

Minutes - GENERAL MEETING

General Meeting held on Thursday 29th February 2024, at Trayning Don Mason Community Centre.

Opening 10.22am

Invited Attendees:

NEWTRAVEL MEMBER	MEMBER VOTING DELEGATE	ASSOCIATE MEMBERS & OTHERS Linda Vernon (NEWTRAVEL TO)
Shire of Westonia	Stacey Geier (NEWTRAVEL Chair)	
	Cr. Bill Huxtable	
Mukinbudin CRC		Jessica McCartney

Karla Spark

Shire of Mukinbudin

Shire of Mukinbudin

Kerry Walker

Shire of Mt Marshall

Cr Tanya Gibson (Deputy Delegate)

Phoebe Sachse

Shire of Trayning Leanne Parola (CEO) Cr Mark Leslie
Shire of Wyalkatchem Stephanie Elvidge Cr Christy Petchell

Apologies:

Shire of Westonia Lani Hale

Shire of Dowerin Linley Dreghorn
Nungarin CRC Tanya Stobie

Shire of Mt Marshall Cr Megan Beagly Georgina McKay

Bencubbin CRC Shire of Nungarin Cr Kerry Dayman Cr Kerry Dayman

Koorda CRC Kim Storer
Shire of Mukinbudin Cr Sandie Ventris
Beacon CRC Nancy Dease

Shire of Koorda Lana Foote Charli West

1. Previous Minutes

1.1 Confirmation (Previous Meeting Minutes click Here)

RESOLUTION:

That the Minutes of the NEWTRAVEL Meeting held in Wyalkatchem on 26 October 2023 be confirmed as a true and correct record of proceedings.

Moved: Cr Tanya Gibson Seconded: Cr Christy Petchell CARRIED

1.2 Business arising from previous minutes – NIL

ACTIONS	UPDATE
•	
, and the second	

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: Stephanie Elvidge

Seconded: Jess McCartney

CARRIED

2.3 Business arising from Correspondence

Nil

3. Financial Report

Cheque Acc Opening Balar	nce 1 October 2023	\$48,670.63
INCOME		
Other Income	Australias Golden Outback – 23/24 Destination Development	\$12,000.00
Memberships	Shire of Nungarin – 23/24 Membership	\$7,900.00
	Shire of Westonia – 23/24 Membership	\$6,400.00
	Shire of Mt Marshall – 23/24 Membership	\$7,900.00
	Shire of Trayning – 23/24 Membership	\$7,900.00
	Shire of Wyalkatchem – 23/24 Membership	\$7,900.00
	Bencubbin CRC – 23/24 Membership	\$50.00
	Total Income	\$50,050.00
EXPENSES	_	
Marketing	Baxter Backpacks, Social Media Content September 2023	\$1,500.00
	Baxter Backpacks, purchase additional 10 images	\$500.00
	Lex Porebski – Winner 2023 Photo Comp	\$500.00
	Premium Publishers – AGO Annual Planner advertising	\$2,524.50
Tourism Officer	Vernon Contracting – Tourism Officer, September 2023	\$4,196.31
	Alyce Ventris – Social Media July/August/September	\$825.00
	Vernon Contracting – Tourism Officer, October 2023	\$4,208.17
	Vernon Contracting – Tourism Officer, November 2023	\$4,280.96
	Vernon Contracting – Tourism Officer, December 2023	\$3,960.00
Postage	Shire of Merredin – Annual Postage	156.20
Signage	Justin Braddon – Banner Flag replacement, Trayning	\$264.00
	Total Expenditure	\$22,915.14
Cheque Acc Closing Balance	ce 31 January 2024	<u>\$75,705.49</u>
Other Income	Koorda CRC – 23/24 Membership	\$500.00
Outstanding Payments	Premium Publishers – AGO Map advertising	\$781.00
	Vernon Contracting – Tourism Officer, January 2023	\$3,960.00
	Australia's Golden Outback – 2024 Wheatbelt Weekends	
	Campaign	\$3,300.00
Ending Financial Position	on 23 February 2024	<u>\$68,264.49</u>

Signage Funds Remaining

Turbo Signs – Banner Flag Trayning	\$264.00
Total Signage Funds Remaining	\$1,113.10

RESOLUTION:		
That the NEWTRAVEL financial re	eport is accepted as presented.	
Moved: Cr Tanya Gibson	Seconded: Kerry Walker	CARRIED

Discussion was held around memberships, the Shires of Mukinbudin, Nungarin & Dowerin had still not paid their 2023/24 memberships – Linda will chase up.

