

**Notice** is hereby given that the Tourism and Events Committee Meeting is to be held at the Community & Civic Centre Eighteenth Street Renmark on Monday 4 March 2019 commencing at 3:00 pm.

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## **AGENDA**

### *Acknowledgement of Country*

*"I would like to acknowledge and pay respects to the First Peoples of the River Murray and Mallee region who are the traditional custodians of this land on which we meet"*

**Page Number**

- 1. OPENING BY THE ACTING DIRECTOR OF CORPORATE AND COMMUNITY SERVICES**
- 2. PRESENT**  
Member introduction and Committee outcomes
- 3. APOLOGIES**
- 4. APPOINTMENT OF CHAIRPERSON**
- 5. MEMBER'S DECLARATION OF INTEREST** **3**  
Elected members are required to:
  1. Consider Section 73 and 75 of the *Local Government Act 1999* and determine whether they have a material, actual or perceived conflict of interest in any matter to be considered in this Agenda, and
  2. Disclose these interests in accordance with the requirements of Sections 74 and 75A of the *Local Government Act 1999* on the approved form.
- 6. DEPUTATIONS – Nil**
- 7. CONFIRMATION OF THE MINUTES OF THE TOURISM EVENTS COMMITTEE MEETING HELD ON 15 OCTOBER 2018** **5**
- 8. BUSINESS ARISING FROM THE MINUTES OF 15 OCTOBER 2018**
- 9. NOTICE OF MOTION – Nil**
- 10. COMMITTEE MEMBERS REPORTS – Nil**
- 11. LATE REPORTS – Nil**
- 12. REPORTS WITH RECOMMENDATIONS - Nil**
- 13. INFORMATION ONLY REPORTS**
  - 13.1 Committee Terms of Reference, in particular the functions of the committee (clause 10) (verbal discussion)
  - 13.2 Visitor Information Centre Overview (verbal discussion)
  - 13.3 Destination Riverland Overview (verbal discussion)
  - 13.4 Rivafest debrief (verbal discussion)
  - 13.5 Riverfront Markets debrief (verbal discussion)
  - 13.6 Significant Events Report Feb – June 2019 **9**
  - 13.7 Food and Wine Centre Proposal (verbal discussion)
  - 13.8 2018/19 Annual Business Plan Project Update Report **13**
  - 13.9 Tourism Publications (verbal discussion)
  - 13.10 Tourism Operator eNewsletter (verbal discussion)
  - 13.11 Potential 2019/20 Annual Business Plan Projects (verbal discussion)



Renmark  
Paringa  
Council

14. MOTIONS WITHOUT NOTICE – Nil

15. GENERAL BUSINESS

16. CLOSURE

**Peter Bull**

**ACTING DIRECTOR CORPORATE & COMMUNITY SERVICES**

Date Issued: 26 February 2019



## Declaration of Elected Members Conflict of Interest

In accordance with Section 74 of the Local Government Act 1999

To be completed and given to the meeting Minute Taker by 12pm on the day of the meeting.

Council Member: \_\_\_\_\_

Date of Meeting: \_\_\_\_\_

Council or Committee: \_\_\_\_\_

Agenda Item: \_\_\_\_\_

I wish to declare a  Material  Actual  Perceived Conflict of Interest

### Section 1 Material Conflict

#### **Material – Conflict of Interest**

I consider that I have a **material** conflict of interest pursuant to section 73 of the *Local Government Act 1999* ('the LGA Act'). The nature of my **material** conflict of interest is as follows (*ensure sufficient detail is recorded, including the reasons why you (or a person prescribed in section 73(1) of the LG Act) stands to obtain a benefit or suffer a loss depending on the outcome of the consideration of the matter at the meeting of the Council in relation to the Agenda Item described above*):

I will leave the meeting room (including an area set aside for the public) such that I cannot view or hear any discussion or vote at the meeting, and will stay out of the meeting room while the matter is being discussed and voted on.

