

## Yarriambiack Tourism Advisory Committee of Council Minutes

**Meeting date:** Monday 4 March 2023

**Time:** 6:00pm

**Location:** Yarriambiack Shire Council Meeting Room

**Attendees:** Cr Graeme Massey (YSC), Tom Huf (YSC), Adrian Tyler (Rupanyup), Barbara Moore (Beulah), Joe Collins (Woomelang), Jenny Stephens (Hopetoun), David Ward (Warracknabeal), Tom Hamilton (YSC), Tony Caccaviello (YSC), Cr Chris Lehmann (YSC).

**1) WELCOME:** Councillor Graeme Massey (Chairperson)

**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) APOLOGIES:**

Chris Niewand (Minyip) Cr Kylie Zanker (YSC), Sarah Collins (YSC), Margaret Flemming (Murtoa).

**Moved:** David Ward

**Seconded:** Adrian Tyler

**Carried**

**RESOLUTION**

That the apologies are accepted as written.

**Moved:** Joe Collins

**Seconded:** Barb Moore

**Carried**

**3) MINUTES FROM PREVIOUS MEETING:**

**RESOLUTION**

That the minutes of the Yarriambiack Tourism Advisory Committee of Council meeting held on 6<sup>th</sup> November 2023, as circulated be taken as read and confirmed.

**Moved:** Joe Collins

**Seconded:** Barb Moore

**Carried**

**4) BUSINESS ARISING FROM MINUTES:**

None

**5) ACTIONS LIST**

<b>Actions Arising</b>			
<b>Date</b>	<b>Action</b>	<b>Comments</b>	<b>Status/ Assigned (open/closed)</b>
06.11.2023	YSC to take back administrative controls of Yarriambiack Tourism FB Page.	Members past and present, still have access to the message inbox and are receiving notifications and are posting. These permissions will be reclaimed by YSC.  <i>Administration has been restricted to YSC only.</i>	<b>Closed</b> – All administrators from the page.
06.11.2023	YSC to meet with SRHC regarding the 2024 train visit.	YSC to present questions and points raised by committee members.  <i>19.02 Phone conversation has been had with dates of arrival supplied. Sarah to develop agenda item to discuss with committee before taking notes to next SRHC meeting</i>	<b>Open</b> – Officers to collate feedback from committee members and ask at the next SRHC meeting.
06.11.2023	Committee to provide feedback on draft Branding Document that was presented during meeting.	Feedback to be submitted to Tom Huf by 20 <sup>th</sup> November 2023 so that project can continue.  <i>Feedback period has concluded.</i>	<b>Closed</b> – Committee members provided feedback.
06.11.2023	Digital Brochure PDFs to be uploaded to YSC webpage.	It is important that these brochures are available to visitors before printed brochures run out.  <i>Existing brochures have been digitised and uploaded to website. Next task is to update content.</i>	<b>Closed</b> – Officers to upload while project is ongoing.

## 6) VISITOR ECONOMY PARTNERSHIP UPDATE

**Prepared by: Sarah Collins, Manager Community Strengthening & Engagement**

### **PURPOSE:**

This report provided an update on the Visitor Economy Partnership (VEP) between Grampians Tourism and Wimmera Mallee Tourism.

Council resolved on 07 February 2024 to join the Grampians, Wimmera Mallee Visitor Economy Partnership which will be the recognised Visitor Economy Partnership for the Region for a two year trial period of 2024 to 2026. This two year period is in line with the length of the guarantee of significant funding provided by the state government.

- The new VEP will be recognised by the Victorian Government as the peak official voice for the visitor economy in the Grampians and Wimmera Mallee region.
- The VEP will be established with eight Council's participating (Northern Grampians, Ararat, Horsham, Southern Grampians, West Wimmera, Buloke, Hindmarsh, Yarriambiack).
- The two brands of the existing tourism boards would remain, Visit Grampians and Visit Wimmera Mallee. Both brands would have their own separate Partnership and Project Manager.
- Both brands would be managed under the VEP referred to as Grampians, Wimmera Mallee Visitor Economy Partnership.
- Wimmera Mallee Tourism entity resolved to enter into a two-year recess.