CrBill Huxtable queried why the Shire of Westonia membership was less than the other Shires. Linda explained that the Shire of Westonia paid their \$1,500 Regional Marketing Contribution component direct through WEROC so that was why it was less.

4.0 NEWTRAVEL Tourism Officer (0.4FTE) January 2024 Report

M	ain 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	Attended October NEWTRAVEL meeting
b.	Undertake governance and financial reporting activities.	Prepare Agendas and Minutes; attend to correspondence and motions as directed.	October Meeting Minutes prepared and circulated.
		Undertake financial responsibility for NEWTRAVEL including invoicing, paying accounts, preparing and presenting financial reports.	Monthly financials completed and accounts paid.
2.	Marketing		
	Implement the Wheatbelt Way Marketing Plan	Develop, adopt and implement annual marketing plan.	 Commenced implementation of 2023 24 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.	 Implemented Summer in the Wheatbelt Way Marketing Campaign Supported the Central Wheatbelt Bowls League in hosting the Interleague Championships in Feb 2024, with Wheatbelt Way Marketing material for their livestream feed.
		Update and distribute Wheatbelt Way Brochures and Booklets.	Distributed as required
		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	Updated weekly as required.
		Answer all Wheatbelt Way enquiries via the website and respond to requests for merchandise as required.	Wheatbelt Way enquiries (website, email, socials, chat and phone).
		Create a Wheatbelt Way Facebook Page and maintain it regularly.	 Posting and sharing of Wheatbelt Wa 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	 Continued support of the Wheatbelt Tourism Group Meeting with WDC to further conversations of tourism & WDC.
b.	Communicate with members.	Quarterly Newsletter to Stakeholders	Bi-Monthly E-news to NEWTRAVEL stakeholders sent.
		Provide information and updates as identified.	Quarterly newsletter subscribers sen
5.	Maintenance and Monitoring		
		Coordinate and collate tourism data for the region.	Compiled the Visitor Statistics to October 2023.

a. Assist in the maintenance of the Wheatbelt Way Infrastructure and monitoring of Tourism across NEWROC	Coordinate annual auditing of Wheatbelt Way sites with individual shires and reporting of recommendations back to shires.	Quarterly Marketing Report produced
6. Supporting additional activities	5	
a. Any other duties within the Contractors range of abilities as directed by the Director of Economic Services if time	Assist with planning and conducting tourism initiatives as required (incl. local famils and trade shows).	-
and resources allow.	Carry out research and manage projects as required	•
	Other	 Continued NEWTRAVEL Events Support project proposal and commenced engagement with NEWROC and Dowerin Events Management as potential project partners to deliver. Undertook Expression of Interest for Project Officer role for Events Support project.

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 2023 – February 2024 and email them in by the 14^{th} March it would be greatly appreciated.

The October 2023 Snapsnot Report can be viewed <u>here</u>.

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.

A full report on NEWTRAVEL's Social Media analytics and marketing activities was provided at the meeting and can be viewed here.

General discussion was held on the future of NEWTRAVEL 's marketing activities for 2024.

Perth Caravan & Camping Show

Seeking volunteers from Thursday 21st March to Sunday 24th March 2024 at the Claremont Showgrounds. Gate entry costs will be covered by NEWTRAVEL for volunteers. It is ideal to have 2 people on the stand at one time. Shift 2 can be an 8hrs shift and then there is not need for Shift 3 to be filled. This is completely at the discretion of the volunteer and what time they have available to commit.

