



AGENDA

SHIRE OF YILGARN TOURISM ADVISORY COMMITTEE MEETING WEDNESDAY, 1st May 2024

Agenda Paper for the Shire of Yilgarn Tourism Advisory Committee Meeting to be held on Wednesday, 1st May 2024 in the Shire of Yilgarn Council Chambers at 6.00pm.

1. ATTENDANCE

Council Representatives

Cr L Rose, Council Representative, Cr L Granich – Council Representative

Committee Members – Voting Delegates

K Crafter, O Truran, L Sheehan

Non-Voting Attendees

R Goodhill, L Black, A Carnicelli, S Carnicelli, L Gethin, J Stephen, K Fairless, K Fairless,

Shire Representatives – Non-Voting

N Warren - CEO, Glen Brigg – EMI, Kim Chrisp – AMO, Jodie Kara - ASO

2. Election of Chair

An election will be undertaken to determine the Chair of the Yilgarn Tourism Committee.

3. Vacant Committee Member position

With the departure of Robin Stevens, a voting position on the committee is vacant.

The election of an individual to the vacant position must be endorsed by Council.

To be discussed

4. CONFIRMATION OF PREVIOUS MINUTES

That the Minutes of the Tourism Advisory Committee meeting held on Wednesday, 6th September 2023 be confirmed.



AGENDA

SHIRE OF YILGARN TOURISM ADVISORY COMMITTEE MEETING WEDNESDAY, 1st May 2024

5. BUSINESS ARISING FROM PREVIOUS MINUTES

5.1 Actions from Previous Meetings

5.1.1 Tourism Bin Surrounds

At the September meeting, the Shire's "bin surrounds" project was discussed and a call for high resolution images of the region were sought. To date, no images have been provided.

A discussion on the direction of this project will be undertaken.

5.1.2 Entry Statements

Entry statements are to be discussed in General Business.

5.1.3 "Search and Find Activity"

J Karra working on concepts currently and will provide an update.

5.1.4 Main Street Banners

New banners have been purchased.

6. GENERAL BUSINESS

6.1 Entry Statements

At the September 2023 meeting, the committee endorsed the following:

***Action: Moved Onida Truran Seconded Kaye Crafter
That the committee endorse the concept of the entry statement as
provided, and seek minor adjustments to the images and colour
scheme.***

Carried (6/0)

AGENDA

SHIRE OF YILGARN TOURISM ADVISORY COMMITTEE MEETING WEDNESDAY, 1st May 2024



Option A – Concept Only



Option B – Concept Only

Through liaising with a manufacturer, it was advised the wrap was too large and could not be guaranteed to last, especially when attached to steel, given the expansion and contraction due to heat.

Shire staff have sought additional designs without a wrap.

For discussion.

6.2 WEROC Eastern Wheatbelt Self Drive Tour

The Wheatbelt East Regional Organisation of Councils (WEROC) Inc. is an incorporated not-for-profit organisation whose membership is comprised of representatives from the Eastern Wheatbelt Shire's of Bruce Rock, Kellerberrin, Merredin, Tammin, Westonia and Yilgarn.

WEROC have been working on a self-drive tour that incorporates all member Shire, of which has now been completed.

The brochure link is [here](#).

The trail will now be rolled out throughout the WEROC region.

For discussion.



AGENDA

SHIRE OF YILGARN TOURISM ADVISORY COMMITTEE MEETING WEDNESDAY, 1st May 2024

6.3 Our Towns

WEROC have engaged Vanessa King from Town Team Movement to work with each Shire in establishing a Town Team.

The Town Team Movement is an organisation that facilitates community led projects with the support of the Local Government.

The website link for Town Teams is [here](#)

A community information session is proposed to be organised in late June.

For discussion.

6.4 Project Ideas

Call for any Tourism related ideas that the committee can discuss.

For discussion.

7. MATTERS RAISED BY COMMITTEE MEMBERS

8. NEXT MEETING

The next meeting of the Committee is proposed to be held on ____ of _____ 2024.

9. MEETING CLOSURE



AGENDA

SHIRE OF YILGARN TOURISM ADVISORY COMMITTEE MEETING WEDNESDAY, 1st May 2024

ATTACHMENTS

1. Unconfirmed minutes – Tourism Advisory Committee Minutes – 6 September 2023



MINUTES

SHIRE OF YILGARN TOURISM ADVISORY COMMITTEE MEETING WEDNESDAY, 6th SEPTEMBER 2023

These are the minutes for the Shire of Yilgarn Tourism Advisory Committee Meeting held on Wednesday, 6th September 2023 in the Shire of Yilgarn Council Chambers.

The Chair opened the meeting at 6.00 pm.

1. ATTENDANCE

Council Representatives

Cr J Cobden – Chair, Council Representative

Cr L Rose – Council Representative

Committee Members – Voting Delegates

O Truran

R Stevens

K Crafter

L Sheehan

Shire Representatives – Non-Voting

N Warren – CEO

Glen Brigg – EMI

Kim Chrisp - TWC

Jodie Karra - ASO

Apologies

A Carnicelli

S Carnicelli

2. CONFIRMATION OF PREVIOUS MINUTES

Moved K Crafter, Seconded Onida Truran

That the Minutes of the Tourism Advisory Committee meeting held on Wednesday, 17th May 2023 be confirmed.

