

**Yarriambiack Tourism
Advisory Committee of Council
Minutes**

Meeting date: Monday 3rd June 2024

Time: 6:00pm

Location: Yarriambiack Shire Council Meeting Room

Attendees: Cr Graeme Massey (YSC), Sarah Collins (YSC), Tom Huf (YSC), Adrian Tyler (Rupanyup), Barbara Moore (Beulah), Jenny Stephens (Hopetoun), Margaret Flemming (Murtoa), David Ward (Warracknabeal), Chris Niewand (Minyip), Cr Chris Lehmann (YSC), Cr Tom Hamilton (YSC)

1) WELCOME: Councillor Graeme Massey (Chairperson)

ACKNOWLEDGEMENT OF COUNTRY

'I would like to acknowledge that this meeting is being held on the traditional lands of the Wotjobaluk, Jaadwa, Jadawadjali, Wergaia and Jupagulk people, and I pay respects to their Elders, both past, present and emerging'.

2) APOLOGIES: Joe Collins (Woomelang), Cr Kylie Zanker (YSC), Tammy Smith (YSC)

RESOLUTION

That the apologies are accepted as written.

Moved: David

Seconded: Barb

Carried

3) MINUTES FROM PREVIOUS MEETING:

RESOLUTION

That the minutes of the Yarriambiack Tourism Advisory Committee of Council meeting held on 4th March 2024, as circulated be taken as read and confirmed.

Moved: Adrian

Seconded: Jenn

Carried

4) BUSINESS ARISING FROM MINUTES:

- Attendance from YTAC reps at the GWMT Industry Forum held on March 14th in Horsham.
 - Sarah Collins & Tom Huf attended industry forum with Tammy Smith
- Explore further suggestions regarding diversifying products to offered to SRCH to expand products for guests to explore YSC.
 - Beulah Events pitched to host a new Long Table Lunch event featuring a bush tucker menu called, "Bush Tucker Done Fancy" to train guests. Goal to feature local producers where possible.
 - To be discussed further in Item 6.
 - Actions Arising point on this topic has been marked as closed.

5) TOURISM AT A REGIONAL LEVEL UPDATE

Prepared by: Sarah Collins

PURPOSE:

This report aims at providing an update on the tourism activities happening at a Regional Level through our partnership with Grampians Wimmera Mallee Tourism. This update includes notable events, projects and milestones since the last YTAC meeting.

DISCUSSION:

GWMT New Team members

With the launch of the new Grampians Wimmera Mallee Tourism, a Marketing Manager and Partnerships Manager position was opened up for additional team members to join their team.

- **Marketing Manager:** Commenced Wednesday 22nd May
- **WMT Partnership Manager:** Commenced Monday 3rd June

Outdoor Broadcast

We are working on two outside broadcasts in the Wimmera Mallee on Friday 07 June 2024. The locations will be Dimboola and Lake Lascelles, Hopetoun. Morning Crew (which is available later as a podcast) can be heard on 1089 3WM from 6-8:30am.

The broadcast will be backed up with a map in the Weekly Advertiser of Wimmera Mallee landmarks and places to visit. The broadcast will be far reaching, across Victoria promoting the Wimmera Mallee as a destination.

Defibrillator Donations from Western Ag

Western Ag donated 13x defibs to be placed along the silo art trail. The 7x defibs for YSC have arrived including the outdoor cases, sign, CPR 1st aid kit, and an information flyer. Noting the current defibrillators in our communities, Sarah will be working with each of the Silo Communities to decide best location.

WMT Silo Art Trail Signage

The final installation of the S.A.T. signage will be placed in the ground at the beginning of the new financial year. The signs are being created and will be delivered to the Central Works Depot before being transported to each silo location. With the increase in painted silos across VIC and AU, these signs will strengthen the brand recognition of our S.A.T. and work to keep people travelling along our trail, while promoting ways to explore the local towns on their journey.

Visitor Inspiration Project

Project Governance Group met 18th April to discuss the project. The App is being created by the developers, noting that information on our business' information will be through ATDW. It was highlighted that it was in the project's best interest to do further work with the industry to increase YSC (and the wider GWMT region) presence on the app to maximise the success of this project.

Ch 9 Postcards Podcast Visit

Postcards is Victoria's most popular travel and lifestyle show. The team travel around Victoria in search of the very best that this State has to offer and will be coming into our Region on Friday 19th June to create a feature piece. They will be going to Murtoa before heading onwards to Dimboola.

Industry Stakeholder Workshops

We are working with Grampians Wimmera Mallee Tourism, and their consultants, Strafford Strategy, to create a regional Destination Management Plan, and a Local Area Action Plan for YSC. These documents are essential in providing input for discussions occurring at a regional level to determine the direction of Tourism in our patch of Victoria.

Industry workshops were held:

- **Northern Stakeholder Workshop** – Hopetoun & District N’Hood House 29th May
- **Central Stakeholder Workshop** – Warracknabeal Shire Offices 29th May
- **Southern Stakeholder Workshop** – Rupanyup Woods’ Farming & Heritage Museum 30th May

NOTE: Those that were unable to attend will be chatting with the consultants over the coming week to provide input.

