

# AVON REGIONAL ORGANISATION OF COUNCILS (AROC)

## Minutes

**2 September 2019**

### Unconfirmed Minutes

These minutes were approved for distribution on 6 September 2019.

Stan Scott  
Chief Executive Officer  
AROC Secretariat

When the Chief Executive Officer approves these Minutes for distribution they are in essence "Unconfirmed" until the following Avon Regional Organisation of Councils (AROC) Meeting, where the Minutes will be confirmed subject to any amendments.

The "Confirmed" Minutes are then signed off by the Presiding Person.

Attachments that formed part of the Agenda, in addition to those tabled at the Meeting are incorporated into a separate attachment to these Minutes.

### Confirmed Minutes

These minutes were confirmed at a meeting held on 2-12-2019

Signed: .....

*Note: The Presiding Member at the meeting at which the minutes were confirmed is the person who signs above.*

# AVON REGIONAL ORGANISATION OF COUNCILS

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**MONDAY 2 SEPTEMBER 2019**

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**ATTACHMENT with separate index follows Item 9.**

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# AVON REGIONAL ORGANISATION OF COUNCILS

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## MINUTES

2 SEPTEMBER 2019

### 1. DECLARATION OF OPENING

Cr T Chitty, Deputy Shire President, and Acting Chairperson in place of Cr B Rayner, Shire President who is on a leave of absence, declared the meeting open at 9.42am.

### 2. PRESENTATIONS

#### 2.1 AVON TOURISM

Colleen Osborn, Chair of Avon Tourism Inc presented with another representative (Joan) from Avon Tourism.

Points raised by Presenter:

The Shire of Chittering may soon be pulling out of Avon Tourism;

Tracey Cinivas-Prosser, CEO of Destination Perth was an apology to the meeting.

Avon Tourism, a member of Destination Perth, has operated over the last fifteen 15 years, most of the time under individual membership but more recently under local government membership.

Reason here today: lack of support from tourism industry, lack of engagement with local government and volunteer burnout.

Board acknowledges current model not working.

Opportunities abound in respect to what a regional tourism model might look like and how it would provide access to regional trail information, compound products, regional branding, entry signage, promotional videos, visitor centres for engagement and interpretive tourism.

Avon Tourism proposing that AROC fund a study into how regional tourism should be delivered in the Avon Valley. AROC to prepare a scope and costing for a study – Avon Tourism could do this – to seek out grant opportunities, etc. To also consult stakeholders, make the most of the attraction to agricultural activities and see what resources can be shared.

Summary of Question One

If AROC fund a study, what is it for?

Response

*The study would look into the future of tourism for the region. It will look at what the region has now and how best to pull together. Work out what the assets are in the region; how they may be*

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*working or not working. Leverage from one another. Tourism is a competitive industry and it has great benefits if it is invested in. Not just for tourists to visit, but it is about amenities for the local community as well. We can work with anyone on how a scope might look but you might also have more professional people in this room to look at that. Wonderful region and be good just to get that.*

## Further Points raised:

- Supportive of doing something if there is good enough reason to proceed;
- Shared frustrations with the current model.
- The challenge is around the membership as a region – to understand it and formalise how we will work together in the tourism space. Find good examples of that. We all invest a lot of money into tourism. How do we get that value out?
- If the result of the study says regional cooperation between local governments is enough to continue to slowly build without a model when what will tourism look like in the future?
- Will all Councils participate?
- How do local businesses across the region buy-into it? If they buy into it they will rightly expect something in return. Local government cannot be seen to be propping up business.
- How do we engage without becoming over-involved?
- What will the structure of the board look like?
- Plans need to be realistic. Competition with the coast about where people go for holidays.
- Massive commitment to expect individual communities to take a step back to go forward. The pathways between the districts are all very different. All have invested a lot of resources.
- Northam and York, Beverley and Toodyay have a weekend focus on it. Large number of things to do there. Smaller Councils don't have that attraction base to bring those people in but certainly leveraging off what the Northam and York and Toodyay Councils are doing. Working out how we work smarter, and a little harder.

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## Summary of Question Two

What are the costs associated with it?