### Section 2 – Actual or Perceived Conflict

#### **Actual – Conflict of Interest**

The nature of my actual conflict of interest (pursuant to section 75 of the *Local Government Act 1999*) is as follows (*ensure sufficient detail is recorded, including the reasons why the conflict between your interest and the public interests might lead to a decision that is contrary to the public interest in relation to the Agenda Item described above*):

#### **Perceived – Conflict of Interest**

The nature of my perceived conflict of interest (pursuant to section 75 of the *Local Government Act 1999*) is as follows (*ensure sufficient detail is recorded, including the reasons why the conflict between your interest and the public interests might lead to a decision that is contrary to the public interest in relation to the Agenda Item described above*):

**I intend to deal with the Conflict of Interest in the following transparent and accountable way by:**

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

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**Minutes** of the Tourism Events Committee meeting held at the Community & Civic Centre Eighteenth Street, Renmark on Monday 15 October 2018 commencing at 10:55 am.

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Acknowledgement of Country

*"I would like to acknowledge and pay respect to the First Peoples of the River Murray and Mallee region who are the traditional custodians of this land on which we meet."*

**1. OPENING BY THE CHAIRPERSON**

Welcome to those present.

**2. PRESENT**

Mr T Townsend (Acting Chair), Mr Mayor Martinson (Ex Officio), Cr Maddocks, Cr Slade, Mrs A Martinson (Committee Members), Ms Melissa Amos (Director Corporate & Community Services), Ms E Mullin (Visitor Information Centre Officer) and Mrs S Whitbourne (Visitor Information Centre Coordinator) and Miss A Baker (Executive Assistant to Director Corporate & Community Services).

**3. APOLOGIES** - Ms R Farrant and Mr D Baker

**4. APPOINTMENT OF ACTING CHAIR**

Moved Cr Slade

That the Committee nominate Mr T Townsend as Acting Chair for this meeting due to the resignation of Mr M Schuetze.

Seconded Cr Maddocks

CARRIED

**5. MEMBER'S DECLARATION OF INTEREST** – Nil

**6. DEPUTATIONS** – Nil

**7. CONFIRMATION OF MINUTES OF THE TOURISM EVENTS COMMITTEE MEETING HELD ON 27 AUGUST 2018**

Moved Cr Slade

That the minutes of the Tourism Events Committee meeting held on 27 August 2018 be confirmed with the exclusion of 13.1 not being endorsed by Council per 25 September 2018

Seconded A Martinson

CARRIED

**8. BUSINESS ARISING FROM THE MINUTES OF 27 AUGUST 2018** - Nil

**9. NOTICE OF MOTION** – Nil

**10. COMMITTEE MEMBERS REPORTS** – Nil

**11. LATE REPORTS** – Nil

## 12. REPORTS WITH RECOMMENDATIONS

### 12.1 Tourism Committee Positions Expression of Interest

Moved Cr Maddocks

That the Committee recommends to Council the appointment of 3 new community Committee Members as recommended by the assessment panel being:

Simon Brewer

Roger Cook

Rob Hughes

Seconded A Martinson

CARRIED

Moved Cr Slade

That the Committee recommends to Council the appointment of the 3 new community Committee Members listed in recommendation 1 are considered during a review of the section 41 Tourism and Events Committee Terms of Reference by the new Council and that the new Council considers having these 3 community Committee Members terms rolled into 1 December 2018 to 30 October 2022 (a full four year term) due to their appointment only commencing on the 24 October 2018

Seconded A Martinson

CARRIED

## 13. INFORMATION ONLY REPORTS

### 13.1 Chair Resignation Letter

Moved Mayor Martinson

That the Chair Resignation Letter information only report be received and a letter of thanks be issued to Michael Schuetze and the Renmark Hotel.

Seconded Cr Maddocks

CARRIED

### 13.2 Significant Events October – December 2018

Moved Cr Slade

That the Upcoming Significant Events Report October to December 2018 information only report be received.

