



Notes

No Quorum

Seven Valleys Tourism Committee

held at

Maldhan Ngurr Ngurra –
Lithgow Transformation Hub
Zoom Room

154 Mort Street, Lithgow

on

Tuesday 28 May 2024

at 3:00 PM

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The Chairperson declared the meeting open at 3:20pm.

Due to a lack of quorum, the business paper items were reviewed and discussed for those in attendance.

1. Acknowledgement of Country

The Mayor acknowledged Wiradjuri Elders past and present of the Wiradjuri nation - the original custodians of the land on which the Lithgow's communities reside and extended respect to our neighbouring nations.

Lithgow City Council acknowledges Wiradjuri Elders past and present of the Wiradjuri nation - the original custodians of the land on which the Lithgow's communities reside. The Council also extends our respects to our neighbouring nations.

2. Present

Present:

Mayor Maree Statham
Daniel Zolfel - Zig Zag Railway
Mandy Wiggins - Zig Zag Railway - non voting
Wendy Stephens - Belle Bois Luxury B&B (from 3:30)
Louise Wallace - National Parks and Wildlife (from 3:30)
Ann Thompson - MTA Travel (from 4pm)

Officers:

Shaun Elwood - Director People and Places
Trinity Newton - Minutes

3. Apologies

Apologies received:

Kat Alexander – Blue Fox ,
Councillor Almy Bryce,
Sharon Howard - Gang Gang Gallery.

Officers:

Simon Francis - Tourism Manager
Craig Butler - General Manager

4. Declaration of Interest

There were no declarations of pecuniary interest made.

5. Confirmation of Minutes

The minutes of the Seven Valleys Tourism meeting held 26 March 2024 were endorsed by the Council at the Ordinary Meeting of Council held 22 April 2024 - Resolution Number 24-95.

6. Matters Arising from Previous Minutes

The Mayor called for any matters arising from previous minutes.

The Destination plan was endorsed by Council to go on exhibition and the exhibition period has concluded.

7. Staff Reports

7.1. Destination Action Plan

The Destination Action Plan was exhibited for 28 days and submissions were received.

Many questions were based on what are the next steps to follow, and what respondents would like to see in relation to the direction of tourism and what they would like to see. The amendments included increased reference to Wiradjuri, fishing and boating activities, and the inclusion of Secret Creek (due to the government funding received for a visitors centre recently)

ACTION / RECOMMENDATION

THAT The committee note the submissions received on the draft Seven Valleys Destination Action Plan and the changes to the plan which were adopted by Council.

MOVED: Daniel Zolfel

SECONDED: Louise Wallace

CARRIED

7.2. Marketing & Branding Strategy

A range of consultants with considerable experience within the industry have been requested to quote for strategic branding review of Seven Valleys to determine if the brand is meeting expectations, if changes are required, and if it is an appropriate brand for the LGA.

A style guide will be refined and reviewed and when finalised will be available to the industry.

The marketing plan and strategy will also be reviewed.

The request for quote also requested consumer research to inform on the current market position of Lithgow and Seven Valleys.

The committee discussed funds and resources to implement the marketing and branding strategy.

ACTION / RECOMMENDATION

THAT The committee note the progress of the RFQ which was called for the marketing plan and branding strategy review.

MOVED: Councillor M Statham

SECONDED: Daniel Zolfel

CARRIED

7.3. Wild Bush Luxury Lease

The State Government are currently exhibiting the Intention to Grant a Lease for supported accommodation aligned with the propose multi day walk on the Gardens fo Stone SCA and would like to seek input from the community.

The Committee noted that there is a lot of support for the bush camps and the proposal in general but also some negative response has been received.

There has been some negative media circulated with information that is contrary to the facts by external groups.

Members of the Committee undertook to write a letter in support of the project and then to seek authority of from the committee to send out under the committee's name.

The Minister for the Environment has publicly endorsed the project.

A submissions report will be created and reviewed by NPWS

Council is supplying a letter of support for the lease.

ACTION / RECOMMENDATION

THAT the Committee:

1. Note the submission by Lithgow City Council in support of the intention by NPWS to grant a lease to Wild Bush Luxury.
2. Submit a Seven Valleys Tourism Committee submission of support.

MOVED: Daniel Zolfel

SECONDED: Councillor M Statham

CARRIED

7.4. Discussion on Development of Tourism Industry Group

The committee were informed of the proposal to develop a Tourism Industry Group.

Discussion regarding what is the most effective means to get the best level of engagement from industry stakeholders was held.

A gap has been identified, regularly from local tourism businesses, tourism relief businesses and there appears to be a strong appetite for smaller tourism businesses to engage in the industry. They identify one framework may be similar to the BMCC template for the Tourism industry group where membership fees are paid and the level of membership determines what promotion you receive.

The structure of this Tourism group was outlined and discussed further. There is an MOU in place for the Blue Mountains group with the BMCC that clarify roles and responsibilities for stakeholders.

Looking at other council's tourism structures would be beneficial.

This is an ideal time to promote the Tourism industry group to have more collaboration and engagement from the entire industry.

Progressive meetings could be held at different venues and run more as a social event for the tourism industry to meet and network.

Council staff will bring back a proposal with different options on how to take this forward.

Zig Zag Railway is holding a Tourism Industry gathering / famil on 2 August, which the Committee will be invited to. Details to be confirmed and issued to the Committee.

Financial contribution - Seven Valleys membership fee which allows placement and brochure of 10,000 run. 2000 brochures remain. No further brochures being printed until the Marketing and branding strategy is revised.

A copy of Mudgee's prospectus is being forwarded to the administration for information.

ACTION / RECOMMENDATION

THAT the Committee commence initial feasibility discussions about the creation of an industry body to oversee key objectives in the facilitation of tourism services and the growth of the local tourism industry.

MOVED: Daniel Zolfel

SECONDED: Councillor M Statham

CARRIED

7.5. Wolgan and Capertee Valley engagement sessions update

In February a community meeting occurred with the Wolgan Valley tourism businesses and council. Council will continue to work with the Wolgan Valley Community through the issues affecting them.

Recently, Lithgow Council held an engagement session with the Capertee Valley regional operators with Destinations marketing Store also presenting. Approximately 20 people attended with positive feedback received on the day.

This will be a longer term process working with both communities.

There will be more engagement sessions with Council working around the LGA over time.

It is aimed that ideally everyone is brought 'on brand' once finalised.

It was discussed that there are many bus tour operators that take their buses back to the Blue Mountains for coffee and meals. Discussion on the this occurred with ideas on how to bring customers to the LGA from the Zig Zag Railway tour groups.

ACTION / RECOMMENDATION

THAT the Committee note the Wolgan Valley and Capertee Valley workshop engagements.

MOVED: Councillor M Statham

SECONDED: Daniel Zolfel

CARRIED

8. General Business

Status of the Main Street revitalisation.

A mural painted on the side of the post office building will occur and asked that no upgrade works occur in the vicinity of the mural works around September so that the private contractor is able to do the mural.

It was suggested that LCC take the Seven Valleys Tourism to ATEC 26 and 27 June 2024 at the Fairmont Resort in Leura.

9. Meeting Close

There being no further business the Chairperson declared the meeting closed at 4:31 pm.