

Yarriambiack Tourism
Advisory Committee of Council
Minutes

Date: Monday 27/2/2023

Time: 6.30pm

Location: Yarriambiack Shire Council Chambers

Attendees: Cr Tom Hamilton, Cr Graeme Massey, Tammy Smith, Tony Caccaviello, Tom Huf (YSC), Wayne Street (Street Ryan & Associates), Marc Sleeman (Grampians Tourism), John Crofts, Barbara Moss (Seymour Railway Heritage Centre), Adrian Tyler, Chris Niewand, Barb Moore, Joe Collins, Jean Donaldson, Anita Kataja, Brydie Kelly, Jenn Stephens, Di Marchment, Carmel Healy, Joy Swaggerman.

- 1) **Welcome:** Acknowledgement of country
- 2) **Apologies:** Kristy Witmitz, Di Marchment
- 3) **Minutes from Previous Meeting:**
- 4) **Business Arising from Minutes:** It was noted that Cr Chris Lehmann was present, not an apology
- 5) **Presentation – Seymour Railway Heritage Centre - John Crofts and Barbara Moss**

SRHC gave a presentation on their strategic direction for bringing executive rail travel to the standard gauge network across the western half of the state including the Yarriambiack Shire.

Strategy ties in with Grampians Tourism, leveraging off Grampians and moving into regions surrounding Grampians. SRHC are looking to collaborate collectively with all shires to provide multi-day travel packages to tourists from Melbourne, Geelong and the Bellarine Peninsula, capitalising on the many tourism assets.

There are great opportunities within the Yarriambiack Shire including the Silo Art Trail, horse racing and many others.

Finding a solution to the short-term accommodation issue that bringing up to 250 visitors at once will bring.

- 6) **Presentation CEO – Confirmation of Terms of Reference and Chairperson (see attached document)**

Councillor to be chair, this will be confirmed at the next Council meeting.

- 7) **Schedule and frequency of future meetings**

Manager Community Strengthening and Engagement to work on agenda for next meeting 29 May. 6:30pm. Warracknabeal for three meetings, a bus tour of the shire for one meeting per year. Terms of reference to be updated to reflect this.

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Will invite representatives from Grampians Tourism and Wimmera Mallee Tourism to present at the next meeting.

8) Tourism Strategy Consultation

Draft strategy to be considered by Council in last week of April.

Draft 2023-27 vision is "To increasingly build a national reputation for Yarriambiack's visitor experiences assisted by welcoming communities, service oriented businesses and regional collaborators To achieve this vision, Yarriambiack Shire Council will facilitate and support tourism initiatives which:

- Formalise the establishment of new tourism products.
- Add value to Yarriambiack's existing visitor experiences.
- Involve regional cooperation.
- Increase the economic and social yield from tourism.
- Expand the market segments who are attracted to Yarriambiack's towns and attractions.

Five themes of 2023-27 Tourism Strategy and spoke to them

- Theme 1: Evolving tourist friendly towns.
- Theme 2: Strengthening existing attractions.
- Theme 3: Formalising the next wave of Yarriambiack visitor experiences
- Theme 4: A proactive Council
- Theme 5: "Sharing in a bigger visitor economy": Regional tourism collaboration.

Ideas suggested: beers with local labelling to supplement Wimmera Harvest Fare project. Gift boxes may also be a good idea, especially for gifts. Visitor information centres will have empty baskets to take around to gather souvenirs.

9) Events, Business and Community Support Officer update

It was noted that sharing ideas is a good part of the meetings. Discussion around how sharing of information could occur online.

Next meeting was set for May 2023.

10) Roundtable – events pipeline, lessons learnt & general business

- Meal in the 'Beal 17 March, on sale now. 6 courses and music
- Easter in the 'Beal
- Mothers day stall at Tempy 7 May at the Hall
- Historical society exhibition at the scout hall in Hopetoun. Presenting a study of 6 settler families
- Positions on Yarriambiack Tourism will be advertised by on EOI
- Wide Open Spaces on the long weekend in Beulah. Saturday market, music midday to midnight. Sunday poets breakfast. Café has new mural. Fishing comp. miniature RC trucks. Classic car display, art workshops and art displays.
- Hoof and harvest in Beulah 7 October.
- Murota silo art being painted over Easter, will be lit and visible from the water tower museum
- Brochures in the Southern Grampians visitor information centre are now an option
- It was noted that cheaper options for brochures to print ourselves will mean they can be updated more quickly. The use of QR codes may also be another option.
- Minyip - Music at the café. Promoting as part of outdoor activation space. Vouchers for first families that eat at the café.
- Minyip show n shine not happening this year

- Rupanyup Dirt music 2 April. Performers invited to come and perform, at least 4 venues.

NEXT MEETING: 29th May, 6:30pm at the Warracknabeal Shire Office

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