



Minutes – GENERAL MEETING

General Meeting to be held on Thursday 24th July 2025, in Bencubbin at the Bencubbin Sporting Complex. A Strategic Planning Workshop with Caroline Robinson was held prior.

Opening 12.57pm

Cr Christy Petchell welcomed all to the meeting and will Chair the meeting in the absence of Cr Sandie Ventris.

Attendees:

NEWTRAVEL MEMBER

Shire of Westonia
Mukinbudin CRC

Shire of Mt Marshall

Shire of Nungarin
Shire of Koorda
Shire of Wyalkatchem
Shire of Dowerin/Dowerin CRC
Nungarin CRC
Bencubbin CRC
Shire of Mukinbudin
Shire of Trayning

MEMBER VOTING DELEGATE

Stacey Geier

Megan Beagly

Cr Kerry Dayman
Lana Foote
Cr Christy Petchell (Vice Chairperson)

Sharon Kett
Tanika McLennan
Peter Naylor

ASSOCIATE MEMBERS & OTHERS

Linda Vernon (NEWTRAVEL TO)
Lily Haeusler (Events Project Officer)
Lani Hale

Jessica McCartney
James Kerr
Georgina McKay
Desiree Waters
David Nayda
Charli West

Shelley Mathews
Tanya Stobie

Kerry Walker

Apologies:

Shire of Mukinbudin
Shire of Westonia
Koorda CRC
Shire of Dowerin/Dowerin CRC
Shire of Wyalkatchem

Sandie Ventris
Cr. Bill Huxtable
Kim Storer
Manisha Barthakur
Ian McCabe

1. Previous Minutes

1.1 Confirmation (Previous Meeting Minutes [click Here](#))

OFFICER RECOMMENDATION:

That the Minutes of the NEWTRAVEL Meeting held in Mukinbudin on 28th February 2025 be confirmed as a true and correct record of proceedings.

Moved: Lana Foote Seconded: Kerry Walker CARRIED

1.2 Business arising from previous minutes - Nil

2. Correspondence

2.1 Correspondence In

- 2.1.1 Various General Emails inward.
- 2.1.2 WDC Grant Agreement

2.2 Correspondence Out

- 2.2.1 Various General Emails outward.

RESOLUTION:

That the NEWTRAVEL inward correspondence is accepted, and the outward correspondence be endorsed.

Moved: Lana Foote

Seconded: Stacey Geier

CARRIED

2.3 Business arising from Correspondence - Nil

3. Financial Report

Cheque Acc Opening Balance 1 February 2025		<u>\$144,121.22</u>
INCOME		
Memberships	Shire of Wyalkatchem	\$8,605.00
Other Income	AGO Annual Destination Development Agreement	\$12,000.00
	DLGSC – Tails Forum Payment 1	\$4,000.00
	Wheatbelt Development Commission – Accommodation	\$25,000.00
	Australia’s Golden Outback – Accommodation	\$10,000.00
	Mukinbudin Community Bank 2025/26 Sponsorship	\$25,000.00
	Wheatbelt Development Commission – Accommodation	\$25,000.00
	DLGSC – Tails Forum Payment 2	\$1,000.00
	Total Income	\$110,605.00
EXPENSES		
Marketing	Beacon Bulletin	\$17.00
	Executive Media – advertising	\$2,000.00
	Australia’s Golden Outback – Perth Caravan & camping Show	\$357.50
	Premium Publishers – Annual AGO Planner	\$3,624.50
	Shire of Merredin – Ed 8 Eastern Wheatbelt Visitor Guide	\$1,325.00
	Shire of Mukinbudin – social media, Muka CRC	\$1,200.00
	Network 24	\$261.36
	Dixie Battersby Media	\$350.00
	Dowerin Events Management	\$1,300.00
	Rural Press	\$176.00
	Shire of Mukinbudin – social media, Muka CRC	\$400.00
	CJ Maddock – content	\$3,000.00
	Network 24	\$308.00
	Vanguard Print – Guidebook re-print	\$5,406.50