*Costs will be dependent upon scope.*

### **MOTION/AROC REC NO. 09/09/19**

**MOVED** Cr Lovelock

**SECONDED** Cr Wallace

AROC to employ a Consultant to write an “options paper” in terms of identifying the future of tourism in the Avon Region that will include consultation with the tourism industry, based upon a scope prepared by the AROC CEO’s at their next scheduled meeting.

Authorise the CEO’s to spend up to \$30,000 for the Options Paper.

**MOTION CARRIED 5/1**

## **2.2 SPORTS MARKETING AUSTRALIA PTY LTD**

Rick Sleeman presented to AROC about bring events into regional centres.

Points raised as follows:

- Commonality shown within those local government areas.
- What is at the seat of that passion?
- No surprises 64 councils engage them round Australia to events tourism around Australia.
- Sports Tourist \$278 per person per day.
- Coming to region 2,000 people spending 2, 3 4 and 5 days and spending that amount of money.
- Program itself to date 13million 700 bed nights. After every event the post event acquittal gives no. of people coming to the region and multiply that by the duration of the event.
- Delivered 3.7billion dollars (direct spend).
- Four critical things:
  - (1) Economic benefit
  - (2) Introducing people to the region
  - (3) Branding benefits
  - (4) Community benefits
- Event owner holds things like school visits, come and try this “sport” to get kids off their computers and couches – to be more active in the community.
- Interesting discussions with State Sporting Organisations in Perth. Proximity is good. To everything from transport,

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through to Event capacity. Don't need fancy accommodation. Core accommodation motels and Caravan Parks will suffice.

## Summary of Question One

How does it work?

*AROC would enter into a three year agreement.*

*Phase 1 would be a "capacity and capability assessment" to give Sports Marketing Australia (SMA) and the AROC team an understanding of which events are conducted in which regions, as well as which disciplines are at what level. SMA look at natural attributes of the regions as well. Mountain biking racing. Look at privately owned assets. Golf clubs, etc. SMA assess each of the local organisations associated with events. Not just sporting events. Not just about sports. Yes called SMA but Events Tourism is what we are about.*

*The objective is that there is no requirement for Councils to get involved with the conduct of the events. The only influence it may have is how hard it will leverage.*

*Whenever someone buys a ticket or goes on line to enter an event their details are on the event owner database. The agreement can include that when someone buys a ticket they get sent information about all the things to do in the region. They can be given the options of booking their stay and start spending money from the moment they arrive here. They might arrive earlier and stay later.*

*Once the Phase 1 assessment is complete the representation team (13 reps in the main city destinations around Australia) have connection to the teams in the offices of those significant members of the tourism and events industries. Best outcomes for their events.*

*Opportunity to create a sports / events super-centre.*

## Summary of Question Two

Have you got a success story?

*The Gold Coast held 56 events there last year that were from SMA.*

*West Australian Bunbury Council and the success there, through SMA. They had zero events six years ago.*

*MACTO (Mandurah and four other councils similar to AROC. – smashed out of the park thanks to the involvement of SMA.*

*Don't think one single regional centre not getting the right number of events they want. SMA looks at where the peaks and troughs are. We cannot place events into destinations where*

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*accommodation providers are going to be full (i.e. during events in the region such as the Dowerin Field Day or Avon Descent).*

## Summary of Question Two

How does the costing structure work?

*We do not take retainers. Phase 1 costs \$27,500 for one three and a half months study to get to a state of completeness. From then the fee is a per event basis. The Account Manager would put forward events from the participation team. The events can be either accepted or rejected. After acceptance of the event SMA will pocket \$2,500 per event.*

## Summary of Question Three

Who sponsors the events? Does your company's role finish at that point?

*Sporting and Event organisations are not our client. It is the Councils who pay our fee. Once we have you, whoever owns the program in this region says yes. A letter of agreement will be put together to negotiate the terms that AROC is keen on. There are up to a half a dozen options. SMA can assist with conference calls between the event owner (AROC) and the event organisation.*

*The agreement makes it Chrystal clear on the roles and responsibilities for each of the parties. That's the end of it. They step back unless local government asks to join in.*

## Summary of Question Three

What have been the specific events that SMA brought to a town?

