



MINUTES

TOURISM AND PROMOTION COMMITTEE

15 SEPTEMBER 2020



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Bill Atkinson
ACTING CHIEF EXECUTIVE OFFICER

GIFTS DISCLOSURE INFORMATION

The Gifts Register contains the disclosures of gifts that have been made by Elected Members, the Chief Executive Officer and Employees in their official capacity.

To adhere with the changes to gift disclosure regulations in the *Local Government Legislation Amendment Act 2019*, passed by Parliament on 27 June 2019, the Shire of Wagin provides gift disclosure information in the interests of accountability and transparency.

Elected Members and the Chief Executive Officer are required to disclose gifts which are valued over \$300 or are two or more gifts with a cumulative value over \$300 (where the gifts are received from the same donor in a 12 month period) within 10 days of receipt [Sections 5.87A & 5.87B *Local Government Act 1995*].

The Act and Regulations require the Chief Executive Officer to publish an up to date version of the Gifts Register on the Shire's website after a disclosure is made. To protect the privacy of individuals, the register published on the website does not include the address disclosed by an individual donor and will instead include the town or suburb.



SHIRE OF WAGIN

Minutes for the Tourism and Promotion Committee meeting held in the Council Chambers,
Wagin on Tuesday 15 September 2020 commencing at 7:08pm

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1. OFFICIAL OPENING

The Chairperson, Cr S M Chilcott opened the meeting 7:08pm.

2. RECORD OF ATTENDANCE/APOLOGIES/LEAVE OF ABSENCE (PREVIOUSLY APPROVED)

2.1 ATTENDANCE

Cr Sherryl Chilcott
Cr Geoff West
Darren Spencer
Norm Chilcott
Fiona Dawson
Tim Quartermaine
Brian Roderick
Donna George

Chairperson
Councillor

Deputy Chief Executive Officer
Community Liaison Officer

2.2 APOLOGIES

Robyn Willey
Cassandra Brennan

Lions Club

3. PUBLIC FORUM

4. PETITIONS/DEPUTATIONS/PRESENTATIONS

4.1 FRANK CARROLL – TOURISM VIDEO

Frank Carroll, of Contrast Creative, joined the meeting via video link and addressed questions and queries from the Committee regarding the recent Wagin tourism video he created for the Shire. Please refer to General Business for outcomes.

5. DISCLOSURE OF FINANCIAL AND OTHER INTERESTS

5.1 DISCLOSURE OF FINANCIAL INTEREST – Local Government Act Section 5.60a

Nil

5.2 DISCLOSURE OF PROXIMITY INTEREST – Local Government Act Section 5.6

Nil

5.3 DISCLOSURE OF IMPARTIALITY INTEREST – Administration Regulation Section 34c

Nil



6. CONFIRMATION OF PREVIOUS MEETING MINUTES

6.1 MINUTES FROM THE TOURISM AND PROMOTION COMMITTEE MEETING HELD 20 MAY 2020

COMMITTEE DECISION

Moved Cr G K B West

Seconded Fiona Dawson

That the minutes of the Tourism and Promotion Committee meeting held on 20 May 2020 and circulated to all Councillors and Committee Members, be confirmed as a true and accurate record.

Carried 6/0



7. STATUS REPORT - SEPTEMBER 2020

Date	Description	Responsible Person	Action	Status	Comments
20 May 2020	Reinstatement of Wait-Jen Trail as a Functional Tourist Attraction	Bill Atkinson / Committee	<p>That an assessment be made of the condition of the Wait-Jen Trail with a view to restoring it to a safe and functional condition;</p> <p>That a report on the condition of the trail be prepared and presented to the Tourism and Promotion Committee.</p>	<p>On Friday the 10th July 2020, members of the Wain SES marked out the <i>Wait – Jen Trail</i> by way of GPS and pink plastic ribbon. This was followed up on Saturday the 11th July by five volunteers who retraced the trail, removing obstacles and affixing new red arrowhead markers on trees at intervals of approximately 250 metres.</p> <p>The trail is easily traversable by walkers and can legitimately remain included on the Shires tourist brochures.</p>	Completed
20 May 2020	Illumination of Wagin Giant Ram	Brian Roderick/Committee	<p>That the proposal to illuminate “Bart “the Wagin Giant Ram be developed;</p> <p>That research be undertaken to ascertain whether any external grant funding opportunities are available to fund this initiative</p>	<p>Staff have enquired with a specialised lighting supply business in regards to lighting options.</p> <p>We are awaiting response, staff will follow up and report in due course.</p>	



