

# Shire of Lake Grace

## TOURISM ADVISORY COMMITTEE

# MINUTES

### DATE

Meeting Commencing at 9.30am on Tuesday 12<sup>th</sup> August 2025.

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#### Acknowledgement of Country

I wish to acknowledge the traditional Custodians of the land on which we meet today and pay my respects.

I extend that respect to Aboriginal and Torres Strait Islander peoples here today.

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<b>CONTENTS</b>
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<b>1.0</b>	<b>DECLARATION OF OPENING ANNOUNCEMENT OF VISITORS.....</b>	<b>3</b>
<b>2.0</b>	<b>PRESENT .....</b>	<b>3</b>
<b>3.0</b>	<b>APOLOGIES .....</b>	<b>4</b>
<b>4.0</b>	<b>CONFIRMATION OF MINUTES .....</b>	<b>4</b>
<b>5.0</b>	<b>MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN .....</b>	<b>4</b>
<b>6.0</b>	<b>URGENT BUSINESS APPROVED BY THE CHAIRPERSON .....</b>	<b>4</b>
<b>7.0</b>	<b>MEMBERS REPORTS .....</b>	<b>ERROR! BOOKMARK NOT DEFINED.</b>
<b>7.1</b>	<b>VISITOR CENTRE MANAGER REPORT .....</b>	<b>ERROR! BOOKMARK NOT DEFINED.</b>
<b>7.2</b>	<b>AIM HOSPITAL REPORT .....</b>	<b>ERROR! BOOKMARK NOT DEFINED.</b>
<b>7.3</b>	<b>ROE TOURISM ASSOCIATION .....</b>	<b>ERROR! BOOKMARK NOT DEFINED.</b>
<b>7.4</b>	<b>AUSTRALIA’S GOLDEN OUTBACK .....</b>	<b>ERROR! BOOKMARK NOT DEFINED.</b>
<b>8.0</b>	<b>GENERAL BUSINESS .....</b>	<b>ERROR! BOOKMARK NOT DEFINED.</b>
<b>9.0</b>	<b>DATE OF NEXT MEETING .....</b>	<b>ERROR! BOOKMARK NOT DEFINED.</b>
<b>10.0</b>	<b>CLOSURE .....</b>	<b>ERROR! BOOKMARK NOT DEFINED.</b>

## **SHIRE OF LAKE GRACE**

Minutes of the Tourism Advisory Committee Meeting held at the Shire of Lake Grace Council Chambers on Tuesday 12<sup>th</sup> August 2025 commencing at 9.30am.

Objectives of the Shire of Lake Grace Tourism Advisory Council are to advise the Council on:

1. The identification, inclusion and implementation of tourism matters in Council's Strategic Community Plan (and other operational plans/annual budget) in order to increase tourism income in partnership with the Community, Commonwealth, State and Local government and other industry stakeholders
2. The coordination of and collaboration between Lake Grace Shire's tourist attractions, heritage museums (AIM Hospital etc), events, tourism promotion/marketing and services to visitors
3. Developing community understanding of the value of tourism
4. Industry development, employment and training to benefit tourism, heritage and events
5. Seeking funding to support and promote tourism and develop new and existing tourist attractions
6. Assisting in the development of current, quality information to visitors and stakeholders
7. Recognising and promoting excellence within the local tourism industry
8. To represent the Shire at Roe Tourism meetings and events

### **1.0 DECLARATION OF OPENING ANNOUNCEMENT OF VISITORS**

Chairperson Cathie Kelly opened the meeting at 19.38am on Tuesday 12<sup>th</sup> August 2025.