Seconded Mayor Martinson

CARRIED

## 14. MOTIONS WITHOUT NOTICE - Nil

## 15. GENERAL BUSINESS

### 15.1 Tourism Publications – Next Steps

Renmark Paringa Tourism Brochure this was not endorsed by Council as per Council meeting held 25 September 2018; this item was laid on the table for further investigation.

T Townsend and A Martinson to present with Sue Whitbourne at the next informal council meeting to express why a new publication brochure is needed.

**16. CLOSURE** - 11.41 am.

Subject to confirmation

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**Report No: 13.6**

**Subject:** Significant Events – Renmark Paringa District – February to June 2019

**From:** Acting Director, Corporate and Community Services

**Purpose:** To provide the Tourism and Events Committee with an overview of upcoming events within the Renmark Paringa during the period of February to June 2019.

**Background:**

The Visitor Information Centre (VIC) Events Teams are the first point of call for all Renmark Paringa event enquiries and process all event permit applications for events to be held on Council managed land. The applications vary from smaller events such as wedding ceremonies, birthday parties, reunions to major events such as the Riverland Dinghy Derby, Rose Festival, Renmark Rocks On, Rivafest and the annual Christmas Celebrations.

In addition, the team disseminates a range of information to other sections of the business including road closure requirements, site preparation, power access needs and a cross reference process of water/road closures between conflicting events.

Historically, the VIC processes over 100 permits for events every year, with the most recent data depicting:

- 2019 – 39 applications (to date)
- 2018 – 133 event permits
- 2017 – 104 event permits
- 2016 – 95 event permits
- 2015 – 103 event permits

To date, the Events Team have also received a further 12 Event Date Claim forms for 2019 with the event applications to follow over the coming period. Enquires and date claims have also been received for 2020 and 2021.

The following table represents a glimpse of some of Renmark Paringa’s significant upcoming events in our calendar over the next four months. February has also been included due to the high profile events that were held during this time.

Month	Date	Event
February	1 3 16-17	Riverland Dinghy Club Dash for Cash Riverland Dinghy Club 2019 Dinghy Derby Vitor Swimming Country Championships
March	1 – 3	Renmark Bronze Tennis Tournament



	2 10 15-18 30	Wakeboard SA State Titles Ski For Life Renmark Rocks On Riverland Dinghy Club – Renmark Auto Circuit Race
April	13  17-22 22 25	Renmark Paringa Council Twilight Market & Outdoor Cinema Tintra Lawn Tennis Club Easter Tournament Renmark Lutheran Church Free Easter Breakfast ANZAC Day Dawn Service, March & Ceremony
May	30	Riverland School Sport Tackle Rugby Carnival
June	3 22	30 <sup>th</sup> Anniversary RFDS Fundraising Car Rally ** Renmark Rowing Club Centenary Dinner & Wharf to Woolshed Long Row

## Major Events

The Events Team have been working with a number of major event organisers to ensure all aspects of their event are met including suggesting display sites, accommodation options, registrations points, dining venues and potential itineraries plus all compliance requirements to issue the approved event permit. These events include the 30th Anniversary Royal Flying Doctor Fundraiser Car Rally in June will start from Renmark, attracting approximately 325 participants to the district., the 43rd National Chevrolet Festival in November 2019 with over 160 vehicles and up to 400 people converging on Renmark and in December, the Renmark Rowing Club will host the biannual Rowing Regatta, attracting well over 400 participants from both intra and interstate.

The South Australian Country Swimming Championships have also been secured for January 2021, with Renmark Paringa Council endorsing \$10,000 cash contribution and \$5000 non cash contribution towards this event at the August 2018 Council meeting. This event was held in Renmark in 2017 and contributed \$631k to local economy.