			and to assist financially with the painting of the ram.		
20 May 2020	Tourism Ideas Forum	Brian Roderick/Committee	<p>RV BBQ once a month – Cr West advised that he can facilitate this once the RV were back travelling and staying in the Wagin RV area.</p> <p>20 Mile Sheep in line with the Tin Horse Highway – It was agreed that this will be the next tourism project. The Committee will come up with a concept for the project.</p>	<p>Update required from Cr West.</p> <p>Please refer to item contained in this agenda.</p>	
20 May 2020	Town Entry Statements	Brian Roderick/Committee	Restoration of the existing 4 Town Entry Statements	This project has commenced, Mr. Ford will be restoring each one individually over the course of the year at his Katanning workshop. He is currently restoring the Tudhoe St western entrance sign.	
20 May 2020	Tourism Brochure	Brian Roderick/Committee	<p>New brochures will need to be designed and developed, would need to be in place before the next Caravan and Camping Show.</p> <p>Distribute old existing brochures.</p>	<p>Staff have distributed brochures to neighbouring shires and to the central Tourist Bureau in Perth.</p> <p>It is felt that it is pointless to send brochures to other states whilst our state borders is closed. This will be done once the borders are opened.</p>	



20 May 2020	Tourism Video	Brian Roderick/Committee	The Committee wanted an update on the tourism video, whilst there are some good points to the video, the Committee would like to see the content improved with other footage shot to include and feature more people and businesses in town.	The Committee requested staff to get in touch with Frank Carrol, tourism video developer, to see if the video can be improved with other relevant footage and invite him to attend the next meeting of the Tourism Committee (vis video link) to discuss.	It has been organised for Mr Carrol to be present at the next meeting via a video link.
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8. CORRESPONDENCE AND REPORTS

8.1.1. ASTROTOURISM TOWNS PROGRAM 2020/2021

PROPONENT:	N/A
OWNER:	N/A
LOCATION/ADDRESS:	N/A
AUTHOR OF REPORT:	Deputy Chief Executive Officer
SENIOR OFFICER:	Acting Chief Executive Officer
DATE OF REPORT:	11 September 2020
PREVIOUS REPORT(S):	Nil
DISCLOSURE OF INTEREST:	Nil
FILE REFERENCE:	ED.IN.1
ATTACHMENTS:	<ol style="list-style-type: none">1. Email – Carol Redford2. Astrotoursim WA Astrotourism Agreement

OFFICER RECOMMENDATION

Moved Cr

Seconded Cr

That Committee recommend to Council that the Shire does/does not participate in the Astrotourism Towns Program for 2020/2021 and sign the Service Level Agreement with Astrotourism WA Pty Ltd.

Carried 0/0

OFFICER RECOMMENDATION/COMMITTEE DECISION

Moved Fiona Dawson

Seconded Cr G K B West

That Committee recommend to Council that the Shire does not participate in the Astrotourism Towns Program for 2020/2021.

Carried 6/0

BRIEF SUMMARY

For the Committee to decide whether they wish to continue in the Astrotourism Towns program and commit to the program through a new service level agreement.

BACKGROUND/COMMENT

In the 2019/2020 financial year the Shire was involved in the Astrotourism program as Astrotourism Town at a cost of \$2,000, this was organised through the Shire of Lake Grace as a group Council consortium and was partially subsidised by grant funding.

An Astrotoursim Community event was held in Wagin late last year with some 25 people attending, mostly locals.



We have received an email from Carol Redford from Astrotourism WA requesting we re-commit to the program, however as an individual Shire with an agreement between the Shire of Wagin and Astrotourism WA.

The cost of membership is \$3,000 plus GST, also if we were to use their services regarding community events, exhibitions, workshops etc there would be additional costs. These costs are contained in the agreement.

The Committee now need to recommend to Council whether they wish to continue with this program, and decide whether the costs involved as part of the program is justifiable and commensurate with the amount of community involvement and benefit.

CONSULTATION/COMMUNICATION

Nil

STATUTORY/LEGAL IMPLICATIONS

Nil

POLICY IMPLICATIONS

Nil

FINANCIAL IMPLICATIONS

Nil

STRATEGIC IMPLICATIONS

Nil

VOTING REQUIREMENTS

Simple Majority

From: Carol Redford | Astrotourism WA <carol@astrotourismwa.com.au>

Sent: Monday, 31 August 2020 7:29 PM

To: Bill Atkinson <ceo@wagin.wa.gov.au>; Donna George <admin@wagin.wa.gov.au>

Subject: Astrotourism WA Towns Draft SLA

Hello Bill and Donna,

There's an exciting year ahead with more support from Tourism WA to develop the plan to take us from "towns" to "Astrotourism destinations". I have an update from Tourism WA which I will send tomorrow.

