



MINUTES – GENERAL MEETING

General Meeting held on Thursday 27th July 2022,
at Mukinbudin.

Opening 10.04am

Attendees:

NEWTRAVEL MEMBER

NEWTRAVEL
NEWTRAVEL & Town Team
Koorda CRC
Mukinbudin CRC
Shire of Mt Marshall
Shire of Mukinbudin
Shire of Nungarin
Shire of Trayning
Shire of Dowerin

MEMBER VOTING DELEGATE

Kim Storer (NEWTRAVEL Chair)

Cr Megan Beagly
Cr Sandra Ventris
Cr Kerry Dayman
Leanne Parola (CEO)

ASSOCIATE MEMBERS & OTHERS

Linda Vernon (NEWTRAVEL TO)
Alyce Ventris

Amber Silinger
Rebecca Watson (CDO)
Louise Sellenger

Karri Lee

Apologies:

Shire of Dowerin
Shire of Wyalkatchem
Nungarin CRC
Shire of Westonia
Shire of Koorda
Shire of Nungarin
Koorda CRC
AGO

Rebecca McCall (CEO)
Stephanie Elvidge
Emily Alberti
Cr Bill Huxtable
Lana Foote (DCEO)
Leonard Long
Enza Beetles
Marcus Falconer

Cr Christy Petchell

Stacey Geier

1. Previous Minutes

1.1 Confirmation (Previous Meeting Minutes click [Here](#))

RESOLUTION:

That the Minutes of the NEWTRAVEL Meeting held in Westonia on 23 February 2022 be confirmed as a true and correct record of proceedings.

Moved: Leanne Parola

Seconded: Louise Sellenger

CARRIED

1.2 Business arising from previous minutes - Nil

ACTIONS	UPDATE
<ul style="list-style-type: none">• Invite Shayling Ngo from the Sunday Times out to the Wheatbelt Way.	Email sent, Shayling considering for later in year, possible Wildflower season.
<ul style="list-style-type: none">• Linda to send out dropbox link to members for access to the 2021 Photo Competition entries.	Done. Link included in minutes.
<ul style="list-style-type: none">• Linda to communicate to Local Government CEOs the Storytowns opportunity and ask for the financial commitment and also use this as opportunity to remind them of the 2022-2033 NEWTRAVEL financial commitments and timely to check and audit the Wheatbelt Way sites in their Shires and consider any identified maintenance and upgrades in their budgets. (also, to send a 1 page infographic of NEWTRAVELS past 12mths).	Done. All Councils indicated including financial commitment in 22-23 budget. Project underway.

2. Correspondence

2.1 Correspondence In

2.1.1 Various Emails inward.

2.1.2 Cultural Tourism Grant Accelerator Grant Offer

2.2 Correspondence Out

2.2.1 Various Emails outward.

2.2.2 Cultural Tourism Grant Accelerator Grant Offer Signed

RESOLUTION:

That the NEWTRAVEL inward correspondence is accepted, and the outward correspondence be endorsed.