	Vanguard Print – Brochure re-print	\$2,057.00
	Shire of Mukinbudin - social media, Muka CRC	\$400.00
	Sally J design	\$198.00
Tourism Officer & Support	Alyce Smith – Social Media support July – Dec 2024	\$1,650.00
	Vernon Contracting – January 2025	\$4,070.00
	Vernon Contracting – February 2025	\$3,960.00
	Vernon Contracting – March 2025	\$3,960.00
	Alyce Smith – Social Media support Jan-Mar 2025	\$825.00
	Vernon Contracting – April 2025	\$4,572.27
	Vernon Contracting – May 2025	\$4,393.66
Event Project Officer Project	Lily Haeusler – February 2025	\$4,438.44
	ACRE – Event Management Short Course	\$1,538.90
	Lily Haeusler – March 2025	\$4,723.90
	Mukinbudin Hotel Motel – catering	\$450.00
	Lily Haeusler – April 2025	\$3,378.81
	Lily Haeusler – May 2025	\$4,772.22
	Sally J Design	\$968.00
Postage	Shire of Merredin – 2024 postage	\$107.80
	Muka Mail & Merchandise	\$9.10
	Muka Mail & Merchandise	\$3.80
Administration	Ausure Insurance	\$608.85
	Muka Mail & Merchandise – NEWTRAVEL Shirts	\$260.00
	150 Square – Strategic Planning Workshop	\$2,200.00
	Town Team Movement – Speaker Fees	\$715.00
	Njaki Njaki Noongar Cultural Tours	\$2,000.00
	Shire of Merredin – venue hire	\$252.60
	Dimensions Café	\$797.00
	Eamonn Lourey – speaker fee	\$650.00
	The Merredin Treasury	\$572.00
Wheatbelt Trails Forum	Total Expenses	\$29,257.26
Cheque Acc Closing Balance 30 June 2025		\$180,468.01
<i>Income</i>	<i>Shire of Wyalkatchem – Event Support – Rodeo</i>	<i>\$10,320.00</i>
<i>Outstanding Payments</i>	<i>Alyce Smith - Social Media support Apr - Jun 2025</i>	<i>\$825.00</i>
	<i>Lily Haeusler – June 2025</i>	<i>\$4,397.80</i>
	<i>Vernon Contracting – June 2025</i>	<i>\$4,888.31</i>
	<i>Shire of Mukinbudin - social media, Muka CRC + office hire</i>	<i>\$470.00</i>
	<i>Australia's Golden Outback – Gold Membership 2025/26</i>	<i>\$350.00</i>
Ending Financial Position on 17 July 2025		\$179,856.90
Signage Funds Remaining		
Total Signage Funds Remaining		\$1,113.10

RESOLUTION:

That authorisation be given to purchase Xero/accounting software to manage the associations funds.

Moved: Lana Foote

Seconded: Stacey Geier

CARRIED

That the NEWTRAVEL financial report is accepted as presented.

Moved: Kerry Walker

Seconded: Megan Beagly

CARRIED

4.0 NEWTRAVEL Tourism Officer (0.4FTE) October 2024 Report

Main 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 February NEWTRAVEL meeting - Presented a Nungarin, Westonia, Mukinbudin and Koorda Council Meetings as well as to NEWROC Executive on future funding requirements of NEWTRAVEL.
b. Undertake governance and financial reporting activities.	Prepare Agendas and Minutes; attend to correspondence and motions as directed.	February 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		
a. Implement the Wheatbelt Way Marketing Plan	Develop, adopt and implement annual marketing plan.	Implementation of 2024-25 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 An Open Road Adventure Wheatbelt Way Campaign - Participated in planning for 2024-25 AGO Cooperative Marketing activities with Tiffany from AGO
	Update and distribute Wheatbelt Way Brochures and Booklets.	Completed Brochure and Guidebook update and re-print.
	Arrange for the preparation of promotional packages for individuals, groups, companies and arrange appropriate distribution	As required.
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.	Management of Wheatbelt Way social media with team of Jessica McCartney, Alice Smith and Lily Haeusler.
4. Stakeholder Communications		
a. Maintain relationships with Central Wheatbelt Visitors Centre and Australia's Golden Outback	Attend Regional Working Group Meetings	- AGO Member Online Meeting - AGO Destination Development Online Meeting
b. Communicate with members.	Quarterly Newsletter to Stakeholders	- Bi-Monthly E-news to NEWTRAVEL stakeholders sent. - Quarterly newsletter subscribers sent.
	Provide information and updates as identified.	

5. Maintenance and Monitoring		
a. <i>Assist in the maintenance of the Wheatbelt Way Infrastructure and monitoring of Tourism across NEWROC</i>	Coordinate and collate tourism data for the region.	- Compiled the Visitor Statistics to February 2025. - Quarterly Marketing Report produced
	Coordinate annual auditing of Wheatbelt Way sites with individual shires and reporting of recommendations back to shires.	Sent our reminder to Councils to undertake annual site audits, provided signage upgrade support to some sites/Councils.
6. Supporting additional activities		
a. <i>Any other duties within the Contractors range of abilities as directed by the Director of Economic Services if time and resources allow.</i>	Assist with planning and conducting tourism initiatives as required (incl. local famils and trade shows).	-
	Carry out research and manage projects as required	- Near completion of the Wheatbelt Way Walks – Bushwalking Trails Masterplan, including consultation with stakeholders. - Supporting the Wheatbelt Way Rail Trail Project through formation of project steering group.
	Other	- Continued NEWTRAVEL Events Support project management and support to Lily Haeusler as Events Project Officer. - Oversight of the Wyalkatchem Rodeo Event Planning.