I've attached a draft SLA for this year's Astrotourism Towns project membership. I've included all the customised add-ons so you can delete which ones are not applicable.

Please let me know the level of involvement you'd like for the Astrotourism Towns project membership this year. If you have any alterations to the SLA, please make the changes. When everything is correct, please sign it and I will counter sign and send a copy back for your records.

Kind regards, Carol

Founder | CEO
0427 554 035



www.astrotourismwa.com.au



From: Carol Redford | Astrotourism WA <carol@astrotourismwa.com.au>

Sent: Friday, 11 September 2020 12:15 PM

To: Donna George <admin@wagin.wa.gov.au>

Subject: Re: Couple of questions for council

Hi Donna,

All is going really well and I'm glad that I can help to explain the difference to last year.

Yes, last year the Shire contribution was \$2,000 and the BBRF grant contributed an additional \$6,000 to get Wagin established as an Astrotourism Town. A total of \$8,000 for Wagin. That covered the event, getting Wagin on the map, community engagement and all the background work like the Tourism WA/AGO advocacy and broader promotion of the Astrotourism Towns.

Each of the other five towns in the group that we established each year contributed \$2,000 each and each also received \$6,000 from the BBRF grant.

There's no Government funding this year, unfortunately. It's a shame but I put together a package that hopefully gives flexibility for Council.

Without the bonus of external funding, the basic membership to continue is \$3,000. This includes:

- Wagin on the Astrotourism Towns map;
- Website promotion of Wagin as an Astrotourism Towns destination (there are three website pages plus listings on the digital map);
- Promotion of the Astrotourism Towns network through Tourism WA, Australia's Golden Outback and the local domestic Astrotourism market (including astrophotographers and astro-enthusiasts);
- Advocacy with Government to continue to develop Astrotourism as a sector of the Tourism Industry (via Tourism WA, RDA Wheatbelt and Development Commissions);
- Astrotourism DL flyer to display/distribute from the Shire Office, CRC and any local places frequented by visitors;
- Capacity building for local community organisations and visitor service providers (regular communications include astronomy information, what to see in the night sky, Astrotourism etc). We are just adding schools to this communication list at the moment. This has great STEM benefits.
- Support for any interested local residents/businesses wanting to develop an Astrotourism experience for visitors;
- Night sky quality measurements (these are listed on the Wagin Astrophotography and Observing Site website pages);
- Support for lighting management and template Lighting Management Policy for the Shire Council to consider; and



- Advocacy for the reduction of artificial light pollution with organisations such as Western Power, WALGA's LED Streetlight Transition Working Group

It would be super to have another community event like we did. I know Peter at the time suggested he'd love to see a couple of events in Wagin. This is an extra cost. There are a range of optional add-ons that Council might like to consider. Some may be more appropriate than others. They are all listed in the [2020/21 Pricing Package](#).

I hope this helps answer the questions. Please let me know if I can provide anything else. Do you think that will help Council understand the main funding difference from the previous year?

Kind regards, Carol

Founder | CEO

0427 554 035

www.astrotourismwa.com.au



Hi Carol,

Hope all is going well for you.

I have been asked a couple of questions regarding the charges for this years opposed to what we paid last year.

Last year we were in a group – and paid quite a bit less than this year's cost, could you advise why there was a change please. This would probably be something that Peter Webster would be able to answer – but as he is not here, you are my next best option.

Thanks

Donna George

Community Liaison Officer

PO Box 200

Shire of Wagin

Phone (08) 98611177

Fax (08) 98611204



SERVICE LEVEL AGREEMENT

This agreement is made between:

Astrotourism WA Pty Ltd

and

Shire of Wagin

**Astrotourism Towns 2020/21
For the town of Wagin**

July 2020

Parties

Name: Shire of Wagin
Contact: Donna George
Phone: 9861 1177
Email: admin@wagin.wa.gov.au
Address: PO Box 200, Wagin WA 6315

Name: Astrotourism WA Pty Ltd
Contact: Carol Redford
Phone: 0427 554 035
Email: carol@astrotourismwa.com.au
Address: 372 Fynes Road, Gingin WA 6503

1 Purpose

The intention of the Service Level Agreement (SLA) is to detail the service arrangements between the parties covered by the SLA.