Future involvement required will be required from this committee for the Local Area Action Plan (LAAP) that the new VEP will develop to build into its wider Destination Management Plan. The working/reference groups for the LAAP are still being finalised.

### **RESOLUTION:**

- Yarriambiack Tourism Advisory Committee of Council members noted the report.

### **ACTION:**

- Where possible, attend the upcoming Grampians Tourism Industry forum on March 14<sup>th</sup> held in Horsham

**7) VISITOR INSPIRATION PASSPORT PROJECT UPDATE****Prepared by: Sarah Collins, Manager Community Strengthening & Engagement****PURPOSE:**

This report is provided as an update on the successful Visitor Servicing Fund – Stream B – Major Visitor Servicing Projects application submitted in partnership between Grampians Tourism and Wimmera Mallee Tourism.

**RESOLUTION:**

- Yarriambiack Tourism Advisory Committee of Council members noted the report.

**Moved:** Adrian Tyler**Seconded:** Jennifer Stephens**Carried****8) SEYMOUR RAIL HERITAGE CENTRE 2024 TRIP UPDATE****Prepared by: Sarah Collins, Manager Community Strengthening & Engagement****BACKGROUND:**

This report is to provide an update on the dates received by Seymour Rail Heritage Centre (SRHC) for their 2024 trip into the region and gain insight from the committee on initiatives that can be developed by community to enhance product offering.

**DISCUSSION:**

Following on from another successful trip to Yarriambiack Shire, SRHC have confirmed their intent to travel and have also indicated that they will be looking to further develop this product. For their 2024 trip, they are focussing on diversifying their product to retain the interest of their target markets and using lessons learned from previous journeys to build fresh, new products.

They will be open to discussions regarding off-train events/ initiatives/ packages and will be taking ideas from LGA's for ideas that can be packaged together and marketed.

SRHC have confirmed the dates that they will be returning to the region for their 2024 train excursion and are as follows:

Friday 4<sup>th</sup>-7<sup>th</sup> October 2024.

**ACTION:**

- YSC officers to further explore suggestions and discussion points;
  - Bespoke activities unique to YSC that showcase the region and especially local businesses – long table events (perhaps under a lit Sheep Hills Silo Art, highlighting The Dry film locations, or in main streets), markets with local businesses, shuttles to local attractions
  - Hybrid offerings eg book in for dinner, bus back
  - Local volunteers to help with shuttles
  - Extending length of train stopovers

## 9) MEETING SCHEDULE FOR 2024

To date, meetings have been held quarterly at 6:00pm at the Warracknabeal Shire Offices. Meetings were scheduled until March 2024 (this meeting) and now need to be scheduled for the next 12 months.

Proposed schedule:

Mon 4 March 2024	6:00pm	Warracknabeal Offices
Mon 3 June 2024	6:00pm	Warracknabeal Offices
Mon 2 September 2024	6:00pm	Warracknabeal Offices
Mon 4 November 2024	6:00pm	Warracknabeal Offices
Mon 3 February 2025	6:00pm	Warracknabeal Offices

### RESOLUTION:

Yarriambiack Tourism Advisory Committee of Council members to confirm meeting schedule for the next 12 months.

**Moved:** Barb Moore

**Seconded:** Adrian Tyler

**Carried**

## 10) GENERAL BUSINESS

Discussions were held on the following topics:

- Information being gathered on 75 original schools of the shire of karkaroc
- Wide Open Spaces Beulah taking place over the weekend
- Creekside Hotel considering a 3-day fishing comp in September
- Concerns around Woods museum signage and planning, and relocation of food van in the street.

**MEETING CLOSED: 7:33pm**

**NEXT MEETING: Monday 3<sup>rd</sup> June, 6pm, Warracknabeal Shire Offices**