Moved: Cr Sandra Ventris

Seconded: Leanne Parola

CARRIED

2.3 Business arising from Correspondence

Nil

3. Financial Report

Cheque Acc Opening Balance 1 February 2022			\$66,249.50
INCOME			
	Madeline Hayles - Business Membership 21-22	\$100.00	\$82,749.50
	Shire of Westonia 21-22 Membership	\$6,400.00	
	Regional Arts WA Cultural Tourism Accelerator Grant	\$10,000.00	
	Total Income	\$16,500.00	
EXPENSES			
Press Advertising	Executive Media - Caravan Australia Advertising	\$950.00	\$36,975.70
	Premium Publishers 2022 AGO Holiday Planner Advertising	\$1,995.40	
	Nungarin Museum - RAC Advertising contrtribution	\$550.00	
Photography Competition	Winner Prize - Rebecca O'Malley	\$500.00	
Brochures & Guidebooks	Vanguard Press, 10,000 DL WBW Map Brochure re-prints	\$1,963.50	
Postage & Freight	Shire of Merredin - Postage 20-21 from CWVC	\$262.60	
	Mukinbudin Trading Postage October - March	\$77.40	
	Mukinbudin Trading Postage April	\$26.00	
	Mukinbudin Trading Postage May	\$27.30	
Internet Marketing	Reimbursement - March 2022 Facebook Marketing	\$220.00	
	Carol Taylor - Content Creation for April	\$1,000.00	
	Reimbursement - April 2022 Facebook Marketing	\$220.00	
	Reimbursement - Social Media Plugin Subscriptions (Simplebooklet & Jot Form & Gravity Form)	\$231.18	
Tourism Officer Services & Support	Vernon Contracting – Tourism Officer Services for January 2022	\$2,860.00	
	Vernon Contracting – Tourism Officer Services for February 2022	\$2,860.00	
	Alyce Ventris - Social Media Assistance January 2022	\$275.00	
	Alyce Ventris - Social Media Assistance February & March 2022	\$550.00	
	Vernon Contracting – Tourism Officer Services for March 2022 - plus travel	\$3,127.65	
	Vernon Contracting – Tourism Officer Services for April 2022 - plus travel	\$3,107.32	
	Vernon Contracting – Tourism Officer Services for May 2022	\$2,860.00	
	Alyce Ventris - Social Media Assistance April & May 2022	\$550.00	
Insurance	Ausure - Liability Insurance	\$502.56	
Consumer Shows	Dowerin Field Days Stand	\$990.00	
Podcast Project	50% Payment of Storytowns Podcast Production	\$16,500.00	
Memberships	Shire of Merredin - CWVC Annual Membership	\$193.00	
Website & App	Reimbursement - Website Domain Renewal	\$31.89	
	Network 24 website and email hosting	\$308.00	
	The Digital Broker Australia - Website Trip Planner Feature	\$1,780.00	
Training & Conferences	2022 WA Tourism Conference	\$1,190.00	

	Mukinbudin CRC 5 x WBW Mugs (Curtin Student Project Prizes)	\$65.00	
	Total Expenditure	\$45,773.80	
Cheque Acc Closing Balance 30 June 2022	-	-	\$36,975.70
<i>Other Income</i>			
<i>Outstanding Payments</i>	<i>Website re-build remaining 50% payment</i>	<i>\$7,139.00</i>	
	<i>AGO 2022-2023 Membership</i>	<i>\$350.00</i>	
	<i>Mailchimp subscription</i>	<i>\$59.00</i>	
Ending Financial Position at 22 July 2022	-	-	\$ 29,427.70

Signage Funds Remaining

Total Signage Funds	\$2,642.18
Jason Signs – Welcome to the Wheatbelt Way Sign – Wyalkatchem	\$1,001.08
Funds remaining	\$1,641.10

RESOLUTION:

That the NEWTRAVEL financial report is accepted as presented.