- *Nitro-Circus*
- *Bunbury – 25 to 30 events per year – from broadcast events cooking shows*
- *Ainsley's Market Menu sees Ainsley Harriott traversing Australia on a fun-filled food adventure through some of the Australia's most diverse and colourful produce markets. The production company wanted unique produce. They went to where the produce was grown and filmed a lot of little videos. The program is viewed by \$6 million people around UK/Europe.*
- *World jousting championships – great product. Had them in June. Global event. Medieval festival that goes with it for three days – dressed in old clobber. Dressed in old costume.*
- *Variety different events becoming more seamless. Event owners come to understand how it works.*

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## Summary of Question Four

Is the fee \$27,500 for the whole AROC region?

*Yes. What we do is we speak with people with local knowledge, picking up premium pieces of infrastructure. We cannot do a capacity or capability study on each local government area but can work with someone who has knowledge about what infrastructure exists within the local government areas combined.*

## Summary of Question Five

Do you require a cash sponsorship from the LG?

*Sometimes. When the jousting championships came through, the local government paid \$10,000 and the SMA got state funding (to assist with the event). We look for funding if there are big chunks of money required. There is no doubt there is an increased propensity for sport organisations to know their event and to have a value. If they do want funding we negotiate and manage their expectations.*

## Summary of Question Six

Would you work in with events such as the Dowerin Field Day?

*Part of the assessment will be what and where the events are that already have people attending. We look for the peaks and troughs.*

## Summary of Question Seven

What is the percentage of sporting events?

*70% sport. Local sport organisations would have to be part of it. Local Organisations can have canteen rights. There is opportunity for them to make more money from those events than home and away. The Event Owner will bring that type of marshal who will provide "feet on the ground assistance."*

## Summary of Question Eight

Could you identify what we have in our region?

*We don't need a \$20,000 seat stadium etc. The key thing for the program is a safe playing surface. There is a whole raft of sports that you can attract and reconfigure a playing surface for. You need a safe playing surface and venue.*

## Summary of Question Nine

Are a lot of your events annual?

*Yes they are annual. Some happen within the same month every year and the promotion style of events work a "circuit."*

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## Summary of Question Ten

In respect to events that are already committed, is there any role for you in that? Would you help with securing sponsorship?

*Yes. Any event currently conducted in the region that doesn't come through our program we can help with. For instance, events held by Bowls WA do not come through the SMA program. Whilst we encourage people to come to our program if they don't we can still assist through fees for service.*

## 3. RECORD OF ATTENDANCE

### Members:

Mr S Scott	CEO, Shire of Toodyay
Cr T Chitty	Deputy Shire President, Toodyay
Mr P Bentley	CEO, Shire of Goomalling
Cr J Chester	Deputy Delegate, Shire of Goomalling
Mr J Whiteaker	CEO, Shire of Northam
Cr C Antonio	Shire President, Shire of Northam
Mrs R McCall	CEO, Shire of Dowerin
Cr D Hudson	Shire President, Shire of Dowerin
Mrs G Teade	CEO, Shire of Victoria Plains
Cr D Lovelock	Shire President, Shire of Victoria Plains
Mr P Martin	CEO, Shire of York
Cr D Wallace	Shire President, Shire of York

### 3.1 Apologies

Cr B Rayner	Shire President, Shire of Toodyay
Cr B Haywood	Shire President, Shire of Goomalling

## 4. CONFIRMATION OF MINUTES

### 4.1 MINUTES OF MEETING HELD ON 10 JUNE 2019

#### OFFICER'S RECOMMENDATION/AROC REC NO. 10/09/19

**MOVED:** Cr Antonio

**SECONDED:** Cr Wallace

That the Unconfirmed Minutes of the Avon Regional Organisation of Councils meeting held on 10 June 2019 be accepted as a true and correct record.

**MOTION CARRIED**

## 5. MATTERS ARISING

### 5.1 From the Minutes of the last AROC meeting.

Nil

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## 5.2 From the Action List

### 5.2.1 Regional Cooperation

CEO Shire of Northam will have a report to the next meeting of AROC.

CEO Shire of Toodyay advised that the Shire is now providing health, building and planning services to the Shires of Goomalling and Dowerin; therefore regional cooperation is already happening. There is service between local governments / corporations.

At each meeting a standard item can be added to the agenda whereby CEO's and Presidents can discuss how it works and address where it doesn't work.