This SLA applies specifically to the Astrotourism Towns 2020/21 project that aims to:

- Build a stargazing trail through regional Western Australian communities;
- Grow jobs, build community capacity and develop Astrotourism products and services in regional WA;
- Facilitate the protection of WA's dark night sky; and
- Maintain a digital map of Astrotourism Towns that will welcome visitors for stargazing and astronomical activities.

2 Parties Covered by the Agreement

The parties covered by this agreement are Shire of Wagin and Astrotourism WA Pty Ltd (Astrotourism WA).

3 Scope of Services Covered by the Agreement

Astrotourism WA is responsible for:

- a) Management and implementation of the project for the town of Wagin;
- b) Engagement with stakeholders and local community members where required;
- c) Engagement with service providers where required;
- d) Identification and communication with providers of external expertise where required;
- e) Administration of the project; and
- f) Provision of items and services outlined in the SLA Action Table.

The Shire of Wagin is responsible for:

- a) Engagement with Astrotourism WA;
- b) Assistance with provision of appropriate stakeholders, feedback and information where required; and
- c) Assistance with the provision of items and services outlined in the SLA Action Table.

4 Mutual Understandings

- 4.1 The project encompasses a number of towns, shires, regions and sub-regions across regional Western Australia that aims to attract visitors for stargazing and astronomy related activities;
- 4.2 Project funds will be used exclusively on the project in accordance with the SLA's Budget and Action Tables.
- 4.3 The Shire of Wagin and Astrotourism WA acknowledge that they will hold appropriate insurance for the project including public liability and workers compensation as appropriate.

5 Operational Date

- 5.1 This SLA commences once signed by all parties; and
- 5.2 The agreement ceases upon completion of the agreed scope of works or on written agreement by both parties.

6 Budget and Actions Covered by the Agreement

Budget Table

Item of Expenditure	Budget (excl GST)	Source of Funds
Membership Astrotourism Towns 2020/21	\$3,000	Shire of Wagin
Customised Add-Ons		
Community Event*	\$2,000	
Community Event – Digital event poster*	\$150	
Community Event – Social media advertising*	\$200	
Community Event – Telescope prize*	\$272	
Community Event – STEM incursion*	\$350	
Astrophotography Exhibition Hire*	\$600	
Astrophotography Exhibition Workshop/Field Trip*	\$1,650	
Business/Product Development*	\$3,000	
Astrofest Sponsorship*	\$1,000	
Total budget		

* Please delete customised add-on budget lines in the above Budget Table and the below Action Table as required.

Action Table

Deliverables – Stargazing and Astronomy Sites	Provided by Astrotourism WA	Provided by Local Government and/or other local organisations	Budget (ex GST)	Timeline
Observing Site where visitors are welcome for stargazing activities and to use telescopes and binoculars.	Promotion of site on Astrotourism WA website and digital map.	Provision of site location and permissions to use.	Included with membership	Ongoing
Astrophotography Hot Spot where visitors are welcome for stargazing activities and to use cameras.	Promotion of site on Astrotourism WA website and digital map.	Provision of site location and permissions to use.	Included with membership	Ongoing
Deliverables – Community Engagement and Capacity Building	Provided by Astrotourism WA	Provided by Local Government and/or other local organisations	Budget (ex GST)	Timeline
Community Event – local community/town stargazing event to engage community members with the Astrotourism Towns project and build community capacity for product packaging and digital sales. It's encouraged to keep the event free for local community with ticket sales to out-of-town visitors.	Two Astronomy Guides, astronomy presentation, stargazing, telescope viewing, Q&A (2.5 hour event). Encourage and build local community capacity for product packaging and digital sales. Assist with planning, promotion, product packaging and online ticket sales.	Planning, promotion, product packaging, online ticket sales and use of local Observing Site or similar for stargazing. Use of local hall/meeting room for presentations.	\$2,000	2020/21
Community Event – Digital event poster.	Design and deliver digital event poster.	Approve design prior to use.	\$150	2020/21
Community Event – Social media advertising (via Astrotourism WA) for event.	Design and deliver social media advertisement.	Approve design prior to advertisement.	\$200	2020/21
Community Event – Telescope prize for a local competition.	Provide and deliver Sky-Watcher 130mm table top Dobsonian Telescope.		\$272	2020/21