Moved: Cr Kerry Dayman

Seconded: Cr Megan Beagly

CARRIED

4.0 NEWTRAVEL Tourism Officer (0.4FTE) November 2021 – July 2022 Report

Main Activities	Description	Progress/Update
1. NewTravel Administration		
a. Organise, attend and minute NEWTRAVEL meetings. Attending to any correspondence or motions at these meetings.	Organise and attend NEWTRAVEL Meetings	<ul style="list-style-type: none"> • Attended February NEWTRAVEL meeting •
b. Undertake governance and financial reporting activities.	Prepare Agendas and Minutes; attend to correspondence and motions as directed.	<ul style="list-style-type: none"> • February Meeting Minutes prepared and circulated.
	Undertake financial responsibility for NEWTRAVEL including invoicing, paying accounts, preparing and presenting financial reports.	<ul style="list-style-type: none"> • Monthly financials completed and accounts paid.
2. Marketing		
a. Implement the Wheatbelt Way Marketing Plan	Develop, adopt and implement annual marketing plan.	<ul style="list-style-type: none"> • Implemented 2021-2022 Marketing Plan Activities.
b. Support NEWTravel to undertake tourism marketing activities to the benefit of the members.	Promote the Wheatbelt Way through press advertising and any other opportunities as they arise.	<ul style="list-style-type: none"> • Wheatbelt Way Open Road Adventure campaign for February – June 2022 • 2022 Wildflower Guide and Campaign prepared. • Co-operative Wheatbelt Marketing Plan for 22-23 planned and committed with AGO. • Dowerin Field Days Stand arranged.
	Update and distribute Wheatbelt Way Brochures and Booklets.	<ul style="list-style-type: none"> • Distributed as required.
	Arrange for the preparation of promotional packages for individuals, groups, companies and arrange appropriate distribution	Advertising in: <ul style="list-style-type: none"> - Caravaning Australia Winter 2022 - Australian Traveller – WA edition
3. Website and Social Media		
a. Develop and maintain a presence for the Wheatbelt Way on internet and social media.	Maintain the Wheatbelt Way website	<ul style="list-style-type: none"> • New website designed and now live.
	Answer all Wheatbelt Way enquiries via the website and respond to requests for merchandise as required.	<ul style="list-style-type: none"> • Wheatbelt Way enquiries (website, email, socials, chat and phone).
	Create a Wheatbelt Way Facebook Page and maintain it regularly.	<ul style="list-style-type: none"> • Posting and sharing of Wheatbelt Way content daily on Facebook and Instagram weekly.
4. Stakeholder Communications		
a. Maintain relationships with Central Wheatbelt Visitors Centre and Australia's Golden Outback	Attend Regional Working Group Meetings	<ul style="list-style-type: none"> • Follow up agreement with AGO for funding contribution to Tourism Officer position to start 1 July 2022 • Curtin University – Dowerin Visit and follow up assistance for student projects.
b. Communicate with members.	Quarterly Newsletter to Stakeholders	<ul style="list-style-type: none"> • Bi-Monthly E-news to NEWTRAVEL stakeholders • Quarterly newsletter subscribers.
	Provide information and updates as identified.	<ul style="list-style-type: none"> •

5. Maintenance and Monitoring		
a. <i>Assist in the maintenance of the Wheatbelt Way Infrastructure and monitoring of Tourism across NEWROC</i>	Coordinate and collate tourism data for the region.	<ul style="list-style-type: none"> • Compiled the Nov - Feb Visitor Statistics • Quarterly Marketing Report produced
	Coordinate annual auditing of Wheatbelt Way sites with individual shires and reporting of recommendations back to shires.	<ul style="list-style-type: none"> •
6. Supporting additional activities		
a. <i>Any other duties within the Contractors range of abilities as directed by the Director of Economic Services if time and resources allow.</i>	Assist with planning and conducting tourism initiatives as required (incl. local famils and trade shows).	-
	Carry out research and manage projects as required	<ul style="list-style-type: none"> • Storytowns Podcast Project
	Other	<ul style="list-style-type: none"> • Attended 2022 WA State Tourism Conference • Agritourism promotion and developing a relationship with Heyscape.

- Linda provided the meeting with a [presentation](#) of key data presented at the 2022 WA Tourism Conference held recently in Perth.
- Discussion was held around Agri-tourism and how this appears to be a National and State focus area for development and investment. Concerns raised about how this was not a priority or embraced opportunity by landholders in the Wheatbelt Way with risks of biosecurity (FMD outbreak potential), social license and protection of farmers from negative views, poor understanding high concerns for many.

5.1 Wheatbelt Way Visitor Statistics

A reminder that the reporting periods are:

- 1. July – October*
- 2. November – February*
- 3. March – June*

If Shires could please submit their complete Excel spreadsheets within the fortnight of the end of each period it would be greatly appreciated.

Snapshot Report:

[Snapshot report for July](#) was presented to the meeting, noting that the data is not complete with Bencubbin, Beacon, Nungarin and Westonia data sets still to come.

Discussion about the possibility to access fuel sales records for the region and if this information would be valuable to provide an insight to visitation.

ACTION – Linda to approach Great Southern Fuels.