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 1 July 2025 – 31 October 2025 and email them in by the 14th November it would be greatly appreciated.

The June 2025 Snapsnot Report can be viewed [here](#).

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 brief verbal summary on NEWTRAVEL's Social Media analytics and marketing activities will be provided at the meeting and a report circulated with the minutes.

View the 2024 – 2025 NEWTRAVEL Marketing Plan Budget [here](#).

Key highlights for this period include:

- Reaching 1000 Tik Tok Followers! Thank you to Jess McCartney from the Mukinbudin CRC for all her work in this space over the last 12 months.
- Marketing Collaboration with Alex Baxter from Baxter Backpacks with additional collaborations with Camplify and Drive Locations Australia.
- Lily Haeusler attended this years Perth Caravan and Camping show on the Wheatbelt stand.
- AGO Autumn Wheatbelt Weekends Campaign.
- Securing another year (2025/2026) of Mukinbudin Community Bank Sponsorship to the value of \$25,000.

6.0 General Business

6.1 NEWTRAVEL/NEWROC Events Support Project

Lily Haeusler asked to leave the room for this item.

BACKGROUND:

Lily Haeusler has commenced as the NEWTRAVEL Events Project Officer. This project concludes at 30 June 2024 and will have five key outcome areas:

1. Support Governance and Compliance of Wheatbelt Way Events
2. Build Event Organiser Skills
3. Event Management Support
4. Funding Support
5. Marketing Support

It has a project budget of \$90,000.00, made up of \$63,554 in grant funding, \$14,446.00 NEWTRAVEL and \$16,000 Council contribution over the 16 months of the project.

COMMENT:

- The FRRR Helping Regional Communities in Drought project has now concluded at 30 June 2025.
- Final report is underway and due 25th July 2025.
- NEWTRAVEL has a contract with the Shire of Wyalkatchem to provide Event Management support for the 2025 Wyalkatchem Rodeo with the value of \$9,000.
- With the successful WDC Accommodation project funding of up to \$15,000 available for Project Management which Linda will undertake.
- This next 6 months would be funded by:

Activity/Project Funding	Anticipated Expense for contract Extension	Income to NEWTRAVEL to fund contract extension
Lily contract extension 24 weeks @ 24hrs per week @ \$40/hour	\$23,040.00	
Shire of Wyalkatchem – Rodeo Event Support		\$9,000.00
WDC Accommodation Project Funding (reallocation to free up Linda's time)		\$15,000.00
Total	\$23,040.00	\$24,000.00

RECOMMENDATION:

- Endorse Lily Haeusler contract extension to 31 December 2025.

RESOLUTION:

That Lily Haeusler contract extension to 31 December 2025 be endorsed.

Moved: Lana Foote

Seconded: Stacey Geier

CARRIED

Lily Haeusler invited back to the meeting and informed of the decision.

6.2 6.3 Wheatbelt Development Commission

BACKGROUND:

The Wheatbelt Development Commission held its October Board Meeting in Mukinbudin and Linda was invited to present to them on the Wheatbelt Way and Wheatbelt Tourism. In preparation for this they asked that a background briefing paper be provided. Linda developed the Wheatbelt Way Impact Report which can be viewed [here](#).

NEWTRAVEL was then extended the opportunity to develop a project for WDC Wheatbelt funding consideration.

COMMENT:

The Wheatbelt Way Accommodation & Market Expansion Project Steering Committee is:

NEWTRAVEL Chairperson - Cr Sandie Ventris
NEWROC Executive Officer – Caroline Robinson
Australia’s Golden Outback CEO – Marcus Falconer
WDC representative – Renee Manning
RDA representative – Josh Pompkalya
Local Government –Tanika McLennan (Mukinbudin) and Lana Foote (Koorda).

We have now received five consultant quotes in response to our Request for Quote from the following:

1. BlueSalt Consulting
2. DTM
3. Econsisis
4. Lumenesse & Co
5. Urbis

All the quote documents from the 5 consultants can be [found here](#). The Scope of Works Request of for Scope that was sent out to the identified consultants for your reference is [available here](#). A suggested assessment template has been provided to Steering Committee members [here for guidance](#). and they are meeting on Tuesday 22 July at 9:00am -10.00am to:

- Discuss the quotes received
- Review assessments using the provided scorecard
- Confirm the preferred/successful consultant (or combination of consultants)
- Agree on any conditions or next steps prior to engagement

RECOMMENDATION:

Linda will present the recommendations from the Project Steering Committee to NEWTRAVEL to endorse at the meeting.