<p>Community Event – Primary School Science, Technology, Engineering and Maths (STEM) incursion. This activity can enable the local school to capitalise on visiting Astronomy Guides who are providing the community event. It must be held on a school day afternoon prior to event held on the same day. Suitable for Primary School students grades 4-6. This activity could be funded through local school budgets if appropriate. The incursion leads to an after-class light audit of the town which is often the first step to become an internationally accredited dark sky place.</p>	<p>STEM incursion (2 hours) on light pollution, telescopes and astronomy. Provide after-class activity for students to conduct a light audit for the Astro tourism Town. All instructions supplied. Encourage students/teacher to present light audit to Shire Council at one of its meetings.</p>	<p>Assist with advice on best local contacts.</p>	<p>\$350</p>	<p>2020/21</p>
<p>Astrophotography Exhibition Hire – A high quality photographic exhibition featuring astro-images from the annual Astrofest Astrophotography Exhibition.</p>	<p>Provide exhibition images for 3 weeks duration. Delivery and return via courier. Promotion of exhibition via Astro tourism WA website, social media and email lists.</p>	<p>Receive exhibition via courier. Exhibition set up, coordination and promotion to local community. Pack down exhibition and pack ready for courier return.</p>	<p>\$600</p>	<p>2020/21</p>
<p>Astrophotography Exhibition Workshop/Field Trip. An Astrophotography for Beginners activity that coincides with the opening of the Astrofest Astrophotography Exhibition.</p>	<p>Exhibition opening/welcome presentation by Curator of the Astrofest Astrophotography Exhibition. Astrophotography for Beginners Workshop/Field Trip (3.5 hour hands-on and practical workshop at a chosen location).</p>	<p>Planning, promotion, product packaging, online ticket sales and use of local Astrophotography Hot Spot or similar for workshop/field trip. Use of local hall/meeting room for presentations if required.</p>	<p>\$1,650</p>	<p>2020/21</p>

Mentor local tourism industry on how best to assist visitors for stargazing and astronomical activities. Upskilling will empower Visitor Centre and/or Community Resource Centre staff, volunteers and other interested community members. They will be provided with introductory knowledge on the importance of dark night sky protection, what can be seen, where to access information and how to share this knowledge with others.	Liaise and foster enthusiasm. Communicate regularly.	Assist with advice on best local contacts.	Included with membership	Ongoing
Astronomy tourism focused television series (Star Tracks).	Support Beam Me Up Media to develop and seek external funding. Explore value added opportunities to create video snapshots and imagery for use in destination marketing tools.		Included with membership	2020/21
Deliverables – Enterprise and Product Development	Provided by Astrotourism WA	Provided by Local Government and/or other local organisations	Budget (ex GST)	Timeline
Business/Product Development – Build capacity and upskill identified local community member/s intending to or interested to develop an astronomy related tourism business or add an astronomy related service to an existing business. E.g. training on how to use a telescope and operate a casual stargazing activity to provide to visitors.	1 x training/workshop (3.5 hours) with follow up advice and support. Accompany identified community member/s to a meeting with appropriate external services for business and mentoring assistance.	Assist with identification of interested parties and advice on best local contacts.	\$3,000	2020/21
Support interested regional enterprise to develop stargazing, astronomy and/or Aboriginal Astronomy products and services.	Foster enthusiasm and connect interested parties to external services for business and mentoring assistance.	Assist with identification of interested parties and advice on best local contacts.	Included with membership	Ongoing

Tourism WA Astrotourism Market Research Workshop	Upon completion of the Tourism WA Astrotourism Market Research Study, convene a meeting of the Astrotourism Towns network to discuss findings, opportunities and future projects/plans for each community.	Participate in workshop.	Included with membership	2020/21
Aboriginal Astronomy Trail concept.	Investigate external funding opportunities for development and/or implementation.	Provide any feedback into the concept and advice on best local contacts.	Included with membership	2020/21
Deliverables – Promotion	Provided by Astrotourism WA	Provided by Local Government and/or other local organisations	Budget (ex GST)	Timeline
Astrofest Sponsorship – Astrofest is an annual free and family-friendly community event held at Curtin University since 2007. It's the largest astronomy festival in Australia attracting 4,000 to 5,000 visitors each year. Astrofest is to be held 5.30pm to 9.30pm, Saturday 20 th February 2021.	Promotion of Astrotourism Town at Astrofest via the large television screen situated in the stadium at the event. 2 x PowerPoint slides rotate during the event. International Centre for Radio Astronomy Research speaker visit.	Coordination and promotion of visiting ICRAR speaker to local community. Use of local hall/meeting room and digital projector for presentation.	\$1,000	2020/21
Digital Astrotourism Towns map with information on the towns, links to visitor services, what can be seen, where to look, stories of the night sky and how the local community is protecting the night sky from light pollution and why that is important.	Design, purchase, implementation and management.	Local distribution and promotion.	Included with membership	Ongoing
DL flyer for use in Visitor Centres in Astrotourism Towns.	Design, purchase and implementation.	Local distribution.	Included with membership	Ongoing
Build Tourism WA's awareness of Astrotourism and its potential to grow the regional Tourism Industry economy.	Liaise, collaborate and foster relationship.	Support with consistent messaging.	Included with membership	2020/21

