



Minutes – GENERAL MEETING

General Meeting held on Tuesday 27th July 2024, at the Nungarin Recreation Ground.

Opening 10.34am

Attendees:

NEWTRAVEL MEMBER

Shire of Westonia

Mukinbudin CRC

Shire of Koorda

Shire of Mukinbudin

Shire of Mt Marshall

Shire of Nungarin

Nungarin CRC

**Online*

MEMBER VOTING DELEGATE

Stacey Geier (NEWTRAVEL Chair)
Cr. Bill Huxtable

Lana Foote

Kerry Walker

Cr Megan Beagly*

Cr Eileen O'Connell

ASSOCIATE MEMBERS & OTHERS

Linda Vernon (NEWTRAVEL TO)

Lily Haeusler

Lani Hale

Jessica McCartney

Charli West

Dave Nayda

Adam Eskanow

Apologies:

Shire of Dowerin

Nungarin CRC

Shire of Mt Marshall

Bencubbin CRC

Shire of Nungarin

Koorda CRC

Shire of Mukinbudin

Beacon CRC

Shire of Trayning

Shire of Wyalkatchem

Linley Dreghorn

Cr Megan Beagly

Cr Kerry Dayman

Kim Storer

Cr Sandie Ventris

Nancy Dease

Leanne Parola

Stephanie Elvidge

Tanya Stobie

Georgina McKay

Sharon Kett

Cr Christy Petchell

1. Previous Minutes

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

RESOLUTION:

That the Minutes of the NEWTRAVEL Meeting held in Trayning on 29th February 2024 be confirmed as a true and correct record of proceedings.

Moved: Jessica McCartney Seconded: Cr Megan Beagly CARRIED

1.2 Business arising from previous minutes –

- Dave Nayda provide the meeting with an update on the Wyalkatchem to Nungarin Rail Trail and they are hoping to secure a meeting with the Shire of Merredin to discuss the possibility of them joining the project. They also need to commence Indigenous engagement and consultation. Linda suggested that perhaps this is something that could be explored at being undertaken cooperatively as NEWTRAVEL will also need to undertake indigenous engagement and consultation as a part of the Trails Planning Grant for the bushwalking masterplan.
- Linda still needs to add the Electric Vehicle information to the Wheatbelt Way website.

2. Correspondence

2.1 Correspondence In

- 2.1.1 Various Emails inward.
- 2.1.2 Confirmation of Successful Bendigo Bank sponsorship

2.2 Correspondence Out

- 2.2.1 Various Emails outward.
- 2.1.2 Bendigo Bank Sponsorship application

RESOLVED

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

2.3 Business arising from Correspondence

Nil

3. Financial Report

Cheque Acc Opening Balance 1 February 2024		\$75,705.49
INCOME		
Other Income	Shire of Mukinbudin – Events Project	\$470.00
	Shire of Mt Marshall -Events Project	\$470.00
	Australias Golden Outback – Content Contribution	\$1,000.00
	Shire of Westonia -Events Project	\$470.00
	Shire of Koorda – Events Project	\$470.00
	Shire of Trayning – Events Project	\$470.00
	Shire of Wyalkatchem – Events Project	\$470.00
	Shire of Nungarin – Events Project	\$470.00
	Shire of Dowerin	\$470.00
Memberships	Koorda CRC – 23/24 Membership Inv#117 (paid Feb)	\$500.00
	Shire of Mukinbudin	\$7,900.00
	Shire of Dowerin	\$7,900.00
	Koorda CRC – 23/24 Membership Inv#117 (paid May)*	\$500.00
	Shire of Koorda	\$7,900.00
	DLGSC Trails Grant	\$25,000.00
	Bendigo Bank Sponsorship	\$25,000.00
	Total Income	\$79,460.00
EXPENSES		
Marketing	Premium Publishers – AGO Map advertising	\$781.00
	Australia’s Golden Outback – 2024 Wheatbelt Weekends Campaign	\$3,300.00
	Dowerin Events Management – Stand 2024	\$990.00
	Alex Baxter – Social Media Content	\$400.00
	Executive Media – Winter 2024 Edition Editorial & Ad	\$950.00
	Australias Golden Outback – Caravan & Camping Show Stand	\$357.50
	Elnick Adventures – Social Media Content	\$2,000.00
	Shire of Mukinbudin – Photography support	\$50.00
	Meta Advertising	\$100.00
Website	Network 24 – Microsoft 365 cloud	\$174.24
	Network 24- website and email hosting	308.00
Tourism Officer & Support	Vernon Contracting – Tourism Officer, January 2024	\$3,960.00
	Alyce Ventris - October/November/December 2023	\$825.00
	Vernon Contracting – Tourism Officer, February 2024	\$3960.00
	Alyce Ventris – January/February/ March 2024	\$825.00
	Vernon Contracting – Tourism Officer, March 2024	\$4,646.07
	Vernon Contracting – Tourism Officer, April 2024	\$4018.87
	Vernon Contracting – Tourism Officer, May 2024	4571.37
Event Project Officer	Lily Hausler – March 2024	\$484.00
	Lily Hausler – April 2024	\$2,046.00
	Lily Hausler – May 2024	\$2,200.00
Insurance	Ausure – Public Liability Insurance	\$593.07
Postage	Muka Mail & Merchandise – April	\$25.65
Memberships	Shire of Merredin – CWVC	\$205.00
	Australias Golden Outback	\$350.00