### 5.2.2 Sports Marketing (Added to the Action List)

Points raised as follows:

- Good opportunity for a regional project that would encompass all members;
- Attracting events through an advertising campaign;
- The capability survey might identify that it may not benefit every locality;
- Concern about bidding on events and how the business model will work (and what will it contain);
- Reference checking proposed: interesting to approach other Councils;
- Dowerin supports the field day but could cater for a caravan expo and other things. If event is good people will attend it.

#### **MOTION/AROC REC NO. 11/09/19**

**MOVED:** Cr Antonio

**SECONDED:** Cr Lovelock

Authorise the CEO's to investigate further and check references for other organisations and if satisfied proceed.

**MOTION CARRIED**

## 6. ITEMS OF BUSINESS

### 6.1 Financial Report

#### **MOTION/AROC REC NO. 12/09/19**

**MOVED:** Cr Lovelock

**SECONDED:** Cr Wallace

That the report be received.

**MOTION CARRIED**

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## 7. OTHER MATTERS TO BE DISCUSSED

### 7.1 Schedule of meetings

Discussion about having meetings only between February to April, July to October and December.

## 8. NEXT MEETING

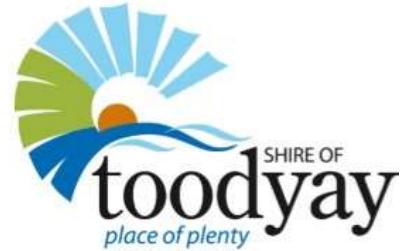
AROC CEO Meeting	4 November 2019
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AROC Meeting	2 December 2019
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## 9. MEETING CLOSURE

The Chairman declared the meeting closed at 11.22am.





# AVON REGIONAL ORGANISATION OF COUNCILS (AROC)

**3 September 2019**

## Attachments to Minutes

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### **Matters Arising**

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Updated Status Report	1
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### **Presentation**

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Presentation from Avon Tourism	3
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### **Items of Business**

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Financial Report	1
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**AROC STATUS REPORT**  
**Avon Regional Organisation of Councils**

*Secretariat*  
**CEO - Shire of Toodyay**

Actions to be undertaken prior to the next meeting (or ongoing from a previous meeting)		
Meeting Date	Actions to be taken	With the aim of / further comment or information
3/9/2019	Prepare a consultancy brief for regional cooperation project.	Report will be coming to the November CEO Meeting and then the December Presidents Meeting.
3/9/2019	Prepare a scope that will be used to engage a Consultant to write an options paper (see project list)	Providing a copy of the final scope to the Presidents through emails. Further discussion at the president's meeting by way of an update.
3/9/2019	Check references of Sports Marketing Australia and also look for other providers to compare services/quotes. (see project list)	Further discussion at the president's meeting by way of an update.
3/9/2019	Schedule of Meetings	Provide update at the November CEO meeting and then at the December Presidents Meeting provide timetable for 2020.

Project List					
Funding	Project Name	Project Reason	Project Manager(s)	Aim / Objective	Other comments
AROC FUNDS	Regional Cooperation Project	WALGA request regarding cooperation and shared services first discussed 11 March 2019.	Jason Whiteaker, CEO (Shire of Northam)	Prepare a consultancy brief for regional cooperation project.	At Sept 2019 meeting advised that a report will be coming to the November CEO Meeting and then the December Presidents Meeting.
AROC FUNDS	Tourism Options Paper	Request from Avon Tourism – need determined at Meeting 3 Sept 2019.	S Scott, CEO (Shire of Toodyay)	Engage a Consultant to write an Options Paper	<ol style="list-style-type: none"> <li>1. AROC to employ a Consultant to write an “options paper” in terms of identifying the future of tourism in the Avon Region that will include consultation with the tourism industry, based upon a scope prepared by the AROC CEO’s at their next scheduled meeting.</li> <li>2. Authorise the CEO’s to spend up to \$30,000 for the Options Paper</li> </ol>

