



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

Friday 9th November 2007
Venue: Cultural Centre Townsville
2-68 Flinders Street East

Commencing at 10.00am

Attendance

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

Apologies

Cr Terry Goldsworthy – Townsville City Council
Zac Sam – Palm Island Aboriginal Council
Glenn Miller – Tourism Queensland
Ray Kent - DEWR

General Business

Being the first meeting of the PMC, Scott Anderson took the opportunity to share his vision of the project and to highlight some key points for further discussion.

- Geographic Area – the area the PMC will focus on in developing Indigenous Tourism has been discussed and ratified by the members present. The area will extend to Richmond in the west, Cardwell to the North, Sarina to the South and also the Palm Island group and Magnetic Island.

- Erik Oates highlighted the need for the PMC to ensure mainstream tourism is involved in developing the Indigenous products.
- Scott Anderson discussed the need for regular meetings of the PMC particularly in the establishment phase. It is envisaged that meetings will occur at 6 weekly intervals.
- Scott Anderson discussed the grant funding requirements including the budget and milestones. The project plan currently runs for 10 months from 1 September 2007 to 20 June 2008. As the project was delayed in commencing, Scott Anderson will send a formal request to AusIndustry to get an extension for the completion to be pushed back to 30 August 2008. This will ensure the integrity of the project is not jeopardized. If this proposal is accepted the operational start date for this project will be 1st November 2007 and milestones will move back 2 months respectively.
- At the next PMC meeting a set of rules will be established for the effective operations of the PMC. These rules will clearly set out the scope of the project and appropriate decision making processes. Scott Anderson will draft these rules and will seek assistance from Mark Lewis to identify other suitable model rules which can be adapted for this project.
- Key performance measures will be identified against each of the budget line items to ensure the expenditure is within the scope of the project.
- An effective communication strategy will need to be developed also to ensure information is easily and readily available for all affected individuals.
- Scott Anderson highlighted the importance of effective and complete consultation with the various traditional owner groups within the geographic area of this project. The traditional owner groups will ultimately consent to this project progressing on their country or not. Considerable amount of funds have been allocated to ensure this occurs throughout the project.
- The position of Tourism Development Coordinator which has been created to oversee the operational requirements and to drive the development of the project is critical to the ongoing success of the project. A position description is to be developed which clearly states the roles and responsibilities of this position. Scott Anderson will present example role statements at the next PMC for ratification.
- The PMC felt it was imperative for Tourism Queensland to be heavily involved in supporting this project. Scott Anderson advised that Glenn Miller is a member of the PMC but he is currently on leave. Scott Anderson agreed to contact Glenn Miller in the following week to update Glenn Miller on developments and to keep TQ in the picture on what is being proposed.
- The PMC had also identified a number of other suitably qualified industry experts who they would like to invite to future meetings to seek their input into the information collection and development phase.
- The next meeting of the PMC will be on Tuesday 11th December 2007 at the Cultural Centre Townsville commencing at 9am. Invitations will be forward to all PMC members under separate cover.

Scott Anderson

General Manager
Cultural Centre – Townsville