



MINUTES

KALAMUNDA TOURISM ADVISORY COMMITTEE

6.00pm Wednesday 18 February 2021

City of Kalamunda Function Room

1.0 OPENING OF MEETING
Meeting commenced at 6.03pm.

2.0 ACKNOWLEDGEMENT OF TRADITIONAL OWNERS
Presiding Member acknowledged the traditional owners of the land.

3.0 ATTENDANCE AND APOLOGIES

Attendance

Committee

Cr John Giardina	Presiding Member
Cr Margaret Thomas	Councillor Delegate
Ray Furfaro	Committee Member (Deputy Presiding Member)
Nicholas Smeets	Committee Member
Francesca Flynn	Committee Member
Michael Anthony Collins	Tourism Business Consultant
Eric Radice	Committee Member
Kevin Bennett	Committee Member
Charles Dornan	Committee Member

City of Kalamunda Staff

Gary Ticehurst	Director of Corporate Services
Mandy Skeates	A/Manager Commercial & Cultural Services

Apologies

Cr Cameron Blair	Councillor Delegate
Rebekah Wilson	Tourism Operator
Tracey Cinavas-Prosser	Industry Body Committee Member
Caroline Babbage	Resigned from Committee

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4.0 DISCLOSURE OF INTERESTS

4.1 Disclosure of Financial and Proximity Interests:

- a) Members must disclose the nature of their interest in matters to be discussed at the meeting. (Section 5.65 of the Local Government Act 1995)
- b) Employees must disclose the nature of their interest in reports or advice when giving the report or advice to the meeting. (Section 5.7 of the Local Government Act 1995).

Nil disclosures

4.2 Disclosure of Interest Affecting Impartiality

- a) Members and staff must disclose their interests in matters to be discussed at the meeting in respect of which the member or employee has given or will give advice.

Nil disclosures

5.0 ADOPTION OF THE MINUTES OF THE PREVIOUS MEETING

Minutes of the Tourism Advisory Committee Meeting of 19 August 2020 as tabled.

MOVED: Eric Radice

SECONDED: Kevin Bennett

VOTE: Carried

6.0 MATTERS ARISING FROM THE MINUTES

Charles Dornan requested that further information be provided with regards the Urban Forest Strategy – how much the programme has been cut due to COVID.

7.0 TOURISM DEVELOPMENT PRIORITIES - UDATE

Priority One: Inward look at culture and service levels for tourism development planning (as per S10.2.5 of the Tourism Development Strategy).

Mandy Skeates provided documentation for new Tourism Developments. In conjunction with the City's Planning Department a step by step guide has produced to assist new tourism businesses through the application procedure. The City provides a concierge offering pulling all relevant departments in to one meeting to discuss the opportunities and constraints prior to the applicant lodging a development application.

The Committee has been given a copy of the step by step procedure to provide input. The documentation was well received and the City was commended for developing this application procedure.

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Charles Dornan queried how to increase the \$ levels for JDAP. The Director of Planning will be contacted for commentary around the possibility of altering JDAP thresholds.

Ray Furfaro queried whether the Pickering Brook and Surrounds Tourism Taskforce only addressed land improvements in Pickering Brook – the Director of Planning will be approached for further information.

8.0 ZIG ZAG SCENIC DRIVE PRESENTATION

Mandy Skeates spoke to a presentation on the Zig Zag Scenic Drive. As a committee the Tourism Advisory Committee were asked to consider whether the Zig Zag Scenic Drive should open in some capacity or whether it should remain closed.

Charles Dornan requested exact numbers for how many people were for and against the opening of the Zig Zag Scenic Drive according to the engagement portal.

There was much discussion within the group and examples of similar sites were muted ie: the road to Mt Wellington which closed at 6pm. Options such as closed circuit TV were referenced, however it was recognised this could be at a considerable cost to the City.

It was agreed that this is a very sensitive issue which needs to balance the needs and safety of the residents with the opportunities the Zig Zag Scenic Drive represents from a tourism and events perspective.

Many different options were discussed including controlled and targeted events, old tram carriages, link to Tourism Western Australia road trip series. As it is a world class opportunity perhaps it might be progressively reintroduced to temper any antisocial behaviour concerns.

The Kalamunda Tourism Advisory Committee reached the following position: The Kalamunda Tourism Advisory Committee is supportive of the closure of the Zig Zag Scenic Drive in the evening but consideration should be given to the staging of controlled openings/events that would create a tourism opportunity for the City.

9.0 TOURISM WESTERN AUSTRALIA TRAILS DEVELOPMENT WORKSHOP

Mandy Skeates gave the committee an overview of the recent trails workshop which had been held across all five of the Tourism Alliance Government areas. A number of trails were developed during the workshop and are currently under consideration for progression. Tourism Western Australia will progress 3 trails and fund the initial print run.

Kevin Bennett who took part in the workshop confirmed it had been a most productive and interesting workshop. He advised the committee that Tourism

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Western Australia were providing the templates so that all LGAs can develop a suite of trails, all that will be required is printing costs.

10.0 ANY OTHER BUSINESS

Eric Radice requested an update on the Tourism Signage Audit, it was confirmed that schematics would be developed for tourism signage stacks and will be costed. These will be available before the next meeting.

Ray Furfaro enquired how the City was doing during COVID. Gary Ticehurst provided information that the City had done a little better than expected but expected things to be flat in the coming years. Once all the incentive subsidies cease we will need to see how the landscape looks.

Eric Radice enquired whether the City of Kalamunda were lobbying Hon Mark McGowan MLA direct for funds. Gary Ticehurst confirmed that the City works through the Ministers for further funding, the City has not asked directly for tourism dollars, it is more around the advocacy for large community projects ie: roads, community hubs.

Eric Radice sees the Tourism Strategy as a jobs creation strategy and queried whether the City should press this with the Premier.

Michael Collins suggested that it might be more appropriate to look at Federal Funding for events etc. Gary Ticehurst confirmed that the City had a fairly aggressive advocacy campaign – both Federal and State.

Francesca Flynn queried whether the City sought Building Better Regions Funding as parts of Kalamunda are eligible. Gary Ticehurst confirmed that the City has received funding in the past through this route. To engage in any of these programmes you need to have a fair amount of rigour around your projects, perhaps tourism accommodation might be something to investigate for funding.

It was suggested that the City might bring back any funding opportunities which are currently available and the type of project that might be considered.

Nicholas Smeets did query how many more visitors Kalamunda can currently cope with, it was agreed that the weekday market is one that could be developed.

11.0 CLOSURE

Meeting closed at 7.25pm

CONFIRMED FUTURE MEETING DATES

- Wednesday 19 May 2021

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ACTION ITEMS – 18 February 2021			
Item	Who	Date	Status
ACTION 1: Urban Forrest Strategy – how has COVID affected this monetarily	MS	Updated 18/02/21	Pending
ACTION 2: Can the thresholds for JDAP be increased.	Director of Planning	18/02/21	Pending
ACTION 3: Pickering Brook and Surrounds Tourism Taskforce have they just looked at land improvements.	Director of Planning	18/02/21	Pending
ACTION 4: How many people wished the ZZSD open/closed respectively through the engagement portal.	MS	18/02/21	Pending
ACTION 5: Circulate examples of signage	MS	18/02/21	Pending
ACTION 6: Research tourism grants available.	MS	18/02/21	Pending