

**Banana Shire Tourism
Advisory Committee**

**Date: 7 June 2017
Time: 9.30am
Location: Theodore VIC**



Meeting called by: Banana Shire Council Chairperson: Mayor Nev Ferrier
Note taker: Kathryn Heading

Minutes

1. Attendees: Mayor Nev Ferrier, Cr Brooke Leo, Kathryn Heading, Frank Smallwood, Cindy Cooper, Peter Dougherty, Amy Pointing, Zelma Lewis, Diana French, Lorraine Hellyer.

2. Apologies: Doug Adam, John McDougall, Todd Sleeman, Matt Bron, Peter Homan, Di Morris

Moved: Cr Brooke Leo **Seconded:** Lorraine Hellyer **CARRIED**

3. Confirmation of previous minutes: Confirmed that previous minutes from 25 August 2016 are a true and correct record.

Moved: Peter Dougherty **Seconded:** Cindy Cooper **CARRIED**

4. Business Arising from Previous Minutes:

Item No.		Action required by whom	Date action required by
	<ol style="list-style-type: none"> <i>Cr Leo to raise the subject of the Banana sign at the next progress meeting. This is starting to move forward. Preliminary information has been sent to Frank and Kathryn at Banana Shire Council. Kathryn tweaking design sent through yesterday.</i> <i>Frank to follow up with OQTA about extending TV advertising. Frank will discuss this with Peter from Outback RTO this weekend.</i> <i>Frank to deliver the videos and looping device to the Queensland Heritage Park for their use. Frank will ensure this is delivered within the next week.</i> 	Frank Frank	Next mtg 19 th June
5.	<u>Consideration of Correspondence</u> Nil correspondence was received inwards, nor sent outwards.		
6.	<u>Agenda Items</u>		
6.1	<u>Introduce Amy</u> <ul style="list-style-type: none"> Amy introduced herself to the group. She started with Council about 2 months ago as the Communications, Marketing and Media Officer. Amy looks after all media communications for Council, working heavily in the tourism space. 		
6.2	<u>Logo's Page on SW website / Flyer template use / Events</u> <ul style="list-style-type: none"> Amy advised the committee where to find the logos and flyer template on our Sandstone Wonders website and how this can be altered to suit the event or community group. The flyer and logos are found down the bottom of the homepage, under branding, by 		

	<p>clicking on 'Logos' or via http://sandstonewonders.com/logos/.</p> <ul style="list-style-type: none"> The page supplies a variety of headers and footers and a flyer template for download, for use by community groups to assist in the creation of their event flyers. The purpose of this is to avoid overcrowded flyers that lack important information. Flyers need to be targeted at visitors who aren't familiar with the area, not just locals. Event flyers that feature the Sandstone Wonders logo will be featured on the Sandstone Wonders Facebook page and website. Council is available to support groups in their advertising efforts. 		
6.3	<p><u>Brand-reinforcement / Website and blogging</u></p> <ul style="list-style-type: none"> Council is working with a blogger to develop new content for the Sandstone Wonders website and this will be shared through our social media pages as well. We have managed to develop a strong brand in a short period of time and need to keep the momentum going; new content will assist in doing this. Council urges all VICs to share all Sandstone Wonders social media posts through their facebook pages and posts. A collective effort is important. 		
6.4	<p><u>Explain Drive Trails Purpose</u></p> <ul style="list-style-type: none"> Council are working to develop some new drive trails. The existing ones are hugely popular. The purpose of the drive trails is to give visitors a range of experiences from any town bases. They're designed to give them new experiences to keep them in the region longer. The longer they stay, the better for the local economy. 		
6.5	<p><u>Plan to release New Simple Pleasures February 2018</u></p> <ul style="list-style-type: none"> With new drive trails becoming available soon, minor editorial errors throughout the magazine will be fixed and further information added as appropriate. Minor changes and additions will also be made to some of the maps. Much discussion was had about the maps within the Simple Pleasures Brochure. Frank explained that the current maps in the Simple Pleasures are not designed for people to navigate their journey but rather a quick overview of the region. Many VIC's would like a copy of the Shire map from the old Simple Pleasures brochure as it's handy for when needing to explain a journey in more detail than what is provided on the new maps. <p><i>Action: Kathryn to email digital version of RACQ map from 2015 edition of Simple Pleasures to the VIC's for them to reproduce as required.</i></p>	Kathryn	19 th June
6.6	<p><u>Outback Mates Program</u></p> <ul style="list-style-type: none"> Front of house promotional material for Outback Mates program has been sent to all Visitor Information Centres for them to help sell memberships to Outback Mates. Uptake by businesses has been lacking. Cr Leo advised the problem is getting multiple business owners in one place to explain the program. Currently there are only 7 businesses shire-wide who have signed up to offer deals to Outback Mates Members. Frank will approach Peter from Outback RTO for some support in advertising the Outback Mates Program to business and getting them on board. <p><i>Action: Frank to ask Peter for some support in promoting the Outback Mates Program to businesses.</i></p>	Frank	Next mtg
6.7	<p><u>Theodore Visitor Information Centre Update</u></p> <ul style="list-style-type: none"> Frank asked if there was any further update on the relocation of the 		

