

**GEORGE TOWN COUNCIL
TOURISM COMMITTEE – 6th March 2014
AGENDA**



AGENDA

Tourism Committee Meeting

**Thursday
6th March 2014**

NOTICE IS HEREBY GIVEN

that a Meeting of the Tourism Committee
will be held on Thursday 6th March 2014

Place: Elected Members Room

Time: 9.00 am

**Dino De Paoli
ACTING GENERAL MANAGER**

**GEORGE TOWN COUNCIL
TOURISM COMMITTEE – 6th March 2014
AGENDA**

NOTICE IS HEREBY GIVEN	1
1. PRESENT	3
1.1 <i>APOLOGIES</i>	3
1.2 <i>IN ATTENDANCE</i>	3
2. CONFIRMATION OF MINUTES	3
2.1 <i>TOURISM COMMITTEE MEETING – 6TH FEBRUARY 2014</i>	3
3. DECLARATIONS OF INTEREST	4
4. GENERAL MANAGER'S CERTIFICATION	4
5. REPORTS	5
5.1 <i>TOURISM STRATEGIC PLAN 2013-2016</i>	5
5.2 <i>TOURISM COMMITTEE 2014 DATES</i>	7
6. MATTERS OF INVOLVEMENT	9
7. TOURISM COMMITTEE MOTION UPDATE	10
<i>GENERAL BUSINESS</i>	10

**GEORGE TOWN COUNCIL
TOURISM COMMITTEE – 6th March 2014
AGENDA**

Meeting Commencing at 9.00am

1. PRESENT

1.1 APOLOGIES

1.2 IN ATTENDANCE

2. CONFIRMATION OF MINUTES

2.1 TOURISM COMMITTEE MEETING – 6TH FEBRUARY 2014

Moved: Cr

Seconded: Cr

That the Minutes of the Tourism Committee meeting held on 6th February 2014 numbered 01/14 to 08/14 be confirmed.

That the Minutes of the Tourism Committee meeting held on 7th November 2013 numbered 46/13 to 52/13 be confirmed.

DECISION

VOTING

	For	Against
Cr Broomhall		
Cr Archer		
Cr Burt		

**GEORGE TOWN COUNCIL
TOURISM COMMITTEE – 6th March 2014
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 – 6th March 2014
AGENDA**

5. REPORTS

5.1 TOURISM STRATEGIC PLAN 2013-2016

REPORT AUTHOR: Ms. Lee-Ann Patterson

REPORT DATE: 24th February 2014

FILE NO: 13.7

SUMMARY

This report is to present the draft Tourism Strategic Plan 2013 – 2016 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 previously reported, the Project Officer has completed the first draft of the Tourism Strategy 2013-2016. The strategy addresses key components of; Destination Management, Marketing and Development. The report is now completed and included in this agenda for final consideration of the Tourism Committee.

**GEORGE TOWN COUNCIL
TOURISM COMMITTEE – 6th March 2014
AGENDA**

RECOMMENDATION

- a) The report from the Project Officer on the Tourism Strategic Plan 2013 - 2016 be received and the information noted; and
- b) The Tourism Committee adopt the report and refer it to Council for ratification.

DECISION

VOTING

Moved:

Seconded:

	For	Against
Cr Broomhall		
Cr Archer		
Cr Burt		

**GEORGE TOWN COUNCIL
TOURISM COMMITTEE – 6th March 2014
AGENDA**

5.2 TOURISM COMMITTEE 2014 DATES

REPORT AUTHOR: Ms. Lee-Ann Patterson

REPORT DATE: 24th February 2014

FILE NO: 13.7

SUMMARY

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

BACKGROUND

The George Town Council Tourism Committee has met monthly since its inception in 2012 for discussions; and around strategic direction relating to tourism.

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

For the 2014 calendar year, an option arises for consideration to bi-monthly meetings, allowing projects to move forward ahead of reporting dates. The calendar options for deliberation are:

2014	
March	6
April	3
May	1
June	5
July	3
August	7
September	4
October	2
November	6
December	4

April	3
June	5
August	7
October	2
December	4

**GEORGE TOWN COUNCIL
TOURISM COMMITTEE – 6th March 2014
AGENDA**

RECOMMENDATION

- c) The report from the Project Officer on the Tourism Committee 2014 dates be received and the information noted; and
- d) The Tourism Committee adopt the preferred meeting option.

DECISION

VOTING

Moved:

Seconded:

For Against

	For	Against
Cr Broomhall		
Cr Archer		
Cr Burt		

**GEORGE TOWN COUNCIL
TOURISM COMMITTEE – 6th March 2014
AGENDA**

6. MATTERS OF INVOLVEMENT

Project Officer		
03	Feb	Attend Launceston & Tamar Valley Tourism Assoc meeting re monthly meeting
04	Feb	<ul style="list-style-type: none"> ◆ Accreditation meeting with Tasmanian Visitor Information Centre representative ◆ Attend meeting with representatives of Ten Days on the Island re discussion on opportunities 2015
06	Feb	George Town Council Tourism Committee meeting
10	Feb	Meet with Walkers Designs re Provincial Tamar Website
11	Feb	<ul style="list-style-type: none"> ◆ Attend AGM of Skal Tourism ◆ Meeting with Travelways representative re advertising schedule
12	Feb	<ul style="list-style-type: none"> ◆ Meeting with Director Infrastructure, Director Corporate & Comm Services, Exec Assistant Infrastructure and Mgr Community Services ◆ Attend branding workshop with West Tamar Council
13	Feb	Attend Northern Regional meeting of Tasmanian Visitor Information Centre
17	Feb	Meeting with Mgr Community Services re Kanamaluka Trail
19	Feb	<ul style="list-style-type: none"> ◆ Meeting with Visitor Information centre Supervisor re 2014 planning ◆ Meeting with CPT Engineering
20	Feb	Meet with Tasmanian Brochure Exchange representative re 2014 planning
21	Feb	Meet with Lighthouse Regional Arts representative
25	Feb	Attend Tourism Northern Tasmania's AGM

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 – 6th March 2014
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 legal advisor
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

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