

MINUTES OF ECONOMIC DEVELOPMENT AND TOURISM ADVISORY COMMITTEE
Held Monday 28 AUGUST 2023 at 2pm
Gallery Room, Coonabarabran Council Building

Present: Councillor Newton (Chairperson), Councillor Kopke, Councillor Brady, J Murphy (alternative for Coolah DDG), T Hayman (alternative for Baradine PA), D Mulligan (Mendooran DDG), J Wilkin (alternative for 2357 Partnerships), S Edwards via Zoom (Binnaway PA), Director Environment and Development Services (DEDS), Manager Economic Development and Tourism (MEDT).

Meeting Opened: 2.00pm

1. APOLOGIES

RESOLVED that apologies be accepted from L Cutts, N Pfeiffer, K Rose (No alternative provided for Dunedoo DDG) and L Doyle.

MOVED: Councillor Newton

SECONDED: Councillor Kopke

For - Unanimous

2. The Chairperson called for Disclosure of Interests

Nil

3. Confirmation of Minutes

RESOLVED: that the minutes be confirmed for EDT Committee meeting held on 19 June 2023.

MOVED: Councillor Newton

SECONDED: Councillor Kopke

For - Unanimous

Action: MEDT to review notes from previous meeting held 19 June 2023 to check minutes for accuracy.

4.1 Tourism Report – August 2023

Advertising Platforms - Discussion occurred around current tourism advertising platforms such as Link Airways magazine, Better Homes and Gardens magazine and Caravanning Australia, and it was suggested more focused publications that align with the region's strengths should be utilised instead of mainstream publications.

It was also raised that more promotion of regional features and successes (such as WNP being voted No. 1 National Park in Australia) should be promoted through Warrumbungle Region FB page. DEDS advised Council is not always informed of success stories such as this, and if EDT Committee members are aware of any similar stories to forward through to MEDT for promotional consideration through Council FB pages.

RESOLVED that the Tourism Report – August 2023 be received and noted.

MOVED: Councillor Kopke

SECONDED: Councillor Brady

For - Unanimous

2.57pm

D. Mulligan attended the meeting

4.2 Economic Development Report – August 2023

Real Country Business Case and Strategy – EDT Committee were provided with a copy of the business case proposal for the project, noting an emphasis on the Castlereagh River in Coonabarabran. It was requested Mendooran and Binnaway be included in the business case and consultation sessions. S. Edwards advised Rail Trails should be included in the Real Country project. DEEDS suggested the Rail Trail concept could be considered for inclusion in the EDT Strategy.

Town Entrance Sign Project – EDT Committee discussed progress to date with MEDT providing an update on the project, noting final drafts are still in progress with sign designer. Discussion on the inclusion of traditional owners being noted on the Town Entrance Signs occurred.

Discussion on signage in general across the Shire occurred and it was requested that a signage audit be carried out by Council. DEEDS raised the matter of staff resourcing and limited budget to carry out the task, with the task more suited for inclusion in the EDT Strategy. It was then suggested by S. Edwards that town representatives of the EDT Committee could carry out the audit and provide findings to Council; with Traditional Owner signage being included as part of the audit.

RESOLVED: that the Economic Development Report – August 2023 be received and noted.

MOVED: Councillor Kopke

SECONDED: T. Hayman

For - Unanimous

RESOLVED that Council does not include the Aboriginal Country wording as part of the Town Entrance Sign Project and consider further options for Acknowledgment of Country at a later date.

MOVED: Councillor Kopke

SECONDED: T. Hayman

For – Councillor Newton, Councillor Kopke, S. Edwards, T. Hayman, D. Mulligan
Against – J. Wilkin, J. Murphy, Councillor Brady

RESOLVED that a Shire wide signage audit be conducted in this financial year and for that to include all signage including tourism, Aboriginal Country, heritage, town and community, and roads.

MOVED: S. Edwards

SECONDED: D. Mulligan

For – J. Murphy, D. Mulligan, S. Edwards, T. Hayman, J. Wilkin
Against – Councillor Newton, Councillor Kopke, Councillor Brady

RESOLVED that the EDT Committee supports a Warrumbungle Region tourism initiative in the investigation of potential Rail Trails across the Warrumbungle Region and recommends that Council seek funding opportunities to conduct a feasibility study, business case and development plan for Warrumbungle Rail Trails.

MOVED: S. Edwards

SECONDED: Councillor Kopke

For - Unanimous

Action: EDT Committee representatives from each town to gather the information for the signage audit.

4.3 Visitor Information Centre Report – August 2023

RESOLVED: That the Visitor Information Centre Report – August 2023 be received and noted.

MOVED: Councillor Kopke

SECONDED: Councillor Brady

For - Unanimous

5. New Business

1. Advertising Billboard – Councillor Brady enquired the status of the advertising billboard at the Coonabarabran VIC and if additional signage was meant to be put on the billboard as there seem to be a lot of vacant space. DEDS advised the vacant space has been set aside for hiring to local businesses for advertising.

2. Bungle Rumble – Councillor Brady advised Bungle Rumble was going ahead after funding had been received. The event will be held on 25 November 2023. Flyers were circulated for committee members to take back to their communities.

3. Hearty Welcome – J. Wilkins reported the recent Hearty Welcome event held by 2357 Partnerships was very successful with approx. 150 people in attendance with representation from 25 community organisations.

Next Meeting: TBA

Meeting closed: 4:37pm