

Yarriambiack Tourism  
Advisory Committee of Council  
Minutes

**Meeting Date: Monday 17 February 2025**

**Time:** 6:00pm

**Location:** Yarriambiack Shire Council Meeting Room

**Attendees:** Cr Karly Kirk (YSC), Sarah Collins (YSC), Tom Huf (YSC), Adrian Tyler (Rupanyup), Barbara Moore (Beulah), Joe Collins (Woomelang), Jenny Stephens (Hopetoun), David Ward (Warracknabeal), Chris Niewand (Minyip)

**1) WELCOME:** Councillor Karly Kirk (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:**  
Margaret Flemming (Murtoa), Cr Kylie Zanker (YSC), Ian Gumela (GWMT)

**RESOLUTION**

That the apologies are accepted as written.

**Moved:** David Ward

**Seconded:** Barb Moore

**Carried**

**3) MINUTES FROM PREVIOUS MEETING:**

**RESOLUTION**

That the minutes of the Yarriambiack Tourism Advisory Committee of Council meeting held on Monday 02 December 2024, as circulated be taken as read and confirmed.

**Moved:** Jenn Stephens

**Seconded:** Adrian Tyler

**Carried**

**4) BUSINESS ARISING FROM MINUTES:**

- Create a strategy and Implementation Plan for the Heritage Trail, including promotional materials and agreed actions – Work still ongoing in this space. Website information created; brochures of trail will be sent to Melbourne Caravan & Camping Show and distributed at the GWMT stall.
- Identify further trail themes that can be explored and expanded into touring trails throughout YSC – Form sent out to Committee Members - Please see Item 8 for discussion.

- Alter the Discover Yarriambiack Logo with regards to the wind turbine – a change has been made, a traditional windmill icon has been substituted in place of the wind turbine.

## 5) GRAMPIANS WIMMERA MALLEE TOURISM (GWMT) UPDATE

**Prepared by:** Ian Gumela, GWMT Wimmera Mallee Partnerships Manager

**Presented by:** Sarah Collins, Manager Community Strengthening & Engagement on behalf of GWMT

### **BACKGROUND:**

Grampians Wimmera Mallee Tourism is the peak industry body for tourism in our region. It encompasses and is directly supported by Yarriambiack Shire Council, Hindmarsh Shire, Buloke Shire, West Wimmera Shire, Ararat Rural City, Horsham Rural City, Northern Grampians Shire and the Southern Grampians Shire.

This is a standing agenda item for all Yarriambiack Tourism Meetings to provide members with an update on GWMT activities since the last meeting.

### **DISCUSSION:**

An overview of current priorities for GWMT was provided, especially in relation to bushfire recovery:

- Action Plan for Driving Immediate & Long-term Visitation
- Current Marketing Activity – Recovery / Reopening
- Reasoning of Targeting Visiting Friends & Relatives (VFR) Market in the first instance in the recovery efforts
- Post Fire Recovery Information for Industry:
- Upcoming: Caravan & Camping Show – Cr Karly Kirk & Cr Kylie Zanker attending

### **RESOLUTION:**

The report be noted as read.

**Moved:** Barb Moore

**Seconded:** Adrian Tyler

**Carried**

## 6) WIMMERA STEAMPUNK FESTIVAL 2025

**Prepared by:** Sarah Collins, Manager Community Strengthening & Engagement

**Presented by:** Sarah Collins, Manager Community Strengthening & Engagement

### **BACKGROUND:**

Historically known as the Dimboola Steampunk Festival, the event organisers are expanding this event to become the Wimmera Steampunk Festival with the opening of this festival to be held at the Warracknabeal General Store, and the conclusion to be held at the Serviceton Railway Station.

### **DISCUSSION:**

- Event Background
- Expansion to Regional Event

- Dates of Festival (Commence 5<sup>th</sup> April, Street Parade 12<sup>th</sup> April, Conclusion 13<sup>th</sup> April)

**RESOLUTION:**

The report be noted as read.

**Moved:** David Ward

**Seconded:** Chris Niewand

**Carried**

**7) YARRIAMBIACK TOURISM VIDEOGRAPHY AND IMAGES**

**Prepared by:** Tom Huf, Community Strengthening Coordinator & Peter Rees, Community Strengthening Officer

**Presented by:** Tom Huf, Community Strengthening Coordinator

**BACKGROUND:**

At the last meeting, the prospect of creating short promotional videos for use online was raised.

**DISCUSSION:**

Some preliminary promotional videos were presented for thoughts and feedback. These videos have a particular focus, highlighting like-for-like attractions across the Shire, and aim to increase engagement. These can be continually expanded on over time, supporting the other work done to improve local visitor information.

It was noted that promotions need to be inclusive of all townships and attractions across the Shire.

Discussion was held around additional features of the videos, optimal running times, and usage across platforms.

**RESOLUTION:**

That the Committee note the discussions held during the meeting is part of an ongoing body of work to prolong visitation in Yarriambiack Shire Council through the creation of touring trails.