# AROC STATUS REPORT

## Avon Regional Organisation of Councils

Secretariat

CEO - Shire of Toodyay

### Project List

Funding	Project Name	Project Reason	Project Manager(s)	Aim / Objective	Other comments
2019/20	Waste Collection Services – Tender and Contract Management	Ongoing (1st July planned implementation date) Meeting dated 6 Aug 2018 commenced this.	Jason Whiteaker, CEO (Shire of Northam)		<ul style="list-style-type: none"> <li>3. That an AROC tender for waste collection services be done by WALGA for collective services;</li> <li>4. The AROC CEO's continue discussions to work collaboratively in respect to tendering for waste collection services; and</li> <li>5. An update be brought back to the October 2018 AROC Meeting.</li> </ul>
AROC FUNDS	Event Marketing	Sports Marketing Australia presented at Sept 2019 AROC Pres. Mtg.	S Scott, CEO (Shire of Toodyay)	Engage Sports Marketing Australia	<ul style="list-style-type: none"> <li>6. Authorise the CEO's to investigate further and check references for other organisations and if satisfied proceed.</li> </ul>

### Questions taken on notice

Meeting Date,  
Item No &  
Question No.

Questions in order of the meeting

INFORMATION Post meeting (with a view to providing further comment at a future meeting or via email)

### Completed Items

Meeting Date, Item No	Item Name / Other Detail	Status / Action / Notes	Resolution No. or Comment

# Discover the Avon Valley



## Presentation Paper to the Meeting of AROC September 2nd 2019

### 1. BACKGROUND

Avon Valley Tourism Inc is probably well known to most of you in this room. However, in brief terms, it has been operating for 15 years as a tourism marketing organization for the region, initially under the model of individual membership and more recently under the model of Local Government membership, the latter being adopted as a means of representing all tourism and associated business operators from each community.

Until the end of the last financial year, members of the organization consisted of Beverley, Chittering, Goomalling, Northam, Victoria Plains and York. Prior to this Toodyay and Brookton were also members.

The board is elected at each AGM with a two year term for each member and operates under a Constitution in Accordance with the Associations and Incorporation Act.

The credentials of the current board members are impressive:

- Four of the members are current or past local government elected members, including a Presiding position. Of those, two have been board members of a Development Commission and other regional boards.
- Including the above, four are from an agricultural background and two are past or present business owner/operators or in the workforce
- One member is employed within local government and has a position on the board of Destination Perth.
- Most are active community participants providing wide networking opportunities.
- Collectively we have 50 plus years of combined experience and knowledge in the always changing world of tourism.

Avon Tourism is a member of Destination Perth. This organization identifies the local government municipalities of Beverley, Brookton, Goomalling, Northam, Toodyay, Victoria Plains and York to form the Avon Valley.

### 2. PURPOSE OF THE PRESENTATION

More recently the board of Avon Tourism Inc. has struggled as a result of three fundamental issues:

- Lack of support from the tourism industry
- Volunteer burnout
- Lack of engagement with Local Government.

**Hence we seek your support and consideration of a way forward.**

# Discover the Avon Valley



Whilst we understand the financial implications for Local Government, the current State funding into tourism does not flow through to sub regional tourism organizations or localized visitor centres. We can however take advantage of shared opportunities provided by our RTO (Destination Perth)

We also acknowledge that individual Local Governments have invested and continue to invest funding and resources into tourism, including events and facilities.

However, as we discuss tourism as an industry, our view is that the industry is a vehicle for economic growth. In the long term it provides amenity and facilities, creates social well-being, encourages investment and results in jobs growth.

## 3. CURRENT POSITION

The board of Avon Tourism has been meeting each month, with our next meeting planned for Tuesday September 10<sup>th</sup>. However, should you agree to our proposal, the board will consider going into recess until a future model is considered or adopted.

To briefly mention some of the achievements of Avon Tourism;

- Preparation and distribution of an Annual Planner to local and intrastate organizations and participation in distribution of the same to interstate and international tourism markets in conjunction with Destination Perth. Although the current trend is via digital marketing, these brochures remain in high demand and will not be available by the end of this year or very soon after.
- Planning and attendance at tourism marketing events
- Facilitation of press and promotional opportunities
- Communication via Newsletter to the regions tourism sector via Visitor Centres
- Monitoring of social media and Avon Tourism's website to update information, including an events calendar.
- Achievement of the Motorcycle Friendly Region project
- Development of an Avon Tourism Strategic Plan 2016-19
- Promotion of Regional collaboration
- Current Avon Valley Promotion video in WA Visitor Centre

Projects under discussion;

