



LEETON
SHIRE COUNCIL

**ORDINARY COUNCIL MEETING
SUPPLEMENTARY AGENDA**

**23 MARCH 2022
7.00PM**

TO BE HELD IN THE
COUNCIL CHAMBERS
23-25 CHELMSFORD PLACE
LEETON NSW 2705

Authorised for release: Jackie Kruger General Manager

LEETON SHIRE COUNCIL
AGENDA
ORDINARY COUNCIL MEETING
23 March, 2022
7.00PM

- 6. MAYORAL MINUTES (If any)
- 7. NOTICES OF MOTION (If any)
- 8. OFFICERS' REPORTS (As listed)

ACTIVATION MATTERS
8.13 LGNSW DESTINATION AND VISITOR ECONOMY
CONFERENCE.....2
- 10. CLOSED COUNCIL – CONFIDENTIAL ITEMS

ACTIVATION MATTERS

ITEM 8.13 LGNSW DESTINATION AND VISITOR ECONOMY CONFERENCE

RECORD NUMBER	22/121
RELATED FILE NUMBER	EF21/121
AUTHOR/S	Manager Visitor Services and Local Activation
APPROVER/S	Group Manager Shire Activation

SUMMARY/PURPOSE

The purpose of this report is to seek Council approval for the Councillor Tourism Portfolio Lead to attend the LGNSW Destination and Visitor Economy Conference to be held in Orange from Tuesday 17 May to Thursday 19 May 2022.

RECOMMENDATION

THAT Council approves the attendance of the Councillor Tourism Portfolio Lead at the LGNSW Destination and Visitor Economy Conference on 17, 18 and 19 May 2022 in Orange NSW.

REPORT

(a) Background

Council approval is required for any councillors that indicate a willingness to attend conferences outside those approved in the Payment of Expenses and Provision of Facilities to Mayor and Councillors Policy.

Presently, the only pre-approved annual conferences for councillors to attend are the Australian Local Government Association (ALGA) Conference, LGNSW Annual Conference and Murray Darling Association (MDA) Conference.

(b) Discussion

The LGNSW Destination and Visitor Economy Conference provides councillors and council staff with the opportunity to learn from national experts on best practice in the visitor economy through breakout sessions, workshops, presentations, and panel discussions. It also provides local councils with the chance to network with peers and find out how other councils are engaging and managing local tourism.

Regional tourism visitor numbers are forecast through research recently undertaken by Tourism Research Australia to experience a significant increase with the reluctance and lack of confidence for Australian people to travel/holiday internationally due to the COVID-19 pandemic. These higher than usual leisure visitor

numbers coming to regional destinations such as the Riverina region and Leeton specifically are expected to occur for the next 3-5 years. It is important that through representation at this event Council continues to remain abreast of all initiatives that are being undertaken to capitalise on this new wave of visitors.

A copy of the full conference program is attached with this report for councillors' information.

(c) Options

1. That Council does not approve the annual attendance of the Councillor Tourism Portfolio Lead at the LGNSW Destination and Visitor Economy Conference.
2. That Council approves the attendance of the Councillor Tourism Portfolio Lead at the LGNSW Destination and Visitor Economy Conference. **This is the preferred option.**

IMPLICATIONS TO BE ADDRESSED

(a) Financial

The cost of attendance at the conference for the Councillor Tourism Portfolio Lead will be \$1380, which includes the full conference registration and accommodation expenses.

These expenses will be covered from Council's Tourism and Area Promotion Budget.

(b) Policy

Payment of Expenses and Provision of Facilities to Mayor and Councillors Policy

(c) Legislative/Statutory

Nil

(d) Risk

Not attending this event represents a missed opportunity for councillors to learn and engage with other Councils on what initiatives they're doing to capitalise on the forecast increase in domestic tourism over the next 3-5 years.

CONSULTATION

(a) External

Nil

(b) Internal

General Manager
Executive Manager IPR, Governance and Engagement

LINK/S TO THE DELIVERY PROGRAM/OPERATIONAL PLAN (DPOP)

Under the Key Priority Area Outcome Six: STRONG LEADERSHIP within Council's adopted Delivery Program/Operational Plan – 18 - A community that has politicians who act and listen - 18 c - Develop and maintain strong working relationships at a Federal and State level - Participate in State and national Local Government Associations (LGNSW and ALGA).

ATTACHMENTS

1 [↓](#) 2022 LGNSW DESTINATION AND VISITOR ECONOMY CONFERENCE PROGRAM

TUESDAY 17 MAY 2022 **ORANGE CIVIC THEATRE FOYER**

ARRIVAL TEA AND COFFEE – REGISTRATION DESK OPEN

2:00PM **CONFERENCE DAY 1** - Delegates choose from concurrent sessions below.