	Total Expenditure	\$38,120.77
Cheque Acc Closing Balance 30 June 2024		\$117,044.72
<i>Other Income</i>		
<i>Outstanding Payments</i>	<i>Vanguard Print</i>	<i>\$1765.50</i>
	<i>Lily Haeulser – June 2024</i>	<i>\$3,168.00</i>
	<i>Alyce Smith – April/May/June 2024</i>	<i>\$825.00</i>
	<i>Vernon Contracting – June 2024</i>	<i>\$4301.34</i>
	<i>Muka Mail & Merchandise</i>	<i>\$5.20</i>
Ending Financial Position on 16 July 2024		\$106,979.68

*Koorda CRC are in credit for membership due to duplicate payment of inv#117

Signage Funds Remaining

Total Signage Funds Remaining	\$1,113.10

RESOLUTION:

That the NEWTRAVEL financial report is accepted as presented.

Moved: Bill Huxtable

Seconded: Lana Foote

CARRIED

4.0 NEWTRAVEL Tourism Officer (0.4FTE) June 2024 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"> Implementation of 2023-24 Marketing Plan
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"> Implemented Open Road Adventure Marketing Campaign
	Update and distribute Wheatbelt Way Brochures and Booklets.	<ul style="list-style-type: none"> Distributed as required. Re-ordered DL Brochures.
	Arrange for the preparation of promotional packages for individuals, groups, companies and arrange appropriate distribution	As required.
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"> Updated weekly as required.
	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"> Limited continued support of the Wheatbelt Tourism Group
b. Communicate with members.	Quarterly Newsletter to Stakeholders	<ul style="list-style-type: none"> Bi-Monthly E-news to NEWTRAVEL stakeholders sent. Quarterly newsletter subscribers sent.
	Provide information and updates as identified.	<ul style="list-style-type: none"> Attended Shire of Wyalkatchem Council meeting and presented on NEWTRAVEL and Tourism.
5. Maintenance and Monitoring		
a. Assist in the maintenance of the Wheatbelt Way Infrastructure and monitoring of Tourism across NEWROC	Coordinate and collate tourism data for the region.	<ul style="list-style-type: none"> Compiled the Visitor Statistics to February 2024. Quarterly Marketing Report produced
	Coordinate annual auditing of Wheatbelt Way sites with individual	<ul style="list-style-type: none">

	shires and reporting of recommendations back to shires.	
6. Supporting additional activities		
<i>a. 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	•
	Other	<ul style="list-style-type: none"> • Continued NEWTRAVEL Events Support project proposal and commenced engagement and onboarding of Lily Haeulser as Events Project Officer. • Engaged services of ARHJ consulting to deliver components of the DLGSC Bushwalking Masterplan for the Wheatbelt Way project. • Attended Annual Wheatbelt Trails Forum in Beverly • Attended and presented at the Wheatbelt Futures Forum • Attended the Shire of Kondinin Destination Development Strategy Meeting • Attended the opening of the CWVC in Merredin.

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 for the period March 2024 – June 2024 and email them in by the 14th July it would be greatly appreciated and then it will be circulated as soon as it is collated.

The February 2024 Snapshot Report can be viewed [here](#).

Discussion was held, Linda voiced concerns that she felt that visitor numbers were still decreasing, particularly for some towns more than others. Offer that she was willing to come and discuss this in more detail with Shires if they also had concerns and would like to look deeper into why and what NEWTRAVEL can do to assist.

- Westonia, still felt that there visitor numbers were steady to increasing.
- Beacon also felt that visitor numbers were finally on the increase.
- Nungarin and Mangowine numbers are wel down, but also Eileen felt that the Nungarin numbers for the last quarter may not be correct as felt that there has been more caravans than recorded staying at the caravan park.
- Also shared to the meeting that the Nungarin Woolshed Hotel has been sold and likely to open their doors for trading in September.
- Cr Megan Beagly also informed that there were 2 new local accommodation options started up in Beacon and she would pass on information about them to Linda.

