

Yarriambiack Tourism  
Advisory Committee of Council  
Meeting

**Date:** 5<sup>th</sup> June 2023

**Time:** 6:00pm – 7:30pm

**Location:** Yarriambiack Shire Council Meeting Room

**Attendees:** Cr Graeme Massey (YSC), Tony Caccaviello (YSC), Sarah Collins (YSC), Tom Huf (YSC), Lisa Inkster (YSC), Margaret Flemming, Adrian Tyler, Chris Niewand, David Ward, Barbara Moore, Joe Collins, Jenny Stephens, Cr Tom Hamilton (YSC)

**Apologies:** Cr Kylie Zanker, Cr Corinne Heintze, Cr Karly Kirk, Tammy Smith

**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) Terms of Reference -Tony Caccaviello (YSC)**

- The ToR define the role of members as the Tourism Advisory group to Council
- The reset of Yarriambiack Tourism aligns it with other bodies and processes within Council
- A summary of the ToR was provided by Tony
- It was clarified that proxies and alternative attendees aren't possible under the ToR
- All townships that had applicants are represented on the advisory group

**3) Visitor Economic Partnership update – Sarah Collins (YSC)**

- How state government is planning to communicate with Regional Tourism Boards (RTB) eg. WMT & Grampians Tourism – a partnership of LGAs coming together. Minimum 4 LGAs required with population over 60k, or a minimum of 6 LGAs otherwise.
- Negotiations going on currently on how it looks going forward.
- Destination Management Plan being developed by Wimmera Mallee Tourism and is still relevant going forward. This together with tourism strategy and Local Area Action Plans feed into state government, tourism boards
- Up to individual LGAs to decide which RTB to align with

**4) Seymour Heritage Rail Centre (SRHC) Opportunity – YSC to lead**

- SRHC looking at bringing executive rail travel experiences to YSC

**5) Events, Business & Community Support Officer Introduction – Sarah Collins (YSC)**

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- An outline of Lisa Inkster's role was provided
  - o Streamlining of processes
  - o Ensuring compliance and reducing risk
  - o Developing useful resources

## **6) Upcoming Events**

- Minyip 'Flying Doctors' 40 year anniversary in February around Show 'n Shine
- Beulah Hoof and Harvest
- Murtoa 24hr international music event 14<sup>th</sup> July
- Minyip Sep 24 RFDS fundraiser

## **7) General Business**

- Australian Tourism Data Warehouse – questions around renewing listings: business renewals will incur a cost after being provided for free previously. Events can be listed at no cost
- Adrian mentioned planning implications of promotional signage at Woods Museum
- Jenn brought up the implications for the Yarriambiack Tourism Facebook page under the structure of Yarriambiack Tourism and the roles of Sarah and Lisa. Options to be considered at the next meeting.
- Brochures will need to be discussed at the next meeting. Usage in some towns is considerable.

**NEXT MEETING:** Monday 7<sup>th</sup> August. Future meetings to be first Monday in March, June, August and November at 6pm.