024 Perth C	& C Show Thur	sday 2	- Sunda	y 24 March - Clare	mont Showgrour	nds, Perth.		
heatbelt Sta	and - Jim Webst	er Touri	sm Pavil	ion				
Date/Day	Total Hours Required	Start time	Finish Time	Name	Region	Contact Mobile	Email	Notes
21-Mar	Shift 1 - 8hrs	9:00am	5:00pm	Linda Vernon	NEWTRAVEL	0428 831 074	linda@wheatbeltway.com.au	
Thursday	Shift 2 - 4hrs	9.00am	1.00pm					
	Shift 3 - 4hrs	1.00pm	5.00pm					
22-Mar	Shift 1 - 8hrs	9:00am	5:00pm	Linda Vernon	NEWTRAVEL	0428831074	linda@wheatbeltway.com.au	
Friday	Shift 2 - 4hrs	9.00am	1.00pm					
	Shift 3 - 4hrs	1.00pm	5.00pm	Peter Hares	CWVC		visitor2@merredin.wa.gov.au	
23-Mar	Shift 1 - 8hrs	9:00am	5:00pm	Peter Hares	CWVC		visitor2@merredin.wa.gov.au	
Saturday	Shift 2 - 4hrs	9.00am	1.00pm					
	Shift 3 - 4hrs	1.00pm	5.00pm					
24-Mar	Shift 1 - 8hrs	9:00am	5:00pm	Peter Hares	CWVC		visitor2@merredin.wa.gov.au	
Sunday	Shift 2 - 4hrs	9.00am	1.00pm					
	Shift 3 - 4hrs	1.00pm	5.00pm					
	Show bumpout	,						
	from 5:00pm							
ontacts								
WTRAVEL	Linda Vernon		Mob:	0428 831 074				
you cannot get hold	d of Linda, please then to	v the followin	a contacts:					
60 60	Kelly Leonard	,	Mob:	0422 944 382	1			

6.1 NEWTRAVEL/NEWROC Events Support Project

BACKGROUND:

NEWTRAVEL endorsed the Events Support Project proposal as presented to the October 2023 meeting, and directed that if NEWROC did not endorse and agree to contribute the unconfirmed funds that NEWTRAVEL to approach the member Councils individually.

COMMENT:

NEWROC were approached and did not endorse contributing the additional funds for the project. Each member Council was then approached and all agreed to provided additional funding for the project by:

Council Contribution Request:

- 2023-2024: \$470.00 per NEWTRAVEL Member Council
- 2024-2025: \$705.00 per NEWTRAVEL Member Council

Unfortunately, after extensive consultation with Danielle Green from Dowerin Events Management we were unable to make arrangements for the position to be hosted with their organisation at this time due to the staffing constraints that they have been facing. Danielle has been very supportive of the project and the door is open to engage throughout the duration or beyond 30 June 025.

Consequently, in mid-December it was decided to advertise an Expression of Interest for a <u>Project Officer position</u> closing the end of January 2024. Two expressions of interest were received. In person meetings were held with both applicants to discuss the opportunity.

RECOMMENDATION:

That NEWTRAVEL offer a contract by an Independent Contractor Agreement to Lily Haeusler as 0.4FTE Events Project Officer to deliver the identified outputs of the Events Support project. Duration:

1 March 2024 to 30 June 2024: 0.4FTE, 40 days, 8 hours/day, \$40/hour – flexible.

1 July 2024 to 30 June 2025: 0.4FTE, 96 days, 8 hours/day, \$40/hour – flexible.

Location:

Remote (work from home).

Equipment:

Contractor to provide own office, office equipment and vehicle.

Compensation:

\$40/hour

Travel reimbursement allowance at \$0.77/km, up to a maximum of 5,000km (1 Mar 2024 - 30 Jun 2024) and 7,500km (1 Jul 2024 - 30 Jun 2025). Travel is only as required to achieve outputs.

Payment Terms:

Monthly payments upon receipt of invoice.

Reporting Structure:

Monthly reports to NEWTRAVEL Tourism Officer and/or NEWTRAVEL Chairperson against progress on achieving outputs.

Support:

Initial support provided through fortnightly check-ins/meetings for the first 3 months.

RESOLUTION:

That NEWTRAVEL offer a contract by an Independent Contractor Agreement to Lily Haeusler as 0.4FTE Events Project Officer to deliver the identified outputs of the Events Support project.

Duration:

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Reporting Structure:

Monthly reports to NEWTRAVEL Tourism Officer and/or NEWTRAVEL Chairperson against progress on achieving outputs.

Support:

Initial support provided through fortnightly check-ins/meetings for the first 3 months.

Moved: Leanna Parola Seconded: Cr Bill Huxtable CARRIED

6.2 2023-2024 Community Trail Planning Grants

BACKGROUND:

A Trail Master plan is the first step in improving and increasing trails as destination development activity for the Wheatbelt Way. NEWTRAVEL applied for this funding in 2023 through DLGSC and was unsuccessful, engagement continued with DLGSC Northam Office through out 2023 and we have been encouraged to apply again.