### **2.0 PRESENT**

Chairperson	Ms Catherine Kelly	Community Representative Newdegate
Deputy Chairperson	Mrs Suzanne Reeves	Community Representative Lake Grace
Committee Member	Mr Peter Stoffberg	Community Representative Lake Grace
Committee Member	Mr Kevin Penny	Community Representative Lake King
Committee Member	Mr Norm O'Neill	Community Representative Pingaring
Shire Representative	Mr Aaron Wooldridge	Lake Grace DCEO
Shire Representative	Mrs Jo Morgan	Lake Grace Visitor Centre Manager
Shire Representative	Mrs Vicki O'Neill-Gray	Lake Grace Visitor Centre Coordinator
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### 3.0 APOLOGIES

Committee Member  
Shire Councillor

Ms Carla Hyde  
Mrs Deb Clarke

Community Representative Varley  
Shire of Lake Grace

Resignation – Ms Sheena Zurnamer (moved town)

### 4.0 CONFIRMATION OF MINUTES

#### RESOLUTION

**Moved: Mr Aaron Wooldridge**  
**Seconded: Mr Peter Stoffberg**

That the Minutes of the Shire of Lake Grace Tourism Advisory Committee Meeting held on Tuesday 12<sup>th</sup> August 2025 be confirmed as a true and accurate record of the meeting.

**CARRIED 7/0**

### 5.0 MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN

nil

### 6.0 URGENT BUSINESS APPROVED BY THE CHAIRPERSON

nil

### 7.0 MEMBERS REPORTS

#### Kevin Penny – Lake King

##### HH Battery Project

This week, we will hold our second "busy bee" for the HH Battery. Our first one was very successful, and we accomplished more than we anticipated. Working on the machine gave us a clearer understanding of the next steps.

We are also arranging to move the machine to Ed Wynyard's farm, just outside of LK. This will make it much easier to work on, especially if the weather is inclement.

##### Publicity and Events

TCWA is currently waiting for LKPA and LK School to set a date for our publicity day photo shoot. We hope to schedule this for late October 2025. This event will coincide with a visit from TCWA members as part of a "southeast wheatbelt soiree" supporting Agritourism.

We extend an open invitation to all SOLGTC members, and anyone else interested in this project. We will widely advertise the date as soon as it's confirmed.

## Geotagging Proposal

Following one negative response to our proposal, it would be wise to ask for permission from current landowners before placing a geotag on their property.

While there is no law against geotagging, we don't want to upset anyone in our community. At a recent LK 100-year meeting that my wife, Trish, and I attended, the consensus was that the pushback came from a misunderstanding of what geotagging is. Whether this will change in the future remains to be seen.

To avoid any issues, we will proceed by placing geotags on roads or near the front gates of farms, as this is neither illegal nor a form of trespassing.

We will continue with the project of Geotagging Public places of heritage, ala Inherit Sites. This way the locals and public will get used to the idea and realise it to be beneficial and not intrusive on privacy.

## Letter of Support (LOS)

I will be collecting letters of support from various organizations within the LG shire to assist the **LKPA** with future grant applications. These grants will fund the necessary infrastructure to put the **HH Battery** on display. I believe we may be able to secure grants from companies like CBH, Nutrien and CSBP.

I have already received a letter of support from the Ravensthorpe Historical Society (RHS). I would also like to make a motion for the **SOLGTC** to provide a letter of support.

## Restricting Access to the SOLGTC Facebook Page

A recent glitch allowed a non-member to join our private Facebook group. Although no harm was done, I believe it's important to enforce our established rules to maintain the group's integrity.

The rules for this group, which was created on October 29, 2024, state that it is for **current and future SOLGTC members**, as well as **Lake Grace Shire councillors and staff**. Its purpose is to share and discuss ideas, photos, and other content to enhance tourism within the Shire.

My reasoning for restricting access is that we may need to discuss sensitive topics related to tourism in the LG Shire. We want to prevent non-members from commenting or reporting on these discussions, as the original context could be lost, leading to misunderstandings.

I encourage anyone who wishes to contribute to the SOLGTC to become a member through the proper channels first. This will ensure that our group is composed of individuals who are genuinely committed to local tourism.

On a recent trip to Lake King, I noticed that the signage at the major crossroads of Bidy Camm Road and Hyden Lake King Road is missing. It's unclear whether it was knocked over or souvenired, but I would like to request that we apply to the Shire for a new sign as soon as possible.

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## **Norm O'Neill – Pingaring**

Dump point planned for next year or 2.