BREAKOUT STREAMS		
STREAM 1A	STREAM 1B	STREAM 1C Orange Regional Gallery
<p>When your audience become your marketers</p> <p>Using Influencers, Creators and User Generated Content to drive council and destination promotion</p> <p>Todd Wright Threesides Marketing</p>	<p>The future of the electric vehicle network</p> <p>Ross De Rango, Head of Energy and Infrastructure, Electric Vehicle Council</p>	<p>Arts, culture and heritage How does Council embrace this as part of the tourism puzzle?</p> <p>Rebecca Marshall, Program Manager, Penrith City Council</p> <p>Brent Lawrence, Manager Visitor Services and Local Activation, Leeton Council</p> <p>Brad Hammond, Director at Orange Regional Gallery</p>

3:15PM **AFTERNOON TEA**

BREAKOUT STREAMS		
STREAM 2A	STREAM 2B	STREAM 2C
<p>When your audience become your marketers</p> <p>Using Influencers, Creators and User Generated Content to drive council and destination promotion</p> <p>Todd Wright Threesides Marketing</p> <p>Stream sponsor: Leonards Advertising</p>	<p>Enabling the uptake of EVs Anthony Weinberg, 3-Council Regional Environment Program Manager, Randwick, Waverley and Woollahra Councils</p> <p>Encouraging electric vehicle drive tourism Jenny Bennett, Executive Officer, Central NSW Joint Organisation (CNSWJO)</p>	<p>Arts, culture and heritage</p> <p>Annette Steele, Orange Local Aboriginal Land Council CEO</p> <p>Ray Christison, Board, Museums & Galleries NSW</p>

5:15PM-7:15PM **WELCOME RECEPTION AT THE HOTEL CANOBOLAS**
 short walk from Orange Civic Theatre

Sponsored by Caravan & Camping Industry Association:
 Guests will hear about the involvement in the Caravan & Camping Industry Association’s regional tourism promotion and its partnerships with councils.

Official proceedings

- Welcome to Country
- Welcome from **Cr Jason Hamling**, Mayor of Orange City Council
- Address by Caravan & Camping Industry Association, Premier Sponsor

Followed by delicious canapes and drinks as guests network, relax and settle in.

7:15PM DELEGATES ARE ENCOURAGED TO PRE-BOOK AT LOCAL RESTAURANTS FOR DINNER.

WEDNESDAY 18 MAY 2022 **ORANGE CIVIC THEATRE**

ARRIVAL TEA AND COFFEE - Trade exhibition and registration desk open

9:00AM CONFERENCE DAY 2 - PLENARY SESSION - Orange Civic Theatre

MC Welcome	Matt Baseley
Welcome Address	President LGNSW
Host Council Welcome	Cr Scott Ferguson, Mayor Blayney Shire Council
Conference Address	To be announced
Top Tourism Town Awards	Presentation of NSW Tourism Industry Council Top Tourism Town Awards. Greg Binskin, Executive Manager, Tourism, Business NSW and President, LGNSW
Elevator Pitches	Sponsor Spotlight

10:30AM MORNING TEA IN TRADE EXHIBITION AREA

11:00AM PLENARY SESSION - Orange Civic Theatre

Keynote Presentation	<p>Demand but where is the supply? Creative Solutions to tackling shortages</p> <p>Professor Tim Harcourt, Industry Professor and Chief Economist, Institute for Public Policy and Governance (IPPG), University of Technology Sydney (UTS)</p> <p>Professor Harcourt specialises in Australia's economic engagement with the Global Economy particularly Asia, Latin America and Emerging Markets and has worked in both public policy and research roles in International Trade, Labour Markets, Climate Innovation and the Economics of Sport and Sport Diplomacy. He passionate about making economics and international trade accessible to the whole community.</p> <p>Carol Mills, Director, Institute of Public Policy And Governance at UTS.</p> <p>Carol has over 20 years experience in a range of executive roles in the public sector. Her leadership career has covered a diversity of public policy and public administration areas including social and affordable housing, sport and recreation, arts and heritage administration liquor and gaming regulation, disability services, ageing, children services and Aboriginal affairs.</p>
Elevator Pitches	Sponsor Spotlight
Panel Session	<p>Reframing the role of local government in tourism and the visitor economy</p> <p>Facilitated by Carol Mills, Director, Institute of Public Policy and Governance at UTS.</p> <ul style="list-style-type: none"> • Anthony Osborne, Tourism Coordinator for the Sapphire Coast, The Destination Agency • James Ho, General Manager, Hipcamp • Jenny Bennett, Executive Officer Central NSW Joint Organisation (CNSWJO)

12:30PM LUNCH IN TRADE EXHIBITION AREA

1:30PM DEPART FOR SITE VISITS - 3 hours duration. Refreshments will be included on all site visits.