COMMENT:

The outcome of this funding application is - The Wheatbelt Way Walks — A bushwalking masterplan for the Wheatbelt Way will be developed to guide future strategic investment into bushwalking trails for recreation, tourism and event development across the Wheatbelt Way, in Western Australia. The Master Plan will identify and reflect the aspirations of stakeholders in the region to have safe, accessible, environmentally and socially sustainable bushwalking trails in our destination.

A consultant would be engaged to undertake the trail planning and support for the project is again currently being sought from Curtin University. The draft project budget is anticipated to be similar to the 2023 application and can be viewed here. Funding can only be for 50% of project costs and it is likely that we may need to approach member Councils for contributions if the support from Curtin University is not forthcoming.

Applications close on 11th March 2024.

RECOMMENDATION:

For NEWTRAVEL support submitting a funding application to the 2023-24 Community Trail Planning Grants.

Discussion was held.

RESOLUTION:

That NEWTRAVEL submit a funding application to the 2023-24 Community Trail Planning Grants and that if Curtin University are unable to commit the identified \$15,000 to the project, then member Councils be approached to be asked to underwrite this at \$1,875.00 per member Council for the 2024-25 financial year.

6.3 Wheatbelt Way Rail Trail

BACKGROUND:

The Shires of Nungarin, Trayning and Wyalkatchem have been working with ARHJAY Consultancy to develop a feasibility on the development of a dual use trail between Wyalkatchem and Nungarin using the railway corridor.

COMMENT:

They are need seeking feedback on the plan and encourage individuals, businesses and community groups to let them know what you think. You can view the Rail Trail plan here.

RECOMMENDATION:

Leanne Parola provided a presentation and sort feedback from NEWTRAVEL members.

The Rail Trail Plan was funded through the Department of Transport.

Clarification that the Rail Trail project was complimentary to the Wheatbelt Way Walks – A bushwalking masterplan for the Wheatbelt Way.

There have been difficulties with Arc Infrastructure. The project will be implemented in stages with Stage 1 being:

- Wyalkatchem to Korrelocking
- Trayning to Kununoppin

There is a survey out for community feedback which closes on the 7th March 2024.

ACTION – NEWTRAVEL to provide a letter of support for the Rail Trail project.

6.4 Tourism Planning/Opportunity

BACKGROUND:

Linda has been re-engaging with the Wheatbelt Development Commission (WDC) on all things tourism.

COMMENT:

The WDC has asked for NEWTRAVEL input into potential Wheatbelt tourism related concepts ready for investment and progression following a request from Tourism WA.:

Please see the details below for further information, could you please pass this along to those you feel would benefit and can provide input.

Tourism WA has commenced the establishment of a database aimed at cataloguing and analysing tourism investment and development opportunities around the state. This database will provide a resource of opportunities that will be used as an investment attraction tool for potential tourism investors, developers, and operators.

As you may be aware, the <u>World Travel and Tourism Council (WTTC) Summit</u> is scheduled to take place in Perth on 8-10 October 2024. The WTTC is the global authority on the economic and social contribution of Travel & Tourism. It promotes sustainable growth for the Travel & Tourism sector, working with governments and international institutions to create jobs, tourism investment, drive exports and generate prosperity.

The Summit is the world's premier travel and tourism event and this the first time it will be held in Australia. It will bring together key players and thought leaders in the travel and tourism sector, providing a platform for networking, collaboration, and business/investment opportunities. There is a particular focus on investment and aviation at the Summit, and Tourism WA is looking to leverage this event to showcase Western Australia's unique tourism investment and development opportunities to international operators/investors.

I am reaching out to regional stakeholders to seek tourism investment opportunities to include into this database, both private and public land. I kindly request your agency's valuable input to include any opportunities you are aware of.

It is important to note that this database is designed to serve as an evolving compilation of prospects, and some prospects may be considered of more interest to WA's visitor markets and investors than others. In this regard, it would be appreciated if you could prioritise opportunities, sites or locations which are likely to have substantial tourism appeal and ideally highlight if there are any (known) constraints particularly from an environmental, land tenure, planning or cultural heritage perspective.