### **7.1 VISITOR CENTRE MANAGER REPORT**

- The SOLGTAC welcomed our new weekend casual Melissa to the team. Mel joined the meeting via teams' link. Committee also acknowledged Jodi Pearce is our extra casual when we need an extra set of hands.
- Tourism Strategic Plan – Aaron and Jo will prepare a plan for the committee to collect data from each town within the Shire. As a committee we will plan and set goals towards our Tourism Strategies for now and in the future with considerations to new technology, AI and red tape etc. We hope to start next meeting.
- Roe signs are held up with paperwork permissions from Main Roads. New replacement Wave signs will be put up at the same time. \*\*\* Update Thurs 14/8 Approval for Roe signs granted 13/8. Works crew plan to hang signs in next few weeks when time and weather permits
- Visibility of new digital sign near Visitor Centre This was discussed in a previous a meeting. Aaron will bring up again at next Council meeting to decide what to do to improve situation. Relocate tree that's blocking the view?
- The LG Visitor Centre staff will be at this year's Newdegate Field Day, along with Shire staff and Councillors. We encourage the committee to come visit the stand on the day and promote to others.
- Wildflower season has kicked off with Queen of Sheeba sightings already. It was agreed there are wildflowers 12 months of the year, the season when it's a full bloom. Dragon Rocks is possibly a great hotspot for wildflowers. Jeff McDonald lives near Dragon Rocks, he would like improved signage directing traffic to the rock around his farm. To all committee – please report to the Visitor Centre of any hotspots you encounter so we can share with visitors. Terry Dunham Facebook page includes wildflowers of our region, as does Judy Garlick and Kerry Argent.

### **7.2 AIM HOSPITAL REPORT**

- The AIM working group continue with research and preparations for the upcoming interpretation and grants due end of the year. Mikaela & Jo will also run through event ideas for next year. Bounce ideas for Shire held event.

### **7.3 ROE TOURISM ASSOCIATION**

- Next meeting in Quairading next Monday 18<sup>th</sup> August.

### **7.4 AUSTRALIA'S GOLDEN OUTBACK**

- AGO planner and memberships due.

- AGO emailed after Agritourism meeting at Mary Nenke’s farm. Decision made they will no longer be holding these meetings as difficult to coordinate with small towns and varying tourism budgets. Mary has taken up the task. Hosting Extravaganza evening, it was in August but now pushed back to next March.

## **8.0 GENERAL BUSINESS**

- Norm requested we seek an easier way to access agendas and minutes of SOLGTAC.
- Peter noted he gets an average of 800 people through the door each day at the Roadhouse. Let’s fill it with tourism information. VC staff give out maps to the cafés and felt sure the Roadhouse has this info too but will be sure to drop some off. Peter suggested a Shire map on his blank wall in the café space? With information for each area. This sort of map of information would be beneficial throughout the Shire. Would this be similar to Pioneer Park and Lake King info stops? Photos needed to check and possibly update on these signs.
- Aaron confirmed he is working with new tech company to improve the much-needed WIFI everywhere. In Lake Grace it needs to reach the electric car charge in order for that to work. By the Railway building is ideal also as it’s a popular stop for tourists accessing rest stop.
- Cathie Kelly mentioned she has found errors in the Pathways to Wave Rock map. Google maps aren’t always correct with their maps. Experiencing the drive firsthand, its quite different and can be confusing for our tourists. We need better accuracy. Google maps apparently are quite good at accepting corrections. Unfortunately, these maps have just been reproduced. Jo shall take this to next Roe Tourism meeting.
- Cathie Kelly shared an art design she would love developed as signage along the roads between Dumbleyung and our Shire. The Newdegate Road needs something interesting to look at along the long road. The sign id of trees is fauna ideally with the words Road trip country written on. Group discussion led to let’s be visible from the sky. Let’s get our town names or “art” on roof tops of buildings so we can be seen from the sky – similar to Jo’s suggestion. Get the airlines involved. Cathie would like to alter the design, do we ask for this and pay the designer? November is next Road Wise meeting, perhaps we ask of these sorts of signs would be permitted along our roads first.

## **9.0 DATE OF NEXT MEETING**

The next meeting is TO BE CONFIRMED (possibly late October) at the Shire of Lake Grace Council Chambers. Jo to be in touch with committee on suitable dates. Harvest to be considered etc.

## **10.0 CLOSURE**

There being no further business, the Chairperson closed the meeting at 11.27am.