



**Economic Development & Tourism  
Advisory Committee Meeting**

62-66 Ovens Street  
PO Box 238  
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**Tuesday, February 4 2019, 5:30pm  
Ovens Room, Wangaratta Government Centre  
62 Ovens Street Wangaratta**

## MINUTES

File No: F16/844

1.	<p><b>COMMITTEE:</b> Cr. Currie, Cr. Harry Bussell, Cr. Harvey Benton, John Joyce, Ilena Young, Elizabeth Ellis, Robert Floyd, Stephen Oxley, Christine Haddrick</p> <p><b>Guests:</b> N/A</p> <p><b>NON VOTING:</b> Stephen Swart, Celeste Brockwell, Janine Rolles, Travis Vincent, Kate Clark (minutes)</p>	
2.	<p><b>APOLOGIES:</b> Brendan McGrath, Simon Frazer, Jamie Ramage, Cr. Dean Rees, Cr. Dave Fuller</p> <p>Moved: Robert Seconded: Stephen</p>	
3.	<p><b>CONFLICT OF INTEREST DECLARATIONS</b></p>	<p>N/A</p>
4.	<p><b>MINUTES OF PREVIOUS MEETINGS</b></p>	<p>Moved: Robert Seconded: Stephen</p> <p><b>RECOMMENDATION:</b> <i>That the minutes of the meeting held on Tuesday, December 3, 2019 be confirmed as a true and accurate record of the proceedings of the meeting.</i></p>
5.1	<p><b>Visitor Services Strategy (VSS) – Janine Rolles</b></p>	<p>Janine explained the purpose of the VSS with the committee- the way in which we deliver our visitor services must continue to change in order to stay effective, relevant and consumer friendly. WEDTAC have been asked for their input moving forward.</p> <p><b>ACTION-</b> Send the draft document out to the committee with a two week turn around time for input.</p>



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		<p>Compliments were extended to Janine for how well the document was compiled and written.</p>
<p><b>5.2</b></p>	<p><b>Brand Marketing Strategy Update – Fixed Item</b></p>	<p>Kate ran through the Facebook advertising campaign that ran from December 24, 2019 through to January 27, 2020. This campaign was changed halfway through to make content more relevant to the bush fires that were happening in region.</p> <p>The committee were also presented with:</p> <ul style="list-style-type: none"> <li>- New brand concepts using Cormorant logo</li> <li>- Upcoming events for marketing</li> <li>- TNE campaign ‘get your butts back here’</li> </ul> <p>Elizabeth commented on the success of the High Country ‘Comeback’ campaign.</p> <p>The success of businesses who attended the ‘High Country Comeback’ was also acknowledged by Elizabeth with feedback to her from businesses that there are people out there who want to help but just need to be given that opportunity.</p>
<p><b>5.3</b></p>	<p><b>Fresh Rural Strategies – John Joyce</b></p>	<p>John Joyce presented on the article which appeared in <i>Country News</i> on December 3, 2019.</p> <p>John explained that the article resonated with him as to the fact that Wangaratta had a lot of the items they were mentioning. The article also seemed to bring all together everything WEDTAC has discussed over the years (health, agriculture, education, business etc.)</p>



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		<p>John asked the question: Why can't we meet with Jennifer Westcott in a preliminary way and say "ding ding, here is Wangaratta! We are happy to be your Guinea Pig to inform your white paper."?</p> <p>The article outlines that water security is one of the key issues which also resonated with John.</p> <p>The initial action should be to see if the program was still going ahead and then put our hand up to take part. Then we can discuss resourcing and who is to pull it together and present this in the right way.</p> <p>The question was asked that how/if we can invite Jennifer Westcott to Wanagratta.</p> <p>John responded that a draft paper would need to be formalised to accompany the invitation.</p> <p><b>ACTION-</b> Fortnight timeline for feedback from committee on the matter.</p> <p><i>Janine left the meeting at 6:05pm</i></p> <p>Robert asked if WEDTAC should come up with a list of simple actions and long-term projects to allow the committee to succeed in 2020?</p> <p><b>ACTION (John):</b> let us list it for discussion next week with potentially a workshop to work out our yearly priorities.</p>
5.4	<p><b>Water Supply and Security – RCOW &amp; Surrounds</b> <i>Carry over from last meeting</i></p>	<p>Celeste – RCOW have been developing the draft scope – based on discussions with Cr. Bussell &amp; the AAAC. There are a lot of</p>



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	<p><b>MOTION (FROM DECEMBER MEETING):</b></p> <p>A) Develop a scoping statement about the intent for water security and reliability of supply into the future, and;</p> <p>B) to have a draft before end of February and;</p> <p>C) to collaborate with AAAC on the project.</p> <p>Moved: John Joyce      Seconded Robert Floyd</p> <p style="text-align: right;">- Motion carried</p> <p><b>ACTION</b> - Scope due before end of February and to work with the AAAC on this matter.</p>	<p>documents (i.e. this) that could feed into the Rural Strategies scope for Wangaratta.</p> <p>Discussion followed around bush fire prevention and the need for water supplies to be available and unlocked in the event of an emergency.</p> <p><b>ACTION:</b> Sticking to timeline of end of February to have the draft sent to WEDTAC for input.</p>
<p>6.0</p>	<p><b>BUSINESS ARISING</b></p>	<p>1) <u>Grant Program (Kate) - March assessment panel required</u> <b>ACTION:</b> those who are interested in taking part to let Kate know.</p> <p>2) <u>Vacant seat still exists on the committee:</u> Gap noted as health <b>ACTION:</b> Revisit matrix and come back to the next meeting</p> <p>3) <u>Robert - Land availability for business attraction:</u></p> <p>I'd like for the RCOW to come back to us- I'd like to know where we are going with industrial land available to potential businesses coming in.</p> <p>Celeste explained that industrial 'turnkey' land for sale may be seen as low, but RCOW have plenty of land available that can be developed by private enterprise.</p>



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		<p>The other issue is people sitting on land with sheds/buildings in such a disarray that it puts people off looking at them.</p> <p>Steven Swart commented that RCOW's Industrial Land Use Strategy (a public document adopted in 2018) shows there is land, it just needs to be made available by those who own it/needs to be sold on and developed.</p> <p>It was suggested that Robert Floyd chat to Mike Noble.</p> <p><b>ACTION:</b> invite Mike Noble to next meeting and RCOW to present on the Industrial Land Use Strategy as above.</p>
7.0	<b>NEXT MEETING</b>	Our next meeting will be held on <b>Tuesday, March 3, 2020</b>
8.0	<b>MEETING CLOSED</b>	There being no further business, the meeting closed at 7:02pm.