



Townsville & Surrounding Region Tourism Project
Australian Tourism Development Program
Funding by AusIndustry
Project Management Committee Meeting

Tuesday 11th December 2007
Venue: Cultural Centre Townsville
2-68 Flinders Street East

Commencing at 9.00am

Attendance

Cr Terry Goldsworthy – Townsville City Council
Glenn Miller – Tourism Queensland
Erik Oats – Indigenous Business Australia
Vicki Saylor – SayLa V Marketing & Events
Mark Lewis – Townsville Enterprise Limited
Caroline Savage – Department of State Development
Scott Anderson – Cultural Centre Townsville
Ray Kent – Department of Education Employment Workplace Relations

Apologies

Zac Sam – Palm Island Aboriginal Council

Minutes of Last Meeting

Previous minutes were read and accepted.

Business Arising from previous Minutes

Business arising covered in General Business

General Business

1. Ratification of PMC rules.

Scott Anderson drafted rules for the operation of the PMC based on examples rules provided by Mark Lewis. Rules were tabled for discussion and ratification. In general rules were accepted with some minor changes. A copy of the complete rules is attached to these minutes and will govern the operations of this committee (attachment A).

2. Extension of timeframe

Scott Anderson tabled a letter dated 9th December 2007 requesting an extension of the milestones under schedule 3 of the project plan (attachment B). PMC is still awaiting response back from AusIndustry as to whether they will accept these changes.

3. Recruitment of Tourism Development Coordinator

Two options are available to the PMC to engage consultant or to employ a coordinator on a fixed term basis to undertake the functions of the PMC. After some discussion it was decided to engage a consultant to oversee the coordination of this project.

Motion 1

The PMC moves a motion to employ a consultant to oversee the coordination of this project

Moved Glenn Miller
Seconded Caroline Savage
Carried unanimously

Action

Glen Miller has agreed to draft a closed tender brief to engage a consultant.

4. Identification of potential tour operations

The following individuals/communities/businesses have been identified as potential tour operations which will be consulted under the terms of this project.

- a. Zaro Gallery
- b. Gulumba
- c. Yalumba Designs
- d. Mungalla Station
- e. Lance & Kate Butler
- f. Girringun
- g. Russell Butler
- h. Gudjada
- i. Waru (Bowen)
- j. Clump Mountain
- k. Echo Creek
- l. Irene Butterworth
- m. Palm Island, which includes the following options
 - i. Sport fishing
 - ii. Shortjoe Horse trails
 - iii. Motel Extension

- iv. B&B accommodation
- v. Walking tracks
- vi. WWII sites
- n. Other potential options which are not known at this stage but need to be considered include:-
 - i. Whitsunday region
 - ii. Mackay
 - iii. Sarina
 - iv. Charters Towers

5. Individual tours vs Collective tours?

Scott Anderson asked the question as to whether it was the preference of this committee to concentrate on developing individual tour options or whether our aim was to look at establishing collective tour options. Glen Miller expressed his concern that we should be concentrating on the development and support of individual tour options before we look to create collective tours. It is important to start small and get industry results before we get too far ahead ourselves.

6. Other business – nil

7. Next meeting

Next meeting will be held on Wednesday 23rd January commencing at 9.00am at the Cultural Centre Townsville.

Meeting closed at 11.00am

Scott Anderson
Chair PMC
Cultural Centre – Townsville

Developing Aboriginal & Torres Strait Islander
Tourism for the greater Townsville region.

Project Management Committee (PMC)
Terms of Reference

Cultural Centre – Townsville

Sponsored by

AUSINDUSTRY

1. Background

Grant funding of \$250,000 has been provided to the Cultural Centre – Townsville by AusIndustry to support the development of Indigenous Tourism within the communities in and around Townsville.

This project is a development phase project which will deliver a collaborative strategic Indigenous tourism management and marketing plan for the Sarina to Cardwell region, extending west to Richmond and including Palm Island and Magnetic Island.

The objectives of this program are to:

- (a) Promote tourism development in regional and rural Australia;
- (b) Contribute to long term economic growth throughout Australia;
- (c) Increase visitation and yield throughout Australia;
- (d) Enhance visitor dispersal and tourism expenditure throughout Australia, including by encouraging tourist to move more widely within Australia; and
- (e) Increase Australia's competitiveness as a tourism destination.

2. Function of the Project Management Committee (PMC)

The PMC must be established and maintained throughout the period of the funding to

1. oversee the administration, management and delivery of the project; and
2. monitor the progress of the project.

The Function of this Project Management Committee is to take responsibility for the business issues associated with this project. The PMC is responsible for approving budgetary strategy, defining and realising benefits, and monitoring risks, quality and timeliness.