Please include as much information that you have on the sites with location details being of most importance; further due diligence can be done by Tourism WA. Victoria King is collating this database, and I encourage you to direct any enquiries to her at wictoria.king@westernaustralia.com or **92621643.**

We are keen to secure your regional opportunities by the end of February to help shape the first wave of messaging that will be used to attract international/interstate operators (particularly the

invite-only delegates) to the WTTC Summit. Beyond the Summit, Tourism WA is keen to continue with a level of investment attraction work where it aligns with its priorities and project focuses. Thank you for your collaboration and we look forward to working with you over the course of the year in the lead up to this incredibly important tourism summit.

RECOMMENDATION:

NEWTRAVEL reviewed the <u>provided spreadsheet</u> and held discussion on any potential sites or ideas to contribute to this request.

Possible ideas included:

- Trayning Hotel Motel
- The Woolshed Hotel Nungarin
- Eco-camping sites
- Astro-Tourism sites
- Wyalkatchem Café
- Dandanning Brewery
- Bencubbin Beer

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. Full written reports or information can be found if link is indicated on name below.

Westonia

- The Warralakin to Wessy Walk had 30 teams enter and 186 people participated. The event raises ~\$25,000.00
- Wessy Christmas Markets were successfully held in the mainstreet with ~ 190 people visiting the Westonia Museum on that day.
- Will be holding a Masquerade Ball on Friday 21st June Yester Year with modern twist.
- The 24/7 Fuel depot in now fully operational.
- Carabin Roadhouse is back open, check opening hours.
- Elachbutting & Baladjie Rock continue to be well visited, but on-going impact of wood collecting and encroaching campsites into the surrounding bushland remains an issue.
- Ramelius has advised that they will be closing the Westonia Mine in September 2024,
 positives that the Shire of Westonia will gain back some infrastructure including housing
 and some of the camp which can be utilized with the Caravan Park.
- Westonia Community Services established through the Westonia CRC to deliver aged care services to the community.

ACTION – create a EV page on the Wheatbelt Way website. Only Westonia and Wyalkatchem have EV charging stations at present.

Mt Marshall

- Beacon Historic Walk event was successful in trying to engage and increase locals knowledge of the local history to help promote this to visitors.
- Have held strategic planning workshops in the communities and tourism was a focus.
- Ninghan Services sell bags of firewood.
- No manager a again at the Beacon Country Club, but the local committee and backpackers are keeping it operating and providing meals.
- Held Australia Day events in both communities.
- Annual Night Swim and thank a volunteer event was successful.
- Mt Marshall Show is on the 9th March, 2024
- Annual Fox Shoot is on the 15th March 2024
- 2 new cabins have arrived and been installed at the Beacon and Bencubbin Caravan Parks.

Wyalkatchem

- New CDO Nikki has been focusing on delivering community events and increasing children's activities.
- Aladdin production in the Town Hall was successful.

- The Wylie Travellers Park held a community Christmas lunch and had ~30 people in attendance.
- The airstrip has been re-sealed at the Airport.
- The pool upgrades are out for tender.
- Welcome to Wylie event ins on the 15th March 2024.
- EOI to lease or buy the Wylie Café (\$200/year lease with Shire of Wyalkatchem)
- 24th August 2024 Wyalkatchem Rodeo
- Currently re-invigorating a Picnic space opposite the Wylie Pub.

Trayning

- Australia Day event at the pool was poorly attended.
- Pool Party on the 5th March
- The Trayning Hotel Motel will close as of this March long weekend, with only a caretaker in attendance for accommodation bookings in motel units. No bar or meals. It is currently up for sale or lease.
- 26th May Trayning Twilight Markets, Sip and Shop event.
- 9th September Smoke n' Dirt Event, planning underway.
- Vandalism/shooting of the Wheatbelt Way signs (and others) at Yarragin Rock, very disappointing.

Mukinbudin

- Pre-harvest sundowner, ~300 people in attendance.
- End of School Pool Party event.
- Muka CRC has order new tourist products and souvenirs.
- Shire of Mukinbudin has a grant application pending for a new café/CRC/bookshop which could be the tourist precinct if successful.
- The Mukinbudin Caravan Park is now able to take online bookings. They are using RoomManager.

7.0 Other Business

Nil

8.0 Next Meeting

A General Meeting on Thursday 25th July 2024 in Nungarin. The NEWTRAVEL AGM and General Meeting will be held on 31 October 2024 in Westonia.

9.0 Meeting Close 12.33pm