Key themes that came up across each workshop:

- Need for more accommodation. Large scale, mid-to-high price point.
- Improvements to our roads.
- Increased signage to our tourism activities.
- Concerns about water allocation assurance.
- Setting clear pre-arrival visitor expectations.
- Industry working together to promote other attractions/activities to extend length of stay.

RESOLUTION:

Yarriambiack Tourism Advisory Committee of Council members to note this report.

Moved: Chris

Seconded: Barb

Carried

6) SEYMOUR HERITAGE RAIL CENTRE 2024 VISIT TO YARRIAMBIACK SHIRE COUNCIL

Prepared by: Sarah Collins

PURPOSE:

This report aims to update YTAC members on the Seymour Rail Heritage Centre 2024 visit into YSC and the developments since the last YTAC meeting held on Monday 4th March.

DISCUSSION:

The action arising from the SRHC discussion held at the last YTAC meeting expressed the need to identify strategies for YSC to expand the benefit of the SRHC passengers travelling into region, by identifying ways for towns where the train doesn't visit/stop to benefit. Noting that there are 'on-train' and 'off-train' products that can be crafted and sold, there are ways to expand the benefit of the SRHC train visits into YSC.

Please see attached flyer **SRHC WIMMERA-FLYER-2024** that shows the 2024 products.

It's great to see YSC feature in another 'on-train' package, with the Long Lunch event being held in Beulah. This will see the train in Beulah for 2 hours on the Saturday, featuring a Long Lunch Bush Tucker style lunch for passengers, and presenting an opportunity to on-sell remaining tickets to the local community if not all taken by train passengers.

This is an event run by the Beulah events team, and with the two-hour time frame, allows for a potential market to be held on site. This is a great opportunity for local producers and creators to feature a store showcasing their products.

RESOLUTION:

Yarriambiack Tourism Advisory Committee of Council members to note this report.

Moved: Karly

Seconded: Adrian

Carried

7) GENERAL BUSINESS

GRAMPIANS GRAPE ESCAPE – INVITATION FROM GWMT FOR YSC INDUSTRY TO ATTEND FOC

Jenn Stephens

Halls Gap was a stunning location to attend the 23rd Grampians Grape Escape event. Weather wise it could not have been better to showcase the region and allow a huge gathering of visitors, there to soak in the produce and businesses of the region.

Undoubtedly to me, what shone through was the passion and pride in exhibitor's products and their stalwart support for delivering quality products, friendly service and a united belief in promoting "local".

The public support for the event was breathtaking. The atmosphere was conducive to feeling entertained and valued. The seamless organisational skills were flawless and were professionally delivered in such a way that patrons were comfortable, given countless opportunity to eat, drink, relax, watch demonstrations or just sit back to listen to an eclectic mix of excellent music.

The collaboration of Sponsors, Organisers, Exhibitors and Patrons, all united to create a 3 Day Event of Exceptional Standards. Thank you for the invitation to attend.



Further discussions were held on the following topics:

- Proposed Fishing competition to be held in Warracknabeal as mentioned in previous meeting may no longer be happening due to change of management
- Minyip Show n Shine in February close to confirming dates
- No meeting during Council caretaker period – this affects the November meeting. It is suggested it be moved to the first Monday in December (Dec 2nd) and was agreed by those in the room. Please note addition of Agenda item 9 highlighting changes.

8) Actions Arising

Actions Arising			
Date	Action	Comments	Status/ Assigned (open/closed)
06.11.2023	YSC to take back administrative controls of Yarriambiack Tourism FB Page.	Members past and present, still have access to the message inbox and are receiving notifications and are posting. These permissions will be reclaimed by YSC.	Closed – YSC to work with Kat Colbert to remove all administrators from the page.
06.11.2023	YSC to meet with SRHC regarding the 2024 train visit.	YSC to present questions and points raised by committee members.	Closed – Sarah pitched idea of a Bush Tucker Long Lunch event held in Beulah to SRHC who have confirmed to include the event in their products. Beulah Events and SRHC liaising directly.
06.11.2023	Committee to provide feedback on draft Branding Document that was presented during meeting.	Feedback to be submitted to Tom Huf by 20 th November 2023 so that project can continue.	Closed – Committee members to provide feedback.
06.11.2023	Digital Brochure PDFs to be uploaded to YSC webpage.	It is important that these brochures are available to visitors before printed brochures run out.	Closed – Tom to research how to add these PDF brochures onto the website while to project is ongoing. Can be updated when appropriate.
03.06.2024	Amend November meeting as per discussion	During the election care-taker period, advisory committees of council are unable to meet due. This meeting will be pushed to Monday 2 nd December 2024	Open – Sarah to amend calendar invite to reflect the changes.
03.06.2024	Create a Glossary of acronyms.	With the large number of acronyms used, it was suggested that a glossary of frequently used acronyms is to be created.	Open – YSC to include in next Agenda pack and to remain in future documents.

9) Meeting Schedule

Date	Time	Location
Mon 4 March 2024	6:00pm	Warracknabeal Offices
Mon 3 June 2024	6:00pm	Warracknabeal Offices
Mon 2 September 2024	6:00pm	Council Chambers
Mon 2 December 2024	6:00pm	Council Chambers
Mon 3 February 2025	6:00pm	Warracknabeal Offices

MEETING CLOSED: 7.30pm

NEXT MEETING: Monday 2nd September Warracknabeal Council Chambers