Memberships with Australia's Coral Coast (ACC), Australia's Golden Outback (AGO), Western Australian Indigenous Tourism Operators Council, Forum Advocating Cultural and Eco-Tourism Inc, Geoparks WA Inc, Astronomy WA, International Dark-Sky Association, Australasian Dark Sky Alliance and various amateur astronomical and astrophotography societies and groups.	Maintain memberships, relationships, engagement and collaboration.		Included with membership	2020/21
Promotion of Astrotourism WA via ACC and AGO.	Design, purchase and implementation.	Support with consistent messaging.	Included with membership	January 2021
Electronic direct marketing to WA's local Astronomy and Astrophotography clubs and groups including any news and special events in towns of interest to the groups.	Design, purchase and implementation.		Included with membership	Ongoing
Electronic direct marketing to International Astronomy and Astrophotography clubs and groups.	Design, purchase and implementation.		Included with membership	Ongoing
Astrotourism WA digital map, website domain and hosting.	Design, purchase, implementation and management.		Included with membership	Ongoing
Deliverables – Night Sky Protection	Provided by Astrotourism WA	Provided by Local Government and/or other local organisations	Budget (ex GST)	Timeline
Lighting Management Policy for best practice light pollution reduction to enable the long-term opportunity to apply for International Dark-Sky Accreditation.	Review policy and update local planning decision makers with any changes. Assist with adoption.	Assist with feedback. Adopt into policy documentation, strategic planning and/or Town Planning.	Included with membership	2020/21
Implementation of best practice light pollution reduction.	Liaise with WA Local Government Association and power service providers to raise awareness and encourage implementation.	Assist with advice on best local contacts.	Included with membership	Ongoing

7 Management of the Agreement

The SLA will be reviewed on an as needs basis to ensure that it continues to properly guide the project.

8 Changes to the Agreement

Any changes to the service levels specified in the SLA will be subject to agreement by both parties. The exception to this will be changes resulting from issues beyond the control of either party. In these circumstances, both parties will still record the changes.

In the event that a change is requested, Astrotourism WA will coordinate meetings between the relevant management staff from both parties. Once agreement has been reached, Astrotourism WA will ensure that an addendum to the SLA is produced and tabled at a meeting between the parties.

9 Confidentiality

The Shire of Wagin and Astrotourism WA agree not to divulge any information that holds commercial sensitivity.

10 Dispute Resolution

Any conflicts arising through work undertaken under this SLA shall be resolved by negotiation between the Shire of Wagin and Astrotourism WA.

11 Principal Contacts

11.1 Shire of Wagin

Donna George

PO Box 200

Wagin WA 6315

Phone: 9861 1177

Email: admin@wagin.wa.gov.au

11.2 Astrotourism WA

Carol Redford

372 Fynes Road

Gingin WA 6503

Phone: 0427 554 035

Email: carol@astrotourismwa.com.au

12 Signatures and Date

Bill Atkinson
Acting Chief Executive Officer
Shire of Wagin

Signature

Date

Carol Redford
Founder
Astrotourism WA

Signature

Date



8.1.2. 20 MILE SHEEP HIGHWAY TOURISM AND PROMOTION PROJECT

PROPONENT:	N/A
OWNER:	N/A
LOCATION/ADDRESS:	N/A
AUTHOR OF REPORT:	Deputy Chief Executive Officer
SENIOR OFFICER:	Acting Chief Executive Officer
DATE OF REPORT:	11 September 2020
PREVIOUS REPORT(S):	Nil
DISCLOSURE OF INTEREST:	Nil
FILE REFERENCE:	ED.IN.1
ATTACHMENTS:	Nil

BRIEF SUMMARY

For the Committee to develop a concept and give direction to staff regarding the proposed 20 Mile Sheep Highway Tourism and Promotion Project

BACKGROUND/COMMENT

At the last Committee meeting, through a tourism ideas forum, it was resolved that the Committee's next project would be a 20 Mile Sheep Highway in line with the Tin Horse Highway.

The Committee now needs to come up with a concept and some direction to staff to commence the planning of this initiative.