## Event Attraction

The VIC Events Team play an integral role in securing these types of major events (car club meets, rallies, conferences etc) for Renmark through the personalized service, advice and local knowledge we are able to provide to event organiser's. Although not all events are facilitated on Council land, these gatherings contribute a significant economic impact to the town (and region) and expose attendee's to the fantastic tourism offering and river landscape that we have in the Renmark Paringa district.

To ensure that we can continue to meet the expectations of potential event organiser's and secure major events for the district, the VIC Events Team intend to submit a



2019/2020 Annual Business Plan Project application to develop an Events & Conference Planning Guide.

This professionally prepared document will aim to provide a more professional and encompassing resource for prospective event coordinators and include detailed information on event locations and venues, things to see and do, itinerary options, accommodation options, pre and post event packages and promote the ability to book online. The development of a downloadable resource specific to events and conferences will ensure Renmark Paringa continues to be known as a premier event destination of choice.

**Relevant Legislation:** Nil

**Community Plan Reference:**

2.2 Ensure Renmark Paringa is known as a tourism destination of choice for local, interstate and international travelers.

**Risk/WHS Impact:** Nil

**Changes to Risk profile - LGAMLS notification required:** Nil

**Financial Impact:** Nil

**Asset Management Impact:** Nil

**Sustainability Impact:** Nil

**Regional Opportunities project:** Nil

**Author:** Emma Mullin  
Visitor Information Officer

**Date:** 22 February 2019

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**Report No: 13.8****Subject:** 2018/19 Annual Business Plan Projects Update**From:** Acting Director Corporate and Community Services

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**Purpose:** To provide the Tourism and Events Committee with a progress update on the approved Annual Business Plan Projects for 2018 / 19.

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**Background:**

The Visitor Centre has two Annual Business Plan projects approved for the 2018/19 financial year, which will contribute to a positive experience for visitors and tourism operators alike and efficiencies within our business to work on additional tourism projects.

The projects were identified through the Section 41 Tourism and Events Committee who enlisted a consultant (approximately \$10k) to assist with the development of a business case to identify how to increase economic and community outcomes within the tourism and events place and include the associated costs and return on investment. A three stage road map has been proposed within the business case to improve RP Council's return on tourism and events resourcing with Stage 1 aiming to improve existing event application processes and online booking capability. They are –

**Online Tourism/Events//Retail Booking System –**

this will enable the Visitor Centre to establish a centralised online system to facilitate the real time booking of local tours, cruises, accommodation, experiences and event tickets for the Renmark Paringa area.

**Online Event Permit System –**

this project will investigate and establish a streamlined, staged online event permit system to improve the customer service experience for both internal and external customers and reduce red tape in hosting and managing events within our region. In turn this will encourage event organisers to continue to host current events and consider hosting more. This will include a review of existing forms, processes and compliance with the intent to move to an online portal for event registration and digitization of event forms.

Both projects made little progress over the Summer Holiday period, with staff being heavily involved in delivering successful Rivafest and Australia Day events, school holiday activities plus increased visitor servicing requirements. Final discussions have since been had with Book Easy, the Online Booking System provider and the procurement process is about to commence for this product. It has been determined that there is a disconnect between the integration of Book Easy into our current web platform, which has enabled the project scope to be broadened to include the potential development of a tourism specific website for the Renmark Paringa area.



Staff will continue to test an online form product that is being considered for the Online Event Permit System.

The committee will continue to look at opportunities to leverage existing events and attract or develop new major events within the district, which forms Stage 2 of the approach outlined in the Business Case.

**Relevant Legislation:** Nil

**Community Plan Reference:**

2.2 Ensure Renmark Paringa is known as a tourism destination of choice for local, interstate and international travelers.

**Risk/WHS Impact:** Nil

**Changes to Risk profile - LGAMLS notification required:** Nil

**Financial Impact:** Nil

**Asset Management Impact:** Nil

**Sustainability Impact:** Nil

**Regional Opportunities project:** Nil

**Author:** Sue Whitbourne  
Tourism Coordinator

**Date:** 26 February 2019