3. Role of the Project Management Committee

The primary role of the PMC is to foster an environment for Indigenous economic development and growth by building the capacity of identified client groups to engage in Tourism activities within the region. The PMC will:-

- take on responsibility for the project's development, business plan, marketing plan and achievement of outcomes;
- ensure the project's scope aligns with the requirements of the stakeholder groups;
- provide those directly involved in the project with guidance on project business issues;
- ensure effort and expenditure are appropriate to stakeholder expectations;

- address any issue that has major implications for the project;
- keep the project scope under control as emergent issues force changes to be considered;
- reconcile differences in opinion and approach, and resolve disputes arising from them;
- report on project progress as per funding guidelines; and
- take on responsibility for any issues associated with the project.

4. Role of individual PMC members

The Role of the individual members of the PMC includes:

- understand the strategic implications and outcomes of initiatives being pursued through project outputs;
- appreciate the significance of the project for some or all major stakeholders and represent their interests;
- be genuinely interested in the initiative and the outcomes being pursued in the project;
- be an advocate for the project's outcomes;
- have a broad understanding of project management issues and the approach being adopted; and
- be committed to, and actively involved in pursuing the project's outcomes.

In practice, this means they:

- ensure the requirements of stakeholders are met by the project's outputs;
- help balance conflicting priorities and resources;
- provide guidance to the Project Team and users of the project's outputs;
- consider ideas and issues raised;
- review the progress of the project; and
- check adherence of project activities to standards of best practice, both within the organisation and in a wider context.

5. General

5.1. Membership

The PMC shall comprise the following members, as per schedule 6 of the funding agreement

- a. Scott Anderson – Chairperson, Cultural Centre - Townsville
- b. Mark Lewis – Townsville Enterprise
- c. Caroline Savage – Department of Tourism, Regional Development & Industry
- d. Cr Terry Goldsworthy – Townsville City Council
- e. Zac Sam – Palm Island Council
- f. Glenn Miller – Tourism Queensland
- g. Erik Oates – Indigenous Business Australia
- h. Vicki Saylor – SayLa V Marketing & Events; plus
- i. Ray Kent – Department of Education, Employment & Workplace Relations

j. Convenor/Chair

The Chair, Scott Anderson, General Manager of the Cultural Centre – Townsville shall convene the PMC meetings.

If the designated Chair is not available, then Mark Lewis (referred to as the Acting Chair) will be responsible for convening and conducting that meeting. The Acting Chair is responsible for informing the Chair as to the salient points/decisions raised or agreed to at that meeting.

k. Agenda Items

All PMC agenda items must be forwarded to the Chair by C.O.B. 5 working days prior to the next scheduled meeting.

The PMC agenda, with attached meeting papers will be distributed at least 2 working days prior to the next scheduled meeting.

The Chair has the right to refuse to list an item on the formal agenda, but members may raise an item under ‘Other Business’ if necessary and as time permits.

l. Minutes & Meeting Papers

The minutes of each PMC meeting will be facilitated by the Department of Tourism, Regional Development and Industry.

Full copies of the minutes, including attachments, shall be provided to all PMC members no later than 10 working days following each meeting.

By agreement of the Committee, out-of-session decisions will be deemed acceptable. Where agreed, all out-of-session decisions shall be recorded in the minutes of the next scheduled PMC meeting.

The minutes of each PMC meeting will be monitored and maintained by the Cultural Centre – Townsville as a complete record as required under provisions of the *Archives Act 1983*.

m. Frequency of Meetings

The PMC shall meet at least once every 6 weeks or as required.

n. Proxies to Meetings

Members of the PMC shall nominate a proxy to attend a meeting if the member is unable to attend.

The Chair will be informed of the substitution at least 2 working days prior to the scheduled nominated meeting.

The nominated proxy shall have voting rights at the attended meeting. The nominated proxy shall provide relevant comments/feedback, of the PMC member they are representing, to the attended meeting.

o. Quorum Requirements

A minimum of 4 of PMC members (or proxy) is required for the meeting to be recognised as an authorised meeting for the recommendations or resolutions to be valid.

ATTACHMENT B



9th December 2007

Jennifer Dillon
AusIndustry

Re: Australian Tourism Development Program – extension of Project Plan milestones

It was great to meet with you in late November 2007 to discuss the terms of the ATDP grant funding which the Cultural Centre has received from your department to develop Indigenous Tourism within our region.

At that meeting I requested an extension to the timeframe of milestones under schedule 3 of the Project Plan. Due to the late commencement of the project, I requested an extension of 2 months for the completion of the project. During our meeting you did not have any issues with this change in milestones. I am now following up officially requesting the same.

Can you please notify me in writing that you accept the new terms?

The new phase start dates and ends dates will be as follows:-

Phase 1 - Formation of Project Management Committee and Community Consultation and Identification of Possible Tour Offerings	1 November 2007	30 April 2008
Phase 2 – Business Plan Development for tour operations	1 May 2008	30 June 2008
Phase 3 – Development of Marketing & Promotional Material including website development	1 May 2008	31 August 2008
31 August 2008 – End Phase 4 – Progress report to AusIndustry by 19 September 2008		
31 August 2008 – FINAL report to AusIndustry by 31 October 2008		

If you have any further questions please don't hesitate to contact me.

Yours sincerely

Scott Anderson
General Manager