RESOLUTION:

That NEWTRAVEL accept the BlueSalt Consulting Quote as recommended by the Project Steering Committee.

Moved: Megan Beagly

Seconded: Kerry Walker

CARRIED

6.3 Social Media

BACKGROUND:

In 2024 NEWTRAVEL agreed to [engage the services](#) of the Mukinbudin CRC to assist with its marketing through TikTok Creation and Management for the Wheatbelt Way for a 12 month trial period for a

COMMENT:

The 12 month trial of working with the Mukinbudin CRC concludes at the 31 July 2025. 83 pieces of video content was created over the 12 months on the TikTok platform, which was also utilised on Wheatbelt Way's other social media platforms where appropriate. Jessica McCartney has professionally produced and managed the TikTok platform over this time. This has seen a TikTok following of 1009 followers and 7,043 likes grow over this time.

RECOMMENDATION:

That the Mukinbudin CRC be offered a 12-month contract extension to continue with content creation at:

Deliverables

- Minimum 4 TikTok posts per month, professionally produced and managed.
- Quarterly performance reports.
- Ongoing community engagement and content strategy adjustments.

Budget:

Content Creation: \$300 per month (4 posts)

Account Management: \$50 per month

Reporting and Analytics: \$50 per month

Total Monthly Cost: \$400

Note: Prices are indicative based on the Mukinbudin CRC Administration services charge of \$50/hr and subject to final agreement.

Terms and Conditions

- The agreement is valid for 12 months, commencing from the date of signing.
- Either party can terminate the agreement with a 30-day written notice.
- All content produced is the property of NEWTRAVEL.
- Payment terms: invoiced monthly

RESOLUTION:

That NEWTRAVEL renew the Social Media – TikTok & video content agreement with the Mukinbudin CRC for another 12 months from 1 July 2025-30 June 2026 at a fee of \$400 per month.

Moved: Lana Foote

Seconded: Stacey Geier

CARRIED

7. Reports

Opportunity for members to provide meeting with a (very!) short update or exchange on key tourism related activities and initiatives. A quick verbal report to be presented by member delegates. If members wish to submit a full written report this is welcomed and will be circulated with the minutes.

7.1 Member Reports

Wyalkatchem

- Ian McCabe is the Acting CEO is to 2 February 2026
- Successful Pioneer Park Opening with new statues.
- Wyalkatchem Rodeo, 23 August 2025

Westonia

- Wessy on the Green event had over 600 people in attendance.
- Masquerade Ball set for September has been postponed until March 2026.

Koorda

- Dom Sheed Guest Speaker evening
- Anticipated that the Bowling Green will be finished in late September
- 20th September Koorda Ag Show
- The Koorda Hotel has new owners.
- The Koorda Museum committee is in recess, Shire is planning to undertake some strategic planning to review both the museum and drive-in going forward.

Mukinbudin

- Pre-Mangowine Event at the Mukinbudin Caravan Park
- 13th September Mukinbudin DHS Centenary event, starts with a movie night on 12th September.
- Mukinbudin CRC will be holding Wildflower and Brewery Tours this spring.
- Planning underway for annual community Seniors dinner.

Nungarin

- The Nungarin Army Museum Campfire Dinners will be starting up again in August & September.
- Community will be hosting a Daffodil Day event (regional focus – taking over from the Burracoppin event).
- Mangowine Concert is the 4th October 2025.

Mt Marshall

- The June Long-weeked Off Road racing event was another successful event.
- Beacon Wildflowers Tours will be on again this Spring.
- Desiree Waters is the new Shire Community Development Officer.

Trayning

- Peter Naylor introduced himself as the new Trayning Shire CEO.
- The Trayning Hotel is currently closed, but has new managers and anticipate it opening in about 2 weeks.
- Council has committed to investing in 2 x 1 bedroom units for the Caravan Park.
- This year the TTPA Burnout event has relocated to Kellerberrin at the committees decision - not Council decision.

Dowerin

- Successful Youth Engagement program on Financial Management.
- Dowerin Hotel has new owners and is open.
- Shire of Dowerin has received WALGA Road Safety Award
- Dowerin Field Days 27th & 28th August.

7.0 Other Business

None

8.0 Next Meeting

*The 2025 NEWTRAVEL General Meetings will be held on:
Thursday 30th October in Koorda – Annual General Meeting to be followed by a General Meeting.*

9.0 Meeting Close: 1.49pm