CONSULTATION/COMMUNICATION

Nil

STATUTORY/LEGAL IMPLICATIONS

Nil

POLICY IMPLICATIONS

Nil

FINANCIAL IMPLICATIONS

Nil

STRATEGIC IMPLICATIONS

Nil

VOTING REQUIREMENTS

Simple Majority

- **The Committee decided to put this project on hold to be considered at a later date.**

8.1.3. TOURISM AND PROMOTION BUDGET 2020/2021

PROPONENT:	N/A
OWNER:	N/A
LOCATION/ADDRESS:	N/A
AUTHOR OF REPORT:	Deputy Chief Executive Officer
SENIOR OFFICER:	Acting Chief Executive Officer
DATE OF REPORT:	11 September 2020
PREVIOUS REPORT(S):	Nil
DISCLOSURE OF INTEREST:	Nil
FILE REFERENCE:	ED.IN.1
ATTACHMENTS:	<ol style="list-style-type: none"> 1. Email – Carol Redford 2. Astrotourism WA Astrotourism Agreement

BRIEF SUMMARY

For the Committee to develop a Tourism Budget in line with the Council Budget allocation for 2020/2021

BACKGROUND/COMMENT

Council has allocated \$22,000 to Tourism and Promotion for the 2020/2021 financial year. This is an increase of \$7,000, which is the underspend from last year's allocation of \$15,000.

Setting an internal Tourism Budget will give the Committee and staff a clear direction for expenditure on tourism subscriptions, projects, promotions and other items.

I have started a Budget document below, I am requesting input and direction from the Committee to finalise the document.

As Council has already set a Tourism Budget allocation, this will not need to go back to Council for endorsement.

Tourism and Promotions Budget 2020/2021 - \$22,000		
Budget Item	Operating	Comment
<i>Subscription to Australia's Golden Outback</i>	270	
<i>Advertising With Australia's Golden Outback</i>	2,400	
<i>Other tourism Advertising</i>	1,000	
<i>Wait - Jen Trail Improvements</i>	1,000	
<i>Maintenance work on the Entry Statements</i>	2,500	50% to Come from the Townscape Budget
<i>WA Caravan and Camping Show</i>	2,000	
<i>Illumination of Bart the Ram</i>		
<i>Astrotourism Agreement</i>		
<i>New Tourism Brochures</i>		
<i>20 Mile Sheep Project</i>		
<i>Other Tourism Initiatives and Promotions</i>		
Total Budget 20/21	9,170	



Tourism and Promotions Budget 2020/2021 - \$22,000 – Updated		
Budget Item	Operating	Comment
Subscription to Australia's Golden Outback	270	
Advertising With Australia's Golden Outback	2,400	
Other tourism Advertising	730	
Wait - Jen Trail Improvements	600	
Maintenance work on the Entry Statements	2,500	50% to Come from the Townscape Budget
WA Caravan and Camping Show	2,000	
Illumination of Bart the Ram	3,000	
Tourism Video	6,000	
New Tourism Brochures	1,000	More funds to be expended 2021/22
Promotional Banners & Flags	1,500	
Other Tourism Initiatives and Promotions	2,000	
Total Budget 20/21	22,000	

CONSULTATION/COMMUNICATION

Nil

STATUTORY/LEGAL IMPLICATIONS

Nil

POLICY IMPLICATIONS

Nil

FINANCIAL IMPLICATIONS

Nil

STRATEGIC IMPLICATIONS

Nil

VOTING REQUIREMENTS

Simple Majority



9. LATE ITEM

9.1 WISE WINES – WAGIN GIN PROPOSAL PROGRAM 2020/2021

PROPONENT:	Wise Wines
OWNER:	N/A
LOCATION/ADDRESS:	N/A
AUTHOR OF REPORT:	Community Liaison Officer
SENIOR OFFICER:	Deputy Chief Executive Officer
DATE OF REPORT:	14 September 2020
PREVIOUS REPORT(S):	Nil
DISCLOSURE OF INTEREST:	Nil
FILE REFERENCE:	ED.IN.1
ATTACHMENTS:	<ul style="list-style-type: none">Email - Wise Wines

OFFICER RECOMMENDATION/COMMITTEE DECISION

Moved Cr G K B West

Seconded Fiona Dawson

That the Committee recommend to Council that it supports the Wise Winery Wagin Gin proposal through staff time, participation and promotion of the proposed Wagin Gin.

Carried 6/0

BRIEF SUMMARY

For the Committee to recommend to Council that it supports the Wise Winery Wagin Gin proposal through staff time, participation and promotion of the proposed Wagin Gin.

BACKGROUND/COMMENT

Wise Wines aims to produce limited gin labels with a connection to WA towns with 'gin' in the town name – i.e. Wagin, Narrogin etc.

