



MINUTES

Seven Valleys Tourism Committee

held at

Council Administration Centre
176 - Training Room
180 Mort Street, Lithgow

on

Tuesday 25 March 2025

at 3:00 PM

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The Chairperson declared the meeting open at 3.00pm.

1. Acknowledgement of Country

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

Mayor Cassandra Coleman, Cllr Eric Mahoney, Cllr Ray Smith, Louise Wallace, Wendy Stephens, Andrew Chalk, Mandy Wiggins, Ann Thompson, Brett Groves, Rachael Kay, Johanna Koleda, Sharon Howard, Shaun Elwood, Simon Francis

Officers: Shaun Elwood (Director People & Places), Simon Francis (Tourism Manager)

3. Apologies

Clr Tom Evangelidis, Graeme Pike, Mark Thomas.

4. Declaration of Interest

Nil

5. Confirmation of Minutes

No minutes as this was the first meeting since June 2024.

6. Matters Arising from Previous Minutes

Nil

7. Staff Reports

7.1. Appointment of Chair and Deputy Chairperson

The committee resolved to defer this item to the next meeting to ensure full representation of candidates for the Chairperson and Deputy Chairperson roles.

ACTION / RECOMMENDATION

THAT Council note the resolution to defer this item.

MOVED: Mayor Coleman

SECONDED: Ann Thompson

CARRIED

7.2. Update on Gardens of Stone SCA

Louise Wallace – Senior Project Officer - Tourism and Infrastructure with NPWS NSW reported the latest developments in the Gardens of Stone State Conservation Area Project. Developments consisted of:

- Lost City Walking Track and Lookout
- 2WD Access to Lost City Car Park formalized
- Work on badly degraded roads commencing, some to be blocked off for rehabilitation
- Some compliance issues with 4WD's and Motorbikes
- Signage to direct visitors around the precinct installed
- Bungleboori upgrades continue with removal of pines and signage
- 2nd and 3rd stage of multi-day walk starting in May or June with 2 year completion timeframe

Questions were:

- The origin of the name of Gardens of Stone National Park
- The current status of the 50 million funding and whether current works are still being funded by it. Answered yes.
- Speed limits on Gardens of Stone SCA roads. Visitors going too fast, lacking respect.

ACTION / RECOMMENDATION

THAT the committee note the NPWS update on the current and future developments in the Gardens of Stone State Conservation Area.

MOVED: Ann Thompson

SECONDED: Brett Groves

CARRIED

7.3. Seven Valleys Brand Marketing Update

- Council executive informed the committee that Tourism administration is working with consultants Destination Store to develop collateral.
- There is a need for an images portfolio to help develop the collateral.
- A detailed marketing plan has been developed which includes significant budget and costings to go to the market.
- Discussions to take place with the industry about what can be achieved when delivery is rolled out.
- Some discussion about people not knowing what Seven Valleys is as a concept. Research shows that it hits the target markets.

- Billboards to be placed at Mount Lambie and River Lett Hill to build local understanding of what Seven Valleys is.

Questions

- Will the VIC name remain the same
- Wiradjuri name inclusion looks good
- Is there the budget to implement all recommendations and develop collateral?
- Discussion took place about leveraging more funding internally and placing emphasis on the local tourism industry and tourism-exposed businesses to help with development and implementation costs.

ACTION / RECOMMENDATION

THAT the committee note the progress of Brand Marketing and priority actions currently being implemented or under development.

MOVED: Andrew Chalk

SECONDED: Louise Wallace

CARRIED

7.4. Events Program

Council executive officers requested to carry this agenda item forward to the next meeting to be held in a one months time, including the Capertee Bird Watching Festival, Halloween and Christmas Concert.

ACTION / RECOMMENDATION

THAT Council note the resolution to carry over the agenda item.

MOVED: Shaun Elwood

SECONDED: Ann Thompson

CARRIED

7.5. Role and focus of the Seven Valleys Tourism Committee

Council executive requested this agenda item be deferred until the next committee meeting in one months time.

Some discussion took place along the theme of the agenda item including:

- Creation of a Tourism Body to work alongside the committee
- Tourism Forums and Industry Forums
- Need to increase the maturity of the local tourism industry

- Tourism Industry is made up of a lot of small business operators. There is a need to look at ways to digitally connect them as it is hard to ask people to take time out to attend or engage.
- Review of the frequency and hours of the committee meeting. Agreed to hold 6-month trial of Wednesday afternoons between 4pm and 6pm, not the day after council meeting. Difference of opinion on the most convenient time for the meeting.

No formal mover or seconder was sought for the deferment of this agenda item.

ACTION / RECOMMENDATION

THAT the committee note the decision to defer this item to the next Committee meeting.

MOVED: -

SECONDED: -

CARRIED

8. General Business

No General Business.

9. Meeting Close

Next Meeting: Likely to be 30 April - 4.00pm to 6.00pm - TBC

There being no further business the Chairperson declared the meeting closed at 5.14pm.