Carried (6/0)

MINUTES

SHIRE OF YILGARN TOURISM ADVISORY COMMITTEE MEETING WEDNESDAY, 6th SEPTEMBER 2023

3. BUSINESS ARISING FROM PREVIOUS MINUTES

3.1 Actions from Previous Meetings

3.1.1 Townsite Trail

The Southern Cross Townsite Trail is nearing completion, the online material is completed, signage has now arrived and will be installed in the near future.

Noted

3.1.2 Entry Statements

Finalised concepts are presented under general business.

Noted

3.1.3 “Search and Find Activity”

J Karra working on concepts currently.

Noted

3.1.4 Main Street Banners

New designs have been selected, with a range of Christmas, Anzac day, and “general Yilgarn” designs. The new designs will be shown during the meeting.

Noted

4. GENERAL BUSINESS

4.1 Tourism Bin Surrounds

Monica Fairless is working on bin designs. CEO requested images from committee for use, otherwise staff will need to arrange quality photos to be undertaken.

A concept design will be shown to committee members for their consideration.

Committee members considered the designs and also provided feedback to staff for further development.

CEO asked for additional photos, otherwise they would need to source some.

MINUTES

SHIRE OF YILGARN TOURISM ADVISORY COMMITTEE MEETING WEDNESDAY, 6th SEPTEMBER 2023

4.2 Entry Statements

Two entry statement designs have been developed based on committee feedback.

Designs are attached and will be considered at the meeting.

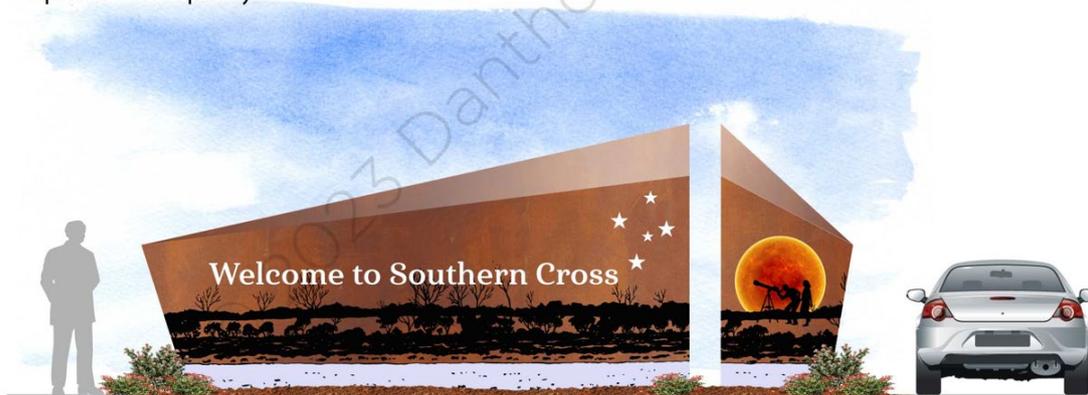
Committee considered the designs (below) and provided general feedback to the EMI to continue to finalise development.

**Action: Moved Onida Truran Seconded Kaye Crafter
That the committee endorse the concept of the entry statement as provided, and seek minor adjustments to the images and colour scheme.**

Carried (6/0)



Option A – Concept Only



Option B – Concept Only

MINUTES

SHIRE OF YILGARN TOURISM ADVISORY COMMITTEE MEETING WEDNESDAY, 6th SEPTEMBER 2023

4.3 Videographer

St Joseph's Catholic PS have arranged for a videographer to undertake some filming of the School and Shire in mid-September.

Mr Grant, the School principal has forwarded the details of the videographer to the CEO, and asked whether the Shire would be interested in their services whilst in Southern Cross.

The School have been quoted \$2,000 for:

- 30 second hero video shot in landscape (16:9 orientation), utilising varying perspectives including aerial (drone);
- cinematic edit x lifestyle + shot in 4k;
- option for voice over throughout audio; and
- use of royalty free (non copyright) audio

For further discussion.

Whilst merit was seen in hiring a videographer, some footage taken by Glen Brigg with his drone was considered more than suitable for Shire purposes, and as such the obtaining of commercial services is not required.

5. MATTERS RAISED BY COMMITTEE MEMBERS

5.1. R Stevens

- Asked why Southern Cross Museum was not included in Townsite Trail. CEO advised the trail was for the CBD for now but could be expanded over time.
- Raised that a number of visitors have mentioned they search for Southern Cross Museum instead of Yilgarn, and are unable to find the site on website. CEO advised staff would investigate.

5.2. O Truran

- Can staff send opening times of museum to Onida as she has lots of enquiries at place of work.

5.3. L Sheehan

- Asked if leaf blower could be used a bit later around hotel;
- Can Palace Hotel be included in townsite trail when expanded.

5.4. Kaye Crafter

- Sought update on SX Golf Club Trail. CEO advised there were more approvals required than first thought, and as such progress has been slow.
- Asked about signage at Mt Jackson for the Mt Jackson Loop. Committee members advised the Shire did not have jurisdiction to put up signage as was not our land, and furthermore, as it is a pastoral



MINUTES

SHIRE OF YILGARN TOURISM ADVISORY COMMITTEE MEETING WEDNESDAY, 6th SEPTEMBER 2023

lease, there would be implications in the Shire inviting the general public onto that land.

5.5. Jodie Karra

- Asked for update to King Ingram Rd and access to Vultee Vengeance site. EMI advised there would be "Road Closed Ahead" signs at intersection and "Road Closed" signs just past site, such that light vehicles could access the site.

6. NEXT MEETING

The next meeting of the Committee will be determined after next Council elections.

7. MEETING CLOSURE

Meeting closed at 7:10pm.

Unconfirmed