**Moved:** Jenn Stephens

**Seconded:** Joe Collins

**Carried**

## 8) YARRIAMBIACK TOURING TRAIL DEVELOPMENT

**Prepared by:** Tom Huf, Community Strengthening Coordinator & Peter Rees, Community Strengthening Officer

**Presented by:** Tom Huf, Community Strengthening Coordinator

### BACKGROUND:

The Silo Art Trail and the Heritage Trail are examples of 'packaged' experiences that make Yarriambiack Shire a more attractive visitor destination. The prospect of having pre-planned trips available online is also more enticing for visitors. With this in mind, we're exploring more ways that we can package the like-for-like attractions we have to increase visitation and length of stay.

### DISCUSSION:

Time was allocated to discussing possible touring trails as per the themes and pre-work completed by committee members.

An example trail/itinerary page was presented for thoughts and feedback.

Questions for the group to consider as more content is produced may include:

- Are there any themes or particular identities that could be further developed for towns?
- When looking at existing themes, what opportunities stand out to develop new tourism attraction offerings and position the Shire as a unique visitor destination?

Upon the availability of enough content online, it is hoped then to roll out the rebranding of the Yarriambiack Tourism Facebook page to 'Discover Yarriambiack,' create an aligned Instagram account, and roll out QR code posters across the Shire.

The group will add to the content, using the example itinerary page presented at the meeting as a guide for the required content. Key focus areas initially include:

- Water ways
- Bird watching
- Picnic areas / parks / dog parks
- Off-roading
- Walking / hiking
- Art & culture

### RESOLUTION:

That the Committee note the discussions held during the meeting is part of an ongoing body of work to prolong visitation in Yarriambiack Shire Council through the creation of touring trails.

**Moved:** Chris Niewand

**Seconded:** Adrian Tyler

**Carried**

## 9) GENERAL BUSINESS

- It was noted that the success of a recent event in Sea Lake highlighted the opportunity presented by 'long table' events to showcase the Shire via a larger scale event.
- The prospect of the revival of a locally focused tourism print publication through the Wimmera Mail Times was raised.
- Minyip Show n Shine event is this weekend
- Beulah's Wide Open Spaces will again be held this March long weekend

- The Hopetoun Historical Society will be holding an unveiling of the restored original Karkaroc Shire map, coinciding with an exhibition on the history of the 70+ schools of the Karkaroc Shire.

<b>Actions Arising</b>			
<b>Date</b>	<b>Action</b>	<b>Comments</b>	<b>Status/ Assigned (open/closed)</b>
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 to collate feedback from committee members and ask at the next SRHC meeting.
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 <sup>th</sup> 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.
04.03.2024	Preparation for upcoming V.I.P. Visitor App	The App will utilise ATDW Listings, in order for YSC offerings to be visible on the app, industry need to be listing themselves onto ATDW (Include listings for each Silo)	Closed – YSC Officers to create comms piece explaining ATDW and promote sign ups. Work with GWMT to get assistance for partners to sign up. YSC to create ATDW listings for Silos. <b>Open</b> – Assess what other natural assets that do not have a CoM and if YSC should create ATDW listings.
03.06.2024	Amend November meeting as per discussion	During the election caretaker period, advisory committees of council are unable to meet due. This meeting will be pushed to Monday 2nd December 2024	Closed – 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.

02.09.2024	YSC Heritage Trail Promotions	Create Strategy and implementation plan for the trail, including promotional materials and agreed actions.	<p>Closed- YSC Officers Heritage Trail Brochure Created</p> <p>Heritage Trail Action Plan created as part of report from consultant</p> <p>Promotional Materials created &amp; e-resources available online for printing.</p> <p><b>Open</b> - Online comms of trail launch?</p>
02.12.2024	Creation of YSC Touring Trails	<p>Develop more touring trails across YSC.</p> <p><b>17.02</b> - YTAC Members discussion of themed trails. Aim for 6 trails and do them well.</p>	<p><b>Open</b> - YSC staff &amp; YTAC Members to create touring trails that can be promoted VIA YSC website.</p> <p>17/02.2025 - YTAC Members assisting with local knowledge to create a total of 6x touring trail across YSC&gt;</p>
02.12.2024	Confirmation of 2025 YTAC Meeting Dates	To be agreed by YTAC Members and scheduled in calendar diaries.	Closed – Motion moved to accept proposed meeting dates, Sarah to send meeting invites to YTAC members,
02.12.2024	Redesign of Discover Yarriambiack Logo	Consideration to amend the wind turbine icon to a traditional windmill as featured in the Discover Yarriambiack Logo	Closed – Logo amended; all publications post revision will now include the new logo.

**MEETING CLOSED:** 7:26pm

**NEXT MEETING:** Monday 2nd June 25

<b>2025 YTAC Meeting Dates</b>
Monday 17 February
Monday 02 June
Monday 01 September
Monday 01 December