5.2 Social Media and Marketing Report

NEWTRAVEL's primary purpose is to market and promote the Wheatbelt Way self-drive route and the tourism assets in the NEWTRAVEL area. We also engage with visitors and tourists through our promotional activities.

The 2021 -2022 Marketing Overview for NEWTRAVEL can be viewed [here](#).

The [July Marketing report](#) on NEWTRAVEL's Social Media analytics and marketing activities was presented to the meeting.

General comments and discussion about how videos are on trend in the social media marketing space, and this is an area of expertise that NEWTRAVEL currently do not have,

The 2022 Photography competition had low number of entries and perhaps consideration should be given to July – September timing in 2023. Discussion held on including a video category next year to assist with accessing video content.

6.0 General Business

6.1 NEWTRAVEL Strategic Plan

BACKGROUND:

The current [NEWTRAVEL Strategic Plan](#) was last developed together with Caroline Robinson. It was to cover the period 2019-2021. This was supported by a [Directions document](#).

COMMENT:

Caroline Robinson from 150 Square worked with some members of the sub-committee of Rebecca Watson, Louise Sellenger, Linda Vernon for an in person workshop. Other sub-committee members had opportunity to input.

The draft one-page NEWTRAVEL Strategic Plan is available to be viewed [here](#).

OUTCOME:

The Strategic Plan was review, edits and comments made and the final draft can be viewed [here](#).

6.2 NEWTRAVEL 2022 – 2023 Marketing Plan

BACKGROUND:

NEWTRAVEL annual develop and endorse a marketing plan for promoting the Wheatbelt Way region and its members.

COMMENT:

The NEWTRAVEL marketing year is from 1 October – 30 September.

Draft 2022-2023 Marketing Plan is [here](#).

Outcome:

Endorsement of the Marketing Plan as is with any additional marketing activities to be provided for inclusion at the October meeting.

6.3 Storytowns Update

BACKGROUND:

Regional Arts WA [Cultural Tourism Grant](#) funding opportunity was available in December-January 2022.

COMMENT:

The podcast project is currently underway and Linda will provide the meeting with an update.

Outcome:

Linda thanks members for their assistance to date. Trixie Oldfield has spent 7 days in the region conducting 25 interview with identified local people. These will for the basis of the podcast scripts for each town. The scripts will now be written, and drafts provided for feedback by the end of August. Recording of podcasts will happening in September with final podcasts completed by 30 September. There will only be a soft launch of these in early October, and a formal launch supported by marketing will occur in March 2023.

6.4 Dowerin Field Days

BACKGROUND:

The Dowerin Field Days is on Wednesday 24th and Thursday 25th August 2022 in Dowerin.

COMMENT:

The Wheatbelt Way has a stand in the Lifestyle Pavilion to promote the region. Request for volunteers to assist on a roster to man the stand would be appreciated over the two days.

Time	Wednesday		Thursday	
8.00am – 10.15am			Linda Vernon	
10.15am – 12.30pm			Linda Vernon	
12.30pm – 2.45pm	Rebecca Watson		Linda Vernon	
2.45pm – 5.00pm	Rebecca Watson		Linda Vernon	

Outcome:

Still seeking members and volunteer to assist with the manning of the stand at this year's Dowerin Field Days, please get in touch to with Linda. All assistance greatly appreciated.

7. Reports

7.1 Member Reports

Opportunity for members to provide meeting with an update or exchange on key tourism related activities and initiatives. A quick verbal report to be presented by member delegates. Full written reports or information can be found if link is indicated on name below.

Koorda

- Kim Storer read out a written report on activities in Koorda.
- The Drive-In continues to have good patronage each month.
- Koorda Show is on the 3rd September 2022.

Beacon

- Wildflower Tours will commence on Monday 8th August 2022. Looking to value add to these with art/painting workshops, plus possible indigenous/bushtucker focus in future.
- Beacon Barracks – have a room/s set up with art, photos and history, will be open during the day upon request. Also looking to have a bike trail that starts and ends from the Barracks.
- Have currently got a temporary Caretaker at the Beacon Caravan Park which is making the running of the park much easier.