	<p>Theodore Visitor Information Centre to the railway building on the river. Lorraine advised that there has been much discussion around the topic however until the Railway building refurbishment has been finished, there will be no more discussion. The Chamber would like for the building to be finished by September, but this is not likely as it is volunteers doing the majority of the work.</p>		
6.8	<p><u>Updates:</u></p> <p>Packaged Product</p> <ul style="list-style-type: none"> Still working with Theodore Hotel on packaging a range of experiences for visitors around Theodore. A third draft of their plan has been provided to Frank and Frank has since provided feedback. This will be discussed at their next Chamber meeting. <p>Kilburnie Homestead</p> <ul style="list-style-type: none"> Held an open day at the Homestead in April which was very successful. They then followed that up with another successful open day in May and plan to open on a regular basis during peak season. Once their calendar has been fully developed, Council will ensure this information is passed onto the VICs for tourists. <p>Lake Callide Retreat</p> <ul style="list-style-type: none"> Has been developed over the last 9 months. A group of caravanners road tested the facility recently and were invited to provide feedback which was valuable. Some drone footage and still imagery was also taken during the course of the weekend to aid in promotion of the Retreat. Steve & Di Wandmaker have been appointed as the caretakers of Lake Callide Retreat and are now onsite. They have come from operating a park in Croydon, Qld. Launch date is set for 1 July 2017. This seems to be on track at the moment. Promotional material via social media will be released prior to launch, but video will come about a month later. Awaiting final approval by building and plumbing inspector which will be completed soon. 		
6.9	<p><u>Social Media Update & Hashtags Reminder</u></p> <ul style="list-style-type: none"> Sandstone Wonders Facebook Page has reached 5000 likes now. Amy provided the hashtags for our region to the committee again, with a reminder that using the hashtags will allow Council to see the post and re-share or promote on our own social media pages. Hashtags are a very important tool and Council urges VICs and other groups to use those hashtags. It enables us to search images on certain subject matter and use them in our promotions. 		
6.10	<p><u>Usefulness of the BSTAC</u></p> <ul style="list-style-type: none"> The Banana Shire Tourism Advisory Committee Meeting was formed as an opportunity for all towns to be included on the agenda and discuss tourism opportunities within the Shire. Frank advised that it has been noticed that there are core members who attend all Tourism Advisory Committee Meetings and others that don't attend unless it is held within their town. Frank posed the question; without the attendance from members, is the committee achieving anything for the greater community? Cr Brooke Leo advised that she felt they were very useful. It's always going to be hard to get all members to the meetings but it's a great space for Council to be able to share what they are doing in the tourism space and for the town representatives to be able to take that information back to their towns and make sure as a Shire we are all moving forward in the same direction. 		