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.

A full report on NEWTRAVEL's Social Media analytics and marketing activities will be provided at the meeting and circulated with the minutes.

Discussion was held on the future of NEWTRAVEL's marketing activities including:

- the Bendigo Bank Sponsorship of \$25,000.00 towards Wheatbelt Way marketing activities for 2024-2025. Support for increasing the winners prize for the Photo Competition and naming it the Bendigo Bank Wheatbelt Way Photo Competition.
- All supportive of engaging the Mukinbudin CRC through the Shire of Mukinbudin to provide TikTok content creation and management for the Wheatbelt Way. View the draft proposal [here](#). Discussion was held about our target markets with some concern raised that the Tik Tok demographic is not the right market. Agreement to proceed with Tik Tok for an initial 12 months. Linda will circulate some of the content Jess will make, but noted that it would also be utilized on the existing Facebook and Instagram platforms.

View the draft 2024 – 2025 NEWTRAVEL Marketing Plan Budget [here](#).

6.0 General Business

6.1 NEWTRAVEL/NEWROC Events Support Project

BACKGROUND:

Lily Haeusler has commenced as the NEWTRAVEL Events Project Officer.

COMMENT:

Lily will be in attendance at the meeting, and it will be an opportunity to introduce her to members and she will provide an informal update on how the delivery of this project is going so far. It will also be an opportunity for any members to ask questions.

Discussion was held with members on:

- Value and future of events tourism
- Project outputs to date – website portal is well into construction with a range of templates, resources and information being collated.
- Training, mentoring and networking needs – likely to have a mentoring and networking session with Dowerin Events Management in September 2024, and a Volunteering WA workshop in Feb/Mar 2025.

6.2 2023-2024 Community Trail Planning Grants

BACKGROUND:

DLGSC Community Trails Planning Grant – The Wheatbelt Way Walks, a bush walking masterplan for the Wheatbelt Way was successful.

COMMENT:

Rebecca Watson from ARHJ Consulting has been appointed to deliver a majority of the outcomes for this project. The application and can be viewed [here](#). Rebecca commenced her initial [July consultations](#) and has provided a [communication plan](#).

RECOMMENDATION:

Discussion with members included:

- Indigenous consultation and who and how is most appropriate across the Wheatbelt Way region.
- That we will be holding a Bushwalking Forum/Workshop in March/April 2025.

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

- Recreation Ground Building upgrade is nearly complete, with the opening planned for the Koorda Ag Show on the 14th September.
- Shire has allocated \$250,000 of funding towards upgrades at the Koorda Drive-In for this financial year.
- Koorda Hotel is under new management.

Westonia

- New caretakers again at the Westonia Caravan Park – they have been receiving good reviews on Wiki Camps.
- Masquerade Ball will be held in September.
- 26th October is the Westonia Xmas Markets
- Redeveloping the old Primary School site into a Community hub.
- Museum upgrades continue, they have acquired a new collection and have plans for extending the exhibition space to the other side of the Shire Office.
- New buildings have commenced at the Swimming Pool as well as three other new buildings in town.
- Interested in the Souvenir Coin collecting as a tourist location. ACTION – Linda to look further into this (we have considered in the past, and have information) and pass on.

Mt Marshall

- The Off Road Racing event on the June Long Weekend had over 500 people in attendance.
- Beacon Wildflower Tours will hold 3 tours this spring, plus possible Bush Tucker Tours are in the pipeline.
- The Beacon community held a local Famil day for locals to ensure that they are familiar with the local tourist attractions and services that the Beacon community have to offer.
- The Beacon Railway Barracks – are a continued work in progress.

Mukinbudin

- \$18, 000 spent on new Washing Machines for the Caravan Park.
- \$60,000 is allocated for landscaping at the Caravan Park in this financial year.
- The Mukinbudin Café is now closed with the Mukinbudin Hotel Motel now providing a café service, with opening hours from 7am, 7 days a week.

Nungarin

The Nungarin Markets attendance by stall holders and visitors has not picked up -concerning. CWBA 100 year event was successfully held and the CWBA building has been refurbished. Will be holding a Wildflower Tour in September
The Nungarin Harvest Festival including the Mangowine Concert is on the 4th – 6th October.

7.0 Other Business

Linda advised that the Shire of Wyalkatchem will be hosting the Melbourne Cup as a part of the Lexus Melbourne Cup Tour on Wednesday 14th August – the cup will only be going to Perth, Wyalkatchem and Esperance. There will be a day of activities so watch this space.

8.0 Next Meeting

The NEWTRAVEL AGM and General Meeting will be held on 31 October 2024 in Westonia.

9.0 Meeting Close 12.40pm