The proposal is to create a 10-15-minute TV miniseries, visiting each of these towns and producing limited release gin blends using extracts unique to that town/region.

Wise Wines are considering a 5-7-minute blurb on the history and uniqueness of the town, which is prevalent given the current opportunity to showcase all things WA – working in collaborations with Tourism WA. The Wise Wines distiller would then create a batch of the Wagin gin – live on air - on their portable still for all to try out. Wise Wines have requested that a local person be selected to give the short history talk about Wagin and the great reasons to come and visit us and the great things to see and do while here.

There will be 7 WA gins made in this project: Wagin, Dangin, Narrogin, Corrigin, Badgingarra, Elgin and Gingin.

Time frame: The operations Manager is keen to have the entire line of WA gins on the Market by the end of 2020. Suggestions toward the Wagin specific item in the gin have been:



- Duck Fat Washed gin (the manager has assured the author that this is a delicious option)
- Wagin Banksia

The duck fat option would enlarge the fame of the Wagin Duck, the Wagin banksia option may result in a philanthropic response from the owner to on support the protection of the species.

Staff see this as a great and unique opportunity to promote Wagin. Possible opportunities include incorporating the Wagin gin into the Long Table Dinner event, Woolorama, Council functions and general promotion of our town and Shire. The author and Councillor Hegarty, whilst traveling through the region, recently had an opportunity to attend the winery and meet the Head Distiller to discuss the project and sample some examples of their work and believe that the end result will be of a high quality.

POLICY IMPLICATIONS

Nil

FINANCIAL IMPLICATIONS

Nil

STRATEGIC IMPLICATIONS

1.3 Increase tourism and promotion of town and heritage.

VOTING REQUIREMENTS

Simple

From: [nadine.dwyer](#)
To: [Donna George](#)
Subject: Wise wine gin
Date: Wednesday, 2 September 2020 9:17:11 AM

Hi Donna,

Great to speak to you yesterday.

I am sending this email on behalf of Wise Wines.

Our winery is located in the Margaret River region, and as well as producing wines, we also produce gin.

<https://wisewine.com.au/distillery/>

	<p>DISTILLERY - Wise Wine Wise Margaret River Distillery</p>
	<p>DISTILLERY Introducing Margaret River's newest Distillery. We are just a little bit excited about our newest venture. Wise Wine is entering the fascinating world of spirits distilling with Margaret River's newest distillery.</p>
	<p>wisewine.com.au</p>

We aim to shortly produce limited gin labels with a connection to WA towns with 'gin' in the town's name, ie. Wagin. Our proposal is to create a 10-15min tv mini-series, visiting each of these towns and producing limited release gin blends using extracts unique to that town/region.

We are thinking a 5-7min blurb on the history and uniqueness of the town/region (prevalent, given the current opportunity to showcase all things WA - working in collaboration with Tourism WA), then production outdoors of the relevant gin being created using our portable still.

We are wondering if this is something the Shire of Wagin would support? It would be ideal if we could have a person of the town give a quick history/background/what is unique about Wagin, then we can film gin production.

We would also need to lock in a date suitable with yourselves to come over and film.

I will make contact again shortly once I have heard back from Greg Garnish (our Operations Manager) regarding a suitable time to meet next weekend (if still suitable to yourselves).

Many thanks and kind regards
Nadine





10. GENERAL BUSINESS

10.1 TOURISM VIDEO - FRANK CARROLL

The Committee, after discussion with video creator Frank Carroll, agreed to the following.

The original tourism video was a good starting point, however they would like to see changes and more footage added to the video, including a series of shorter videos concentrating on different aspects and themes of the town and Shire.

Some of the concepts discussed included:

- Heritage buildings in the CBD
- Significant and unique businesses in town – Unigrain, Cresswells etc
- Wagin identities promoting the town and Shire
- Wait-Jen Trail and other walk trails
- Historic old homes
- Woolorama that features more activities and people
- Background sounds and promotional discussions
- One main video and a couple of shorter ones with specific Wagin themes.

Mr Carroll advised that he would send out some questions and video content discussion points to the Committee to consider.

It was agreed that it was important for the Committee to give clear direction to Mr Carroll regarding the content. The Committee agreed to email ideas and their own videos to Mr Carroll to assist him in this project.

Staff would liaise with Mr Carrol regarding his fees to create the new videos.

11. CLOSURE

There being no further business the Chairperson thanked those in attendance and closed the meeting at 8:27pm

I certify that this copy of the Minutes is a true and correct record of the meeting held on 15 September 2020

Signed:

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Chairperson

Date:

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