

Yarriambiack Tourism  
Advisory Committee of Council  
Minutes

**Date:** 7<sup>th</sup> August 2023

**Time:** 6:00pm – 7:30pm

**Location:** Yarriambiack Shire Council Meeting Room

**Attendees:** Cr Graeme Massey, Cr Kylie Zanker (YSC), Tony Caccaviello (YSC), Sarah Collins (YSC), Tom Huf (YSC), Adrian Tyler, Chris Niewand, Barbara Moore, Joe Collins, Jenny Stephens

**Apologies:** Margaret Flemming, Tammy Smith (YSC), Cr Tom Hamilton (YSC), David Ward

Moved by Adrian that apologies be accepted, Seconded by Barb. Carried.

**Welcome:** Councillor Graeme Massey (Chairperson)

**1) Acknowledgement of Country**

'I would like to acknowledge that this meeting is being held on the traditional lands of the Wotjobaluk, Jaadwa, Jadawadjali, Wergaia and Jupagulk people, and I pay respects to their Elders, both past, present and emerging'.

**2) Minutes of previous meeting**

Moved by Chris that minutes of previous meeting be accepted, seconded by Barb. Carried

**3) Seymour Rail Heritage Centre (SRHC) - Sarah Collins**

Seymour Rail Heritage Centre are visiting this region with an 11 carriage Heritage train October 6<sup>th</sup>-9<sup>th</sup> 2023. This is aligned with the Murtoa Big Weekend event, and is the same weekend as Hoof & Harvest event.

Product Development currently being developed to consider the following:

Friday 6<sup>th</sup> October:

**(AM) Metro – (PM) Horsham:** Metro Passengers to check into accommodation and book dinner locally. Option to join movie + evening music excursion.

**(PM) Horsham – (PM) Murtoa– (PM) Horsham:** Horsham locals to Murtoa movie night and free activities.

Saturday 7<sup>th</sup> October:

**(AM) Horsham – (AM) Murtoa:** Metro Passengers (and any available seats) to Murtoa Big Weekend Activities (Food vendors and other activities until 12:00pm with Murtoa Races following afterwards,).

Shuttles available throughout day between Murtoa & Horsham. Train can be run for 10 operating hours. (*Depart Horsham 9:00am – return 7:00pm*)

Can we expand this to other towns: Can we line up an onward trip to Beulah for Hoof & Harvest Event that is scheduled to begin at 12:00pm? **(PM) Murtoa – (PM) Beulah – (PM) Horsham**

The local train service plan will need to be viewed.

**For those metro passengers that don't want to attend Murtoa Big Weekend/ Races:** Package idea could be Grampians Wine Tours / Local Producers ex Horsham. Non-train option.

Sunday 8<sup>th</sup> October:

Focus will be on the Silo Art: Sheep Hills, Beulah, Rosebery

**Horsham – Murtoa – Sheep Hills/Warracknabeal** (lunch stop Creekside for those with lunch tickets) – **Beulah – Rosebery – Hopetoun – Rosebery – Beulah – Warracknabeal (pick up lunch guests) – Murtoa – Horsham**

For those passengers not stopping for lunch at Creekside, a boxed lunch offered at the Warrack/ Sheep Hills stop (boxed lunch options?) to offer passengers on the way up to Hopetoun. Then Silo Art stops upon return.

Silo art travel, lunch at Sheep Hills, all the way to Hopetoun and back, pick up passengers. Barb – also opportunity to stop for lunch at Beulah and Hoof and Harvest – Squatter Coffey's. Booked as they book their train ticket

Monday 9<sup>th</sup> October

**(AM) Horsham – (PM) Metro**

Hotel check out is 10:00am-11:00am. Plan a relaxing start to the morning and a boxed lunch back to Melbourne.

Next Steps:

SRHC are finalising product development and creating promotional materials that can be distributed by Yarriambiack Shire, Wimmera Mallee Tourism, and Grampians Tourism. YSC to spread awareness to local businesses of upcoming train visit so we can be 'visitor ready'.

Looking to package non-train activities. Finalising details now

Desire to make this ongoing is exciting – guaranteed visitors. Packed lunches a great opportunity for local providers.

Flyers by Seymour Rail Heritage

Timelines are still in draft

**4) Yarriambiack Shire Council Tourism Strategy Action Plan 2023-2027 - Tony Caccaviello**

The action plan for each of the 5 strategic themes of the strategy was distributed and discussed.

**5) Yarriambiack Shire Brochures – QR Codes - Sarah Collins**

Yarriambiack Shire Council are wanting to revise how we market to travellers within region to extend their stay and disperse further around Shire. YSC currently utilises 13x individual printed town brochures, a wider YSC Touring guide, and specialised trail maps (eg, Op Shop Map).

Observing visitor trends and how other Shires are choosing to market their areas, QR Codes are a popular option by which visitors are being directed to digital brochures. This creates a great benefit of lower costs, up to date information being made available, and updates to content achieved easily.

**Action (Sarah Collins)** - a poster/information flyer will be drafted that includes QR codes to link flyers to a landing page. 2 options will be drafted for comment and review at the next meeting.

Option 1: Single QR Code to YSC landing page showcasing all available Flyers

Option 2: Town QR Codes on Map to direct brochures + QR Code to YSC landing page to 'Discover More'

**6) Yarriambiack Tourism Facebook Page - Tony Caccaviello**

The Yarriambiack Tourism Facebook page is a social media page that has significant following and engagement. It effectively promotes initiatives and events across the shire and allows collaboration and sharing amongst community groups. Currently the governance of the page is structured in way that there are multiple administrators of the page. Current administrators are community members that were involved in working with Shire staff in prior iterations of the Yarriambiack Tourism group.

The page itself is intended to be an endorsement by the Shire to promote activities and tourism across Yarriambiack. As such the governance structure and administration of the page is required to meet the Shire's Media and Communication policies and procedures. Consideration to the extensive existing reach and engagement of the page must be factored into the future of the page.

A key strength of the page is the ability to share content and activities across townships in an efficient, engaging and time sensitive manner. Updating the administrators to the page will require an update to the process of how information is shared through the page

**Action (Tony Caccaviello and Council's Communication Consultant):** the Yarriambiack Tourism facebook page will be retained, with the administrators of the page updated to the shire's Communication Consultant.

Additionally, the process for sharing content through the Yarriambiack Tourism facebook page will be updated to submitting a direct request through the 'message' function of the page. This page is monitored and managed by Council's Communication Consultant.

## **7) General business**

- A sign is needed at the northern entrance to Rupanyup to point visitors to the Rupanyup Silo Art.
- YSC staff to find design work for original silo art signs

**NEXT MEETING:** Monday November 6<sup>th</sup>, 6pm