	<ul style="list-style-type: none"> Frank asked for suggestions on how we can lift the attendance to the meetings. Cindy advised that when formed there were a list of representatives for towns and accredited VICs, industry etc and they were to stand for 2 years. As time has rolled on, these positions haven't been re-nominated as they should have and some people may not be in a position to be as committed as they once were. Perhaps these re-nominations need to happen and perhaps some members from the town Chambers of Commerce would like to be included as well? Zelma and Cr Leo advised that all information shared by Council at the meetings is then shared at community progress and tourism meetings. Cindy advised that when first formed, the group would have a short famil in the town within which the meeting was held. Perhaps bringing this back will help re-invigorate the group and raise attendance numbers. Cr Leo asked if meetings were held in Goovigen, Dululu etc. It was advised that they were only held in towns for which we had a representative and we work on a roster system so that meetings are held in a different town each time. It was suggested that the next meeting be held at Kilburnie Homestead in Biloela (permission dependant). <p><i>Action: Kathryn to search the records for information and policy documents about the Banana Shire Tourism Advisory Committee purpose and operations.</i></p>	Kathryn	ASAP
General Business			
	<p><u>Town Reports</u></p> <p>Theodore:</p> <ul style="list-style-type: none"> Visitation is increasing now with peak season upon us. At this stage numbers appear to be down from last year. Theodore trail ride is on this weekend at Gyranda. Theodore Show has been and gone, numbers were down, approximately \$700 down at the gate. New toilets at Junction Park are built but not yet opened. Rumour is a toilet will soon be added to the truck stop on the Taroom Road turn-off in the near future. This is a TMR project and can't be confirmed. 10 of the Theodore volunteers will be going on a boat cruise famil down the Dawson River next week as a group activity. Simple Pleasure have been made available at all the stores in Theodore. <p>Biloela:</p> <ul style="list-style-type: none"> Visitation was patchy at the beginning of the year due to the weather events. Many Caravan Clubs now visiting and enquiring about having rallies onsite. Biggest feedback from travellers is wishing to extend the hours of allowed stay to increase from 48 to 72 hours. Cindy will await the new planning scheme before looking into whether this is possible. Camping at Callide Dam is still an issue. Still lots of people enquiring about whether camping at the Callide Dam allowed. Frank advised that Council are aware of the situation and is looking at strategies to move people on and stop the free camping. 		

	<ul style="list-style-type: none"> • Cindy has been contacted by Batchfire regarding closing the current Mine Lookout. At this stage this hasn't yet happened but will once an alternative site has been found. • Hosted the neighbour day observation run which was well received. • Rally on the 15th & 16th July. The Qld Heritage Rally is also in preparation mode for 20-22 July 2018 and will be held at the Qld Heritage Park. <p>Moura:</p> <ul style="list-style-type: none"> • Moura Chamber of Commerce Christmas Party was well supported. • Moura Muddy Water Fishing Competition was a success. Dave 'Hodgey' Hodgson had to pull out at the last minute due to Cyclone Debbie. Had 360 nominations but were down \$1000 in nomination fees. • 80th Celebration of Moura (1st Business Section) will be celebrated on 25th August 2017 with the book launch for "Down Memory Lane". By then, the plaques around town will be finished also. • Working on Tourism Promotions via Outback Mates • Going to purchase some stands for businesses to display Simple Pleasures brochures. • Zelma asked if a Wifi hotspot which is available 24/7 could be installed in Moura in future. It was advised that the Wifi at the Moura Customer Service office is available 24/7 and can be used, even when the office is closed. • The Dawson Viewing Platform has a lot of valuable information but no paper copies of the information that visitors can take with them. Frank suggested approaching Dawson Mine to see if they will develop this. • Moura Miners Memorial is underway and needs to be completed by November 2017. • Have approached Baralaba Coal for restoration work to the Meridian Site. • The Mileage marker in Banana needs something that will make people stop and look at it. Perhaps a sign that defines it. • Apex River Park is being well utilised for various functions. Visitors are returning to the area. • Coal Festival set for the 19-26 August 2017. • Craig Hamilton will be at Moura on June 15. • Taroom Fishing Competition is on at the Glebe Weir this weekend. <p><u>Dululu:</u></p> <ul style="list-style-type: none"> • Dululu Hotel has been sold and hopes to be running again by the end of the year. • Jambin hosted the King & Queen of CQ Boar Hunting Competition on the weekend. There was \$15000 of sponsorship received. It was hugely successful and it will become an annual event. All of the income will be donated to the Jambin and Goovigen Primary Schools. 		
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- Recommendation to Council:

Actions for Next Meeting:

1. Frank to follow up with OQTA about extending TV advertising.
2. Frank to deliver the videos and looping device to the Queensland Heritage Park for their use.
3. Kathryn to email digital version of RACQ map from 2015 edition of Simple Pleasures to the VIC's for them to reproduce as required.

4. *Frank to ask Peter for some support in promoting the Outback Mates Program to businesses.*
5. *Kathryn to search the records for information and policy documents about the Banana Shire Tourism Advisory Committee purpose and operations.*

Close of Meeting: Meeting closed at 11:31pm

Next Meeting: The next meeting is proposed for September At Kilburnie Homestead. Date TBA.

Chair

Date