- Regional Trails
- Compound Products across the region
- Regional branding (but still retain local branding and identity)
- Regional Entry signage
- Regional Promotional video
- Visitor Centre famils and engagement
- Industry famils and engagement

## 4. OUR PROPOSAL

# Discover the Avon Valley



**The board acknowledges that the current model is not working. However, we believe that a regional tourism approach is vital to support and grow the industry for the following reasons:**

- Collectively the region has much to offer both built and natural.
- The region is not receiving its fair share of the tourism spend.
- The name Avon is well established in readiness to build on.
- The region has many strong tourism brands in place; e.g. Toodyay, York, New Norcia.
- Resource sharing between Local Governments to gain maximum results is crucial given the demands from within.
- Tourism crosses boundaries so why not leverage visitation to build on compound products.
- Proximity to the Perth metropolitan region is a significant advantage.
- Regional Cooperative Marketing opportunities can be explored.
- The Natural Landscape is a drawcard.
- Strong heritage and cultural attractions add to the uniqueness of the region.
- There is an opportunity for interpretive tourism.
- A Strong Arts scene lends depth to the other aspects of country.
- There is an attraction to agricultural activities.
- We can work together to capitalize on existing successful events.

**For these reasons, we remain confident of a regional tourism future and seek the consideration of AROC to fund a study into how regional tourism should be delivered in the Avon Valley.**

If necessary, the board is willing to participate with Chief Executive Officers or their appointees in any way that may be of assistance in preparing a scope and costing of such a study.

The board of Avon Tourism could suggest matters to be considered in the preparation of a scope, such as:

- Current Tourism assets
- What are the gaps
- Current investment
- Visitor Centre capacity, to include information sharing potential and training
- Overview of events
- Grant opportunities

In addition:

- Consultation with all tourism stakeholders, including Chambers of Commerce, is vital.

# Discover the Avon Valley



As I note that the BUSINESS of AROC includes **Tourism Management and Promotion of the Region**, our Board requests that you consider our request favourably to ensure a positive future for this tourism region.

Colleen Osborn  
Chair  
Avon Tourism Inc.

**AVON REGIONAL ORGANISATION OF COUNCILS**

**Statement of Comprehensive Income**

Administered by Shire of Northam

	<b>01.07.2019</b>	<b>31.07.2019</b>	2019	2018	2017	2016	2015	2014	2013	2012
<b>Brought Forward</b>		\$ 165,490	\$ 139,323	\$ 118,752	\$ 95,655	\$ 101,543	\$ 134,108	\$ 80,618	\$ 59,367	\$ 49,202
<b>Revenue</b>										
Member Contributions		30000	49,625	30,000	30,000	30,000	30,000	48,000	-	-
Grants		.	.	.	.	.	25,000	26,604	26,604	26,604
WDC Contribution		.	.	.	.	.	.	.	.	.
Fees & Charges		217	3667	-	5,391	2,459	636	2,364	9,318	9,318
Interest Earnings			7,900	1,914	2,299	2,219	2,219	2,611	2,830	2,830
Other Revenue										
<b>Total Revenue</b>		217	33,667	57,525	30,000	37,305	34,759	57,855	79,579	38,752
<b>Expenses</b>										
Insurance					846	1,158	1,445	1,575	1,488	1,488
Recreation Plan				5,000		5,897	3,081	2,919	69	495
Equipment Expenditure						30,000			-	-
Shared Services Aged Care Planning										13,302
Shire of Chittering BCF										13,302
Shire of Toodyay BCF										26,684
Shire of Toodyay Administration										13,302
Shire of Dowerin BCF min 3.2.2 12.3.12)										13,302
WB Infrastructure Conway Highbury						12,000				
WB Infrastructure refund to WDC						17,273				
Localise Aged Friendly Audit						26,312				
Strategic Waste Management Plan						28,950				
Training				7,900						
Other Expenditure Exit Chittering				16,554						
<b>Total Expenditure</b>		-	7,500	36,954	7,500	43,193	67,324	4,364	58,328	28,587
<b>Net Result</b>		217	26,167	20,571	22,500	(5,888)	(32,565)	53,491	21,251	10,165
<b>Accumulated Funds on hand 31/07/2019</b>		165,707	165,490	139,323	118,752	95,655	101,543	134,108	80,618	59,367
Represented by Bankwest Trust Account		165,707								