Mukinbudin

- Local volunteers have set up the Mainstreet Gallery and it will be operating from 1 August 2022 – 31 October.
- Grass and garden improvements have been installed at the Caravan Park.
- Accommodation in Mukinbudin is pretty much fully book for September already.
- Centenary Celebrations Weekend will be held on the 16th & 17th September.

Nungarin

- Upgrade to the gardens outside the Shire office and that section of street to improve amenity.
- The Vintage Rally in February saw attendance lower than the previous year.
- The Museum continues to have good visitation and the weekly Sunday breakfasts continue to be well supported.
- CRC Mothers Day Market was very successful
- 2 Wildflower Tours planned for September.
- Have plans for Caravan Park upgrades and it will be completed in stages.

Trayning

- Great achievements occurring in the Town Teams spaces with improving the aesthetic of community and public spaces.
- The Trayning Hotel has closed the café.

- A concrete path has been installed from the Caravan Park to town to aid visitors in walking into town.
- Trayning Tractor Pull, Mud Bog and Burn Out Event is on the 17th September.

Dowerin - Rebecca McCall had email through the following up date:

Dowerin Field Days

- New General Manager, Danielle Green implementing change however may not be noticeable by the visitor in year 1
- Preparations for Dowerin Field Days in full swing with all exhibitor spaces full
- There is a newly introduced Perth Lunch at the Crown 'Bringing Dowerin Downtown'. The luncheon will be attracting the highflyers Harvest Road Group, CBH Group, CSBP Fertilisers, National Farmers Federation, CNH Industrial, Minister Regional Development Agriculture and Food. The purpose of the event is to join business and political leaders and our farmers for a conversation on the outlook for WA Agriculture.
- A concentrated effort placed on strengthening partnerships and sponsorships.
- We encourage the purchasing of etickets available through the website
- The e-program can be accessed through the website within the next fortnight.

Visitors

- Large portion of SSA bookings during the week are due to trades and corporates
- Weekend and caravan bookings steady
- Hosted Sunnywest Caravan Club in July for a 3-day visit
- Minnivale Rest Stop steady
- CRC Visitor Information Space – refurbishment is near complete; the new cabinetry and racking looks great. Waiting to finalise wall decals.
- Bear Pantry and local butcher attracting visitors

Projects

- Applied for RAC funding to implement our second town team project – the community hub at the CRC will include an external refurbishment for a mural, seating, book and tourist exchange
- Progressing the refurbishment of the Tin Dog Walk Stage 2

7.0 Other Business

AGO Update – was provided by Rebecca McCall via email information below:

Please let members know if they have any issues or need assistance to please not to hesitate to contact Marcus, Maddie or myself. There is a strong board and team, and traction is moving positively. Kelly, our marketing guru is extremely resourceful, and we should be utilising/leverage from her expertise. You will no doubt note a larger social presence. For our marketing collaborations with AGO please let me know if you encounter difficulties and I will do what I can my end. Also encouraging stakeholder engagement, so again please do not hesitate to holler. Happy to chat if required.

- EOI will be soon advertised for a co-oped board members for a 2-year term. The advert will include the selection criteria. Board member positions are honorary, however travel costs met by AGO.
- WAITOC 10th conference in Cairns in June attracted 300 delegates
- World Indigenous Tourism Summit (WITS) will be held in Perth 12-16 March 2023

- WAITOC Digital Map launched, interactive maps will be an interface where consumers can book Aboriginal experiences from their mobiles
- AGO Content Strategy & Plan – a comprehensive plan; there will be a framework develop soon to report activities to stakeholders
- AGO website; rebuilding and hope to launch in December
- AGO brand identity: the introducing of brand elements to compliment brand and improve messaging consistency
- Membership; so far a good response

8.0 Next Meeting

The Annual General Meeting will be held on Thursday 27th October 2022 in Bencubbin.

9.0 Meeting Close 12.26pm.