sup>TH</sup> DECEMBER 2013  
AGENDA**

---

**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 General Manager
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

**RECOMMENDATION**

The report from the Project Officer on motion updates is received and the information noted.

**DECISION**

**VOTING**

**Moved:**

**Seconded:**

	For	Against
Cr Broomhall		
Cr Archer		
Cr Burt		

**GENERAL BUSINESS**

There being no further business, the meeting closed at .....

**CHAIR**