REVISIONING THE CBD - Orange City Future City

SITE VISIT 1

Hosted by Orange City Council.

1:30PM - 4:30PM

Join a CBD walking tour that will highlight the Orange City Future City project. Discover hidden gems including art, pop-up shops, co-working spaces, and small bars. Features include smart technology, festoon lighting, pedestrian spaces, way-finding and green spaces.

Includes a tour of the state of the art Orange Regional Gallery's \$5.5m extension project. Designed by Sam Marshall whose previous projects include the Museum of Contemporary Art in Sydney.

Delegates will experience the Lords Place and McNamara Street revitalisation, and sample a specially curated trio of treats from Racine Bakery, Parrot Distillery and Mad Hatter Drink Lab.



The historic Orange Town Hall built in 1887.
Photo credit: Destination NSW

MILLTHORPE - Heritage with Style

SITE VISIT 2

Hosted by Blayney Shire Council

(This experience includes a 20-minute bus transfer).

1:30PM - 4:30PM

Visit a picturesque heritage-listed village with a contemporary edge. Learn how the village committee worked with Council to transform the village from a sleepy place to a must-see, including re-starting train services at the dis-used station.

Taste wines from one of three award-winning cellar doors in Millthorpe, who have combined forces to create the Millthorpe Wine Collective brand for events and promotions.

Tour the Golden Memories Museum, see local artisan crafts and enjoy afternoon tea and local stories, before exploring the main street.



Tamburlaine Organic Wines tasting, part of the Millthorpe Wine Collective.

MANILDRA: CANOLA MILLING AND BREWERY - Paddock to Glass

SITE VISIT 3

Hosted by Cabonne Shire Council

(This experience includes a 40-minute bus transfer).

1:30PM - 4:30PM

Australia's largest flour mill is located in Manildra in the heart of the central west. The four mills by the Manildra Group produce enough flour to make over 100 loaves of bread every second! Visit the Manildra Group which includes the Mill and MSM Milling, demonstrating the creation of a high functioning business in a smaller village.

Learn about Pioneer Brewery Co, the largest independently-owned farm based brewery on Australia's eastern seaboard which owns, grows and harvests malting barley, rye and wheat.



Manildra Mill, Central West NSW.
Photo credit: Manildra.com.au

MOLONG: SMALL TOWN ACTIVATION – Thriving through the pandemic and welcoming new residents

SITE VISIT 4

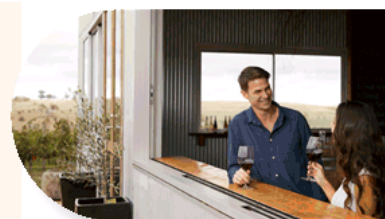
Hosted by Orange 360

(This experience includes a 30-minute bus transfer.)

1:30PM - 4:30PM

Discover the riches of Cabonne. Visit Molong to discuss main street activation and small business creation with Eden Décor and Lime and Stone. They will explain how they set up thriving businesses during the pandemic!

Listen to the Molong Advancement Group as they speak about the importance of the relationship with Council and Progress Association, and the sustainability of small villages. Tour Nashdale Lane Wines luxury glamping cabins, with views to Mount Canobolas and across neighbouring vineyards and cattle farms.



Nashdale Lane Wines.
Photo credit: Destination NSW

6:30PM **TRANSFER TO DINNER VENUE** - Australian National Field Days Site, Cabonne

7:00PM-10:00PM **CONFERENCE DINNER AND ENTERTAINMENT**
Australian National Field Days Site, Cabonne.

Address from Cr Kevin Beatty, Mayor of Cabonne Shire Council.

THURSDAY 19 MAY 2022

ORANGE CIVIC THEATRE

ARRIVAL TEA AND COFFEE - Trade exhibition open

9:00AM **DAY 3 - PLENARY SESSION** - Orange Civic Theatre

MC Welcome	Matt Baseley
National Update	Dominic Mehling, Industry Relations Manager – ACT, NSW, NT, QLD Tourism Australia
Success stories in partnerships and packaging	Host councils and Orange 360
Elevator pitches	Sponsor Spotlight

10:30AM **MORNING TEA IN TRADE EXHIBITION AREA**

11:00AM **PLENARY SESSION** - Orange Civic Theatre

Destination NSW Address	Kathryn Illy, General Manager, Consumer Marketing Destination NSW
Keynote Presentation	Dare to Dream! Taking control of the future! Peter Berner, Comedian and Broadcaster In conversation with Nick Gleeson, Owner of Factory Espresso Cafe Orange and Amy van de Ven, Franchisee, Quest Orange
MC Closing remarks	Matt Baseley

12:30PM **LUNCH IN TRADE EXHIBITION AREA**

1:30PM **CLOSE OF CONFERENCE**

This program is correct at time of publication and may be subject to change.