



MINUTES

Seven Valleys Tourism Committee

held at

Secret Creek Sanctuary
35 Crane Road LITHGOW NSW

on

Tuesday 25 November 2025

at 3:30 PM

ORDER OF BUSINESS

1. Acknowledgement of Country	3
2. Present.....	3
3. Apologies.....	3
4. Declaration of Interest.....	3
5. Confirmation of Minutes	3
6. Matters Arising from Previous Minutes	3
7. Staff Reports	4
7.1. Election of a new Deputy Chairperson	4
7.2. 7V Website Presentation - Headjam.....	4
7.3. Elevate Group Presentation - Rhonda Taylor CEO	5
7.4. Wolgan Road implications and impacts on Tourism - Andrew Chalk, Wolgan Valley Association.....	6
8. General Business	6
9. Meeting Close	7

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

Present: Councillor Tom Evangelides, Councillor Eric Mahony, Councillor Cass Coleman, Councillor Darryl Goodwin, Andrew Chalk, Mandy Wiggins, Graeme Pike, Mark Thomas, Trevor Evans, Rhonda Taylor (Elevate Bathurst), Leanne Hogan (Headjam)

Officers: Simon Francis, Shaun Elwood

3. Apologies

Brett Groves, Ann Thompson, Lucie Novakova, Fiona Tucker (National Parks)

4. Declaration of Interest

Nil

5. Confirmation of Minutes

THAT it be noted the Minutes of the previous meeting held on 20 August 2025 were presented and adopted by Council at the Ordinary Meeting of Council held on 22 September 2025.

MOVED: Cassandra Coleman

SECONDED: Eric Mahoney

6. Matters Arising from Previous Minutes

Nil matters arising from previous minutes.

7. Staff Reports

7.1. Election of a new Deputy Chairperson

Deferred to next meeting.

7.2. 7V Website Presentation - Headjam

Leanne Hogan from Headjam provided a walkthrough of the new website, outlining its key features and functionality.

The Committee expressed strong approval of the overall design and presentation.

Feedback focused primarily on the interactive map, with members noting the need for Capertee Valley and the other valleys to be included. The tagline on the main page was identified as not desirable; Leanne advised that this would be updated prior to the website going live.

A question was raised regarding the use of white text on the home page, and it was explained that this choice supports legibility during scrolling. An additional suggestion was made to incorporate coloured highlights to distinguish the Seven Valleys on the interactive map.

ACTION / RECOMMENDATION

THAT the Committee note the presentation and feedback provided in relation to the proposed 7V Website.

MOVED: Andrew Chalk

SECONDED: Darryl Goodwin

CARRIED

7.3. Elevate Group Presentation - Rhonda Taylor CEO

Rhonda Taylor, CE Elevate, presented the concept of the Elevate Bathurst Group and its Bathurst

and Backroads campaign. She outlined her experience in delivering multi-region campaigns and expressed a strong interest in partnering with Council and engaging with the wider Seven Valleys tourism industry.

Committee members raised several questions, including:

- Whether Council has provided support or buy-in for the initiative.
- How the proposed regional brand would align with the existing Seven Valleys brand.
- Whether tourism operators within the Lithgow LGA would identify with a campaign name centred on Bathurst.
- Whether there are plans to develop a more inclusive name that better reflects the broader target region.

Rhonda addressed these questions and reiterated her intention to collaborate closely with regional stakeholders.

ACTION / RECOMMENDATION

THAT the Committee acknowledge and thank Rhonda Taylor, CEO Elevate Bathurst Group, for her presentation.

MOVED: Councillor Cass Coleman

SECONDED: Councillor Darryl Goodwin

CARRIED

7.4. Wolgan Road implications and impacts on Tourism - Andrew Chalk, Wolgan Valley Association

Andrew Chalk provided an update on the impact of the road closure on the valley. He outlined the extent of the disruption and detailed the contracted work currently underway to assess the road conditions. He noted the significant opportunities that have been lost as a result of the closure, while also acknowledging that some residents have been able to benefit from the temporary exclusivity of the valley in the absence of high vehicle numbers.

No questions were raised by the Committee.

ACTION / RECOMMENDATION

THAT the committee note the address by Andrew Chalk on behalf of the Wolgan Valley Association in relation to Wolgan Road.

MOVED: Andrew Chalk

SECONDED: Councillor Cass Coleman

CARRIED

8. General Business

Several committee members stressed the need for an additional meeting to further consider the significance of the agenda items discussed. Members expressed concern that while information is being provided, insufficient time is available to offer meaningful feedback and contribute effectively to decisions. It was proposed that the next meeting revisit the same agenda items for more in-depth discussion at the earliest opportunity.

The next additional meeting agreed upon has been scheduled for 21 January 2026 - 176 Mort Street at 4:00pm

ACTION / RECOMMENDATION

That the Committee notes the decision to hold an additional meeting to discuss non completed agenda items further.

MOVED: Mark Thomas

SECONDED: Cassandra Coleman

CARRIED

9. Meeting Close

There being no further business the Chairperson declared the meeting closed at 6.10pm